

# DEVELOPMENT OF A STAKEHOLDER-ORIENTED COMMUNICATION STRATEGY FOR RISING ACCEPTANCE OF SOIL PROTECTION MEASURES

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## BonaRes-SOILAssist

Sustainable protection and improvement of soil functions with intelligent Land Management Strategies

Thünen Institute, Kiel University, German Research Center for Artificial Intelligence



## The policy-oriented project SOILAssist...

## and its communication strategy



**Food, feed and renewable energy production in ecosystems**



**Stakeholder involvement**



**Farmers' knowledge**

- Stakeholder knowledge can be improved by knowledge transfer
- Adequate access to real-time information on soil can ensure transfer of research to on-farm soil management
- Recent data on the (non-)adoption of soil erosion and compaction prevention measures will be provided by a farmer survey
- Stakeholder-oriented communication and advice strategies can be initiated in respect of common topics and the frequency of soil protection keywords in agricultural magazines

## Policy character of SOILAssist

### Higher level of sustainable land use

Weather-dependent field traffic and machinery that prevents compaction damage

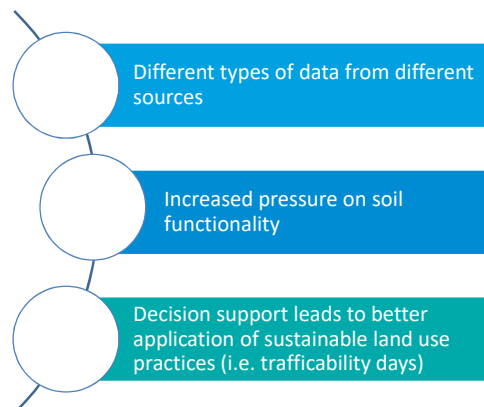
New decision-making methods for farmers, information for policymakers

### Experience-based knowledge

Specific picture of the acceptance of soil protection measures

Extension and New Governance principles profit from simpler decision-making processes on field traffic

## Site-specific management



## Use of uncertain soil information

- How can weather data, machine parameters and specifications contribute to on-farm soil protection measures to prevent compaction damage?
- To what extent and under what conditions do farmers like to use real-time information on soil humidity, deformation rates and other soil functions?
- How can an experience-based and somewhat uncertain knowledge contribute to hold a mirror up to the acceptance of soil protection measures?

## Efforts and benefits

Degradation by soil compaction and erosion can be minimized

Web-based knowledge portal will be the ultimate result of the project

## BonaRes Soil Resources Network

SOILAssist is a part of the German research program, „BonaRes - Soils as a sustainable resource for the bioeconomy“ (Funding code 031A563A).

Further information to the BonaRes Soil Resources network

<https://www.bonares.de/>

More details, current information and results: [www.soilassist.de](http://www.soilassist.de)

