

# Trees in the landscape – maintaining forestry's social licence in a changing climate

Karen Bayne (Scion); Peter Edwards (Manaaki-Whenua); Tim Payn (Toi Ohomai)





# Marcopper Mining Disaster

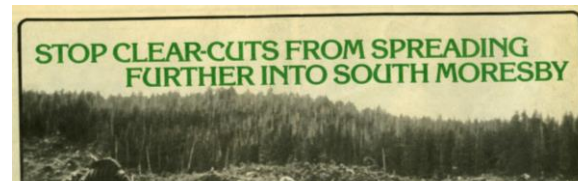
The biggest and worst mining disaster in Philippine history

24 March 1996



Placer Dome began to talk of loss of a 'social licence' in the mining sector





III/A/1 -- New York Times Advertisement

**IS BRITISH COLUMBIA BECOMING THE BRAZIL OF THE NORTH? I**

## WILL CANADA DO NOTHING TO SAVE CLAYOQUOT SOUND, ONE OF THE LAST GREAT TEMPERATE RAINFORESTS IN THE WORLD?



intact temperate rainforests left in North America. Clayoquot Sound may be the most accessible ecosystem of its kind for research and conservation. Its magnificent landscape supports numerous shell and finfish populations, including five species of Pacific salmon, hundreds of thousands of migrating waterfowl and shorebirds, marine mammals, including two types of whales, the second largest shark in the world, and some of the continent's largest predators, such as wolves, bears and cougars.

It is ironic that British Columbia, which touts its "supernatural" beauty in its tourism promotional



The image shows the front cover of the book 'The Social Contract & Other Writings' by Jean-Jacques Rousseau. The cover is cream-colored with a decorative border. The title is written in a large, elegant cursive font. Below the title, the subtitle '& Other Writings' is in a smaller, simpler font. The author's name, 'Jean-Jacques Rousseau', is at the bottom in a cursive font. The publisher's logo, 'BARNES & NOBLE BOOKS NEW YORK', is at the very bottom.

# *The Social Contract*

*& Other Writings*

*Jean-Jacques Rousseau*

BARNES  
& NOBLE  
BOOKS  
NEW YORK

- Social contract - metaphor for understanding fair social arrangements and how they are negotiated.
- Interactions guided by socially sanctioned rules – formal provisions and informal norms.
- Two approaches:
  - Consent-based
  - Justice-based
- Justice-based and procedural fairness is key to gaining societal acceptance or SLO.



Monday, 15 July 2019

# Social licence about trust

By Sally Rae


 190  34 

Rural life > People

## Why farms should care about their 'social license to farm'

RURAL EXCHANGE

06/10/2018

 Like 0

### Tourism - Time to renegotiate or withdraw our social licence

Become a supporter

by **Peter Newport** : Jun 13,2018

*Editorial. Crux Managing Editor Peter Newport looks at the question of whether tourism is benefitting or harming the people who live here.*

BUSINESS

### Big read: Why your company's 'social licence' could expire

7 Jul, 2019 2:00pm

© 11 minutes to read



By: **Kevin Jenkins**

Kevin Jenkins is a contributor for the New Zealand Herald

[Kevin.Jenkins@martinjenkins.co.nz](mailto:Kevin.Jenkins@martinjenkins.co.nz)



## Stats NZ seeks a 'social licence' for data stewardship

Stats NZ wants to gauge Kiwi's perceptions of its role as a steward of their personal data.



By Rob O'Neill (New Zealand Reseller News)

16 January, 2018 13:31



Culture

News

## Maintaining a social license “crucial to the future of horse sport”

📅 February 20, 2019   👤 Horsetalk.co.nz   💬 0 Comments

## Ardern trumpets trade, but ‘social licence’ needed

Prime Minister Jacinda Ardern has touted the benefits of trade, but warned its “social licence” must be rebuilt to the public to head off protectionist sentiment.

## Two aspects that are impacting on ability to maintain social licence in the natural resources sectors

1) Social conflict can appear at any point along the value chain and cause distant disruption upstream or downstream



## 2) Emerging information, media and communication 'modes' directly influence social licence



# Forestry's hot topics





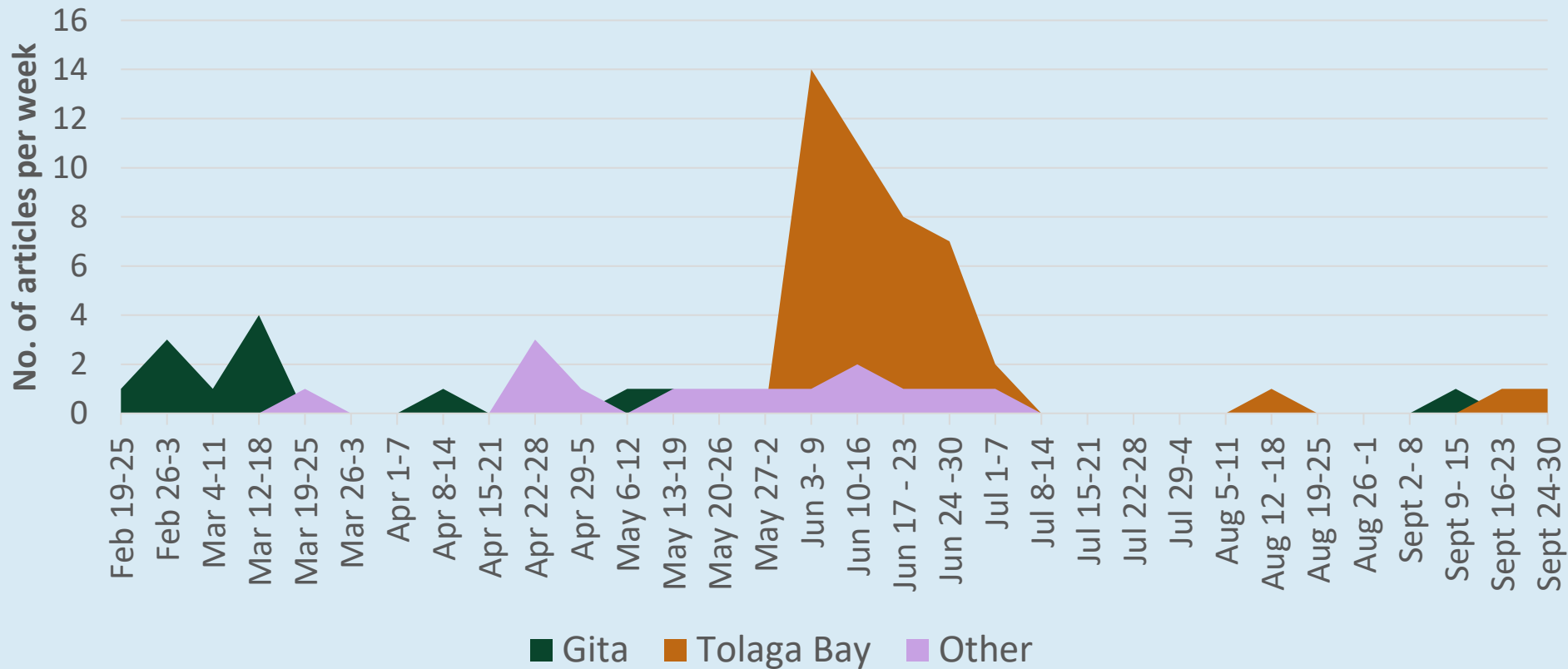
# NZ case study on media coverage



- Two large storms during 2018 in Tasman (Gita); and East Coast (Tolaga)
- Caused large debris flow and movement of slash onto landscapes/beaches
- Forest sector put under spotlight
  - Harvesting practices on steep slope
  - Species
  - Slash management
  - Resource consent

# When was the issue in the papers?

## Media articles related to debris flow risk and impacts

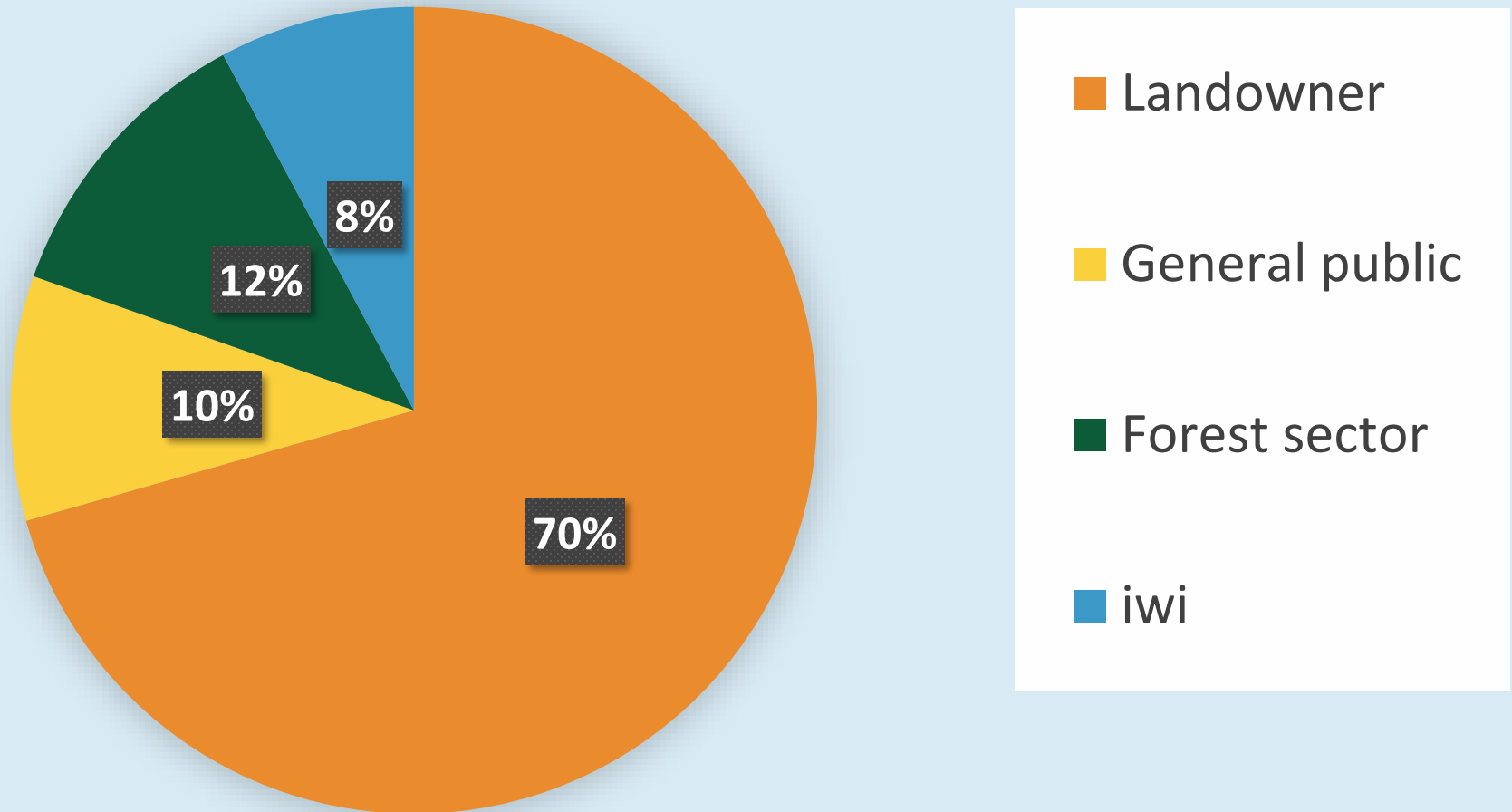




# Common image types used in media stories

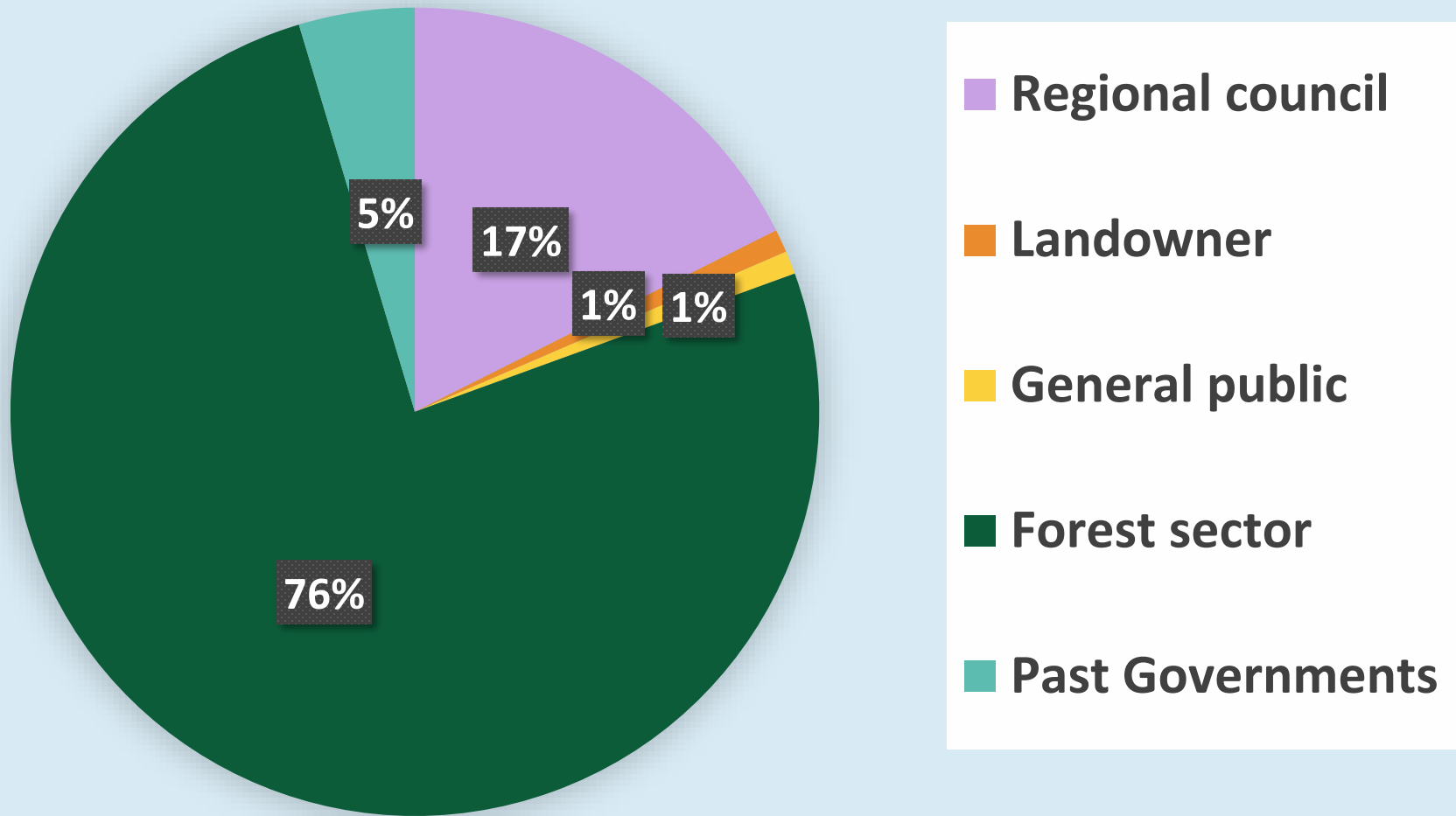


# Who was portrayed by media as the victim of the events?

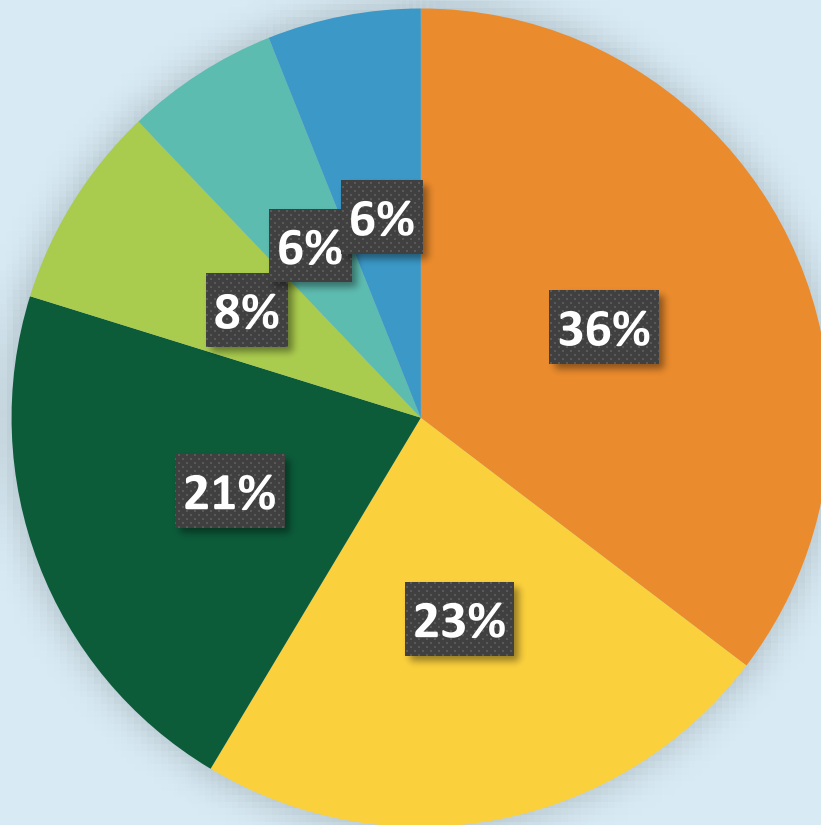




# Who was seen as to blame for the disaster?



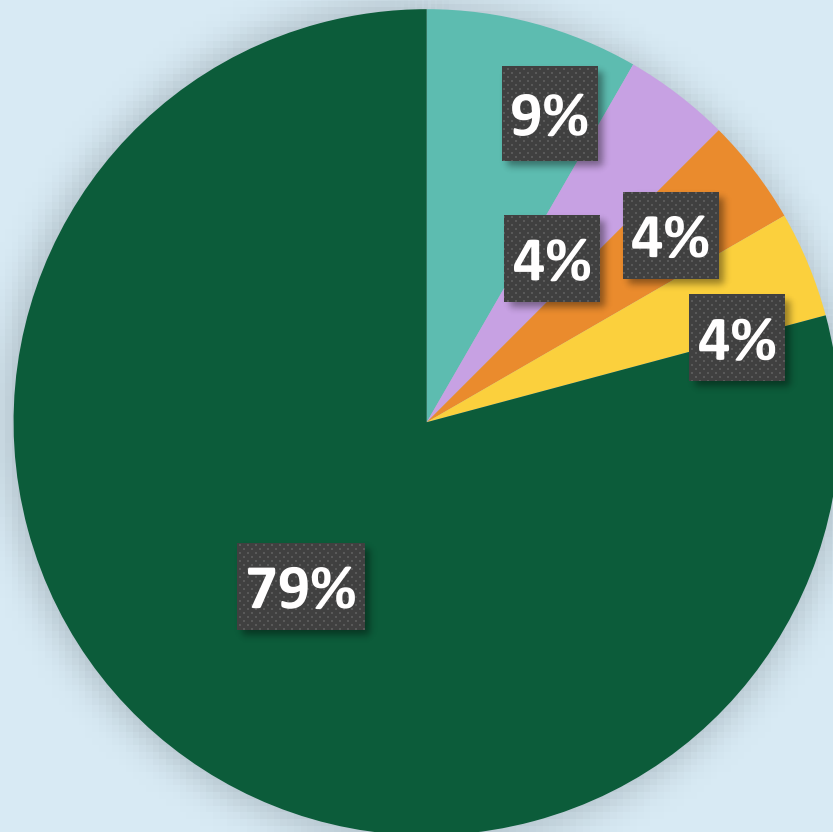
# What was reported as the main reasons behind the debris flow event?



- Nature/ Climate change/ Act of God
- Erodable soils/ Separation Point granite
- Current legislation
- Planting of non-native species
- Slash from >5yrs ago
- Afforestation following Bola

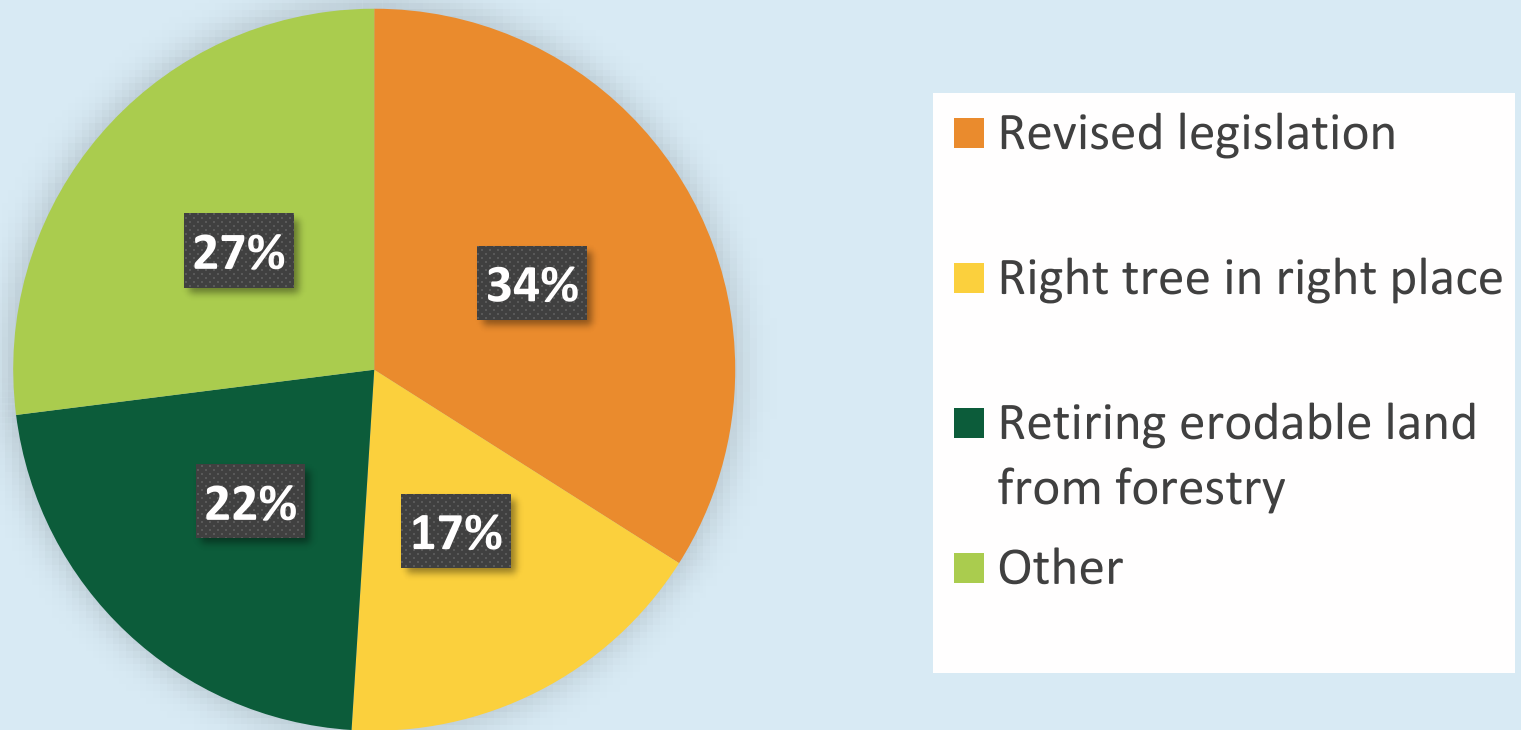


# Who was stated as helping the communities recover from the disaster?



- Members of Parliament
- Regional council
- Landowner
- General public
- Forest sector

# What was reported as needed to prevent this happening again?



## ■ Other actions seen as needed

- Better slash management (8%)
- Increased riparian barriers (7%)
- Continuous cover forestry (6%)
- Govt enquiry (4%)
- Other (2%)

# Lack of forestry 'voice' in media articles

Those sought for comment on the issue were mainly victims (38% of articles) and regional council staff (50% of articles), forestry representatives were only given a voice in 19% of articles.

**How can the forest sector communicate with the wider public?**





# Mass Afforestation Policies

- New Zealand is not unique in introducing a large-scale (one billion trees) afforestation policy....





- Or in having public pushback...

## PLANTING THE WRONG TREES IN EUROPE MADE CLIMATE CHANGE WORSE: WHY REFORESTATION ISN'T THAT EASY

BY **ZOE SCHLANGER** ON 2/5/16 AT 3:10 PM EST



### The wrong kind of trees: Ireland's afforestation meets resistance



▲ Felled Sitka spruces at a plantation in County Leitrim. Photograph: Johnny Seavey/The Guardian  
Residents and campaigners say fast-growing Sitka spruces are spoiling the landscape

Advertisement

[www.50shadesofgreen.co.nz](http://www.50shadesofgreen.co.nz)



| ENVIRONMENT |

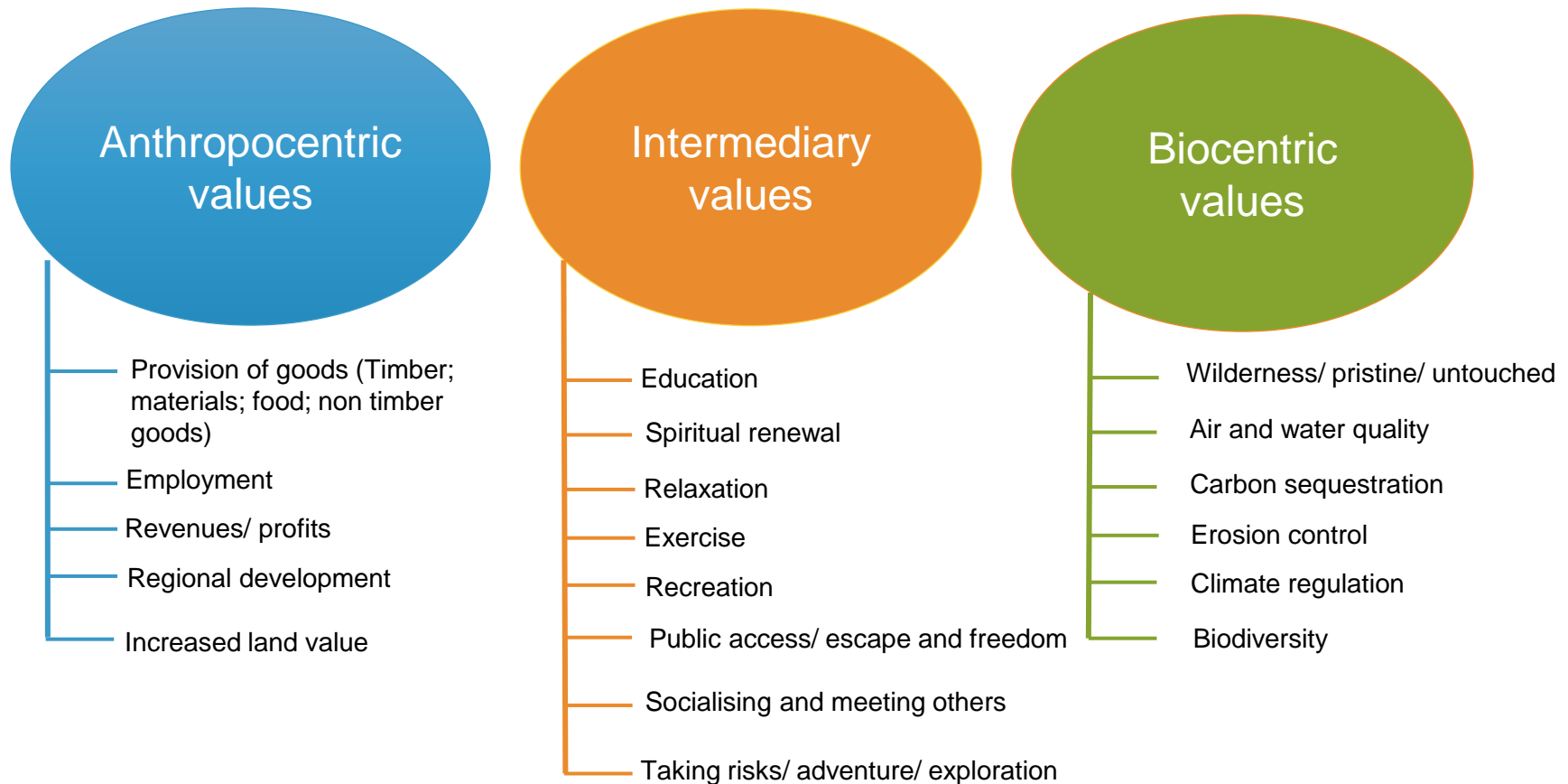
### Tree-planting programs can do more harm than good

Conventional wisdom holds that all tree planting is good for fighting climate change and supporting wildlife, but research shows some techniques can be a problem.

# Variable views on what forests offer, and therefore what should be planted, and how they should be managed

Utilitarian

Ecology



**Value orientation -> personal value -> attitude -> behaviour**



# A changing climate for forestry



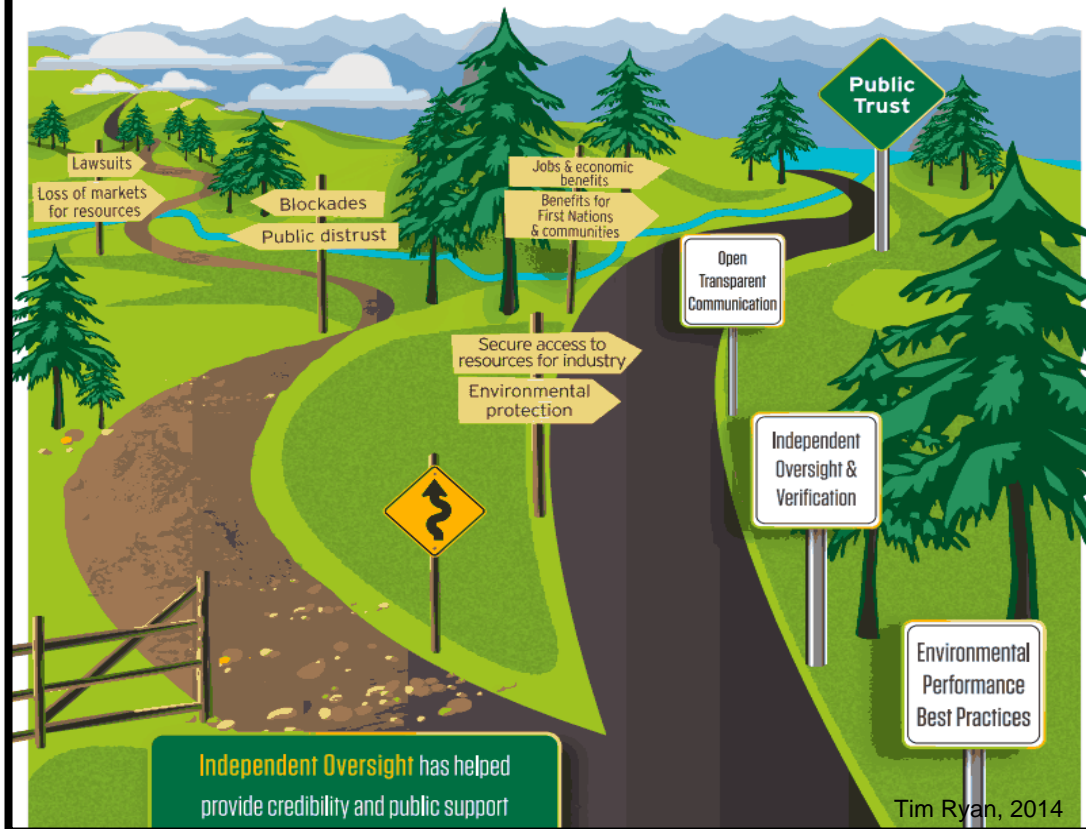
Environmental  
Climate Change  
Resource constraints

Economic/ Regulatory  
New policies  
International supply and demand

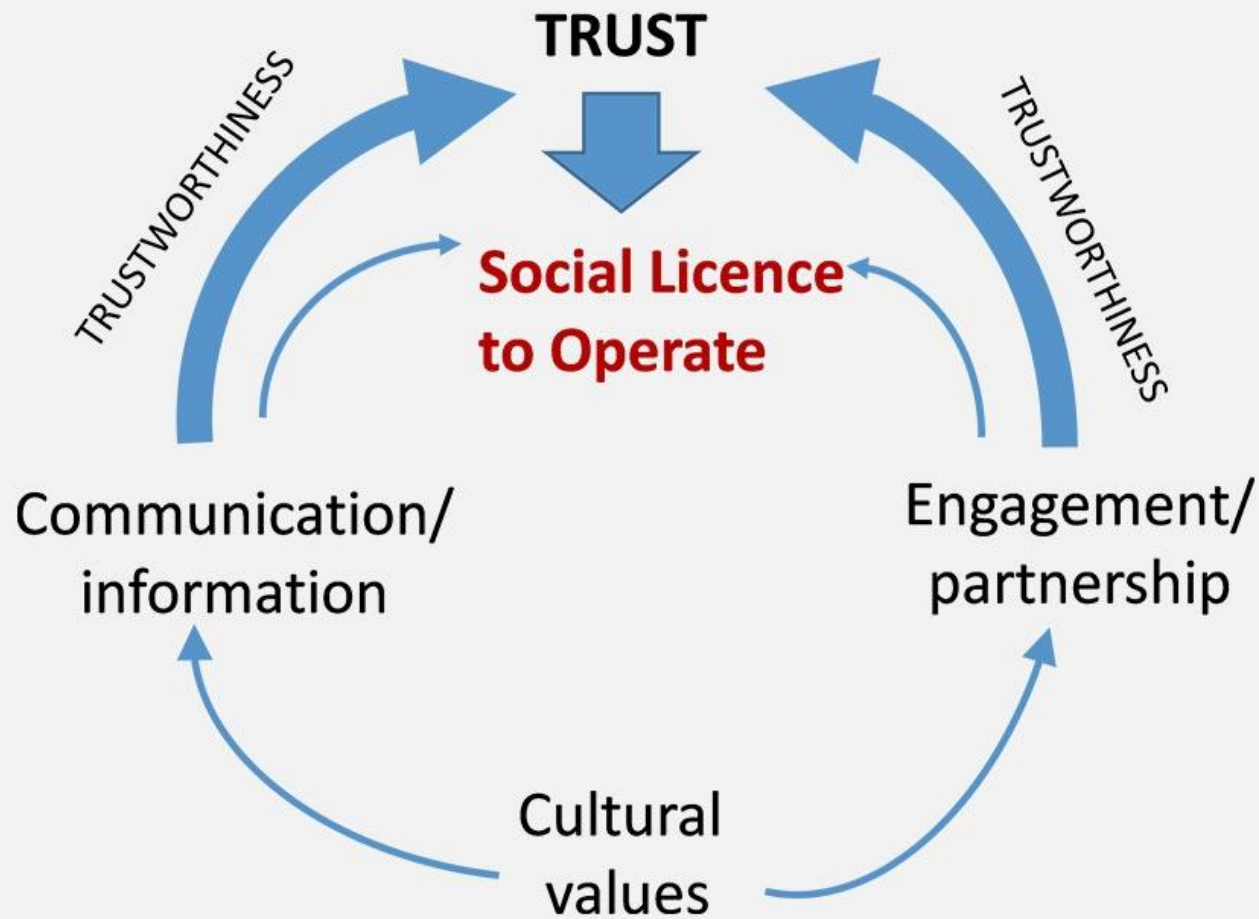
Socio-cultural  
Easier communication / greater scrutiny  
Desire for co-development and participatory practices

# The Road to Success

## FOR BC'S RESOURCE SECTORS









# Maintaining Social Licence

- A lack of public understanding around forestry –
  - It is clear we can't just continue to do what we have always done, but nor are we doing so – there is a very narrow set of viewpoints of what afforestation will bring to NZ
  - There is a strong educational and communication angle that needs addressing, in order to increase our standing, and voice in communities
- Different people have different values with respect to what forests offer
  - Understanding these different viewpoints, and who holds them, so that we can negotiate mutually beneficial solutions
  - Increased interaction with those groups that are sceptical or hold negative perceptions of forestry, to help build social licence

# Maintaining Social Licence

- How can we co-develop appropriate forestry regimes with communities?
  - Afforestation grants are available
  - A strong monetary incentive promised in the 1990s for small scale afforestation got planting occurring
  - There are other incentives now besides money
  - A need for quality, transparent conversations to raise credibility and trust
  - The ducks must be in a row : advisory services and matching public aspirations to planting regimes



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