

Sharing your fire management story in the carbon industry

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ICIN Indigenous
Carbon
Industry
Network

Why share your story?

- Builds a collective understanding of what is savanna fire management
- Empowering, builds confidence and self-esteem
- In-demand expertise
 - Inspiring
 - Unique
 - Real
 - Interesting
- Connect with people in other parts of Australia and the world
- Economic value of the co-benefits delivered by your fire management is attached to your story and your brand



The economic value of Indigenous carbon credits

Industry valued at around \$20 million each year across north Australia.

A premium price in recognition of:

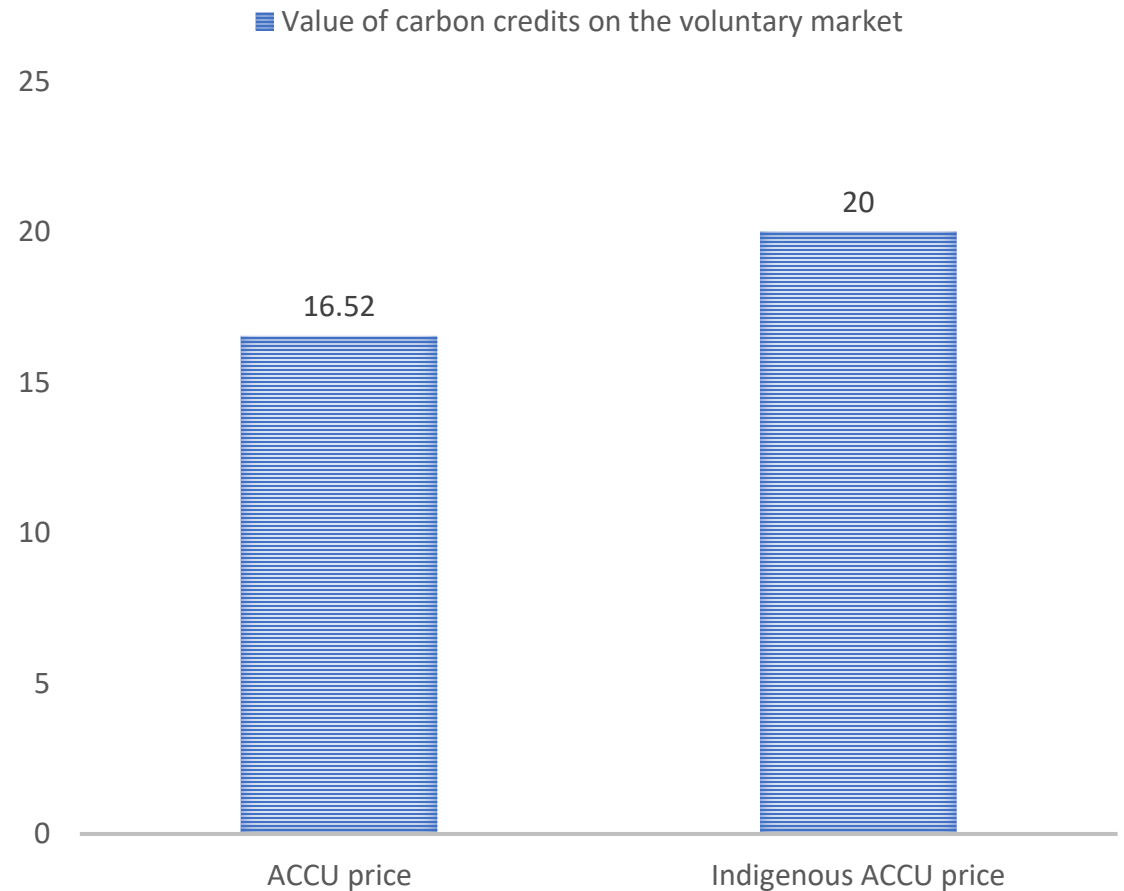
Co-benefits

- Social
- Cultural
- Environmental

- Commbank ACCU price \$16.57
- Indigenous ACCUs valued at around \$17 - \$25

- Disclaimer: Estimations are for general reference only, not financial advice

ESTIMATED AVERAGE VALUE OF CARBON CREDITS ON THE VOLUNTARY MARKET



Why do buyers seek Indigenous carbon credits?

- Offset greenhouse gas emissions
- Shareholders and customers want company to be ethical; support Indigenous Australian projects
- Social licence to operate; increases social capital
- Associate their brand with your brand (photos, videos etc)
- Differentiate their brand and product eg. by offering customers opportunity to offset.
 - Eg Qantas interview, “our customers want to buy Indigenous savanna burning carbon credits”

Buyers

- Be upfront and transparent about what you seek to gain
- Ask first - Put in place protocols for sharing of images, videos etc
- Seek to build trust: Ethical and responsible behaviour leads to good long-term business relationships
 - On the other hand, one bad experience can be very damaging to the reputation of your business
- Stay informed and follow best practice standards
 - Carbon Market Institute Code of Conduct
 - ICIN Free Prior and Informed Consent Guidelines
 - Our Knowledge Our Way (CSIRO/NAILSMA)

Sellers

- Seek legal and financial advice to ensure clear agreements
- Leverage business relationships to gain more benefits for your community.
- Stay in control. Protect your “brand” by putting marketing and legal strategies in place to own your story

Own your story

- Photos, Videos, Presentations, Books, Branding, Social Media, Website
- **Unique:** It is your story and yours only
- Prevent people from using your photos etc without permission
- **Branding** (eg. ranger badges, logos)
- Language
- **Seek advice: Legal** (IP agreements, contract agreements, trademarks)
- Media protocols (pdf file types, watermarking videos and photos)
- Spokespeople

Note that once something is published online, it is available to everyone and can be difficult to withdraw.

eg. Facebook owns your Facebook posts, including your photos.

Make a Communications Plan

Think about

- What is your **goal**?
- **Who** do you want to talk to?
- **What** do you want to say?

- What communication tools are available?



Network Platforms to Share Your Story

- [Website: www.icin.org.au](http://www.icin.org.au)
- [Facebook](#)
- Twitter @IndigCarbonNet
- Savanna Fire Forum
- Video gallery
- Photo gallery
- Speaking invitations at events
- Workshops
- Email bulletins



The screenshot displays the ICIN (Indigenous Carbon Industry Network) website. The navigation menu includes: OUR STORY, RESOURCES, THE NETWORK, NEWS, EVENTS, and CONTACT US. A prominent section is titled "THE INDIGENOUS CARBON INDUSTRY NETWORK" with a sub-header "Edit Section". Below the title is a photograph of three people in a savanna landscape, each carrying a large log on their back. The text below the photo states: "Our purpose is to enable and empower Indigenous carbon producers and Traditional Owners of carbon projects to benefit from carbon markets through their land and sea management practices by supporting an active network of Indigenous carbon businesses and supporting agencies."