

# PLANTING, HUGGING AND LOGGING TREES... TOGETHER

Or, harnessing co-operatives for overcoming conflict and driving conservation and commerce.

# Plant, hug, log...

- The Forests for Life project
- Importance of the business structure
- Breaking down silos
  - Business objectives
  - Investment
  - Skills/capacity
- The plant, hug, log project
  - What's changed
  - Incubator.coop

# Forests for Life project

## Two stages

- Species selection
- Financial assessment and business case

## Observations

- Adoption challenges haven't changed
- Silos unhelpful, missed opportunities for better efficiencies and social license - landscape level is key
- 'Traditional' model viable but very difficult

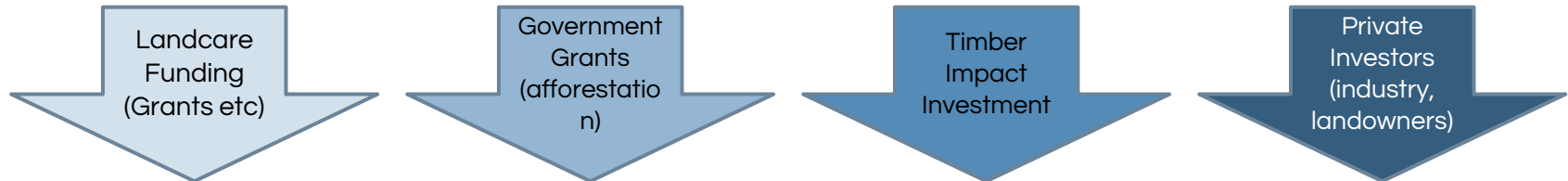
Long-term viability and impact potentially improved by aggregating multiple activities beyond timber. Eg. services, restoration, non-timber (sandalwood) etc.

*Delivering value and returns to multiple stakeholders through coordination and aggregation*

## Value propositions: from Landcare to Timber



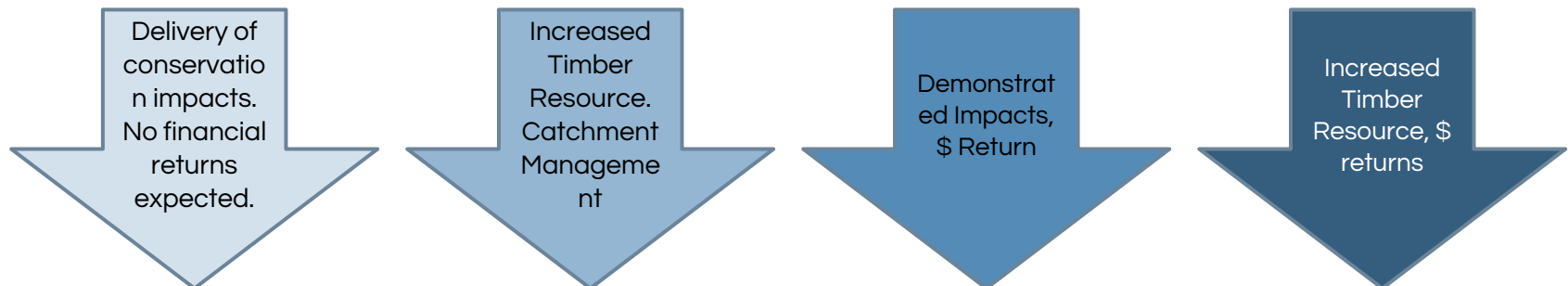
## Funding Source \$ – Grants and Investment From philanthropic through to conventional investment



## Forests For Life Program

Coordination, Aggregation, Marketing, Management etc

All funders and investors receive better efficiencies and economies of scale on their inputs



## Investor/Funder's Expected Returns

Value propositions: from Landcare to Timber

Conservation and community projects

Increased resource to support regional and state economy

Markets for carbon, ecosystem services and social impact

Markets for high value timber and residues

Funding Source \$ – Grants and Investment  
From philanthropic through to conventional investment

Landcare Funding (Grants etc)

Government Grants (afforestation)

Timber Impact Investment

Private Investors (industry, landowners)

Forests For Life Program

Coordination, Aggregation, Marketing, Management etc

All funders and investors receive better efficiencies and economies of scale on their

Programs and funding seeking zero to low returns on investment where skills/planning/impact overlap with agroforestry used to subsidise

No financial returns

Catchment Management

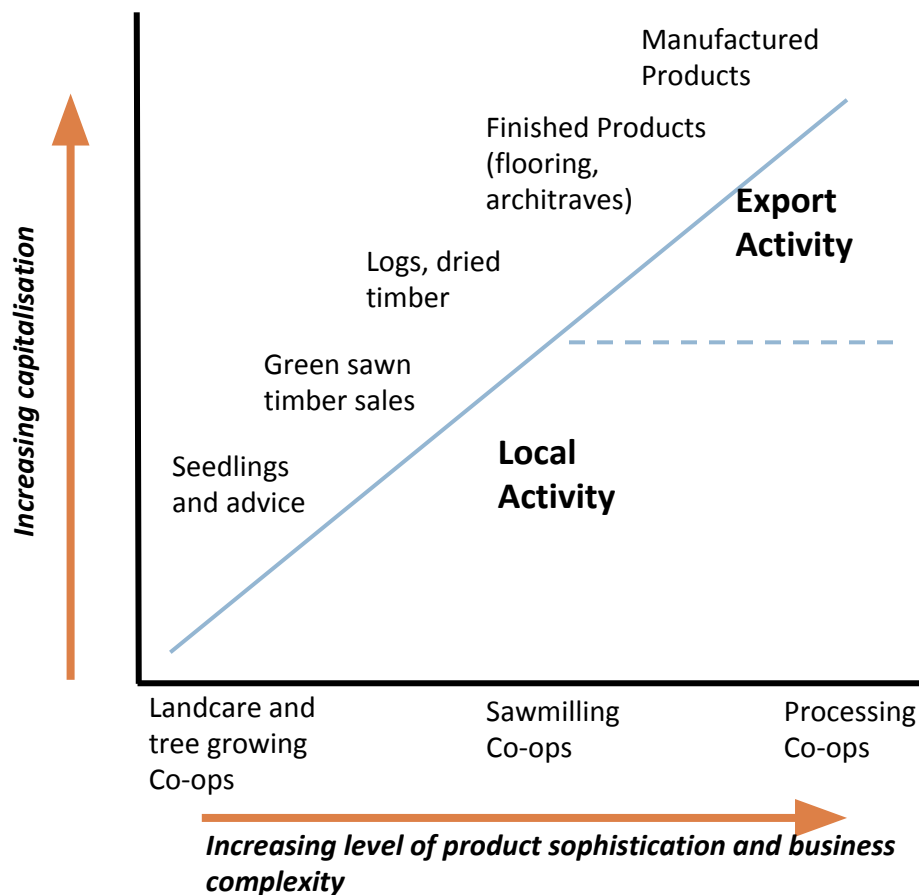
Demonstrated Impact, \$ Return

Increased Timber Resource, \$ returns

Potentially later in timeline, once initial risk has been managed through aggregated access to blended finance

Expected Returns

# One size doesn't fit all, but many hands make light work



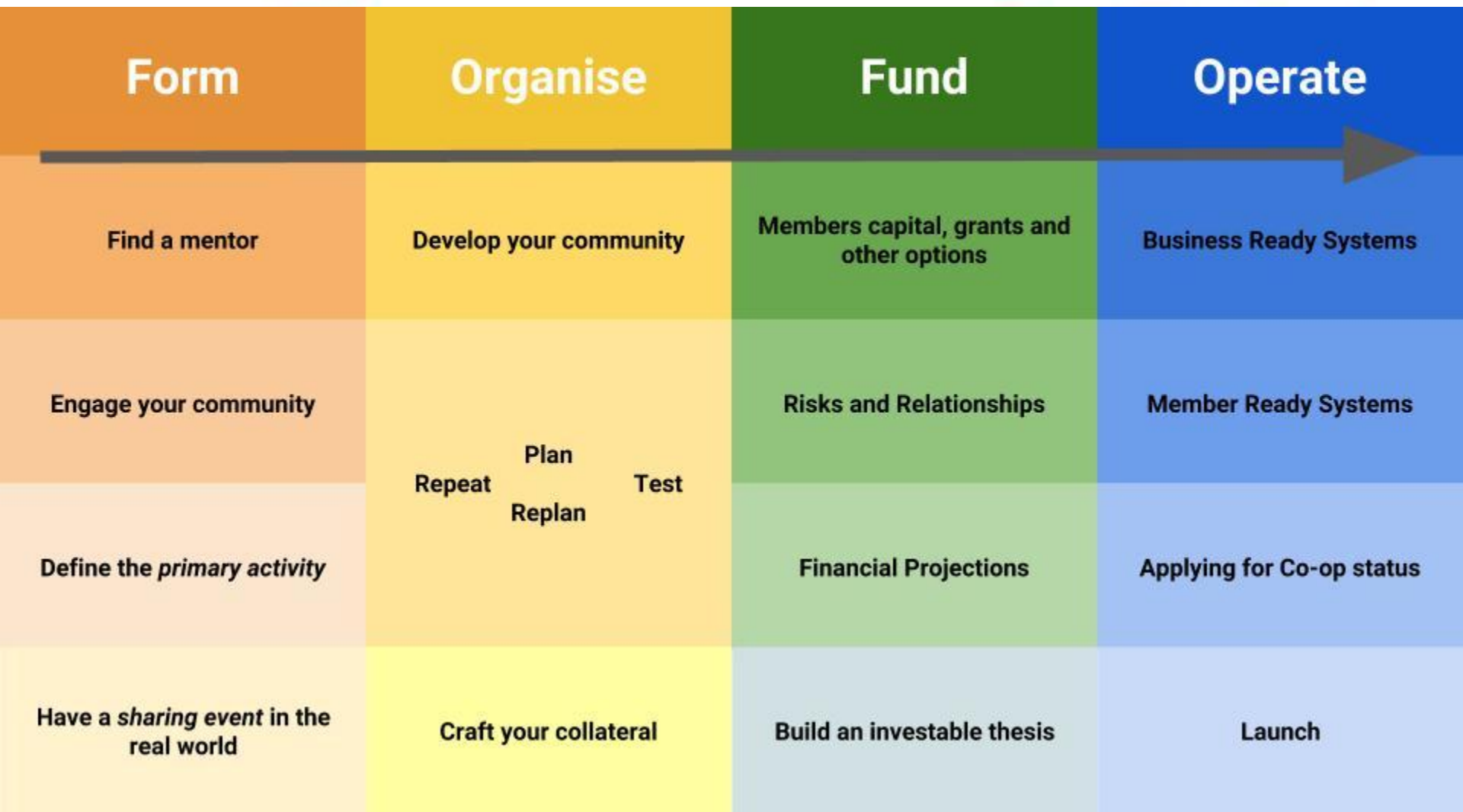
We need Cooperatives that focus on landscape, adaptability and being opportunistic.

Different groups such as industry or conservation might not get everything they want but local capacity is built and incentives are aligned through co-ownership of business outcomes.

***Why isn't the Wilderness Society one of the largest forestry companies in Australia? Or shareholder?***

***What if "multi-stakeholder" meant business partners?***

# incubator.COOP



# Plant, hug, log...

[www.plant-hug-log.com](http://www.plant-hug-log.com)

- Preformation cooperative (national) utilising incubator.coop
- Support other new co-ops with legal and financial compliance
- Harness the crowd: funding, expertise, mentoring, business administration, marketing etc

## **Next steps:**

- Aim is to create genuine multi-stakeholder business models for coordinating landscape level co-operatives.
- Recruit like-minded individuals and organisations from ACROSS sectors.
- Find partners and funding for a pilot