

Summary Discussion / Symposium Wrap Up

1. What are the problems to be addressed and solved? Managing volunteers? Bend your mind toward the “people VALUE element” – engaged and disengaged

2. Who are the key stakeholders (institutions/ individuals /parties of interest) in resolving the problem(s)?

3. How do you know what you think you know? Where is your information coming from? (Do we know enough about what trees to plant and in what conditions)

- How to get people engaged: the volunteerism, the stakeholders
- Putting old and new groups together; putting urban and rural groups together;
- Using existing groups and partnering them up;
- The urban timber harvesting: trust and social licence around the branding, the management, what people will pay for
- How do we engage and educate the public around the life cycles; how do we shape the understanding of sequestering carbon and selling material?
- Lots of trees coming from public and private lands: what can be done about it?
- How to develop a circular economy around those resources?
- How to change people’s minds around social investment
- Backlash around removing trees; maybe a commemorative process around companion trees like the way they do it in Singapore
- How do you create tendering or auction around the standing trees?
- What do we do about the log dump, the markets for firewood, chip etc;
- What other high-end products such as bio-char, is there research required?
- Rachel’s handwriting
- A lot of the canopy is not on public land;
- How do we consult across range of stakeholders?
- We don’t have a forest to market system in place; we need a system in place
- Return of the tree/timber to its original provenance; a lot of value in the local population seeing where the tree goes;
- What is the business, what is the market? We don’t know the market of the wood for the urban forest, need to look into this;
- Education in the ACT; need to work with the schools as it is a multi-generational project;
- People will retain a dead tree for habitat, or will be in fear that it will drop a limb: super polarized views with no common consensus, so need to reach some common views;
- How do we get wood to the people who want it?
- Maintaining the provenance and history through the narrative of the timber; “sell the sizzle not the sausage”.
- How the urban forest is viewed as a resource? Planning has to take a role;
- New suburbs need to incorporate trees as an environmental benefit (cooling/ warming); but need to be aware of the fire danger. Need to be informed to choose the right trees for both;
- Options for the whole life cycle of the tree, including the options for once it reaches its life span;
- Connections people have to trees, the provenance, the story, the higher added value to that timber;
- Need a system in place and communication channels, need to assess the tree as to whether it is a potential saw log prior to the removals;

- A timber grading system with criteria for furniture grade, chip, etc
- Education and timber for the schools, students learning about the whole life cycle and the resource available;
- Importance of the story from a craft point of view; lifestyle identification codes (?)
- Work with the range of institutions involved to get the best outcome for a very valuable resource;
- Black and white picture: planting and taking out, but there is a wider spectrum of situations and possibilities that need to be considered;
- Trees are not treated as a system; not thinking about all stages from the beginning. The planting, the removal, the use all seem separate problems;
- All too hard because of the scale (but shouldn't be)
- Inadequate policy and regulation around development; it isn't robust in the process of application to develop
- Communication between departments, but maybe b/c not ready to communicate, not ready for the community response or the enthusiasm for or against;
- People are a problem: both positive and negative enthusiasm;
- Education needs to start early, need to get faith in the experts, that arborists, ability to educate and inform through all stages to get social buy-in and belief in what the experts are saying;
- Pesticides and chemicals used on trees could diminish their viability for eventual use.
- Risks v Consequences: tree falling on someone's house; the perception vs the reality;
- Species choices over time, what used to be planted versus now have different uses;
- Lack of system that we don't have.
- Look at the word forest and what it means, because forest has romantic weight to it, and street trees might not fit that notion.
- What is Value in a tree? In an object? To who? How to capture it? How do we develop appreciation and a market demand?
- What's already happening around town, and how can that be expanded?
- How would a system work? Government assets, how can that happen?
- Re-framing the conversation: Ecological footprint, timber furniture is in the top 10 things people buy, can that be leveraged?
- What are the stories? How do we tell those stories?
- Public Education: what does the public actually want?
- Value: need willing providers and willing buyers. Do we have the market?
- Scaling up, how does that happen?
- Supply and demand is a big mess.
- Grading, some logs high grade, some pulp. How to deliver to right distributor?
- Money is a big factor. Stumpage.
- What is the value of the wood, or the trees? It is what we believe is valuable, and what controls our beliefs. Some might value the habitat, whether dead or alive; the market development to match the value of place on the tree; is it worth more to harvest it now or in the future?
- Value of the industry: not just the wood, but value in creating employment, reducing carbon footprint, not emitting carbon in transit, retaining skills in the workforce;
- Could be the leaders in environmental practices and urban forest;
- Lost opportunity if we are not value-adding on the timber or utilising it;
- In Singapore, it is not the quantitative value, it is the qualitative value;
- Benefit values, cooling, windbreak, soils, the renewed resource of the trees in the urban forest is of equal importance to the monetary value of the wood;

- If we harvest a tree, what is the product? Already producing wood chip and firewood to use the whole log; also artisan uses, biofuel, etc. what resources would you need in terms of facilities, equipment, labour, resources;
- Need markets, where is the wood going to go?
- A larger volume of wood going to be coming in, when do we scale up operations?
- Trees obviously provide an ecological and social value while standing, but that doesn't change, need to consider from the point of it coming down;
- More of the same;
- Looking at solid timber, furniture grade, landscaping grade, and biofuel; what is stopping us from doing it now?
- Processes with local gov, how sell it, to who,?
- Can you guarantee the supply of the timber, certainty of supply so that someone wants to invest in the operations, say if it is biofuel, chip etc for the other 80% of non-convertible sawlogs;
- What if the Kowen forest pine and Urban timber came together, would that even out supply
- Need sorting and grading to make the operations viable
- Reducing the liability of the government, sharing the liability and even turning it into an economic and ecological positive. Are we talking about a triple bottom line?
- Best value for money. What are the values? Government needs to set those values. Not the most money, they determine the 'values'
- Cost of removing the trees is already a write-off, so any profit is extra, so is value for money a valid argument?
- Looking at possible spend of \$500 to \$1000 per tree for removals, depends on whether it is in house or sub-contracted.
- The arts world is already fantastic! At the soft values, at narrative, not as good at the hard dollar values against the work; Except for David, he knows what things cost.
- Foresters have a good handle on hard costs-fuel, wage, transport, residual value, stumpage, working it out against the budget.
- Have to tell the story for each piece of wood and give that to the makers as a tool. If we had a structure of distributing the timber, people could get a card/ narrative to tell the story of the timber, and the buyers would get a priceless value from the product.
- Based on the assumption that there is a stump cost that is already being spent, how to add value to the timber.
- Too irregular supply for a commercial sawmill to run; need to somewhat standardize the requirements even for a small mill to run so need to inform the contractors.
- Presentation of the timber, how to stack, sort, clearly identify the quality to make it efficient and practical to distribute to buyers/ makers
- A lot of the European and North American timber is of better quality here than in their home regions for a variety of reasons, so there is potential for sales, for architectural use etc;
- Design venues, such as Design Canberra, provide ready venues;
- Look at Tasmania, they have a brand and bespoke image of turning out timber product, lessons to be learned'
- Look at all potential markets, how about pallet stock, etc?
- Government specifications require use of reclaimed timber to create additional market sector.

- A percentage of the log is valuable in monetary terms (25%), but then there is a whole lot more left that could go into educational and cultural things b/c so important to get the social licence for the trees, the ecological, the spiritual, the cultural, the indigenous perspective, ceremonial value;
- Government bldgs., 1% on public art; what about a percent of reclaimed/ rescued timber?
- Benefit from the rate payer to the student, what about food production?
- Needs to be a arbitrator or broker that manages the system.
- What are the great stories, how do you tell them;
- Optimism!
- The vocabulary that is good/bad for triggering emotions;
- Emotions around the stories, the feelings and experiences, and what do you want to inculcate or conjure in people;
- The celebration and the mourning around trees;
- Documentation, the cameras capturing the entire process; how can access to videos and photos help or hurt, what part of the process is hidden or exposed?
- How do we advertise “dairy” differently than how we tell about forestry?
- Stories: how we tell them, tailor to the audience, frame story around what you want to communicate; communicate with community through workshops, etc
- Listen to what people are saying;
- Communicate to their rational and emotional sides;
- Be transparent
- Acknowledge risks; listen to emotions and fears;
- Events: make sure there are forums where people can tell their stories;
- Citizen science; positive advocates that are outside of gov but connected
- Get children involved, e.g., tree week;
- Get other organisations involved, i.e., arts, e.g., glassworks, mountain bikers with foresters;
- Don’t focus on preaching to the converted; find adversaries and common ground;
- Educating and familiarising and engaging people with the intimate details of the wood, the material and the tree in order that they engage with a deeper level;
- The evocative nature of smell, the smell memories, scratch and sniff, woodworking shavings are beautiful and fragrant, so can think about introducing that as a level of engagement;
- Habitat the value of the trees as food sources; Apps and Maps to show habitat and food supplies for animals and birds, making the maps accessible, look at phone and see what species of tree, types of birds and mammals and their food sources, QR codes (look at City of Melb);
- Celebration and active mourning of trees; Active signage, pre-emptive signage on trees so people could put in an early claim on the timber;
- Reverence of the tree/ timber; Japanese values as seen in Kobe Wood/Tree museum; familiarising people with those intimate details;
- Words: Provenance, support, witness; gleanings, food support; salvage (not harvest);
- Arts projects;
- Tree to table, good story to push; positive stories,
- Every tree you salvage from the urban forest takes the pressure off the native forest
- Empowerment of citizens by being able to save a tree from native forest
- Not chipping gives trees second life;

- Buy local, create small business, how to utilise the benefit, learn how to make chip, compost, improve your own patch;
- Involve young people, use social media,
- It is still going to cost the gov, but may reduce the costs;
- Be transparent;
- Timber better than plastic; timber in products and buildings is more inspiring, healthier;
- Engage the buyers, who is the audience, who are you communicating to?
- sell the point of difference, urban timber is different to a commercial forest product, going for the artisan product;
- Push for a chain of custody; this is where the tree came from; try to return some of this back to the community so people can see the benefit for themselves;
- Deliver a good template for Australia that is transferable to other jurisdictions;
- Use it as a way to explain climate change, it is a multi-decade process; somewhere has to be the leader, and this is a way to combat climate change and do our part;
- Using social media to connect with other audiences;
- Language is important, establish vocab;
- Focus on the positive: craft, memory, scent, life, connections;
- We are giving, not taking, and being mindful of the giving and contributing in everything we do; not about taking or exploiting; focussed on the public good;
- Socially how to get this actioned: message isn't about removing, it is about planting; it is about how we are using the wood to create something;
- Need organisational trust, social trust, or else starting on the back foot;
- Community events build social trust; plant a tree at every important event;
- Get involved with existing organisations and events like tree week, heritage festival, etc . . .
- Recording the stories: how do we do that? QR codes, look at available products, where the tree came from, include QR on the signage and let public upload their photos and stories, the end products;
- Lumber Tracker software is used in Sacramento;
- Tours of the lumber yard as part of outreach for school groups;
- Language: street tree, open space tree, be selective around language;
- Registration of trees, protection of trees, why a tree might be registered like heritage, uniformity, significance, nominate for registration;
- Street trees could be better than Urban Wood, could be more universal and connect to locality;
- What is stopping us from being the very best example of a full-cycle, circular-economy, sustainable forest in the whole world?
- Which of these obstacles could be resolved with greater knowledge and further research?
- What are the linkage partnerships that need to be established for a successful model to be implemented?
- In order to have an equitable system that distributes a community resource/ asset, who gets the wood? What happens to the wood? Who "profits"?