



## ELD Initiative Social Media Outreach Kit

Dear Colleague,

I am writing to you on behalf of the [Economics of Land Degradation \(ELD\) Initiative](#), a platform for discussion between stakeholders from the policy, science, and private sectors that focuses on developing globally-relevant data on the economic benefits of land and land-based ecosystems. On September 15, 2015, the ELD Initiative will be launching two reports at the European Commission in Brussels: one primary main report, and a parallel report geared towards policy and decision-makers. This will be followed up by a launch at the UN General Assembly in New York on September 24, 2015.

We are hoping that you can help us spread the word on these reports and help to promote the benefits derived from adopting sustainable land management on local, regional, national, and sub-national scales!

In document you will find:

1. The social media concept.
2. A list of suggested Tweets and Facebook posts leading up to the publication(s) launch.
3. General campaign and event information.
4. Visuals that can be incorporated in the campaign's social media posts  
(Available for download at:  
<https://www.dropbox.com/sh/ym2z5g4n0piypqg/AAAvrZJKFULjycJDrgLGKITwa?dl=0>).

Please let us know if you have any questions and many thanks for helping to put the spotlight on the benefits of economic analyses of land management!

Best wishes,

Mark Schauer, Coordinator

The ELD Initiative

## Social Media Concept

Official Campaign Hashtag: [#ELDsolutions](#)

### About the Campaign

With land degradation occurring in over 24% of arable land on earth, it is crucial to provide economic analyses showing how sustainable land management is the most effective way to increase investments and reach equitable global prosperity. [#ELDsolutions](#) aims to spread awareness of the economic actions that we can take to accomplish sustainable land management and climate-smart land use.

### Who to Tag

Official Account: [@ELD Initiative](#)

Partners: [@UNUINWEH](#)

[@UNCCD](#)

Please also feel free to share, retweet, and “like” relevant posts from these accounts!

### Download Visuals

Visuals that can be incorporated in the campaign’s social media posts are available for download at:

<https://www.dropbox.com/sh/ym2z5g4n0piypqg/AAAvrZJKFULjycJDrgLGKITwa?dl=0>

### Publication Launch Details

Two ELD publications, The Value of Land (main report) and a report for policy-/decision-makers, will be launched on September 15, 2015 in Brussels and on September 24, 2015 in New York. In this publication launch, outcomes of ELD research will be presented to a select audience of key actors and then debated by senior decision-makers in view of the Sustainable Development Goal decisions taking place in September 2015.

For more details regarding the agenda, please visit: [eld-initiative.org/solutions](http://eld-initiative.org/solutions)

## Timeline and Suggested Posts

### Twitter (maximum 140 characters)

#### TIMELINE: One Week Before Publication Launch

Between 10–20% of the Earth's drylands are degraded. Estimated economic loss = 40 billion USD a year.  
#ELDsolutions *(insert picture)*

Fact: 52% of land used for agriculture worldwide is moderately or severely affected by soil degradation  
#ELDsolutions *(insert picture)*

Loss of ecosystem services through land degradation costs USD 43,400-72,000 per square km globally, every year. #ELDsolutions *(insert picture)*

Ecosystem service loss from land degradation costs USD 1,000-1,660 per person/year – more than the GDP in 50 countries. #ELDsolutions *(insert picture)*

Agricultural investments of 30 billion USD a year are needed to feed a globally growing population.  
#ELDsolutions *(insert picture)*

The % of the Earth's land stricken by serious drought doubled from the 1970s to the early 2000s.  
#ELDsolutions *(insert picture)*

Did you know that more than one third of the land in Africa is under threat of desertification?  
#ELDsolutions *(insert picture)*

Many African countries depend on land for agriculture, fisheries & livestock for 40% of national GDP.  
#ELDsolutions *(insert picture)*

Did you know that land degradation is widely considered as a cause of climate change? Learn more:  
<http://eld-initiative.org> #ELDsolutions

Fact: Soil is the second largest source of carbon storage next to the oceans. <http://eld-initiative.org>  
#ELDsolutions *(insert picture)*

50 million people will face displacement in the next 10 years as a result of desertification <http://eld-initiative.org> #ELDsolutions

Land degradation negatively affects: water availability, food security, biodiversity & climate change. <http://eld-initiative.org> #ELDsolutions

Agriculture & land use changes represent the 2nd largest share of greenhouse gas emissions. <http://eld-initiative.org> #ELDsolutions

Proper management of agriculture & forestry are among the lowest-cost actions to reduce global warming. <http://eld-initiative.org> #ELDsolutions

Adopting sustainable land management could deliver up to 1.4 trillion USD in increased crop production. <http://eld-initiative.org> #ELDsolutions

There are high economic benefits for farmers who invest in management of on-farm natural regeneration <http://eld-initiative.org> #ELDsolutions

Balancing mitigation options requires an understanding of the dynamics of land governance. <http://eld-initiative.org> #ELDsolutions

ELD Initiative studies find that land is a policy area with important bearing on climate adaptation. <http://eld-initiative.org> #ELDsolutions

### TIMELINE: Day of Publication Launch (Time 5:00am EST)

The global cost of lost ecosystem service values estimated to be 6.3-10.6 trillion (USD) a year. <http://eld-initiative.org/solutions> #ELDsolutions

Agriculture only captures 2.8% of global GDP, but lost ecosystem service values are between 10-17%. <http://eld-initiative.org/solutions> #ELDsolutions

A future focused on a shift to sustainability will see the greatest increase in ecosystem service values and GDP. <http://eld-initiative.org/solutions>

Did you know that climate change & biodiversity losses interact in a feedback loop w/ land degradation? #ELDsolutions *(insert picture)*

There is a need to go beyond fragmented, one-off projects, says new UN report. <http://eld-initiative.org/solutions> #ELDsolutions

A systematic approach is needed to scale up transdisciplinary approaches that enable successful land use management. *(insert picture)*

Policies that fail to take a holistic approach to valuing ecosystem services can result in unforeseen social & economic costs. #ELDsolutions

Capturing costs of lost ecosystem services due to land degradation helps in better decision-making. <http://eld-initiative.org/solutions> #ELDsolutions

The private sector needs to be actively involved in sustainable land management to invest in land. #ELDsolutions *(insert picture)*

Adequate management of agricultural & forestry land uses = low-cost actions to reduce global warming. #ELDsolutions *(insert picture)*

## Facebook, Google+, or LinkedIn

### TIMELINE: One Week Before Publication Launch

Did you know that 10 – 20% of drylands and 24% of usable land on Earth is degraded, creating an estimated economic loss of \$40 billion USD per year? Learn more at: <http://eld-initiative.org> #ELDsolutions *(insert picture)*

52% of land used for agriculture worldwide is either moderately or severely affected by soil degradation. On a global scale, the annual loss of 75 billion tons of soil costs \$400 billion USD per year. <http://eld-initiative.org> #ELDsolutions *(insert picture)*

Globally, the loss of ecosystem service through land degradation costs from USD 43,400 to 72,000 per square kilometer, every year. This shows great opportunities for investment by land users! <http://eld-initiative.org> #ELDsolutions *(insert picture)*

Land degradation across the world costs up to USD 1,000 to 1,660 per person every year, through loss of valuable ecosystem services. This loss is higher than the annual GDP for over 50 countries in the world. <http://eld-initiative.org> #ELDsolutions *(insert picture)*

Effects from climate change (such as droughts and desertification) cause an annual loss of 12 million hectares of land. In that space, 20 million tons of grain could have been grown instead. <http://eld-initiative.org> #ELDsolutions *(insert picture)*

More than one third of the land in Africa is under threat of desertification. On the southern edge of the Sahara desert, an area the size of Somalia (which was once productive), has been entirely degraded over the past 50 years. Learn about land degradation solutions at: <http://eld-initiative.org> #ELDsolutions *(insert picture)*

Land degradation negatively affects: water availability, poverty, food security, environmental migration, gender rights, deforestation, biodiversity, and climate change. Approximately 50 million people will face displacement within the next 10 years as a result of land degradation. <http://eld-initiative.org> #ELDsolutions (insert picture)

Agriculture, forestry, and other land uses are estimated to be responsible for around 17 – 31% of man-made greenhouse gas emissions. Yet, proper management of agriculture and forestry are amongst the lowest cost actions to reduce global warming. <http://eld-initiative.org> #ELDsolutions (insert picture)

There are clear economic and environmental actions that can prevent and/or reverse land degradation. Adoption of sustainable land management (SLM) could deliver up to USD 1.4 trillion in increased crop production. Learn more at: <http://eld-initiative.org> #ELDsolutions (insert picture)

Did you know that the returns on investment from ecosystem restoration are high? 50% for tropical forests, 20% for other forests, 42% for shrublands, and 79% for grasslands over a 40 year time period. <http://eld-initiative.org> #ELDsolutions (insert picture)

How can economic analyses show that sustainable management of land is the most effective way to increase investments and reach equitable global prosperity? Learn about the ELD Initiative at: <http://eld-initiative.org> #ELDsolutions (insert picture)

Looking for a practical toolkit for improved land-use decision-making? Check out the ELD Initiative at: <http://eld-initiative.org> #ELDsolutions (insert picture)

What are the consequences of land degradation? And what are the economic costs and benefits of implementing sustainable land practices? Check out the video, "Soil Counts – Preserve It!" from the ELD Initiative. <https://youtu.be/WLZVfz7ej78> #ELDsolutions

## TIMELINE: Day of Publication Launch (Time 5:00am EST)

A new report by the ELD Initiative estimates that the global value of lost ecosystem service values are as high as 6.3-10.6 trillion (USD) a year. Learn more at: <http://eld-initiative.org/solutions> #ELDsolutions (insert picture)

Did you know that agriculture only captures 2.8% of global GDP, but lost ecosystem service values are between 10-17%? Read all about it at: <http://eld-initiative.org/solutions> #ELDsolutions (insert picture)

A future focused on a 'Great Transition' (i.e., a shift to environmental and social well-being) will see the greatest increase in ecosystem service values and increased GDP, says a new report by the ELD Initiative. Download it at: <http://eld-initiative.org/solutions> #ELDsolutions (insert picture)

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Concurrent environmental shifts like climate change and biodiversity losses all interact in a feedback loop with land degradation, and it is important to consider the bigger picture if we really want to make an impact and have successful sustainable land management. Working with parallel efforts like the UNFCCC, UNCBD, and the Sustainable Development Goals are critical to achieving widespread prosperity. Learn more at: <http://eld-initiative.org/solutions> #ELDsolutions *(insert picture)*

Policies that fail to take a holistic approach to valuing ecosystem services might exacerbate land degradation, resulting in unforeseen social and economic costs, says a new UN report. Capturing benefits and costs associated with ecosystem services due to land degradation can help to better decision-making. <http://eld-initiative.org/solutions> #ELDsolutions *(insert picture)*

Did you know that properly managing agricultural and forestry land uses are amongst the lowest-cost actions that can reduce global warming? Learn more at: <http://eld-initiative.org/solutions> #ELDsolutions *(insert picture)*