

how to spark a movement

*We asked:
“what is your landscape?”*



David Boumzina

August 10 at 8:22 PM · Add Topics

Far North Cameroon is my landscape. Having a Sudano-Sahelian climate the ecosystems and forest landscapes of this zone are strongly threatened. This threat is a direct consequence of the uncontrolled exploitation of wood resources and its derivatives (firewood, coal), unsuitable agricultural practices, overgrazing, bush fires, and the effects of climate change marked by rising temperatures, the drop in rainfall, the increase in dry periods. With hard soils where the infiltration of water is difficult, restoring these forest landscapes and degraded soils remains a real challenge for us. Subsoiling techniques being very expensive, the population of this zone thus faces serious socio-economic and environmental problems. What can be done to restore and give a smile to the inhabitants of the localities of this zone? The challenge is launched for us.

#GLFNairobi2018
#ThinkLandscape



29

4 Shares



Ntsiva Andriatsitohaina

August 9 at 11:43 AM · Add Topics

I would like to present you my landscape in the Northeastern part of Madagascar, District of Maroantsetra composed by agricultural and forest landscape. Shifting cultivation is still dominant. Challenge that faced farmers in this area is competition between conservation activities lead by protected areas manager and economy and development raised by cash crops markets and food security. According to protected areas manager, farmers enter illegally into protected areas to grow cash crops such as cloves and vanilla.

In my opinion, we should address both conservation and development goals simultaneously. And the best way to do it is to implement a good landscape planning where every domain could find its way. I know it's quite challenging but we need to regroup all stakeholders in the area and find a consensus and trade-offs. Landscape planning begin with figuring out what are needs of local population and what landscape could offer while considering local traditions and knowledge. #GLFNairobi2018
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24

4 Comments



<https://www.youtube.com/watch?v=GA8z7f7a2Pk>



Wael Ghonim > Facebook page "Kullena Khaled Said"



Tahrir Square, Cairo > Mobarak > Arab Spring



Bali island of the Gods



2 sisters created campaign > Bali > “Bye Bye Plastic Bags”> ban plastic by end of 2018

*So then, what is a
movement?*

*A movement mobilizes
people towards a shared
purpose.*

*towards better cultural
connections, community well
being, a fairer or a
sustainable world....*

1. what is the (landscape restoration) issue you are most concerned about?

2. What are the community implications stemming from the issue ?

Examples:

migration

food shortage

water shortage

less food due to agricultural productivity

floods

*3. Now connect the dots,
link issue-implication in a
tangible way.*

3. Find small success stories that bring this connection to life.



<https://www.youtube.com/watch?v=u4nIhIMIVP0>

4. Now write a manifesto

To the crazy ones.

Here's to the crazy ones.

The misfits.

The rebels.



The troublemakers.

The round pegs in the square holes.

The ones who see things differently.

They're not fond of rules.

And they have no respect for the status quo.

You can praise them, disagree with them, quote them,
disbelieve them, glorify them or vilify them.

About the only thing you can't do is ignore them.



Because they change things.

They invent. They imagine. They heal.

They explore. They create. They inspire.

They push the human race forward.



Maybe they have to be crazy.



Welcome to the Global Landscapes Forum

We are not a single government, organization, religion or ideology.

We do not support a political agenda.

We are indigenous groups in Borneo and farmers cooperatives in Cameroon.

We are primary schools in Nepal and agricultural universities in the Netherlands.

We are governments from Brazil, Indonesia, Peru and Germany.

We are scientists researching every land sector and finding solutions to climate change.

We are investment banks in Hong Kong and village stall owners in rural Zambia.

We are the world's largest donors and development banks, the biggest organizations and the smallest NGOs, trying to do good for our planet and well-being.

We live on the cutting edge while tuning into the wisdom of the Earth.

We are here to connect, share, learn and act.

We are the world's largest science-led platform on sustainable land use. We have connected 3,000 organizations and 25,000 people through our gatherings in Warsaw, Lima, London, Paris, Marrakech and Jakarta - with 32 million others online. We are greening Africa through the AFR100 and Latin America through Initiative 20x20. We are fighting to save the world's peatlands through the Global Peatlands Initiative.

We have only just begun.

<http://www.globallandscapesforum.org/about/what-is-glf/>

*Don't be afraid to stand up.
Be prepared for some elbow grease.
This will take a while.*

5. Spark the fire.

Get in front of like minded people.

start a blog (ex: medium/wordpress)

flow in your manifesto and share widely. ask people what they think?

tag your blog so it attracts the right people

pen down your ongoing thoughts

create that Facebook page or event

insert yourself into the conversation in relevant existing groups

provide a space for people to exchange ideas

start a podcast > use Skype conversations to record > get a Soundcloud account

start emails and start a newsletter, share your thoughts, quote community members



Andrew Revkin ✓

@Revkin



If there's a top-notch journalist or early-career talent out there interested in documenting landscape restoration as a path to stemming migration, there could be a grant for that via @InsideNatGeo (and others for educators)!

nationalgeographic.org/grants/grant-o...

GLF ✓ @GlobalLF

Hi @Revkin, here's how #Niger is fighting emigration with #reforestation. Across Africa, communities are tackling #climatechange. But these local successes need to be shared to inspire others. Will you make #Africa greener? Help by spreading the word! #glfnairobi2018



4:58 AM - Aug 14, 2018



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See Andrew Revkin's other Tweets



UNCCD

@UNCCD



#thinklandscape restoring degraded land helps to increase #climatechange resilience

GLF ✓ @GlobalLF

Hi @LeoHickman, here's how #Niger is fighting emigration with #reforestation. Across #Africa, communities are tackling #climatechange. But these local successes need to be shared to inspire others. Will you make Africa greener? Help by spreading the word. #glfnairobi2018



10:32 AM - Aug 15, 2018



17



18 people are talking about this



6. *Act on it.*

Tweet at local government officials. Repeatedly.

Tweet at relevant influencers with large following.

write to your local radio station sharing the local momentum

pitch your ideas to conferences

apply for grants

*Now lets do an
experiment*

Break out into groups.

1. pick a community based landscape restoration issue.

2. Identify the relevant community implication that will resonate with a larger group.

3. Connect the dots.

4. two-three sentences that capture the essence (beginnings of manifesto)

5. Two things you can do to “spark the fire”.

6. Two things you can do to “act on it”.

Parting Thoughts:

A movement cannot start with a lone wolf

The first few followers are just as important as the one that started the fire. They make the first wave of the movement.

A movement is more than just a group of people.

A movement is ego-less.

A movement is always for a greater good.

Do you think you can start a landscape restoration movement? Tell us what you think.

#thinklandscape #glfnairobi2018

Stay in touch: TW: @poojamunshi / IG: @poojamunshi