



RÉGÉNÉRATION
CANADA

By Gabrielle Bastien

Soil Health Practices Roundtable

Washington DC, June 19 2018



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CANADA

Our mission:

“To catalyze a systemic change in the land management sector in order to foster soil regeneration”



Canadian Soil Health Context

Very little awareness



Isolated initiatives



Needs

Raising awareness and informing

Multistakeholder approach



Strategy

1. Map the sector
2. Connect stakeholders
3. Work together as a coalition
4. Communicate and inform



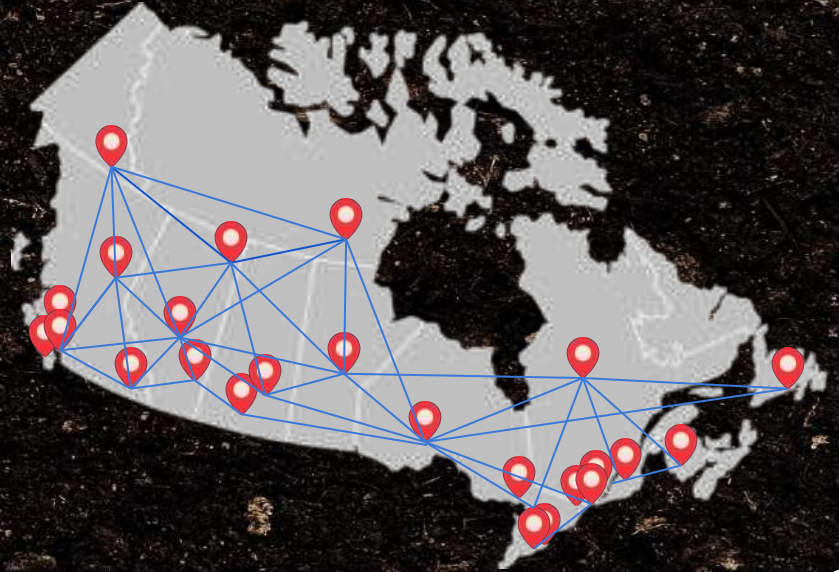
1. Map the sector

- Who does what?
- What worked? What didn't?
- What are the challenges and opportunities?
- Where do I fit?



2. Connect stakeholders

- Break silos
- Facilitate knowledge exchange
- Foster collaboration
- Break isolation



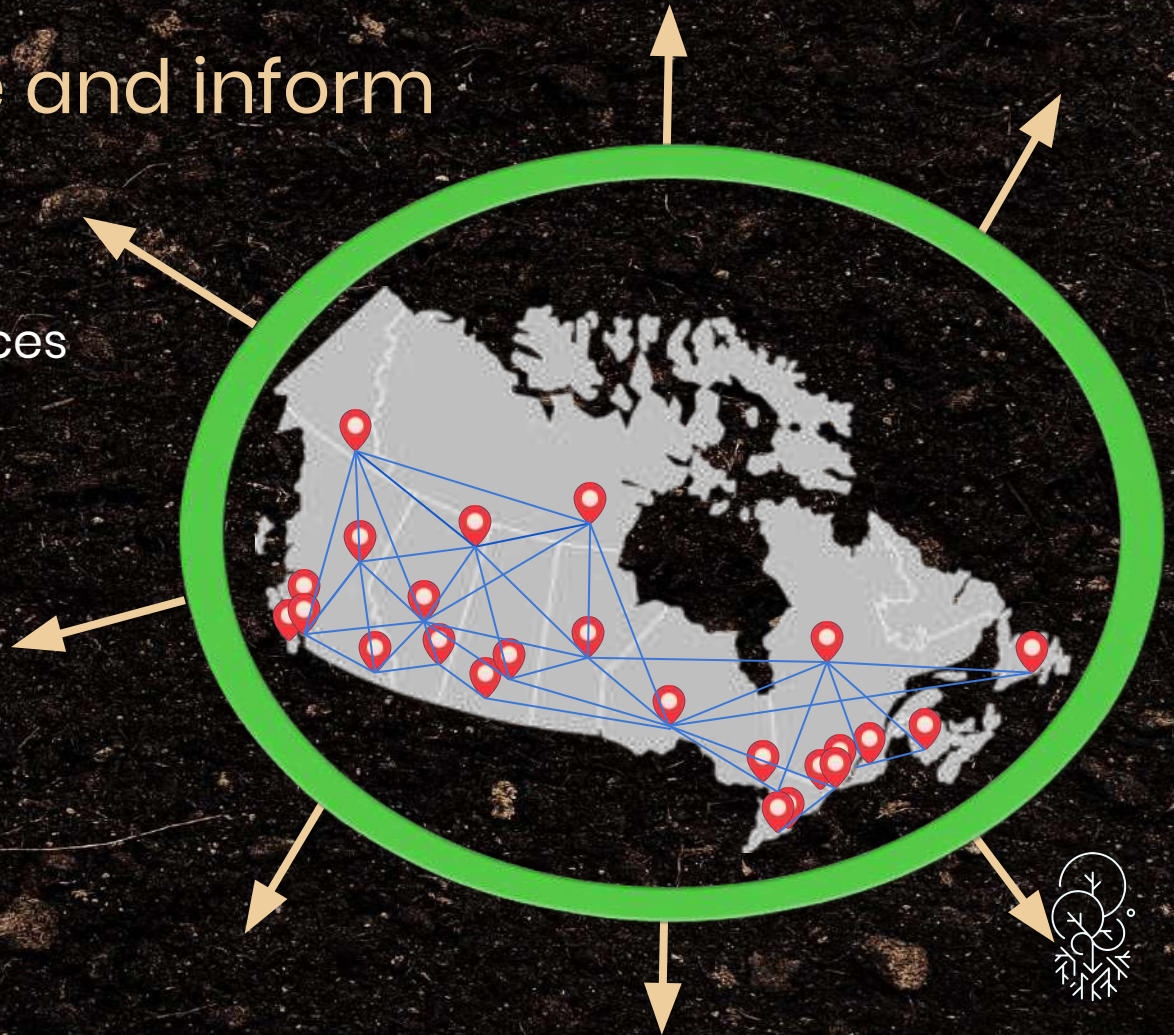
3. Work together as a coalition

- Determine priorities to further the movement
- Trigger future programs or initiatives
- Drive policy changes



4. Communicate and inform

- Raise awareness
- Inform on best practices in various sectors
- Inspire and empower
- Drive demand



Activities

1. Membership
2. Online communications
3. Events



1. Membership

- Mapping: Visibility to stakeholders in directory
- Connecting: Through online platform
- Coalition building:
 - Platform
 - Member calls
 - Outreach work



2. Online communications

- Website: Central tool
- Social media
- Partnerships

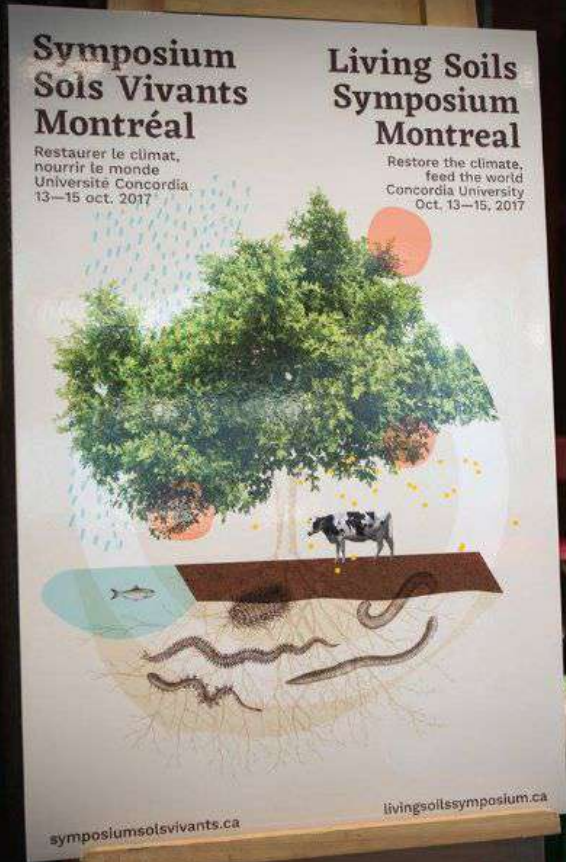


3. Events

- Symposiums (every 18 months)
- Workshops
- Smaller gatherings



Past event: 2017 Living Soil Symposium Montreal



THANK YOU!

