



MOOC 2018

#LandMatters! Integrating soil degradation concerns & solutions into policy processes

- Social Media Outreach Kit -

Dear Colleague,

I am writing to you on behalf of the global programme "[Soil protection and rehabilitation for food security](#)" which is implemented by GIZ for the German Federal Ministry for Economic Cooperation and Development (BMZ).

The programme is launching a Massive Open Online Course (MOOC) titled "Land Matters!" in cooperation with the [University of Leeds - School of Earth and Environment](#) and the International Crops Research Institute for the Semi-Arid Tropics ([ICRISAT](#)) on **27th of August 2018**.

The course is free of charge and aims at highlighting the importance of sustainable land management and discuss how to best integrate soil degradation concerns and solutions into policy processes.

[Registration](#) for the course is now open and we invite anyone who would like to extend and share their knowledge and experience on bringing soil protection issues into policy making to sign up!

We are hoping that you can help us spread the word on this online course and help to promote the benefits derived from integrating soil degradation concerns & solutions into policy processes.

In the document you will find:

1. The social media concept.
2. A list of suggested Tweets and Posts
3. General background and course information
4. Visuals that can be incorporated in the campaign's social media posts
(Available for download [here](#))

Please let us know if you have any questions and many thanks for helping to put the spotlight on the importance of sustainable soil protection and rehabilitation!

Best wishes,

Marie-Christine Lemire

GIZ Advisor for the Global Programme '[Soil protection and rehabilitation for food security](#)'

Social Media Concept

Official Campaign Hashtag: [#LandMatters!](#)

About the Campaign

Land degradation affects us all directly or indirectly: food insecurity, pests, reduced availability of clean water, increased vulnerability to climate change, biodiversity loss, and much more. However, policy often fails to acknowledge this, or is incapable to identify solutions while at the same time many academics and practitioners still struggle to support and stimulate decision-making.

That's why we offer this MOOC, to help understand how to influence policy making to foster sustainable soil protection and rehabilitation

The campaign [#LandMatters!](#) wants to spread awareness of sustainability in soil protection and rehabilitation by promoting the free online course especially addressed to academics, advisors to policy processes and practitioners.

Who to Tag

[@GIZ_GmbH](#) [@UniversityLeeds](#) [@ICRISAT](#)

Please also feel free to share, retweet, and "like" relevant posts from these accounts!

Download Visuals

Visuals that can be incorporated in the campaign's social media posts are available for download at:

<https://bit.ly/2HBmHG4>

Course Details

The 8-week course, which will run from August 27th through October 15th, 2018, will focus on how to integrate soil degradation concerns and solutions into policy processes as one major aspect of sustainable soil protection.

- Free of charge
- 8 weeks with 8 modules and video lectures
- 3 hours of work-load/week for participants who would like to receive a certificate
- Held in English with French subtitles
- Registration [here!](#)

For more details on the MOOC, please visit: <https://gc21.giz.de/landmatters>

Suggested Posts

Dates

Before the course

#LandMatters! Sign up for the free 2018 #MOOC 'Integrating Soil Degradation Concerns and Solutions into Policy Processes' at <https://gc21.giz.de/landmatters> (insert visual)

27-08-2018

This week on the #MOOC #LandMatters! Learn about the challenges in bringing soil degradation into policies: theory and reality. Sign up at <https://gc21.giz.de/landmatters> and join the free video lecture by Prof Lindsay Stringer @UniLeeds (insert visual)

03-09-2018

This week on the #MOOC #LandMatters! Learn about the characteristics of an enabling policy environment for achieving and maintaining #LandDegradationNeutrality. Sign up at <https://gc21.giz.de/landmatters> and join the free video lecture by Dr Mariam Akhtar-Schuster @UNCCD (insert visual)

10-09-2018

What are typical land policy making processes and how do they work? Learn more about the Kenyan case this week on the #MOOC #LandMatters! Sign up at <https://gc21.giz.de/landmatters> and join the free video lecture by Shadrak Mutavi @GIZ_GmbH (insert visual)

17-09-2018

How to get research on soils into policy and practice? Find out this week on the #MOOC #LandMatters! Sign up at <https://qc21.giz.de/landmatters> and join the free video lecture by Prof Mark Reed @profmarkreed (insert visual)

24-09-2018

This week on the #MOOC #LandMatters! What are the institutional framework conditions that are needed to bring about change? How do institutions deliver action? Sign up at <https://qc21.giz.de/landmatters> and join the free video lecture by Dr Thomas Falk @ICRISAT (insert visual)

01-10-2018

What is the role of partnerships and landscape approaches to facilitate the integration of sustainable soil management into policy making? Find out this week on the #MOOC #LandMatters! Sign up at <https://qc21.giz.de/landmatters> and join the free video lecture by Dr Simon Moolenaar @Commonland (insert visual)

08-10-2018

How can funding and resources be mobilized and channelled for sustainable soil and water management? Learn more this week on the #MOOC #LandMatters! Sign up at <https://qc21.giz.de/landmatters> and join the free video lecture by Andrew Chilombo (insert visual)

15-10-2018

This week on the #MOOC #LandMatters! The need for a Robust National Soil Management Policy - for Developing Countries — the Case of India. Sign up at <https://qc21.giz.de/landmatters> and join the free video lecture by Dr V.P. Sharma (insert visual)

Facts

#DidYouKnow Degradation of soils comes with a dollar tag of worldwide around USD 300 billion of costs each year? Learn more: <https://qc21.giz.de/landmatters> #LandMatters! (insert visual)

Soil helps to mitigate climate change, being the biggest terrestrial carbon store. Learn more: <https://qc21.giz.de/landmatters> #LandMatters! (insert visual)

Sustainable soil protection is vital if we want soils to continue to support humanity & the ecosystem benefits we depend on for our survival. Learn more: <https://qc21.giz.de/landmatters> #LandMatters! (insert visual)

Land degradation negatively affects: water availability, poverty, food security, environmental migration, gender rights, deforestation, biodiversity, and climate change. Learn more: <https://qc21.giz.de/landmatters> #LandMatters! (insert visual)

Policies that fail to take a holistic approach to valuing ecosystem services can result in unforeseen social & economic costs. Learn more: <https://qc21.giz.de/landmatters> #LandMatters! (insert visual)

Capturing costs of lost ecosystem services due to land degradation helps in better decision-making. Learn more: <https://qc21.giz.de/landmatters> #LandMatters! (insert picture)

Inadequate agricultural practices are a cause for the release of carbon dioxide into the atmosphere. Learn more: <https://qc21.giz.de/landmatters> #LandMatters! (insert visual)

Degraded soils are an underestimated conflict risk and have a direct impact on income, employment opportunities and food security of the rural population. Learn more: <https://qc21.giz.de/landmatters> #LandMatters! (insert visual)

Sustainability in soil protection is key to move ahead. Strategies and incentives at all levels of policy-making are needed. Learn more: <https://qc21.giz.de/landmatters> #LandMatters! (insert visual)

The adaptation of soil protection to different contexts, improved legal and political framework conditions and anchorage in national policy making are essential aspects to make soil protection sustainable. Learn more: <https://qc21.giz.de/landmatters> #LandMatters! (insert visual)

Many academics and practitioners struggle to support and stimulate decision-making, which takes into account land use related trade-offs, arrangements and compensation between parties, in ecosystem service provision. What could be solutions? Learn more: <https://qc21.giz.de/landmatters> #LandMatters! (insert visual)

#DidYouKnow the programme "Soil protection and rehabilitation for food security" is implemented in six countries that identified the need for sharing and implementing sustainable soil protection and rehabilitation measures (#Benin #BurkinaFaso #Ethiopia #India #Kenya #Madagascar)? Learn more: <https://www.giz.de/en/worldwide/32181.html> #LandMatters! (insert visual)

#Empowerment through #CapacityDevelopment! The programme "Soil protection and rehabilitation for food security" empowers partners to independently continue implementing soil protection and rehabilitation measures and adapt them according to their specific contexts. Learn more: <https://www.giz.de/en/worldwide/32181.html> #LandMatters! (insert visual)

Soil conservation on a global scale! The programme "Soil protection and rehabilitation for food security" supports actors from the partner countries to feed their lessons learned into national and international events and forums. Learn more: <https://www.giz.de/en/worldwide/32181.html> #LandMatters! #MOOC (insert visual)