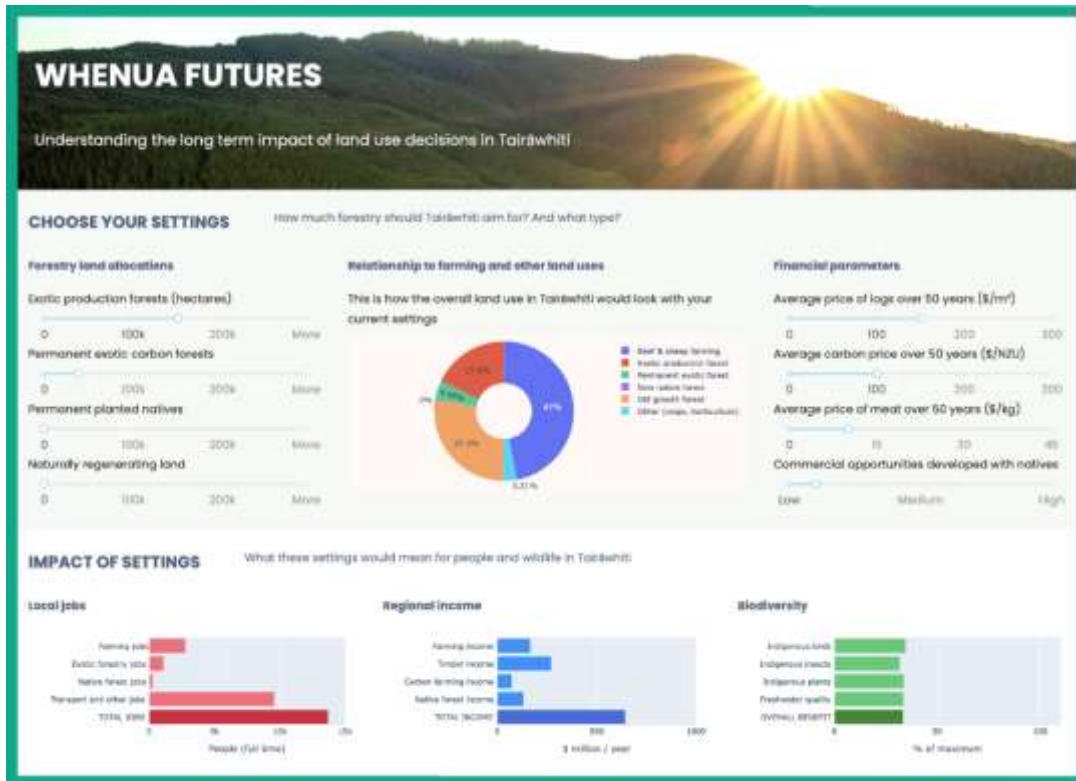
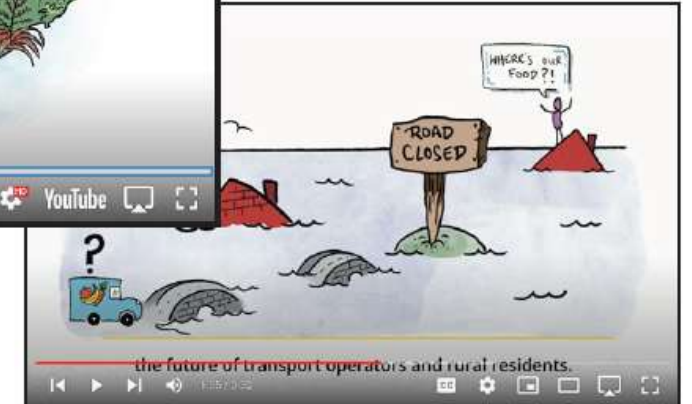
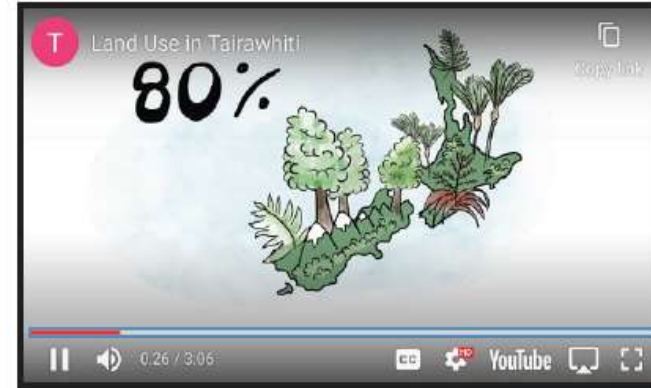


Educational Resources

- Dynamic Dashboard
- Bi-lingual Scenarios Poster Set
- Discussion Starter Video Series
- Planning Templates & Guides

www.teweu.nz



Community Engagement on Climate Change, Biodiversity, Carbon Farming & Sustainable Land Use



Tairāwhiti locals launch petition seeking changes to stop forestry 'carnage'

Marty Sharpe · 14:26, Jan 17 2023



LOCAL DEMOCRACY REPORTING / CIVIL DEFENCE

Ministers, stakeholders meet to discuss Gisborne land-use practices

5:50 pm on 2 February 2023

Share this

Matthew Rosenberg, Local Democracy Reporter
@matthew.rosenberg@gisborneherald.co.nz



Ministers and key stakeholders met in Gisborne on Wednesday to discuss land-use issues, particularly in relation to forestry slash. Photo: Lisa Lutz

23 FEBRUARY 2023

Inquiry to investigate forestry slash and land use after cyclone



HON STUART NASH



HON DAVID PARKER

Environment Forestry

OUTRAGE TO OPTIMISM

Report of the Ministerial Inquiry into land uses associated with the mobilisation of woody debris (including forestry slash) and sediment in Tairāwhiti/Gisborne District and Wairoa District.



May 2023

Land Use Inquiry

Recommendations from Ministerial Inquiry into land use welcomed but parts seen as 'grab for control'

May 16 2023 | Updated May 16, 2023 · Gisborne Herald

4 min read



Gisborne Mayor Rehette Stoltz and Hera Ngata-Gibson, of Mana Taiao Tairāwhiti, embrace after Ms Ngata-Gibson presented the council with a petition calling for a ministerial inquiry into land use in the district. Picture by Liam Clayton

TEN PRINCIPLES THAT UNDERPIN ECOSYSTEM RESTORATION



**GLOBAL
CONTRIBUTION**



**BROAD
ENGAGEMENT**



**MANY TYPES
OF ACTIVITIES**



**BENEFITS TO
NATURE AND PEOPLE**



**ADDRESSES CAUSES
OF DEGRADATION**



**KNOWLEDGE
INTEGRATION**



**MEASURABLE
GOALS**



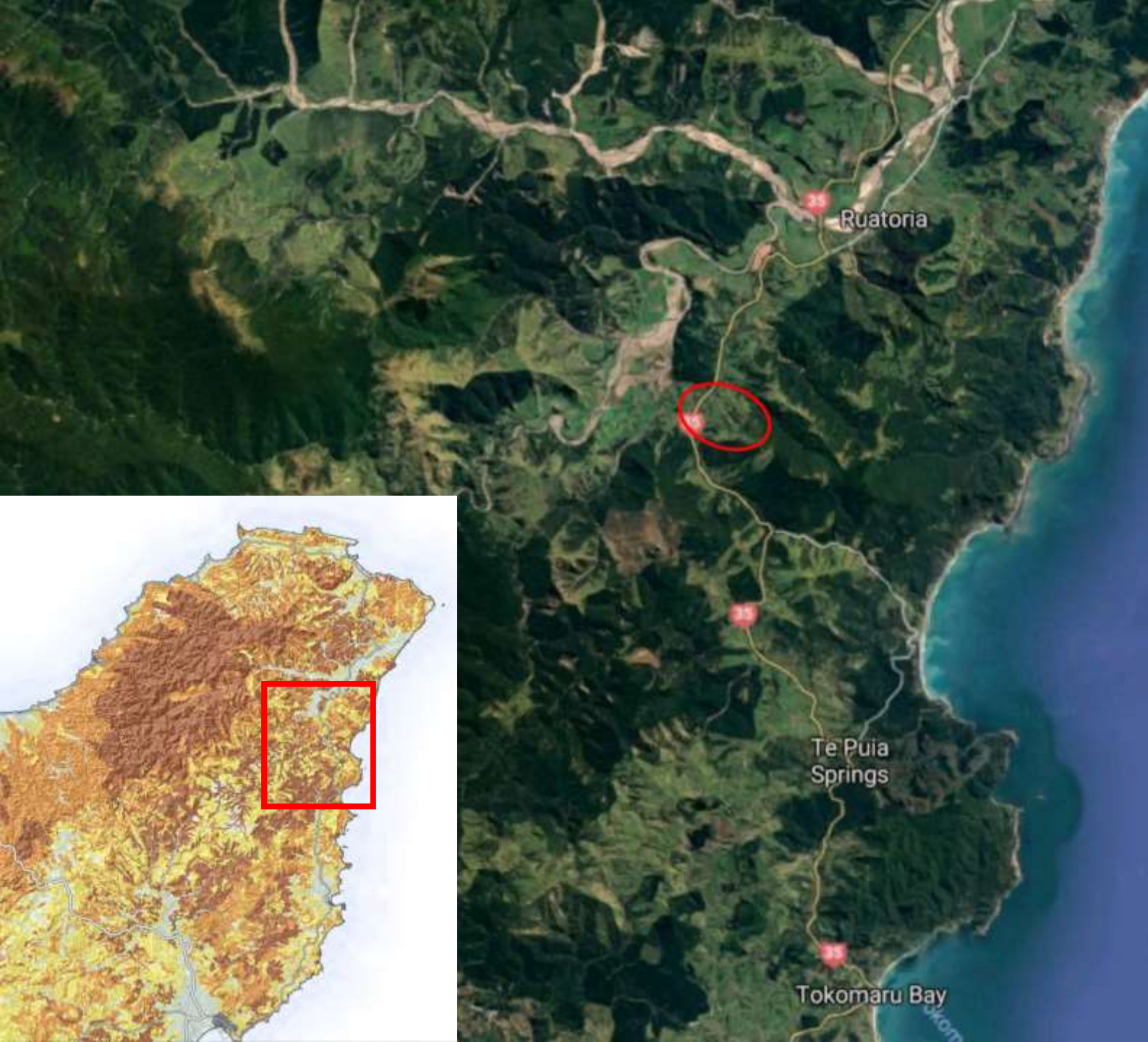
**LOCAL AND LAND/
SEASCAPE CONTEXTS**



**MONITORING
AND MANAGEMENT**



**POLICY
INTEGRATION**





















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Native Forest & Regeneration	Exotic Forest	Potential Regeneration	Ineligible Forest
Future Native Planting	Future Exotic Planting	Scattered Forest	Pasture & Non-Forest


- 
Native Forest & Regeneration


Established and regenerating indigenous forests qualify for carbon credits if we can prove they meet the ETS eligibility requirements.
- 
Future Native Planting


Native trees can be registered to earn carbon credits as soon as they are planted, provided they meet the ETS eligibility requirements.
- 
Exotic Forest

Exotic forests qualify for carbon credits if we can prove they meet the ETS eligibility requirements.
- 
Future Exotic Planting

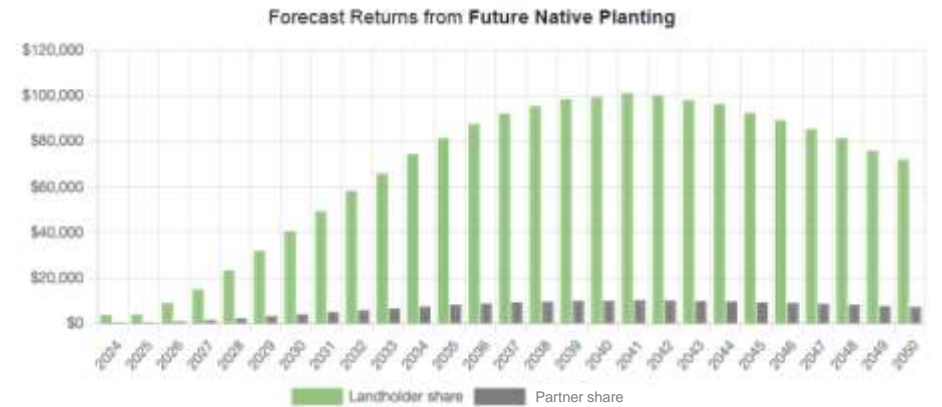
Exotic trees can be registered to earn carbon credits as soon as they are planted, provided they meet the ETS eligibility requirements.
- 
Potential Regeneration

Areas of scrub or marginal pasture can become eligible for carbon credits if retired and supported to regenerate into native forest.
- 
Scattered Forest

Small pockets of trees may qualify for ETS carbon credits if extended or linked together to meet the one hectare minimum requirement.
- 
Ineligible Forest

Forests established or regenerating before 1990 are not eligible for ETS carbon credits, but may qualify for other credit schemes.
- 
Pasture & Non-Forest

Other land used for agriculture, horticulture or viticulture may sequester carbon but does not qualify for ETS carbon credits.



Māori Healing And Herbal

MURDOCH RILEY

New Zealand Ethnobotanical Sourcebook



Photographs By Brian Enting

200+ indigenous plants with recorded medicinal properties

- 1,984 endemic plants
 - 5,800 indigenous fungi
 - 2,500 higher plants
 - 550 indigenous mosses
 - 500 indigenous liverworts and hornworts
-
- Therapeutic Products Act 2023
 - Botanical Drug pathway (FDA)
 - Nagoya Protocol (UN Convention on Biological Diversity)
 - International Legal Instrument Relating to Intellectual Property, Genetic Resources and Traditional Knowledge (WIPO)



THE LANCET

Efficacy of a 3% Kānuka oil cream for the treatment of moderate-to-severe eczema: A single blind randomised vehicle-controlled trial

Nicholas Shortt,^{a,b,c} Alexander Martin,^a Kyley Kerse,^a Gabrielle Shortt,^a Iva Vakaloalobure,^{b,c} Luke Barker,^d Joseph Singer,^e Bianca Black,^f Angela Liu,^f Allie Eathorne,^{a,f} Mark Weatherall,^f Marius Rademaker,^f Mike Armour,^{g,h} Richard Beasley,^{g,h} and Alex Semprini,^{a,b,i} on behalf of the Medical Research Institute of New Zealand's Pharmacy Research Network^j

^aMedical Research Institute of New Zealand, Wellington, New Zealand

^bVictoria University of Wellington, Wellington, New Zealand

^cTe Marae Ora (Ministry of Health), Rarotonga, Cook Islands

^dAlexander Pharmacy, Wellington, New Zealand

^eUniversity of Otago Wellington, Wellington, New Zealand

^fUniversity of Waikato, Hamilton, New Zealand

^gNICM Health Research Institute, Western Sydney University, Penrith, Australia





Industry	Current status / NZ\$
Australian tea tree oil	Mature / \$35m
Kānuka/Kunzea oil	Emerging / \$1.6–2.0m
Mānuka oil	Emerging / \$6.5m
Mānuka honey	Mature / \$350m



KĀNUKA

Applying a whakapapa based brand at 'industry' level.

Whakapapa based brand system

The central tenet of any whakapapa based branding at an Industry level needs to be to uphold mana whenua, linking to the source of whakapapa, which is not industry level.

As such, the role of 'whakapapa based branding' at an industry level is to develop a 'brand system' that augments whakapapa links, rather than simply developing 'a tohu'. By using an industry brand as a 'sub-brand' you elevate whakapapa as a mana whenua based system.



PRODUCT APPLICATION EXAMPLE

Whakapapa of Place
 Ensuring geo-link is augmented through unique QR Code or license number to link to place.

Whakapapa of People
 Ensuring geo-link also links to company or iwi as relevant. Make people present on landing page.

Whakapapa of Kānuka
 Make provision for the story and stories of Kānuka to be provided at Industry and member level.

Whakapapa of Product
 Each SKU can carry a unique license or QR code providing a direct link from product to source.



HĀ KĀNUKA

Building a Kānuka Industry brand.

Building a collective and connective brand eco-system for an industry has it's own challenges. As an industry it is important to be clear about what you are branding and the purpose of branding. A Kānuka Industry Brand could be used for any of the following:

- Membership Mark.**
Showing you are a member of a professional industry organisation.
- Quality Mark.**
Used as a Quality Assurance of members of the mark have had to meet certain related quality measures.
- Provenance Mark.**
An industry mark that is linked associated with country of origin.
- Industry Category.**
You are the industry of a mark, or subsidiary marks, to denote any form of sub-category.
- Values or Attributes.**
A mark that denotes or denotes values of a set of core values or attributes e.g. sustainability.
- Hybrid.**
An industry mark may signify a number of these attributes e.g. membership, quality and origin.

Leveraging an 'Industry' brand.

Building an and linking with an industry mark or brand creates the following opportunities:

- Cultural & Intellectual Property Protection.**
Protect the collective through global Trade Marking.
- Visual cut-through.**
Repetition and professional builds brand volume, recognition and currency.
- Collective scale.**
An industry can make bigger impacts and plays than individuals products / producers.
- Political influence.**
Being able to present a collective voice at scale in markets and through G20 channels.
- Consumer confidence.**
Customer's & consumers are looking for confidence in product suppliers.
- Market advantage.**
A collective group and brand will gain greater market presence than individual brands can achieve.



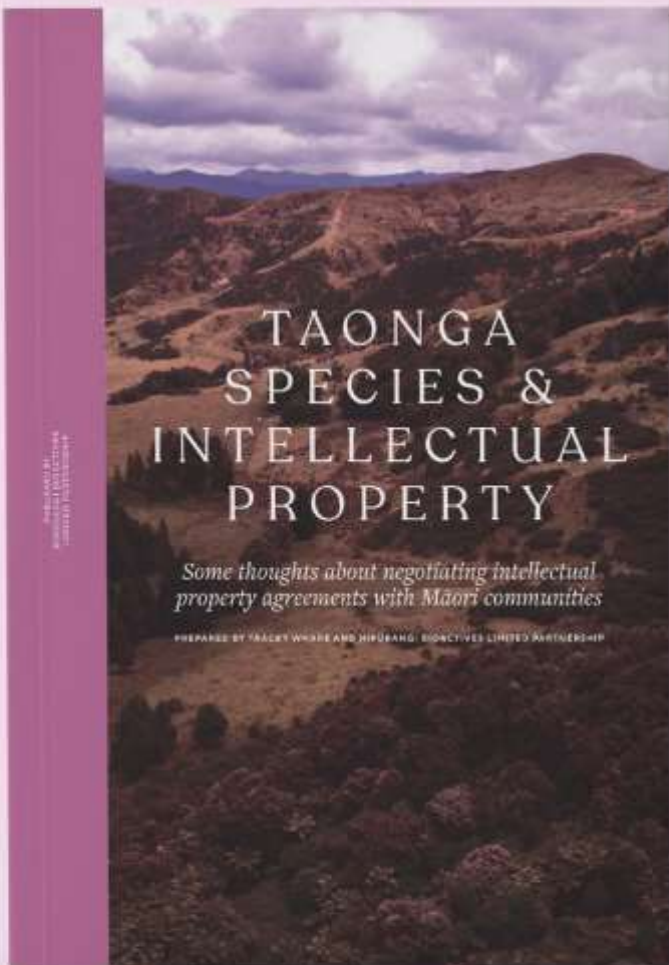
Kānuka industry market scoping and feasibility report

Prepared for: Hā Kānuka

September 2022

Table 2. Key examples of kākānuka derivatives across broad product categories

Product category	GI	GI
Natural medicine (TTC)	Product not yet available on the market. This Natural Pharmacopoeia has completed a clinical trial that confirms that the kākānuka oil is effective for treating osteoarthritis to relieve symptoms (PAC2019, 2020) (2017/2021), New Zealand of 2022. Specific evidence, report	Product not yet available on the market. This Natural Pharmacopoeia has completed a clinical trial that confirms that the kākānuka oil is effective for treating osteoarthritis to relieve symptoms (PAC2019, 2020) (2017/2021), New Zealand of 2022. Specific evidence, report
Essential Ingredients	<ul style="list-style-type: none"> Kākānuka Oil: Kākānuka oil, essential, core, base, and support Kākānuka Oil: Kākānuka oil, essential, core, base, and support Warbler Pine: Kākānuka oil, essential, core, base, and support Warbler Pine: Kākānuka oil, essential, core, base, and support 	<ul style="list-style-type: none"> Kākānuka Oil: Kākānuka oil, essential, core, base, and support Kākānuka Oil: Kākānuka oil, essential, core, base, and support Warbler Pine: Kākānuka oil, essential, core, base, and support Warbler Pine: Kākānuka oil, essential, core, base, and support
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TAONGA SPECIES & INTELLECTUAL PROPERTY

Some thoughts about negotiating intellectual property agreements with Māori communities

PREPARED BY TRACY WHARE AND HIKURANGI BIOACTIVES LIMITED PARTNERSHIP

The ownership of intellectual property that stems from the existence of the resource is a critical issue because this is what the potential commercial value of the intellectual property will be based on. Below is a cross-comparison for each potential option.

POTENTIAL OPTION	DESCRIPTION	ADVANTAGES	DISADVANTAGES
HBLP	HBLP owns all the intellectual property generated by the project.	Acknowledges Maori and iwi contribution to HBLP.	The existence of existing agreements between HBLP and project partners. Many iwi have commercialised and also commercialised HBLP's share of the intellectual property. Some HBLP partners with indigenous iwi, in this case Whāngāreua.
Project partners	How individual and entities share intellectual property.	Affirms individual and separate based approach.	Will all participants participate to commercialise HBLP. Has been considered what could be possible. The main issue is that it is a complex process. It is a necessity to agree on the nature of the intellectual property.
HBLP and project partners	Joint ownership of the intellectual property.	Affirms the relationships and HBLP's role to date.	Has to be a project partner to create HBLP. Has to be a project partner to create HBLP. Has to be a project partner to create HBLP. Has to be a project partner to create HBLP.
Separate trust	How and how many independent trusts.	Trusts for the benefit of the project partners. Trusts for the benefit of the project partners. Trusts for the benefit of the project partners.	Who does the trust? Who represents the trust? Who does the trust? Who represents the trust? Who does the trust? Who represents the trust?
Separate Trusts	Separate trusts for intellectual property.	Trusts for the benefit of the project partners. Trusts for the benefit of the project partners. Trusts for the benefit of the project partners.	Who does the trust? Who represents the trust? Who does the trust? Who represents the trust? Who does the trust? Who represents the trust?

THESE WERE FIVE POTENTIAL OPTIONS MOVING FORWARD, AND THESE WERE PRESENTED TO PROJECT STAKEHOLDERS AT THE MEETINGS.

OPTION 1: Sole ownership with HBLP
 Ownership of intellectual property vests in HBLP. Landowners and iwi have a financial benefit from the intellectual property. It is a commercial approach.
Advantages: HBLP retains the intellectual property within a small group of people. They can use, control and manage the intellectual property effectively, and engage in its commercialisation if they wish.
Disadvantages: The agreement amongst landowners and iwi for this option may not be consistent with existing intellectual property agreements between HBLP and iwi. It is a commercial approach. It may not address the relationships and may not be consistent with the relationships and iwi ownership rights and not consistent.

OPTION 2: Joint ownership with HBLP having an exclusive right to commercialise
 The intellectual property is to be jointly owned between HBLP and iwi. HBLP has the exclusive right to commercialise the intellectual property. It is a commercial approach.
Advantages: Trusts for the benefit of the project partners. Trusts for the benefit of the project partners. Trusts for the benefit of the project partners.
Disadvantages: There is ownership in name but in practice HBLP is the owner. It is a commercial approach. It may not be consistent with the relationships and iwi ownership rights and not consistent.

OPTION 3: Sole ownership with landowners/ iwi and HBLP having a licence to commercialise
 Ownership of intellectual property vests in landowners/ iwi and HBLP. HBLP has a licence to commercialise the intellectual property. It is a commercial approach.
Advantages: HBLP agrees to sell the commercialisation of the intellectual property in exchange for an exclusive licence to commercialise the intellectual property. In addition, a governance group would be established comprising the representatives from HBLP and the landowners/ iwi. The governance group would have the authority to make decisions on the intellectual property and to manage the intellectual property. It is a commercial approach.
Disadvantages: Landowners and iwi will need to decide amongst themselves who will sit on the governance board. How the intellectual property will be managed, and how they will account to all landowners and iwi. In the future, landowners and iwi will also need to work collectively should the option to buy back the intellectual property arise.

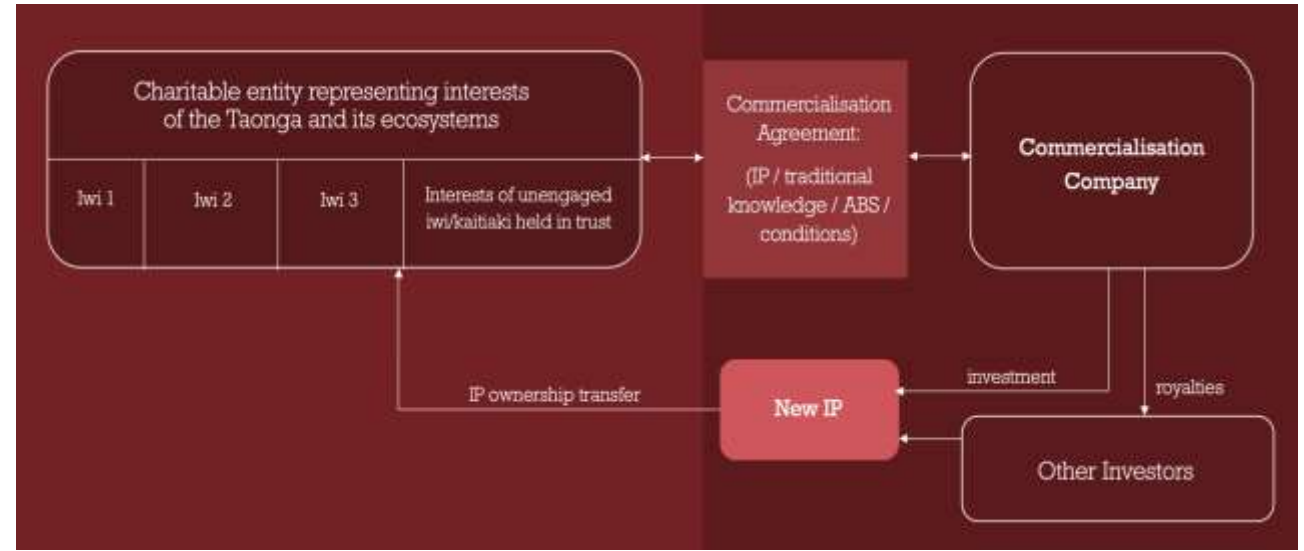
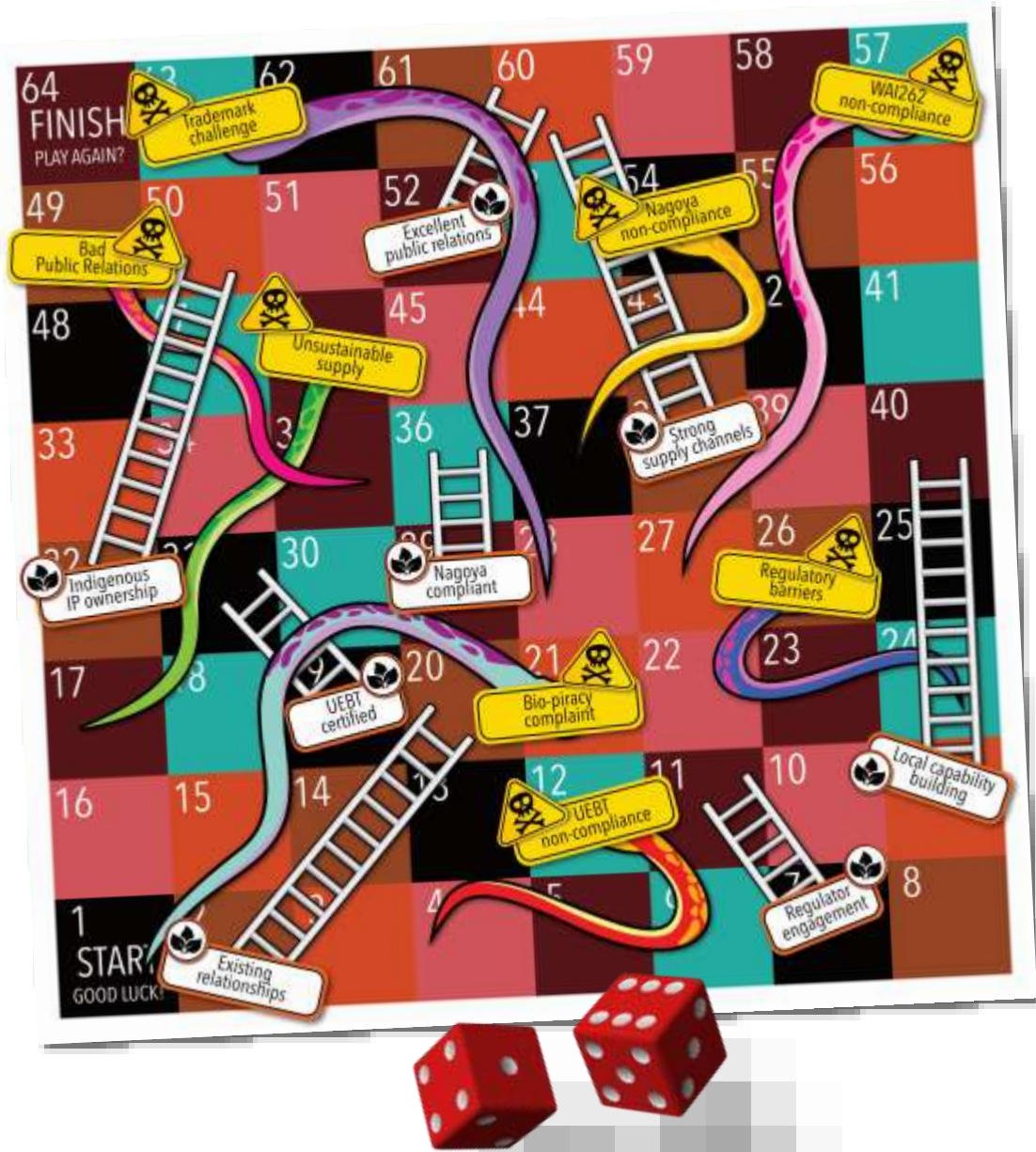
In order to determine the division of any financial benefits, there needs to be agreement about what criteria are used to determine such a division. In other words, concepts of fairness and justice should underpin the division of any potential financial benefits. Below is a non-exhaustive list. It should also be noted that more than one criteria can be used to determine division.

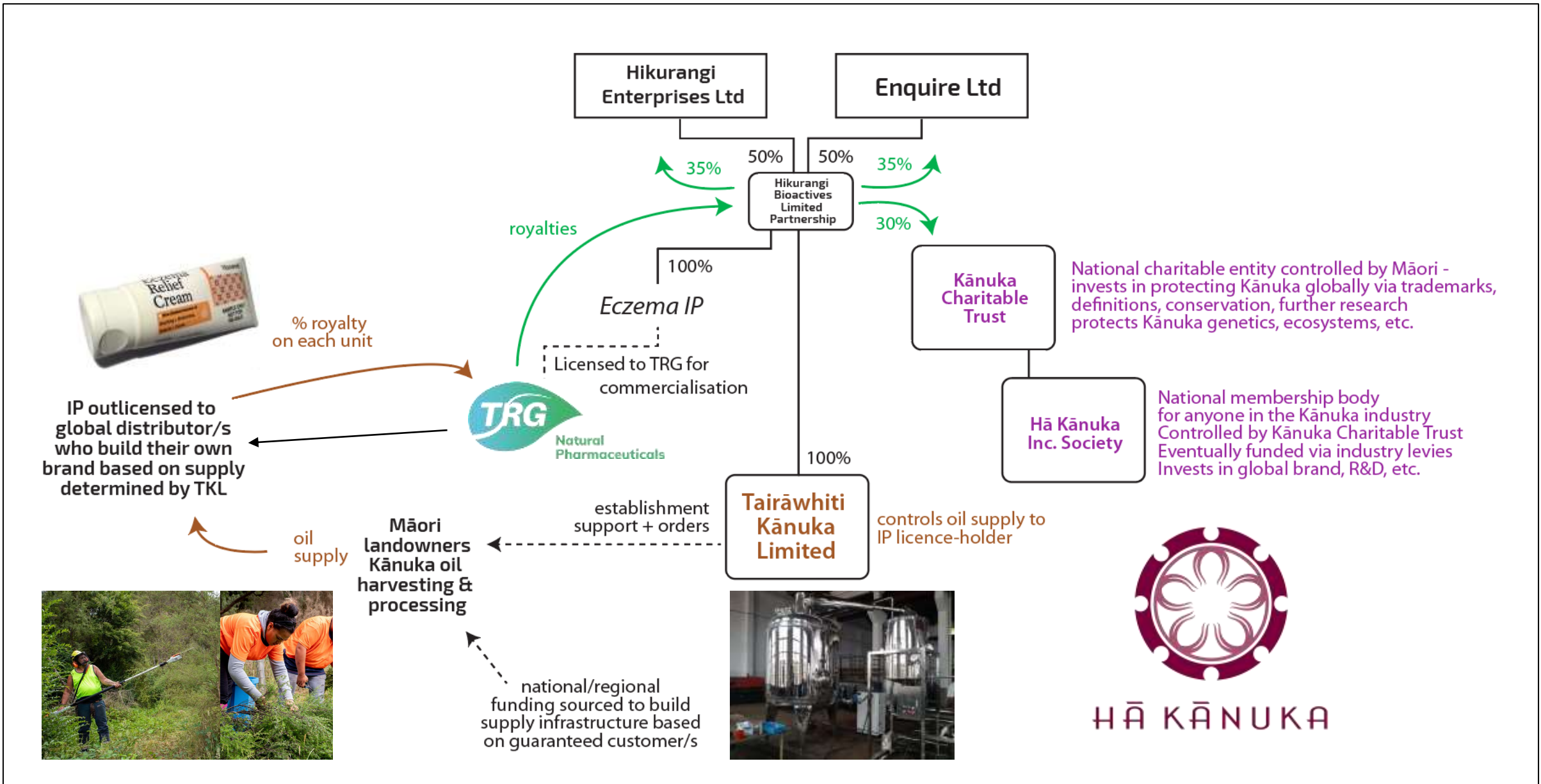
POTENTIAL OPTION	DESCRIPTION	ADVANTAGES	DISADVANTAGES
Principle of deserved benefit	Each party is compensated for their actual contributions.	HBLP is compensated for its financial contribution. Project partners are compensated for their human contribution and the value of the experience they contributed.	Relatively easy to quantify contributions. The value of contributions by project partners are relatively hard to measure. It has been noted that the commercial value and any other benefits will be used in their project. They have contributed to the project.
Distribution justice	Each party is compensated on the basis of their right of entitlement.	HBLP and the iwi have a right of entitlement in the commercialisation of the intellectual property. They have contributed to the project.	Project partners are entitled to a share of the intellectual property. They have contributed to the project. They have contributed to the project.
Equitable	In order to address existing inequalities, division of benefits based on fundamental needs, protection of resources and entitlements.	Account for the legacy of colonisation by supporting a greater share for project partners.	Who are the beneficiaries, those involved in the project or does the scope need to increase to include other iwi and Māori? Who are the beneficiaries, those involved in the project or does the scope need to increase to include other iwi and Māori?

As it turned out, Option 5 generated a great deal of excitement and was greeted enthusiastically by HBLP as well as the project stakeholders. The decision was made to have Tracy Whare draft up an intellectual property agreement based on this model, which would then be presented to iwi for their consideration.

hikurangibioactives.co.nz







IP outlicensed to global distributor/s who build their own brand based on supply determined by TKL



HĀ KĀNUKA



NEW ZEALAND • UPDATED

First medicinal licence granted for indigenous magic mushrooms: can they help P addicts?

▶ 24 Oct 07:07 PM



TOTARA



INDUSTRY



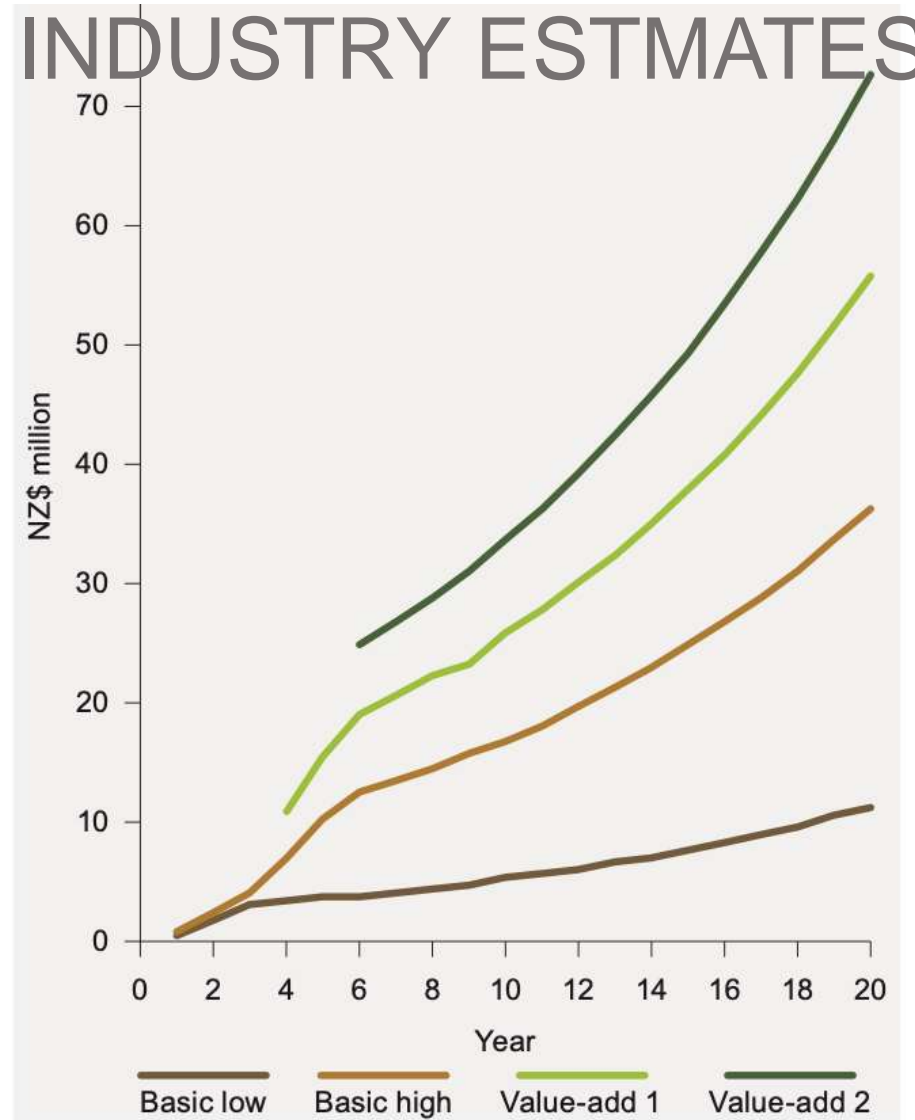
The total estimated value to New Zealand after ten years was \$5 million to more than \$30 million per year.

This is dependent on harvest rate and product mix. Basic products are existing interior products (low and high refer to allowable harvest tree volume).

The value-add options depend on the export of kitsets or fully manufactured native timber products and developing a carved gifts timber market (1 and 2 are value and volume mix combinations).



NORTHLAND INDUSTRY ESTIMATES



Principles for ecosystem restoration to guide the United Nations Decade 2021–2030

<https://www.fao.org/documents/card/en/c/CB6591EN>

The role of Indigenous peoples and local communities in effective and equitable conservation

<https://www.iucn.org/sites/default/files/2022-06/es-2021-12625.pdf>

Tool for Agroecology Performance Evaluation (TAPE):

<https://www.fao.org/agroecology/tools-tape/en/>

Ladder of Indigenous Participation:

https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4291641

Implementing Culturally Attuned Monitoring and Reporting Indicators:

<https://www.amnh.org/research/center-for-biodiversity-conservation/research-and-conservation/biocultural-conservation/biocultural-approach/implementing-culturally-attuned-monitoring-and-reporting-indicators>

Biocultural Metrics Monitoring:

<https://www.niatero.org/our-work/initiatives>

Te Weu Charitable Trust

www.teweu.nz

Raukumara Pae Maunga

www.raukumara.org.nz

Totara Industry Pilot

www.totaraindustry.co.nz

Pure Advantage

www.pureadvantage.org.nz

Mana Taiao Tairāwhiti

www.manataiao.org

Kaupapa Tū Wairua

www.tuwairua.org

Hikurangi Bioactives

www.hikurangibioactives.co.nz

Manu Caddie

manu@matawai.nz