

Objective C1 (Core Facilities)

Core Facility

Label	Objective	Baseline 2020	2030	2050
Advocacy & Awareness	Decision-makers and the general public are aware of the interdependence between soil, climate, and food security and recognize the central role of the "4 per 1000" Initiative as a driver for change.	Sporadic events target the public on the importance of soils for climate and food security. A significant presence on social media and simple Public Relation (PR) Kit available	Information and educational material (PR kits, etc.) on the importance of soils for climate and food security, in the 5 UNlanguages, are available on the "4 per 1000" electronic platform/website. "4 per 1000" network conducts at least 10 awareness-raising events per year targeting decision-makers and the general public	"4 per 1000" network to conduct at least 50 awareness-raising events, per year, targeting decision-makers and the general public (policymakers, public, schools, farmers, land planners, and other stakeholders and influencers)