



«4 per 1000 Initiative: Soils for Food Security and the Climate »

Document Consortium 7-5 - Roadmap

7th Consortium Meeting
Wednesday 10 November 2021
[15:30 to 18:00 UK time]

in Glasgow (Scotland, UK) & on-line via Zoom

Roadmap for 2022 and long-term perspectives

In line with the actions carried out in 2021 by the “4 per 1000” Initiative Executive Secretariat and in the context of the “4 per 1000” Strategic Plan 2050, it is proposed that the following activities (Core Facilities described in point I. Strategy) will be carried out during the year 2022, with some long-term perspectives attached to it.

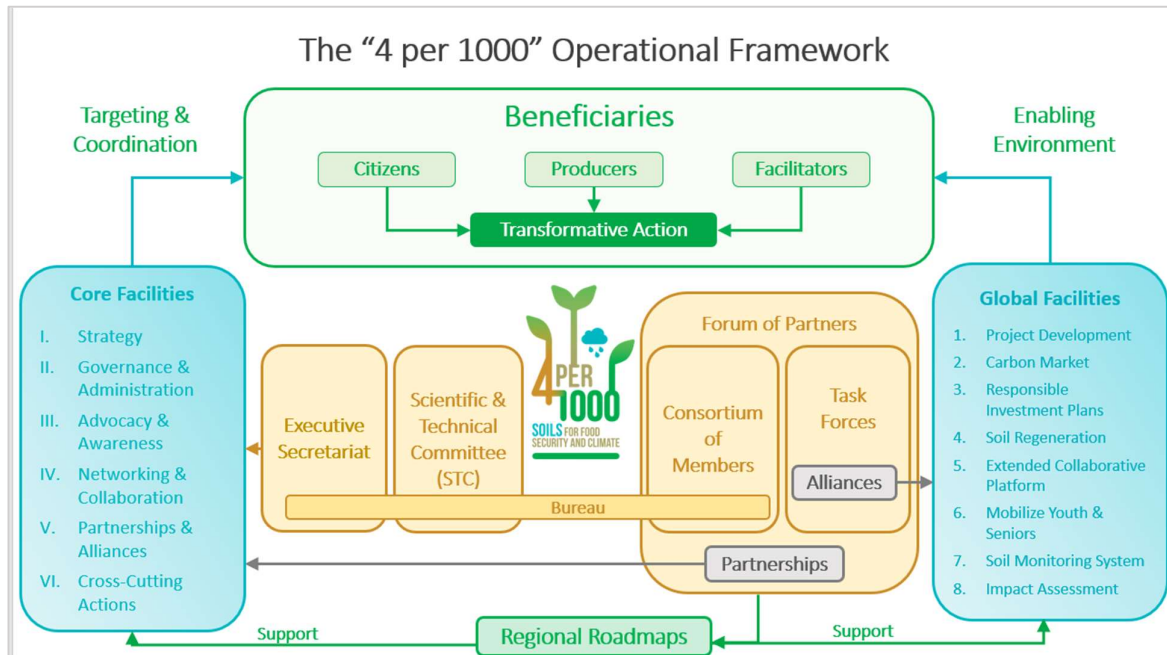
I. STRATEGY [Core Facility I]

The [“4 per 1000” Strategic Plan 2050](#) validated in June 2020 by the Consortium of Members of the “4 per 1000” Initiative is a founding and fundamental document. Its purpose is to guide the work of the Initiative for the next thirty years, by clearly structuring the Objectives to be pursued within the framework of specific Goals, with Targets identified for 2030 and 2050.

The Strategic Plan, however important it is, will have no impact on Earth, if not followed by an Implementation Plan. In 2021, the whole work of the “4 per 1000” Executive Secretariat consisted in carrying an important work of consultation through the constitution of working groups (Task-Forces), that have analysed the 24 Strategic Objectives of the “4 per 1000” Strategic Plan 2050, thanks to the use of the “4 per 1000” collaborative platform and with the help of the Delphi Study methodology. The conclusions of this work were presented during the 5th Day of the “4 per 1000” Initiative in Glasgow on 10 November 2021 and have led to the inception of the **“4 per 1000” Implementation Plan** and its development for 2022.

In parallel, the “4 per 1000” Executive Secretariat worked in 2021 on the **“4 per 1000” Operational Framework** of the Initiative. This Framework was also presented during the 5th Day of the “4 per 1000” Initiative in Glasgow. It clearly sets the difference between the **Core Facilities** led by the Executive Secretariat with the support of existing and future **Partnerships**; and the **Global Facilities** that will be facilitated by the Executive Secretariat while being led by future **Alliances**. Partnerships and Alliances being the Coalitions born from the gathering of Partners, Members or supportive Friends of the “4 per 1000” Initiative in line with the 24 Strategic Objectives. The “4 per 1000” Implementation Plan is the opportunity to clarify the role and involvement of the Executive Secretariat in Core Facilities with its own budget, and the need to build open multi-partner Coalitions to mobilise funds to finance the Global Facilities.

The “4 per 1000” Operational Framework is defined as follows:



The **Core Facilities** are the skeleton of the “4 per 1000” yearly Roadmap and are fully described in this document.

The 2022 Roadmap will be divided into 6 major chapters relating to the 6 Core Facilities:

- Core Facility I = **Strategy**
 - Core Facility II = **Governance & Administration**
 - Core Facility III = **Advocacy & Awareness**
 - Core Facility IV = **Networking & Collaboration**
 - Core Facility V = **Partnerships & Alliances**
 - Core Facility VI = **Cross-Cutting Actions**
- (as referred to in the “4 per 1000” Strategic Plan 2050)

II. **GOVERNANCE & ADMINISTRATION** [Core Facility II]

1. **The “4 per 1000” Initiative Bureau** created in 2019, will pursue in 2022, with the support of all “College” Representatives, the important task of developing the Vision and the “4 per 1000” Implementation Plan, while continuing to moderate the “Colleges”.

The Executive Secretariat plans for the Bureau to meet several times in 2022 (6 to 8 times).

2. **The STC Scientific and Technical Committee** of the “4 per 1000” Initiative will pursue its mandate in 2022.

a. **Research orientations and scientific cooperation** [Strategic Objective involved: A6]

- Continue:
 - the precise inventory of research actions currently conducted in terms of carbon sequestration in soils and the results available to have an overall vision

of research gaps and needs, with the support of the Partners from the College "Research and Education Institutions".

- the identification of promising research projects that need to be supported.
- Follow and strengthen collaboration with projects such as EJP Soil, SOCa, CaSA network and other programs, initiatives and collective projects of scientific cooperation in the field of soil carbon sequestration in order to have a global vision of "who does what and where", to establish a thematic and geographical mapping of these partnerships (synthesis document and mapping to be posted on the Initiative website and the collaborative platform).

In particular in 2022, follow-up the constitution of the International Research Consortium that was put in place at the end of the CIRCASA (Coordination of International Research Cooperation on soil CARbon Sequestration in Agriculture Project) and followed by OrCasa.

- Increase the collaborative work with partners on the mapping of "hotspots" where soil carbon sequestration potential is highest, or soil carbon loss is most urgent to be tackled.
- Increase the collaborative work with partners, in particular EU Mission on SOIL, HEALTH and FOOD, Global Soil Partnership (GSP), Global Research Alliance (GRA), etc.

b. Work on projects evaluation [Strategic Objectives involved: A2-A3-A6-B3-B4-C4-E3]

- On the basis of the procedure and the documentations elaborated by the STC, and of the three first editions of the Call (2019, 2020 and 2021), perpetuate an annual international Call for Projects that will be assessed with the support of the Scientific and Technical Committee and the Executive Secretariat. All positively assessed projects will be proposed to funders for seeking financial support.
- Continuation of the development of specifications for the development of a tool or further adaptive development of an existing tool to facilitate self-assessment by project holders before consideration by the STC and to facilitate the evaluation through the STC.
- Continue to work with funder agencies, donors and organizations quality assurance in voluntary carbon markets to mainstream the inclusion of soil carbon in existing project evaluation and certification schemes on the basis of the "4 per 1000" Initiative's set of indicators and criteria.

c. Other Tasks of the STC [Strategic Objectives involved: A4-A5-B4-E1-E2]

- Contribute to the elaboration by the Bureau and the Executive Secretariat of a plan of actions for the "4 per 1000" Initiative, based on the "4 per 1000" Strategic Plan 2050 and the "4 per 1000" Implementation Plan.
- Continuation of the production of synthesis documents on the scientific aspects of the "4 per 1000" Initiative such as position papers, and scientific papers
- Continuation of the active contribution to the elaboration of documents concerning the implementation or the elaboration, with the participation of the actors in the fields (farmers, foresters, etc ...) of good practices making it possible to increase the quantity of carbon stored in the soils, in accordance with the objectives of the "4 per 1000" Initiative.

- Active contribution to the drafting of a global book on the "4 per 1000" Initiative.
- Continue participating in scientific symposia, congress, meetings, conferences and other events representing the Initiative "4 per 1000".
- Continue being ambassadors of the Initiative "4 per 1000" in the scientific fora.
- Actively contribute on discussions regarding harmonization and standardization of measuring, monitoring, reporting and verifying soil carbon, through collaboration with the Global Soil Laboratory Network of the Global Soil Partnership (GSP), the national standards bodies of the International Organization for Standardization (ISO) and the certification organizations. In addition, promote the knowledge sharing and co-creation through country case studies on enhanced and harmonized reporting of soil carbon under the three Rio Conventions in line with national natural resource planning and management.

III. **ADVOCACY & AWARENESS** [Core Facility III]

<p><u>Main Strategic Objectives involved</u> [C1] Advocacy & Awareness [A3] Share Experience [C4] Branding and Certification</p>

1. **Promotion of the "4 per 1000" Initiative** [Strategic Objectives involved: C1-C2-C3]

With the support of the Executive Secretariat, each Partner and Member can promote the Initiative and build membership around it. The process and the necessary documents are online on the Initiative's website and a communication kit was provided to all partners. A proactive action by everyone can significantly increase its overall impact.

2. **"4 per 1000" Communication Strategy** [Strategic Objectives involved: C1-C2-C3]

The Communication Strategy and actions are linked to the "4 per 1000" Strategic Plan 2050.

4 main lines are concerned:

- To support the implementation and realisation of the Implementation Plan
- To further expand the outreach of the "4 per 1000" Initiative
- To encourage commitment and actions
- To further develop links with Partners and Members to maximise synergies.

The communications tools and actions that will support the Communication Strategy are the following:

a. **The new "4 per 1000" website**

The 4 per 1000 website has been revamped during 2021. The new site has been released in November 2021 with a clearer interface, and clearer messages. Next steps will consist in:

- Enriching the new version of the website with the creation of new information blocks (success stories...).

- Developing a media watch in French, English and Spanish and news related to the "4 for 1000" and update the information available on the website.

b. The activity of the "4 per 1000" Initiative on social networks

It is essential to continue in 2022 the presence of the Initiative on social networks as part of a global plan to ensure consistency and synergy of the various messages and information, after the real success encountered in 2020 and 2021 on LinkedIn, Facebook and Twitter (documentary research, daily publications, development of a schedule of events, news, enrichment of the network, development of collaboration with partners and members, animation of the group of volunteers and interns).

c. The "4 per 1000" Newsletter & The "4 per 1000" Press Review

- Continued publication of the "4 per 1000" Newsletter & Press Review in French, English and Spanish.
- Development of relationships with regional "Ambassadors" to increase the amount of information and news from various regions of the world.
- Launch of new sections (success stories, key figures, practical information sheets, etc.).

d. Development of relations with the press

Regular contacts with the media and journalists are essential for the general awareness of the Initiative. The development of relations with the press will be facilitated by the following elements:

- Press kit / key messages / Identification of "turnkey" topics (angle, images, key contacts)
- Strategic monitoring of key themes (by sectors, sciences, economics, etc.)
- Possibility of inviting one or more journalists during COP27, to participate to the 6th Initiative Day.

e. 'Ambassadors' of "4 per 1000" / Opinion Leaders

They are Partners, Members or Friends of the Initiative, but not only. They are star Chefs, YouTubers, Artists, Directors, people from civil society... and are recognised by their peers.

- Development of the identification of opinion leaders: locate, identify, contact, inform.
- Elaboration of specific tools to provide them information with key information about the Initiative.

3. Contribution to international debates on carbon sequestration in soils [Strategic Objectives involved: A4-A6-D4]

- Participation in meetings, symposia and other conferences on this subject. (Targeting + Calendar to be established.)
- Promote a harmonized view among different UN agencies (e.g. FAO, UNDP, UNEP, IFAD, etc.) and the three Rio conventions (UNFCCC, UNCCD and CBD) on the topic of soil carbon sequestration.

IV. NETWORKING & COLLABORATION [Core Facility IV]

<p><u>Main Strategic Objectives involved</u> [A1] NDC support [A4] Regional Stakeholder Interfaces [A6] Conceptual Framework for SH and SOC [D2] Regional Networks</p>

1. Continued work on the Collaborative Platform and its operation [Strategic Objectives involved: B2-B3-D1-F3]

- Support the technical development of the existing platform
 - Enrichment of content (practical and technical sheets, etc.)
 - Creation and development of a Wiki (knowledge bank)

- Foster the Networking and Collaboration between our Partners and Members.
 - Clear identification of all Partners in the Initiative by taking example on the stands of the [“4 per 1000” Virtual Fair](#)
 - Animation of the Colleges and development of work within each College
 - Interactive map with the geographic location of the Partners and Members of the Initiative
 - Collection of Best Practices
Establish the most exhaustive inventory of existing agricultural and forestry practices around the world: a precise description of the practice (including tutorials), its conceptual bases (field experience or scientific), the results obtained, and the areas concerned. The objective is to implement and update a global digital data base on good practices according to agro-pedo-climatic areas of the world in close collaboration with existing data bases (WOCAT and FAO for instance) and active stakeholders in that sector. An Alliance should emerge from this collection of data.
 - Animation of the group of Friends of the “4 per 1000” Initiative in liaison with the objective of finding Ambassadors for the “4 per 1000” Initiative

2. Establishment of a regional level within the Initiative

Partners and Members have a particular interest in the region in which they are located. By working with the local relays they constitute, regionally specific possible actions can be identified.

- **Organization of Meetings at regional level** [Strategic Objective involved: D2]

In 2022, situation will depend on the Covid pandemic, and the available resources for regional conferences and meetings. The Latin America project in 2020 and 2021 has been definitely cancelled and new project needs to emerge, and the situation is the same for Asia. Hopefully during the year, some new projects will emerge.

- **Continued development and animation of the group of regional correspondents**

These are the local relays of the “4 per 1000” Initiative. They are based in large regions, and their roles are essential and multifaceted.

V. PARTNERSHIPS & ALLIANCES [Core Facility V]

Main Strategic Objectives involved
[D4] Partnerships and Alliances
[C3] Increased Investments in SH and SOC

1. Creation of Partnerships to support Core Facilities

On the top of existing partnerships with the following entities: French Ministry of Agriculture / Spanish Ministry of Agriculture / German Ministry of Agriculture / IRD (France) / CIRAD (France) / INRAE (France) / CGIAR The Alliance of Bioversity International & CIAT (Italy) / GIZ (Germany) / AFRIS (Benin) / AAA Initiative Foundation (Morocco) and its implication with the following UN agencies or programmes: FAO Global Soil Partnership; UN Decade on Ecosystem Restoration; UNFSS 2021, CA4SH Coalition of Action 4 Soil Health, the “4 per 1000” Initiative Executive Secretariat will seek in 2022 to identify, contact and develop relationships with organizations willing to join and support its Core facilities, which are led by The Executive Secretariat and which include 12 Strategic Objectives from the “4 per 1000” Strategic Plan 2050.

The concerned main Strategic Objectives are the following: A1 / A3 / A4 / A6 / C1 / C3 / C4 / D4, including 3 cross-cutting Actions F1 / F2 / F3. See details hereunder.

Core Facilities (CF)	With Strategic Objectives
CF.I. Strategy	CF.I. Strategy [F3] 4p1000 Dashboard
CF.II. Governance & Administration	
CF.III. Advocacy & Awareness	CF.III. Advocacy & Awareness [C1] Advocacy & Awareness [A3] Share Experience [C4] Branding and Certification
CF.IV. Networking & Collaboration	CF.IV. Networking & Collaboration [A1] NDC support [A4] Regional Stakeholder Interfaces [A6] Conceptual Framework for SH and SOC
CF.V. Partnerships & Alliances	CF.V. Partnerships & Alliances [D4] Partnerships and Alliances [C3] Increased Investments in SH and SOC
CF.VI. Cross-Cutting Actions	CF.VI. Cross-Cutting Actions [F1] Twin Regions [F2] Resource Mobilization [F3] 4p1000 Dashboard

2. Inception of Alliances to support Global Facilities

Alliances will be a group of organizations which will be willing to gather around a specific Global Facility. Alliances will be led by these organizations and only facilitated by the “4 per 1000” Initiative Executive Secretariat. Alliances will focus their expertise on the following Global Facilities, which include 12 Strategic Objectives from the “4 per 1000” Strategic Plan 2050.

The concerned main Strategic Objectives are the following: The concerned main Strategic Objectives are the following: A2 / A5 / B1 / B2 / B3 / B4 / C2 / D1 / D3 / E1 / E2 / E3. See details hereunder.

Global Facilities (GF)	With Strategic Objectives	Alliances: to be completed
GF.1. Project Development	GF.1. Project Development [A2] Project Support [B2] Global Soil Monitoring [B3] GAFOLUP Helpdesk [B4] MRV Toolbox [E1] MRV Catalog	Alliance No.1 / A2 Alliance No.2 / B2 & B3 Alliance No.3 / B4 & E1
GF.2. Carbon Market	GF.2. Carbon Market [A5]	Alliance No.4 / E5
GF.3. Responsible Investment Plans	GF.3. Responsible Investment Plans [B1]	Alliance No.5 / B1
GF.4. Soil Regeneration	GF.4. Soil Regeneration [C2]	Alliance No.6 / C2
GF.5. Extended Collaborative Platform	GF.5. Extended Collaborative Platform [D1]	Alliance No.7 / D1
GF.6. Mobilize Youth & Seniors	GF.6. Mobilize Youth & Seniors [D3]	Alliance No.8 / D3
GF.7. Soil Monitoring System	GF.7. Soil Monitoring System [E2]	Alliance No.9 / E2
GF.8. Impact Assessment Tools	GF.8. Impact Assessment Tools [E3]	Alliance No.10 / E3

Core facilities and Global Facilities will be focused on achieving the 2030 and 2050 Targets of the “4 per 1000” Strategic Plan.

VI. **CROSS-CUTTING ACTIONS** [Core Facility VI]

<p><u>Main Strategic Objectives involved</u> [F1] Twin Regions [F2] Resource Mobilization [F3] “4 per 1000” Dashboard</p>
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Highlight the pertinence of the "4 per 1000" Initiative by initiating and supporting concrete and result-oriented actions on the ground and increase resource mobilization to ensure the long-term viability of the Initiative.

1. Strategic Objective F1: Twin Regions

In 2022, the Twin Regions Action aims to

- consolidate the Task Force,
- develop concepts and project proposals for the development of global facilities to improve the framework for soil health and soil carbon sequestration actions in Twin Regions, and
- promote the Twin Regions concept.

The goal is to have Twin Region start-ups going in all regions of the Initiative by the end of 2022. Consolidation of the Task Force will begin with an expression of interest from Members of the "4 per 1000" Initiative to identify Partners willing to invest in the further development of the action. A series of virtual organizational meetings will be organized to clarify open issues, develop ideas, create a pioneer team for the action on the ground (start-up projects) and to establish a network of sub-regional coordinators who will promote the action and ensure its coherence. In a second series of virtual conceptual meetings, the consolidated Task Force will invite Members of the Initiative to participate in the development of concepts and project proposals for i) on-the-ground start-up activities, ii) global facility development, and iii) promotional activities. The Twin Region inherently takes a holistic and inclusive approach. An important aspect of the work in 2022 is therefore the development of the "4 per 1000" specific interface, focused on SH and SOC and agroecology, on one side and on the other hand to conceptualize alternative interfaces for partnerships with other thematic global initiatives covering other thematic areas such as biodiversity and forestry.

2. Strategic Objective F2: Resource Mobilization

In order to accelerate the outreach to donors, it is vital that the Initiative acts in favour of the widest possible mobilization of public and private funds to support the Core Facilities led by the Executive Secretariat with the support of strategic Partnerships but also for the Global Facilities led by Alliances which will be facilitated by the "4per 1000" Initiative to implement projects in the field. In this respect, in 2022, it will be necessary to conduct the following actions, in the continuation of the work done in 2021.

- **Funder engagement [Strategic Objectives involved: C3-D4-E3]**

In line with the work conducted in 2021 by the Executive Secretariat, the following process will be pushed further towards potential donors: identification, targeting, contact, convince to join the Initiative and call for funding. On the top of existing Members, Partners and Friends of the Initiative, other groups of potential funders will be explored while reaching the following groups:

Private Sector, Funding bodies, local and international Foundations, High Net Worth Individuals, People and Celebrities. In general, and whenever possible, it will be pursued that these potential donors become Partners or Members of the "4 per 1000" Initiative.

With existing Members and Partners of the Initiative, it will be sought to enter their funding process to apply for budget mainly for Global Facilities, more especially through local development agencies like AfD (France), GIZ (Germany), etc.

Building a network of strategic funders is one of the major keys to enter funding mechanisms which are very complex and different from one organization to another.

A special attention to the expectations of funders in terms of evaluation and project indicators will be sought. On the basis of the selection of promising projects assessed by the STC following the annual call for projects for assessment, work with donors in order to find financial support will be conducted in order to hire consultants to conduct feasibility study for those projects and allow them to reach the next stage for funding consideration by funders.

- **Seeking funding for the Executive Secretariat of the Initiative [Strategic Objective involved: F2]**

The leadership of the Executive Secretariat is vital to the Initiative and is only possible with the allocation of funding for its day-to-day operations. Beyond the support of the Members and Partners of the Initiative, support by local and international foundations, by other groups of potential funders as stated in point [a.] will be sought to secure and sustain this operation from year to year. The resource mobilization position is key to support, in these specific tasks, the Executive Secretariat who has not enough resource to secure funding by itself. The Consortium members will be encouraged to consider a multi-party contribution to secure the perpetuation of this position.

- **Work on potential of Green Finance and Carbon Markets Initiatives [Strategic Objectives involved: A5-B3]**

The inclusion of soil carbon in carbon (offsetting) markets are a potential source of funding for the "4 per 1000" players in the field. The reflection work based on the existing will be continued to consider the possibility to have access to such funding mechanisms.

- **Exploration of the possibilities and the usefulness of the creation of a foundation**

The "4 per 1000" Initiative is not intended to manage funds for the development of practices, projects or policies to achieve its objectives. But in the context of the two first items [a. and b.], and in order to identify a way for the "4 per 1000" Initiative to have a greater autonomy to get certain means of work, the creation of a foundation could be launched, as it was decided by the Consortium of Members in Madrid in December 2019 and confirmed in December 2020. Founding members should be selected among the Consortium of Members. The funds provided to the "4 per 1000" foundation (which would be a hosted foundation) will be mainly redirected to the funding of the projects born from Global Facilities led by Alliances (and facilitated by the Executive Secretariat) as there is an irrevocable allocation of funds in the case of the inception of a foundation.

- **Call for Funding towards the general public and among the Friends of the "4 per 1000" Initiative**

In order to gather some funds for the "4 per 1000" Initiative, more especially for the Core Facilities led by the Executive Secretariat, a Call for Funding could be addressed in 2022 towards the general public by letting know the complete work of advocacy and awareness conducted since 2015 on soils globally. A Call for supporting the Initiative by giving 25, 50, 100, or 200 Euros on a yearly basis could be explained on the "4 per 1000" website (and aligned with the Strategic Objective F3: "4 per 1000" Dashboard), and through a campaign on social networks. The necessity to get an on-line payment module will be sought and executed in 2022.

- **Other funding pathways will be studied**

Towards **private sector** to support Core Facilities

- Invoicing for expertise delivered by the Executive Secretariat
- Minimum membership fees for Partners depending on the size of their organisation
 - **Organization** < 500 employees → no fees

