



RÉGÉNÉRATION  
CANADA

Presentation for the 4p1000 fair

May - June, 2021

# Overview

1. Who we are
2. Why we do this
  1. What is regenerative land management
  2. Why it's important
3. What we do
  1. Strategy
  2. Activities



# Who we are: Regeneration Canada

A Montreal-based nonprofit

- Since 2017
- Small team of diverse passionate people
- Bilingual (English and French)



RÉGÉNÉRATION  
CANADA

Our mission:

“To promote soil regeneration in Canada in order to mitigate climate change and foster healthy food system”



# Who we are: Regeneration Canada

## Our team



**GABRIELLE BASTIEN**

Founder and Co-director

- BIO -



**SARAH BARSALOU**

Co-director

- BIO -



**ANTONIOUS PETRO**

Co-director

- BIO -



**ALIX TABET**

Project Manager

- BIO -



**AVIVA LESSARD**

Communications Manager

- BIO -



**JADE HEILMANN**

Project Manager - Map

- BIO -

Vice President  
of 4p1000



# How we define regenerative land management

Regenerates soil health

- ☐ Enhances soil biology
- ☐ Increases soil carbon



REGENERATIVE  
AGRICULTURE  
RÉGÉNÉRATRICE



illustration par / by  
LAUCOLO

Principles:

Soil cover and  
minimized tillage

Organic inputs

Biodiversity

Perennials

Livestock

# Why do we have this mission?

- Climate change
- Food security
- Ecological restoration
- Resilience
- Water pollution
- Health and nutrition



# Our approach

## 1. Multistakeholder approach

- Farmers, landowners, scientists, agronomists, businesses, community organizations, governments, citizens to learn, connect, take action





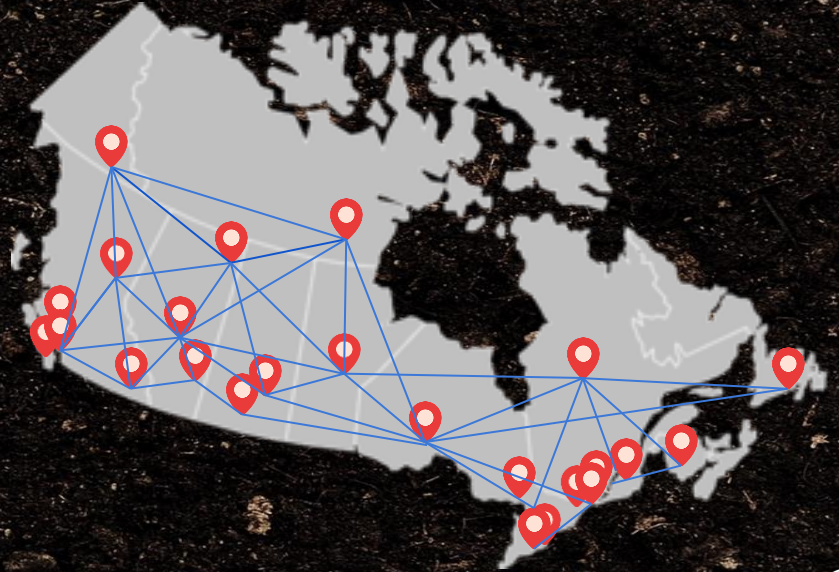
# Strategy

1. Raising awareness
2. Education
3. Network building



# Activities > Membership

- Connecting: Through online platform
- Objectives:
  - Break silos
  - Facilitate knowledge exchange
  - Break isolation
- Monthly members calls
- ☒ Network building and education



# Activities > Communications

- Website
- Web series: Soil Guardians

## ☒ Education and awareness



REGENERATION CANADA

WHY JOIN? ABOUT US OUR NETWORK SYMPOSIUM JOIN THE MOVEMENT

What role will you play in soil regeneration?

VOLUNTEER → SUBSCRIBE TO OUR NEWSLETTER → BECOME A MEMBER ↓ DONATE →

ORGANIZATION ! OR INDIVIDUAL ?

**WHY JOIN ?**

- Support our mission
- Gain visibility among an audience of interest to your activities
- Get recognition for your support of soil regeneration
- Connect with other individuals or organizations interested in soil regeneration
- Learn more about hot topics in soil regeneration across various sectors
- Get discounts on Regeneration Canada events
- Grow the voice of soil regeneration in Canada and beyond

**OBJECTIVE OF THE MEMBERSHIP**

- Facilitate access to regenerative products and services among our audience
- Facilitate knowledge exchange and collaboration
- Build a coalition to drive policy and market changes

	PRICE	LOGO	DIRECTORY	FACEBOOK WORKPLACE	DISCOUNT ON EVENTS
<b>SUPPORTING MEMBERS</b>					
Dynavio accumulator	2000\$	✓	✓	2	2 x 10%
Nitrogen fixer	1000\$	✓	✓	2	2 x 10%
<b>REGULAR MEMBERS</b>					
Pollinator	500\$	✓	✓	2	2 x 10%
Myokium accumulator	250\$	✓	✓	2	2 x 10%

JOIN NOW

# Activities > Communications

- Online community

Social media channels:

Facebook: @regenerationcan

Twitter: @regenerationcan

Instagram: @regencanada

LinkedIn: Régénération Canada



# Activities > Map of Regenerative Farms in Canada

- Links consumers and citizens to regenerative farms
- Facilitate peer-to-peer learning between farmers
- Spread awareness on regenerative principles and practices
- Accelerate the adoption of regenerative practices in Canada

<https://regenerationcanada.org/en/map/>



# Activities > Living Soils Symposium

- Week-long solutions-focused, action-oriented event that brings together a diversity of people from across sectors
- We bring in a variety of speakers, panelists and artists
- Networking opportunities
- Past two years have been online
- First one in 2017

☒ Education, Advocacy, Network Building



# Activities > Events and workshops

- Movie screenings
- Harvest festival
- Workshops
- Webinar Series



## Education, Network Building



THANK YOU!

