

Regulations, Policy & Standards

Objectives

- 1. To inform: Enhance Communication and Education**
 - Facilitate industry with resources and information regarding regulations and standards and solicit input
 - Act as a liaison between industry stakeholders and policymakers, facilitating the exchange of information and feedback.
- 2. To advocate: Encourage Supportive Policies**
 - Advocate for harmonized and supportive policies that promote soil carbon sequestration and provide incentives for land stewards.
 - Establish SOC as a core thematic priority within climate agendas at regional, national, and international levels.
- 3. To collaborate: Foster International Relations and Knowledge Exchange**
 - Promote global standards alignment and facilitate partnerships and knowledge exchange among international stakeholders.
 - Host events to keep members informed about regulatory changes and their implications.

Deliverables

- 1. Mapping international policy, standards and regulations:**
 - *Audience: ISCIA members*
 - Outline of current international regulations, standards with potential implications to ISCIA members
 - Share resources and tools to help stakeholders understand the regulatory landscape
- 2. Advocacy campaign: Proactive and responsive communications papers**
 - *Audience: policymakers*
 - Develop and disseminate policy briefs and position papers that highlight the importance of soil carbon sequestration and recommend supportive policies.
 - Prepare group responses and lobbying position papers on critical regulatory issues.
- 3. Educational Workshops and Webinars:**
 - *Audience: policymakers & other stakeholders*
 - Organize workshops and webinars to educate stakeholders about standards and regulatory updates, compliance strategies, and the benefits of soil carbon credits.
- 4. Industry Standards and Best Practices:**
 - Collaborate with regulatory bodies and industry experts to develop and update standards and frameworks that reflect the latest scientific advancements and provide sufficient incentives to land stewards.
- 5. International Events and Collaboration Initiatives:**
 - Host and participate in international events such as COP and UNFCCC conferences to promote global collaboration and standards alignment.
 - Facilitate partnerships and knowledge exchange initiatives with international organizations and institutions working on SOC policies and standards.

Soil Carbon Markets, Finance & Investment

Objectives

1. Provide Market Intelligence and Insights

- Offer market intelligence and analysis to support knowledge share among members
- Develop and disseminate reports and updates on soil carbon market trends, pricing, and investment opportunities.

2. Facilitate Market Development and Investment:

- Promote connections between project developers, investors, and financial institutions to drive investment in soil carbon projects.
- Advocate for financial incentives to enhance the attractiveness of soil carbon investments.

Deliverables

1. Webinars and Expert Talks:

- Organize webinars and expert talks to discuss the state of the soil carbon industry, market expectations, and investment opportunities

2. Case Studies and Reports:

- **To share case studies and contribute to reports** Information and materials for both potential buyers and producers of soil carbon credits that help enhance the market.

Marketing & Communications

Objectives

1. Enhance Awareness and Education:

- Engage stakeholders, including buyers, producers, policymakers, and the public, about the benefits and importance of soil carbon sequestration.
- Demystify misconceptions and enhance trust in soil carbon MRV approaches.

2. Promote Soil Carbon Initiatives and Regenerative Ag Programs:

- Develop and implement marketing campaigns that promote soil organic carbon (SOC) and regenerative agriculture as a viable climate solution.
- Highlight the socio-economic and environmental benefits of soil carbon projects.

3. Showcase Success Stories and Thought Leadership:

- Highlight success stories and case studies of members and partner organizations to

demonstrate the impact of soil carbon projects.

- Collaborate with scientists, institutions, and thought leaders to publish, promote and deliver communications that elevate the soil organic carbon (SOC) market

4. Facilitate Collaboration and Cross-Promotion:

- Promote collaborative marketing and communication efforts among ISCIA members and partners.
- Cross-promote events, engagements, and member initiatives to amplify their reach.
- Enhance the visibility of ISCIA and its members through media coverage, public engagement, and social media campaigns.

Deliverables

1. Educational Campaigns and Materials:

- Develop educational content and material on regenerative agriculture, soil carbon benefits, and policy.
- Raise awareness about soil carbon sequestration and its associated benefits among stakeholders.

2. ISCIA Marketing and Communications

- Grounding Content: ISCIA Principles and Beliefs, Science-based knowledge share
- Web site content and marketing collateral, development including brochures, social media, press releases, and presentation decks

3. Media and Public Relations:

- Enhance perception and knowledge of SOC and regenerative agriculture with proactive and reactive communications
- Equip members' teams with useful information that can be shared and referenced in the media

4. Member Promotion

- Boosting social media and with shared content and announcements from members
- Create and maintain event calendar to highlight organization, member activities and industry developments
- Promote ISCIA members and their initiatives, campaigns and relevant information for the market

Soil Carbon Science & MRV

Objectives

- 1. Request, provide and share knowledge, information, and data for SOC sequestration projects**
- 2. Establish clarity on existing standards and methodologies and contribute towards the development and improvement of standards and methodologies**
- 3. Identify and share valid resources for minimum standards and robust examples for MMR in SOC sequestration projects**

Deliverables

- 1. Collect requirements for and reliable sources of data and information around SOC:**
 - a. Identify valid sources of scientific literature covering SOC stock (+change) data and collect them in a database accessible to our members
 - b. Up-to-date (quarterly basis) statements about what the SOC industry requires from govt/research institutions
 - i. Advocate for government bodies and research institutions and for a reference/benchmark database for model/MRV evaluation
 - ii. A list of requirements for govts/research institutions for data collection from the industry
- 2. Clarify open questions and contribute to improvements and new developments regarding standards and methodologies:**
 - a. Collect FAQs (we develop the questions) for the standards/methodologies to clarify about their work
 - b. To collaborate with other committees in the advocacy and Engagement with Standards (VCM -Verra/CAR/GS4GG, GHG, USDA, EU Soil Monitoring Law, Australian ACCU scheme) and protocols for scientifically robust methodologies
 - i. Signed letter from ISCIA directed at e.g. Verra for development of VM0042 v3.0
- 3. Identify valid resources with robust examples and set minimum requirements for MMRV in SOC Sequestration projects**
 - a. Deliver a white paper on this, dealing with each letter of the MMRV process separately