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

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The policy-oriented project SOILAssist... and its communication strategy

- Food, feed and renewable energy production in ecosystems
- Stakeholder involvement
- Farmers’ knowledge

Site-specific management

- Different types of data from different sources
- Increased pressure on soil functionality
- Decision support leads to better application of sustainable land use practices (i.e., trafficability days)

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?

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

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-SOILAssist

- Sustainable protection and improvement of soil functions with intelligent Land Management Strategies
- Thünen Institute, Kiel University, German Research Center for Artificial Intelligence

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)

More details, current information and results: www.soilassist.de

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Further information to the BonaRes Soil Resources network

https://www.bonares.de/