

## SDG 12: "Doing more with less"

### The Menominee Forest and Sustainable Development Model

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Long ago and for many centuries, the people now known as the Menominee inhabited a sprawling 10 million acre homeland encompassing north-eastern Wisconsin and the upper peninsula of Michigan. Since then, the vast Menominee homeland has eroded down to 235,000 acres, 93% of which is densely forested. The Menominee forest is so rich with plant life that its boundaries can be readily seen on satellite imagery, yet the tribe's harvest of forest products and their processing at the tribal mill has sustained the economic life of the tribe since contact.



*Menominee Photo from [American Forests Magazine, 2012](#)*

How have the Menominee people found balance between the many demanding facets of the modern economy while still maintaining the vigour and wellbeing of the forest ecosystem? The answer to that lies in the rich backstory of the Menominee people and their fight for sovereignty, cultural preservation and environmental sustainability. This backstory has been translated into a sustainable development model that can help planners re-envision their own products through a holistic, multidisciplinary, and dynamic process born of a uniquely indigenous experience. This model may serve as a guidepost for how to approach Sustainable Development Goal 12, which is to focus on more ethical consumption of resources by “doing more with less.”