



The international « 4 per 1000 » Initiative “Soils for Food Security and Climate”

Document Consortium 8-5 – 2023 Roadmap

8th Consortium Meeting

Wednesday 16 November 2022

[From 03:30 PM to 06:00 PM Egyptian time]

in Sharm El Sheikh (Egypt) & online via Zoom

Roadmap for 2023 and long-term perspectives

In line with the actions carried out in 2022 and within the framework and respect of the « 4 per 1000 » 2050 Strategic Plan adopted in June 2020, and adjusted (Version 2) in the summer of 2022, the international « 4 per 1000 » Initiative enters fully, in 2023, into the phase of the operational launch of the « 4 per 1000 » Implementation Plan.

The Executive Secretariat of the international « 4 per 1000 » Initiative will continue to strive to ensure that the Core Facilities described in Section I. The Executive Secretariat of the international « 4 per 1000 » Initiative will continue to strive to ensure that the Core Facilities described in Section I. STRATEGY [Core Facility I] are carried out in the year 2023, with the long-term perspectives described in this document.

I. STRATEGY [Core Facility I]

The « 4 per 1000 » 2050 Strategic Plan, validated in June 2020 by the Consortium of Members of the international « 4 per 1000 » Initiative, is a founding and fundamental document for the Initiative. It aims to guide the work of the Initiative for the next twenty-eight years, clearly structuring 24 Strategic Objectives to be pursued under specific Goals, with Targets identified for 2030 and 2050.

In 2021, the Executive Secretariat of the « 4 per 1000 » Initiative carried out an important consultation process through the constitution of Task Forces, which analysed the 24 Strategic Objectives of the 2050 Strategic Plan, using the « 4 per 1000 » collaborative platform and the Delphi Study methodology. In total, more than 4,000 responses were received from 130 people involved in the 24 Task Forces out of a total of 350 interested people. The findings of this work were presented at the 5th Day of the international « 4 per 1000 » Initiative, in Glasgow, on 10 November 2021.

In 2022, the work of the Executive Secretariat of the international « 4 per 1000 » Initiative consisted in reviewing the 162 Activities resulting from the work of the Task Forces, organised within the 24 Strategic Objectives, in a dozen Categories. In the first half of 2022, each Strategic Objective was reviewed on the basis of the proposals made by the Task Forces: revision of the Title, Description, 2020 Baseline and 2030 & 2050 Targets. After a thorough and accurate analysis, and on the basis of the « **4 per 1000** » **Operational Framework**, presented at the 5th Day of the international « 4 per 1000 » Initiative, in Glasgow, each group of Activities of a well-defined



Strategic Objective was allocated to Core Facilities (funded and implemented from the Executive Secretariat's operational budget) or to Global Facilities (funded and implemented by an Alliance of organisations).

This work has led to :

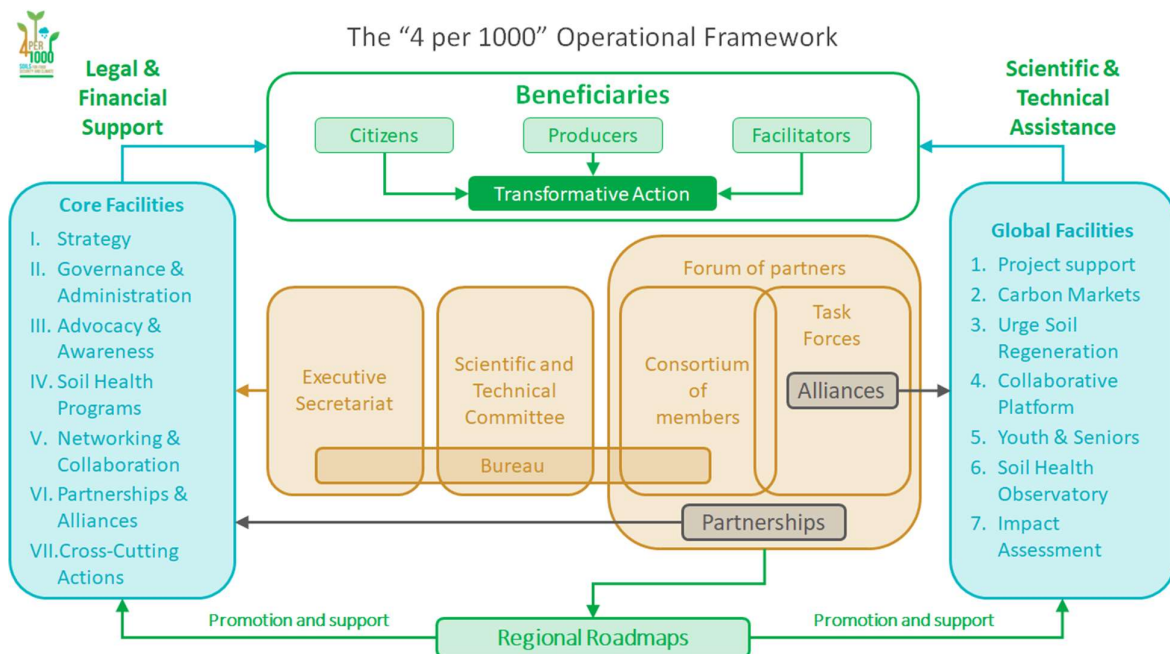
- ➔ Version 2 of the « 4 per 1000 » 2050 Strategic Plan
- ➔ Version 1 of the « 4 per 1000 » Implementation Plan.

The latter document was approved by the Consortium of Members in an electronic consultation in July and August 2022.

The « 4 per 1000 » Implementation Plan will, then, be implemented through the SIC Strategy Implementation Cycle, presented at the « 4 per 1000 » Day in Sharm El Sheikh on 16 November 2022.

As a reminder, the « 4 per 1000 » **Operational Framework** clearly differentiates between **Core Facilities** led by the Executive Secretariat with the support of existing and future **Partnerships**, and **Global Facilities** which will be facilitated by the Executive Secretariat, while being led by future **Alliances**. Partnerships and Alliances are the Coalitions born out of the coming together of Partners, Members or Friends who support the international « 4 per 1000 » Initiative in line with the 24 Strategic Objectives. The « 4 per 1000 » Implementation Plan is an opportunity to clarify the role and involvement of the Executive Secretariat in the **Core Facilities** with its own operational budget, and the need to build open multi-stakeholder Coalitions to mobilise funds for the **Global Facilities**.

The « 4 per 1000 » **Operational Framework** is defined as such :





- The **Core Facilities** form the backbone of the annual « 4 per 1000 » Roadmap and are described in detail in this document.

The Roadmap 2023 will be divided into 7 main chapters related to Core Facilities:

- Core Facility I = **Strategy**
- Core Facility II = **Governance & Administration**
- Core Facility III = **Advocacy & Awareness**
- Core Facility IV = **Soil Health Programs**
- Core Facility V = **Network & Collaboration**
- Core Facility VI = **Partnerships & Alliances**
- Core Facility VII = **Cross-cutting Actions**
(as mentioned in the « 4 per 1000 » 2050 Plan Strategic Plan)

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

1. **The Board (“Bureau”) of the international « 4 per 1000 » Initiative** created in 2019, will continue in 2023, with the support of all the representatives of the stakeholder groups “Collèges” in French, the important task of overseeing the development of the « 4 per 1000 » Implementation Plan, while continuing to moderate the “Collèges”. The Executive Secretariat expects the Board to meet several times, in 2023, (6-8 times).

2. **The SCT Scientific and Technical Committee** of the international « 4 per 1000 » Initiative will continue its mandate in 2023.

a. **Research Guidelines and Scientific Cooperation** [Relevant Strategic Objective: A6]

- Continue:
 - A precise inventory of current research activities on soil carbon sequestration and available results, in order to have a global view of research gaps and needs. This inventory will be carried out with the support of the « 4 per 1000 » Partners of the stakeholder group "Research and Education Institutions".
 - Identification of promising research projects that need to be supported.
- Monitor and strengthen collaboration with projects such as EJP Soil, SOCa, the CaSA network and other collective scientific cooperation programmes, initiatives and projects in the field of soil carbon sequestration, in order to have a global view of "who is doing what and where"; establish a thematic and geographical mapping of these partnerships. The synthesis document and the mapping will be posted on the website of the international « 4 per 1000 » Initiative and on the « 4 per 1000 » collaborative platform.

In particular in 2023, the STC will follow the constitution of the International Research Consortium, which is to be set up following the end of the CIRCASA (Coordination of International Research Cooperation on Soil Carbon Sequestration in Agriculture) project, within the framework of the OrCasa project.



- Increase collaborative work with partners on mapping "hot spots" where soil carbon sequestration potential is highest, or soil carbon loss is most urgent to address.
- Increase collaboration with partners, including the EU Soil, Health and Food Mission, the FAO GSP Global Soil Partnership, the GRA Global Research Alliance, etc.

b. Work on Project Assessment [Relevant Strategic Objectives: A2-A3-A6-B3-B4-C4-E3]

- On the basis of the procedure and documentation developed by the STC, and the first four editions of the Calls for Projects (2019, 2020, 2021 and 2022), perpetuate an annual international Call for Projects to be organised with the support of the Scientific and Technical Committee (STC) and the Executive Secretariat of the Initiative. All positively evaluated projects will be proposed to institutional donors to try to obtain financial support.
- Continued development of specifications for the development of a tool, or further adaptive development of an existing tool, to facilitate self-assessment by project promoters prior to consideration by the STC, and thus facilitate assessment by the STC.
- Continue to work with funding agencies, donors and quality assurance organisations in voluntary carbon markets to integrate the inclusion of soil carbon into existing project assessment and certification systems based on the international « 4 per 1000 » Initiative's set of [Reference Criteria & Indicators for Project Assessment](#).

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

- Contribute to the development by the Bureau and the Executive Secretariat of an Action Plan for the international « 4 per 1000 » Initiative, based on the « 4 per 1000 » 2050 Strategic Plan and the « 4 per 1000 » Implementation Plan.
- Continued production of documents on the scientific aspects of the international « 4 per 1000 » Initiative, such as position papers and scientific articles.
- Continue to actively contribute to the development of documents on the implementation or development, with the participation of field actors (farmers, foresters, etc.) of good practices to increase the amount of carbon sequestered in soils, in line with the objectives of the international « 4 per 1000 » Initiative.
- Continue to participate in scientific symposia, congresses, meetings, conferences and other events representing the international « 4 per 1000 » Initiative.
- Continue to act as Ambassadors for the international « 4 per 1000 » Initiative in scientific forums.
- Actively contribute to discussions on the harmonisation and standardisation of soil carbon measurement, monitoring, reporting and verification, by collaborating with the GSP (FAO) Global Soil Partnership laboratory network, the International Standards Organisation (ISO) national standards bodies and certification organisations. In addition, promote knowledge sharing and co-creation through national case studies on improving and harmonising soil carbon reporting under the three Rio Conventions, in line with national natural resource planning and management.



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

Main relevant Strategic Objectives

[C1] Advocacy & Awareness

[A6] Conceptual Framework

[C4] Branding & Certification

1. Promotion of the international « 4 per 1000 » Initiative [Relevant Strategic Objectives: C1-C2-C3]

With the support of the Executive Secretariat, each Partner and Member can promote the Initiative and build support around it. The process and necessary documents are online on the Initiative's website and a communication kit has been provided to all Partners. The communication kit will be reworked in 2023. Proactive action by everyone can significantly increase its overall impact.

2. The « 4 per 1000 » Communication Strategy [Relevant Strategic Objectives: C1-C2-C3]

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

4 main axes are concerned:

- Supporting the implementation of the Implementation Plan.
- Amplify the outreach of the international « 4 per 1000 » Initiative.
- Incentivising and encouraging commitment and action
- Develop links with Partners and Members to maximise synergies.

The communication tools and actions which will support the Communication Strategy are:

a. The collaborative Platform

Continued work including:

- Animation of the stakeholder groups (“Collèges”) and development of the work within each Collège;
- Enrichment of content (practical and technical sheets, etc.);
- Creation and development of a Wiki (knowledge base);
- Possibility of creating training courses dedicated to the various colleges of the Initiative.

b. The « 4 per 1000 » website

Version 2 of the « 4 per 1000 » website went live in November 2021 with a more user-friendly interface and more impactful messages. This version was completed and enriched throughout 2022. The next steps in 2023 will be to:

- Enriching the site with the creation of new information blocks (success stories, etc.).



- Continue the media monitoring in French, English and Spanish and the « 4 per 1000 » news and update the information available on the website.

c. The activity of the international « 4 per 1000 » Initiative on social networks

It is essential to continue, in 2023, the presence of the Initiative on social networks as part of a global plan to ensure the coherence and synergy of the different messages and information, after the real success encountered since 2020 on LinkedIn, Facebook and Twitter (documentary research, daily publications, development of a calendar of events, news, enrichment of the network, development of collaboration with Partners and Members, animation of the group of volunteers and interns).

d. The « 4 per 1000 » Newsletter & The « 4 per 1000 » Press Review

- Continued publication of the « 4 per 1000 » Newsletter and Press Review in French, English and Spanish.
- Development of relations with regional "Ambassadors" to increase the amount of information and news from the different regions of the world.
- Launch of new sections (success stories, key figures, practical information sheets, etc.) and work on the graphic design of the newsletter (depending on the resources available).

e. Development of relations with the press

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

- Creation of a Press Kit and Press Releases if needed; / Creation of key messages / Identification of "turnkey" topics (angle, images, key contacts, etc.);
- Strategic watch on key themes (by sector, science, economy, etc.);
- Possibility to invite one or more journalists during CoP 28, to participate in the 7th Initiative Day.

f. « 4 per 1000 » Ambassadors / KOL Key Opinion Leaders

They are Partners, Members or Friends of the Initiative, but not only.

They are star Chefs, Youtubers, artists, people from civil society, recognised by their peers.

- Development of the identification of KOL Key Opinion Leaders: location, identification, contact, information;
- Development of specific tools to provide them with key information on the Initiative.

g. General documentation

Continued reflection on existing language elements:

- Creation of key messages according to the targets and popularisation for the general public;
- Updating the communication kit;
- Creation of new documents:
 - Ambassadors" guide (dedicated tools and information)



- Wiki for the "Friends of « 4 per 1000 » group
- « 4 per 1000 » in a few points
- Fact sheets, technical sheets, etc.

3. Contribution to the international debate on Carbon Sequestration in Soils [Relevant Strategic Objectives: A4-A6-D4]

- Participation in meetings, symposia and other conferences on this topic. (Targeting + timing to be established).
- Promote a harmonised vision between the different UN agencies (e.g. FAO and the Global Soil Partnership, IFAD, etc.) and the three Rio Conventions: the United Nations Convention to Combat Desertification (UNCCD), the United Nations Framework Convention on Climate Change (UNFCCC) and the United Nations Convention on Biological Diversity (UNCBD), on the topic of healthy soils, soil carbon sequestration.

IV. SOIL HEALTH PROGRAMS [Core Facility IV]

Main relevant Strategic Objectives

[A1] NDCs

[B1] Investment Plans

In 2023, as in previous years, the Executive Secretariat of the international « 4 per 1000 » Initiative will continue to advocate intensively at the level of each country and each regional or international organisation for Soil Health, via soil carbon sequestration, to be an integral part of the NDCs (National Determined Contributions) and the resulting national programmes and/or plans.

This work will be highlighted at regional « 4 per 1000 » Meetings, detailed in Section V.

This advocacy work, which is an in-depth one, will, however, still require in the coming months and years the action of the Executive Secretariat but also the support of all Partners, Members and Friends of the international « 4 per 1000 » Initiative. The Initiative needs the entire « 4 per 1000 » network and its multiple competences.

V. NETWORKS & COLLABORATION [Core Facility V]

Main relevant Strategic Objectives

[A3] Share Experiences

[A4] Stakeholder Interaction

[D2] Regional Networks

1. Ongoing work on the Collaborative Platform and its functioning [Relevant Strategic Objectives: B2-B3-D1-F3]

- Support the technical development of the existing platform



- Content enrichment (practical and technical sheets, etc.)
- Regular updating of the interactive map of the Partners and Members of the Initiative, with their geographical location
- Request to update the Wiki page of each Partner and Member of the Initiative
- Creation and development of a Wiki (knowledge base)
- Promote networking and collaboration between the « 4 per 1000 » Partners and Members.
 - Clear identification of all the Partners of the Initiative, taking the example of the stands of the [« 4 per 1000 » Virtual Fair, 2022 edition](#).
 - Animation of the stakeholder groups (Collèges) and development of the work within each “Collège”.
- Collection of best practices

Establish the most exhaustive inventory of existing agricultural and forestry practices in the world: a precise description of the practice (including tutorials), its conceptual basis (field or scientific experience), the results obtained, and the areas concerned. The objective is to set up and update a global digital database on good practices according to the agro-pedo-climatic zones of the world, in close collaboration with existing databases (e.g. WOCAT and FAO) and stakeholders in this sector. An Alliance should emerge from this data collection.
- Animation of the Friends of the international « 4 per 1000 » Initiative group in connection with the objective of finding Ambassadors for the international « 4 per 1000 » Initiative.

2. Establishment of a regional level within the international « 4 per 1000 » Initiative

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

▪ **Organization of Regional Meetings** [Relevant Strategic Objective: D2]

In 2023, at least three Regional Meetings will take place and are already scheduled in the « 4 per 1000 » Agenda:

- **The « 4 per 1000 » Asia Meeting** from 7 to 10 February 2023, in Hyderabad, in India ; in co-organization with ICRISAT (International Crops Research Institute for the Semi-arid Tropics), ICAR (Indian Council of Agricultural Research), the Alliance de Bioversity International & CIAT, TAAS (Trust for Advancement of Agricultural Sciences) and the Heartfulness Institute.

Topic: "Carbon Sequestration in Soils: Potential, Opportunities and Strategies for Healthy Soils and Climate Change Mitigation in Asia".
- **The « 4 per 1000 » Western Africa Meeting** from 15 to 17 May 2023, in Abidjan, in Côte d'Ivoire (Ivory Coast); in co-organization with CIRAD [*French Agricultural Research and Cooperation Organization*] and the Ivorian Ministry of Agriculture and Rural Development (Partners of the [Terri4Sol Project](#)).

Topic: "The Preservation and Restoration of Forest Soils in West Africa".



- **The « 4 per 1000 » Northern Europe Meeting**, from 6 to 8 June 2023, in Helsinki, in Finland ; in co-organization with BSAG (Baltic Sea Action Group) and the Finnish Ministry of Agriculture.

Topic: "More Carbon in the Soil for multiple Benefits".

[Northern European “4 per 1000” regional meeting: more carbon in the soil for multiple benefits \(bsag.fi\)](https://bsag.fi)

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

These are the local relays of the international « 4 per 1000 » Initiative. They are based in large regions, and their roles are essential and multiple.

VI. PARTNERSHIPS & ALLIANCES [Core Facility VI]

Main relevant Strategic Objectives

[D4] Partnerships & Alliances

[C3] Increased Investments

1. Creation of Partnerships to support the Core Facilities

In addition to existing partnerships with the following entities:

- The French Ministry of Agriculture, The Spanish Ministry of Agriculture, The German Ministry of Agriculture;
- CGIAR, the Alliance of Bioversity International & CIAT (international), GIZ (Germany);
- IRD [*Institut de Recherche pour le Développement* / Research Institute for Development] (France), CIRAD [French Agricultural Research and Cooperation Organization] (France), INRAE [*Institut National de Recherche sur l'Agriculture, l'Alimentation et l'Environnement* / French National Research Institute for Agriculture, Food and Environment] (France), IT2 (France Overseas) in 2019; The Occitanie region (France);
- AFRIS (Benin), AAA [Adaptation of African Agriculture to Climate Change Initiative] (Morocco), OIV [International Organisation of Vine and Wine] (OI), SaveSoil-Isha Foundation Movement (India), FARM Foundation (France) with whom MoUs have been signed in 2021 & 2022;
- Private sector companies such as Danone (France) in 2019, Mc Donald's (France) in 2021, and IEVA-Elenature (France) in 2022.

and the involvement of the « 4 per 1000 » Executive Secretariat with

- The following United Nations agencies or programmes
 - The FAO Global Soil Partnership [GSP Global Soil Partnership]
 - UN Decade for Ecosystem Restoration
 - CA4SH [Coalition of Action 4 Soil Health] from the UNFSS United Nations Food System Summit 2021
 - The Coalition on Agroecology, also from the UNFSS 2021.



The Executive Secretariat of the international « 4 per 1000 » Initiative will seek in 2023 to intensify its relationships with local and international organisations so that they can join and support the seven Core Facilities, led by the Executive Secretariat.

These include 13 Strategic Objectives of the « 4 per 1000 » 2050 Strategic Plan.

The main Strategic Objectives concerned are the following:

A1 / A3 / A4 / A6 / B1 / C1 / C3 / C4 / D2 / D4

As well as the 3 following Cross-cutting Actions: F1 / F2 / F3.

The way in which the 13 Strategic Objectives have been allocated to the different Core Facilities, of which there are 7, is described below.

Core Facilities

led by the "4p1000" Executive Secretariat, with the support of Partnerships

Core Facilities (CF)	With Strategic Objectives
1 CF.I. Strategy	CF.I. Strategy
2 CF.II. Governance & Administration	CF.II. Governance & Administration
3 CF.III. Advocacy & Awareness	CF.III. Advocacy & Awareness [C1] Advocacy & Awareness [A6] Conceptual Framework [C4] Branding & Certification
4 CF.IV. Soil Health Programs	CF.IV. Soil Health Programs [A1] NDCs [B1] Investment Plans
5 CF.V. Networking & Collaboration	CF.IV. Networking & Collaboration [A3] Share Experiences [A4] Stakeholder Interaction [D2] Regional Networks
6 CF.VI. Partnerships & Alliances	CF.V. Partnerships & Alliances [D4] Partnerships & Alliances [C3] Increased Investments
7 CF.VII. Cross-Cutting Actions	CF.VI. Cross-Cutting Actions [F1] Twin Regions [F2] Resource Mobilization [F3] "4 per 1000" Dashboard.

2. Creation of Alliances to support the Global Facilities

The Alliances will be a group of organisations willing to come together around a specific Global Facility. The Alliances will be led by these organisations and will be facilitated by the Executive Secretariat of the international « 4 per 1000 » Initiative. The Alliances will focus their expertise



on the Global Facilities, which comprise 11 Strategic Objectives of the international « 4 per 1000 » Initiative 2050 Strategic Plan.1000 ».

The main strategic objectives concerned are:

A2 / A5 / B2 / B3 / B4 / C2 / D1 / D3 / E1 / E2 / E3.

The way in which the 11 Strategic Objectives have been divided into the different Global Facilities, of which there are 7, is described below.

Global Facilities

led by Alliances, with the facilitation of the "4p1000" Executive Secretariat

	Global Facilities (GF)	With Strategic Objectives
1	GF.1. Project Support	GF.1. Project Support [A2] Project Development [B2] Technology Database [B3] GAFOLUP Helpdesk [B4] MRV Tools [E1] MRV Systems
2	GF.2. Carbon Markets	GF.2. Carbon Markets [A5]
3	GF.3. Urge Soil Regeneration	GF.3. Urge Soil Regeneration [C2]
4	GF.4. Collaborative Platform	GF.4. Collaborative Platform [D1]
5	GF.5. Youth & Seniors	GF.5. Youth & Seniors [D3]
6	GF.6. Soil Health Observatory	GF.6. Soil Health Observatory [E2]
7	GF.7. Impact Assessment	GF.7. Impact Assessment [E3]

The Core Facilities and the Global Facilities will focus on achieving the 2030 and 2050 Objectives of the « 4 pour 1000 » Strategic Plan.

VII. CROSS-CUTTING ACTIONS [Core Facility VII]

Main relevant Strategic Objectives

[F1] Twin Regions

[F2] Resource Mobilization

[F3] « 4 per 1000 » Dashboard

Highlight the relevance of the international « 4 per 1000 » Initiative by initiating and supporting concrete, results-oriented actions on the ground and increase resource mobilisation to ensure the long-term sustainability of the Initiative.



1. Strategic Objective F1: Twin Regions

In 2023, the “Twin Regions” action will consist in

- Promoting the “Twin Regions concept”;
- Creating a specific Task Force;
- Developing concepts and project proposals for the development of soil health and carbon sequestration actions in "Twin Regions";

The aim is to have "Twin Regions" start-ups in operation in all the regions of the international « 4 per 1000 » Initiative, by the end of 2023. The consolidation of the Task Force will start with an expression of interest from the Members of the international « 4 per 1000 » Initiative to identify Partners willing to invest in the development of the action. A series of virtual organisational meetings will be held to clarify open issues, develop ideas, create a pioneering team for action on the ground (seed projects) and establish a network of sub-regional coordinators who will promote the action and ensure its coherence. All these actions will be carried out, followed up and monitored through the SIC Strategy Implementation Cycle and its 6 phases.

In a second series of virtual conceptual meetings, the consolidated Task Force will invite Members of the international « 4 per 1000 » Initiative to participate in the development of concepts and project proposals for

- a) Start-up activities in the field,
- b) Development of Global Facilities,
- c) Promotional activities.

"Twin Regions will by nature adopt a holistic and inclusive approach. An important aspect of the work in 2023 is therefore the development of the specific « 4 per 1000 » interface, focusing on Soil Health and COS Soil Organic Carbon and Agroecology, on the one hand and on the other hand to conceptualise alternative interfaces for Partnerships with other International Initiatives covering other thematic areas such as Biodiversity and Forestry.

2. Strategic Objective F2: Resource Mobilization

In order to accelerate the awareness of Donors and Funders, it is essential that the Initiative acts in favour of the widest possible mobilisation of public and private funds to support the Core Facilities, id est: the Core Facilities led by the Executive Secretariat with the support of Strategic Partnerships, but also for the Global Facilities led by the Alliances and facilitated by the international « 4 per 1000 » Initiative, in order to accelerate the implementation of the **« 4 per 1000 » Implementation Plan**, and, thus, implement projects on the ground. As such, in 2023, the following actions will be necessary, building on the work done in 2022.

- a) **Fundraising for the Executive Secretariat of the Initiative, including support for the Core Facilities** [Relevant Strategic Objective: F2]

The leadership of the Executive Secretariat is vital to the international « 4 per 1000 » Initiative and is only possible with the allocation of funds for its day-to-day operational functioning. For several years, the budget available for the international « 4 per 1000 » Initiative has generally not been more than EUR 400,000, or about 40% of the budget



validated annually by the Consortium of Members, "which does not prevent action but greatly limits the possibilities of doing more, of doing better in the service of the « 4 per 1000 » Community", says Dr Paul Luu, Executive Secretary.

Beyond the support of the Members and Partners of the Initiative, the support of other groups of potential public or private donors, as well as that of local and international foundations, will be sought to ensure and sustain this operation for 2023 and the following years.

In order to continue its essential activities, its substantive tasks, which enable the Initiative to develop its influence and advance its objectives; to carry out the Core Facilities of the Initiative's Operational Framework; to accompany and support the Global Facilities of the same Framework; the international « 4 per 1000 » Initiative will need special funding on a different scale, support of a new magnitude to contribute to the transition to action and to accompany those who want to act as quickly as possible in a concrete way.

The Resource Mobilisation position therefore essential to support the Executive Secretariat in these specific tasks, as it does not have sufficient resources to obtain funding on its own. Consortium members could consider a multi-stakeholder contribution to ensure the sustainability of this position.

In 2023, the Executive Secretariat of the Initiative will seek to amplify information on funding opportunities to support the international « 4 per 1000 » Initiative.

Potential donors will be able to support the international « 4 per 1000 » Initiative financially:

- Through a **direct Funding Agreement**;
- Through "**earmarked**" Funding

On 14 October 2022, the international « 4 per 1000 » Initiative and the FARM Foundation signed a Memorandum of Understanding (MoU) to strengthen their cooperation. As the FARM Foundation is a FRUP (*Fondation Reconnue d'Utilité Publique* / Recognised as being of Public Utility) since 2006 and based in France, FARM will be able to raise funds dedicated to the financing of projects jointly carried out by FARM and the international « 4 per 1000 » Initiative, in accordance with their respective missions and with the possible collaboration of other Parties.

b) Engagement with public and private Donors to support Global Facilities [Relevant Strategic Objectives: C3-D4-E3]

Following on from the work done in 2022 by the Executive Secretariat, the following process will be taken further towards potential Donors: identifying, targeting, contacting, convincing to join the Initiative and calling for funding. In addition to Members, Partners and Friends of the Initiative, other groups of potential donors will be explored, including the following groups

- Private Sector
- Funding Agencies
- Local and international Foundations
- High net worth individuals, personalities and celebrities.



In general, and where possible, these potential Donors will be sought to become Partners or Members of the international « 4 per 1000 » Initiative in the first instance.

Together with the existing Members and Partners of the Initiative, it will be sought to enter their funding process to apply for a budget mainly for Global Facilities, especially through national Development Agencies like AfD (*Agence française de Développement* / French Development Agency) (France), GIZ (Germany), etc.

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

Particular attention will be paid to the expectations of funders in terms of evaluation and project indicators. On the basis of the selection of promising projects assessed by the STC following the annual Call for Projects for evaluation, work with funders to find financial support will be carried out to engage consultants to conduct a feasibility study for these projects and enable them to reach the next stage for consideration for funding by funders.

c) Working on the potential of Green Finance and Carbon Markets [Relevant Strategic Objectives: A5-B3]

The inclusion of soil carbon in carbon markets (offsetting) is a potential source of funding for actors in the « 4 per 1000 » field of action. The reflection work based on the existing situation will be continued to consider the possibility of having access to such financing mechanisms.

d) Call for Funding from the general public and Friends of the international « 4 per 1000 » Initiative

In order to raise funds for the international « 4 per 1000 » Initiative, especially for the Core Facilities led by the Executive Secretariat, a call for Funding could be made in 2023 to the general public, publicising all the advocacy and awareness-raising work done since 2015, on Soils, at a global scale. An appeal to support the Initiative by donating EUR 25, 50, 100 or 200 on an annual basis could be explained on the « 4 per 1000 » website (and aligned with the Strategic Objective F3: the « 4 per 1000 » Dashboard), and through a campaign on social networks.

e) Other funding sources will be explored

Towards the **general public** and the **private sector**, in particular, to support the Core Facilities

- **By buying the book "[Farmers have the Earth in their hands](#)"** directly on the website of Editions La Butineuse. The book's royalties will be donated to the international « 4 per 1000 » Initiative. The book is available in French, English and Spanish, and will be translated into other languages in 2023.
- **Invoicing of the expertise** provided by the Executive Secretariat.

3. Strategic Objective: the « 4 per 1000 » Dashboard

The « 4 per 1000 » Dashboard will provide near-real-time quantitative information on the progress of the international « 4 per 1000 » Initiative, taking into consideration measurements provided by Partners and Members. A broad coalition around this objective is needed to provide access to the data that is important for such a dashboard. A first concept note will be drafted in 2023 and potential partners will be approached to start work in the near future.