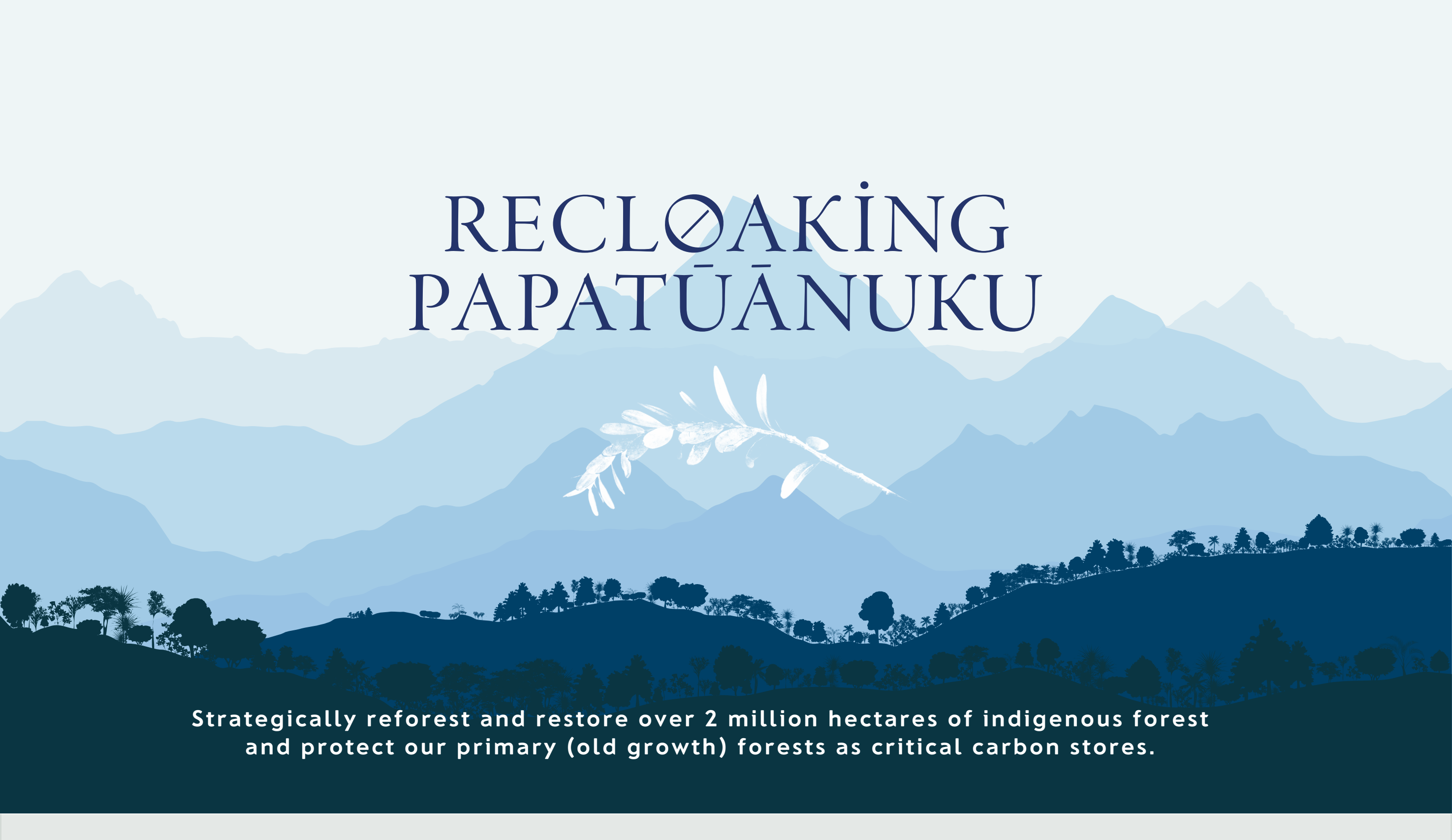
RECLOAKING PAPATŪĀNUKU



Strategically reforest and restore over 2 million hectares of indigenous forest and protect our primary (old growth) forests as critical carbon stores.

WHAT

NECESSARY, DESIRABLE & ACHIEVABLE

Aotearoa New Zealand was once cloaked in diverse indigenous forest, but over 75% of our old growth natural forest has been removed. Recloaking Papatūānuku seeks to restore a fraction of what has been lost to help address the twin crises of climate change and biodiversity loss, and to strengthen rural communities.

REGENERATE AN INTERWOVEN LANDSCAPE
RESTORING
DEGRADED FOREST
ENHANCING
INDIGENOUS FOREST

Papatūānuku, our Earth mother, is in trouble. And so are we, her people. We caused this mess; we can fix it and restore the connections which enable life to thrive

Analysis shows there is more than 5 million hectares (Mha) of potentially reforestable land in Aotearoa New Zealand. Recloaking Papatūānuku is a multi-decadal multi-stakeholder initiative, beginning with an initial goal of more than 2Mha.

1,500 MtCO₂e

CO₂ SEQUESTRATION

If we start now, the initiative has potential to capture about 1,500 million tonnes of CO₂ by 2100

$32* tCO₂e

PROJECTED ABATEMENT COST

Contributes to current and future international climate targets at lower cost than buying carbon credits on the global market

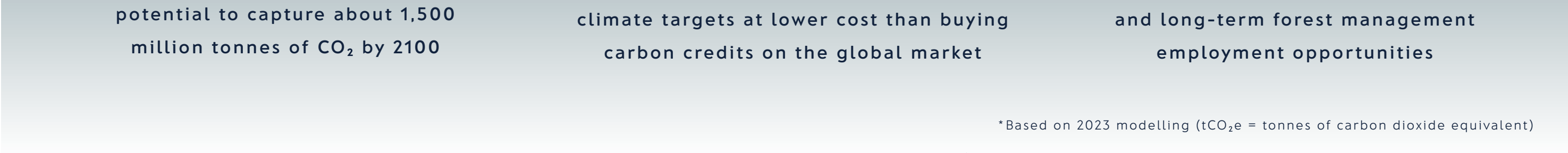
1000s of jobs

EMPLOYMENT BENEFITS

Could create thousands of seasonal and long-term forest management employment opportunities

*Based on 2023 modelling (tCO₂e = tonnes of carbon dioxide equivalent)

62% OF CARBON SEQUESTRATION POTENTIAL EXISTS IN SEVEN ACCESSIBLE AND HIGH FEASIBILITY LAND TYPES



WHY

A COMPOUNDING OPPORTUNITY

Large-scale indigenous reforestation (as well as urgent deep reductions in emissions) will help meet our global and intergenerational climate obligations, and develop a long-term multigenerational asset that can support our land, biodiversity and people. Addressing long-term problems is hard, but easier when the opportunities are this vast.

- RESTORE INDIGENOUS SPECIES OF FLORA
- IMPROVE AOTEAROA'S SOILS, WATER & BIODIVERSITY
- SECURE AN ENDURING CARBON SINK
- STRENGTHEN AOTEAROA'S CLEAN, GREEN BRAND
- CREATE CLIMATE AND ECOSYSTEM RESILIENCE
- ENHANCE FOOD PRODUCTION AND SUSTAINABLE BIOMASS
- STABILISE HILL COUNTRY AND REDUCE SEDIMENT LOADS
- PROVIDE EMPLOYMENT AND NATURE-BASED INCOME
- SUPPORT CLOSE TO NATURE FORESTRY, AND SUSTAINABLE CULTURAL USES

THE PLANTED SEED

Recloaking Papatūānuku's roots lie in the highly-erodible, flood-prone land in Tairāwhiti. In 'Recloaking the Whenua', the Tairāwhiti community focused on how best to get diverse indigenous forest back on the land. This project will realise that aspiration for Tairāwhiti, and seed it across the rest of Aotearoa New Zealand.

THE TRIPLE DIVIDEND OF CLIMATE RESILIENCE

ECONOMIC & DEVELOPMENT BENEFITS

More resilient local environments together with new revenue sources builds up the social capital of regional NZ

AVOIDED LOSSES

Land less exposed to disaster losses can be properly invested in, enhancing land productivity

SOCIAL & ENVIRONMENTAL CO-BENEFITS

Erosion prevention, flood control, improved biodiversity, habitat restoration are just some of the co-benefits

Treasury estimated the damage from **Cyclone Gabrielle** and the 2023 floods to be more than $14.5 billion. The fiscal impacts from increasingly frequent and severe weather events will likely be significant — affecting all areas of society including infrastructure, communities, households. agriculture, horticulture, fisheries, forestry and tourism,

HOW

KEY POLICY OPTIONS

Different policy options can enable landowners, government and other investors to work together and recloak Papatūānuku. Both the Emissions Trading Scheme (ETS) and other supportive policies for biological CO_2 removal could play a role to reduce net emissions and drive behaviour to accelerate the transition.

FULL ETS INCLUSION?

Financing is made available for investments, with landowners repaying via ETS or other carbon market income

ETS EXCLUSION?

Landowners paid an annual rental to host and maintain forests. Investor (e.g. Crown) funds restoration and rent, receives credits generated

HYBRID MODEL?

A mixed model that shares investment costs and carbon credits from the ETS

KEY FINANCIAL INSTRUMENTS

Funding for Recloaking Papatūānuku could be delivered from a mix of existing sources (including ETS revenues) and establishing new mechanisms.

EXISTING COMMITMENTS & POLICIES

Financing instruments for nature protection including existing budgetary commitments

A BIODIVERSITY MARKET, OUTSIDE OF THE ETS

A market issuing Sequestration Credits that incentivises reforestation efforts

GREEN BONDS & CLIMATE CHANGE FUND (CCF)

Access to new capital that supports the long-term investment to recloak Papatūānuku

$8.5 - $12.1 BILLION TO 2050

INVESTMENT ACROSS THE LIFETIME OF THE PROJECT

WHEN

NOW

Let us be the generation that invests in the future.

LONG-TERM PROSPERITY AND LONG-TERM PROFITABILITY

Enduring commitment to protecting the environment and supporting industry and community to realise it

ADDRESS THE LACK OF INTEGRATED SOLUTIONS

Prioritising nature-based solutions that are socially equitable and recognise the rights of Māori

COUNTERBALANCE PERVERSE INCENTIVES

Financially recognise broader benefits to counterbalance current ETS incentives that promote non-indigenous forest

WHERE

THE RIGHT TREE IN THE RIGHT PLACE

Using geospatial modeling and filtered according to biophysical constraints, more than 5 million hectares are potentially suitable for reforestation. At least 2Mha could be regenerating by 2030.

ENHANCEMENT OF EXISTING FOREST

SUPPORTED NATURAL REVERSION

NEW RESTORATION PLANTING

In practice, target areas across a range of private, public, protected, and Māori land will be identified in close collaboration with stakeholders, and a programme of action, and associated funding and investment model(s), will be developed to optimise and realise the myriad co-benefits of restoring indigenous forest.

WHO

AN ALLIANCE OF COMMUNITIES

Alongside a growing alliance of partners, including mana whenua groups, Pure Advantage is developing Recloaking Papatūānuku. The support of, and partnership with, mana whenua are essential to success.

We are calling on Government, businesses, local communities, and every New Zealander to support Recloaking Papatūānuku. With multi-stakeholder collaboration , it is entirely achievable.

TIKANGA MAORI VALUES

The principles of **KAITIAKITANGA**, **WHAKAPAPA** and **MAURI** transcend the singular lens of economic approaches to solving multi-layered challenges.

Instead they help to situate and frame up responses in ways that better recognise their complexity and support transformative solutions, such as Recloaking Papatūānuku.

KAITIAKITANGA

About applying ancestral knowledge alongside new knowledge and technology to restore well-functioning ecological and climate systems

WHAKAPAPA

A genealogical term that is about understanding and ongoing reflection on our past and present to best inform a restorative pathway to a thriving future

MAURI

The healthy equilibrium of an energy system within (and of) an environment. Understanding the factors that have interfered with the mauri of a thing or being can help determine appropriate responses to restoring it

RECLOAKING PAPATŪĀNUKU

Building a better future sometimes means reconstituting the past. Papatūānuku has holes in her Korowai (Māori cloak). By weaving climate and ecological resilience into our whenua, we are investing in the future economic and social prosperity of our country.

RECLOAKING PAPATŪĀNUKU

- COMMUNITY AND CATCHMENT-LED PLACE-BASED
- BIODIVERSE, REGIONALLY APPROPRIATE AND ECOLOGICALLY RESILIENT
- INFORMED BY SCIENCE AND MĀTAURANGA AND TIKANGA MĀORI
- INCLUSIVE, COLLABORATIVE, PARTICIPATORY AND CULTURALLY RESPECTFUL
- INTERGENERATIONALLY ENDURING
- AFFORDABLE AND ECONOMICALLY & ECOLOGICALLY SUSTAINABLE

PureAdvantage™

Tāne's Tree Trust
NATIVE FORESTS FOR OUR FUTURE
Hereherea te Wao-nui-a-Tāne

Note: The Recloaking Papatūānuku Proposal is a living document open for input as we continue to engage with the Government, Māori, experts, environmental and community groups. This Proposal outlines some possible features thereof, in the expectation of further developing and progressing these in collaboration with stakeholders.

Go to **PureAdvantage.org** for more information and to join the movement.