

Instructions & Ground Rules

1. Use the "sticky note" icon on the left to post thoughts & ideas.
2. Edit your sticky notes by double-clicking (please only edit your own).
3. You don't need to do anything else on the Jamboard!

1) Our network values taking a systems approach to soil and interdisciplinarity. Who do we need to reach to facilitate transdisciplinary collaboration? Who are the stakeholders?



2) What are the barriers to engagement & communication with stakeholders?

need to call attention in the right direction and goals - esp economic - look at soil as a business

Accessibility beyond North America

misinformation

Trust of farmers in the carbon market and climate change pushers

highlight soil as good business

Language

We need to simplify the message that soil is the beginning (or end) of the food system. In the Andean culture, earth/soil is called "mother earth" given its importance.

Need to define different strategies at different levels: 1) Local, 2) National, 3) Regional, 4) Global. Communication strategies would be different for each level.

Trust farmers have because universities have led them astray before and talking down to farmers in the sense of that we have all the answers and they don't. They have knowledge too

Structured development of Carbon Market for direct monetary benefit to farmers

Mechanical limitations in communication

We need to define different communication strategies at different levels: 1) local, 2) national, 3) regional, 4) global

what are some regular communications used?

digital and hard-copy newsletters

social media outlets

It would be good to involve communication and marketing specialists to define a few sticky message to communicate the importance of soil for the society

Understanding the incentives that motivate each group of stakeholders and offering those incentives to them (may not be monetary).

economic and political barriers

relationships with key holders

broken communication between academia and industry - decreases trust of growers

We are the the barrier: we have to seek out with curiosity what farmers think and value. We can't think of relationship building as someone else's job. It's everyone's job.

3) What activities can Soil for Society Network create to engage & communicate with stakeholders?

Inspirational interaction with students and grassroots level leaders

engaging farmers to listen and tell their stories

Engage with communication specialists to define ways to elevate the role of soil for society as a whole through right messaging.

align with advocacy groups to encourage a re-routing of national funding to agroecology

Reach out to farmers with sincere curiosity. It's slow, but building trust builds relationships. Relationships can be key to facilitating change.

create resources and pathways for communities so they can get their needs and concerns met through resources and expertise, have a program that shows farmers what works

Clearly define and differentiate yourself from other similar groups and initiative.

speculative fiction