Ecosystems Restoration Support: Engaging local communities

Since thousands of years, human activities have led to a gradual but systematic depletion of the living ecosystems and natural environment of our planet. Following industrialization and the population explosion, the pace of destruction has accelerated.

People everywhere around world engage in daily activities that, in one way or the other, contribute to this ongoing destruction of the very foundation for our existence. On the other hand, there are many ongoing projects and examples of countermeasures that demonstrate we can turn the tide, and let our efforts and actions take another route. China, Ethiopia, Jordan and Rwanda are some of the countries that have engaged in schemes worth considering in this context (see links below).

Through the "Ecosystems Restoration Support" programme, LearnforLife has developed the method for supporting partner organizations in their ongoing efforts to halt the degradation of large scale ecosystems. The programme entails consistent strategy and communication packages aimed to create awareness, and engaging, local communities.

The present focus of this programme is research and development work to finetune messages capable of reaching out to and incentivizing people living in the immediate vicinity of "greening projects" prepared in the Middle East. This "greening agenda" aims to restore biomass, hydrological functions, and make lands living and fertile again. Other related tracks have to do with action to halt "slash and burn" practices in the tropics and also the protection and restoration of coast lands and marine life.

The approach allows for communication in real time, documentation and research-based evaluation so as to enable continuously improved understanding how to further inject needed behavioral adjustment in regard to the environmental issues at stake.