1: Who do we need to reach to facilitate collaboration? Who are the stakeholders?

1. **Government:** **NRCS, Representatives, Environmental Officers, Municipalities**
2. **Agriculture:** **Farmers, Crop Management Groups, Private Sector**
3. **Conservation Groups:** **Local, Grassroots Organizations & Leaders**
4. **International Organizations:** **UN Rep.'s, FAO, IFAD, CGIAR, AFSA, & Donor Groups.**
5. **Indigenous Leaders:** **National & Community**
6. **Media:** **Journalists, Influencers, Artists, Content Creators**
7. **Scientists:** **Researchers from Universities and other Institutions**

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

1. **Economic:** Low value on soil.
2. **Trust & Respect:** Farmers mistrust of Universities & condescending attitudes.
3. **Incentives:** Have not moved beyond monetary rewards.
4. **Accessibility:** Geographic Reach
5. **Misinformation:** Confusion & Misunderstanding
6. **Communication Channels:** Disconnect
7. **Language & Cultural:** Messaging often not inclusive.
8. **Carbon Markets:** Misguided Farmers & Public
9. **Relationship Building:** The belief that the responsibility is for someone else.
10. **Power Dynamics:** Divergent Goals & Agendas

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

1. **Online Platform for Farmers & Community Leaders to Connect:** Have Farmers Tell Their Stories.
2. **Publish & Disseminate Success Stories:** For Inspiration & Motivation
3. **Localized Communication:** Local Language & Communication Tools
4. **Curiosity & Relationship Building:** Build Trust over Time to Facilitate Change
5. **Inspirational Interaction:** Engage Students & Grassroots Leaders