



Why Citizen Engagement?

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Why Soils at WWF?





Why Soils at WWF?





Why Citizen Engagement?

- **We need people to put more pressure on decision-makers**
→ **And therefore we need people to be aware of these linkages**
- **We need a broad understanding for the importance, soils as the fundament for our food systems, for a safe and sound environment, for our existence**
- **We need people, not only consumers, to act: communities, local authorities, institutions and organisations, companies and farmers**



How Citizen Engagement?

← → ↻ 🏠 🔒 https://www.wwf.de/themen-projekte/bedrohte-tier-und-pflanzenarten/tiger 🔍 ☆ 🌐 | ☆ 🗺



SPENDEN & HELFEN

THEMEN & PROJEKTE

AKTIV WERDEN

ÜBER UNS

Over 2000 hits
per month

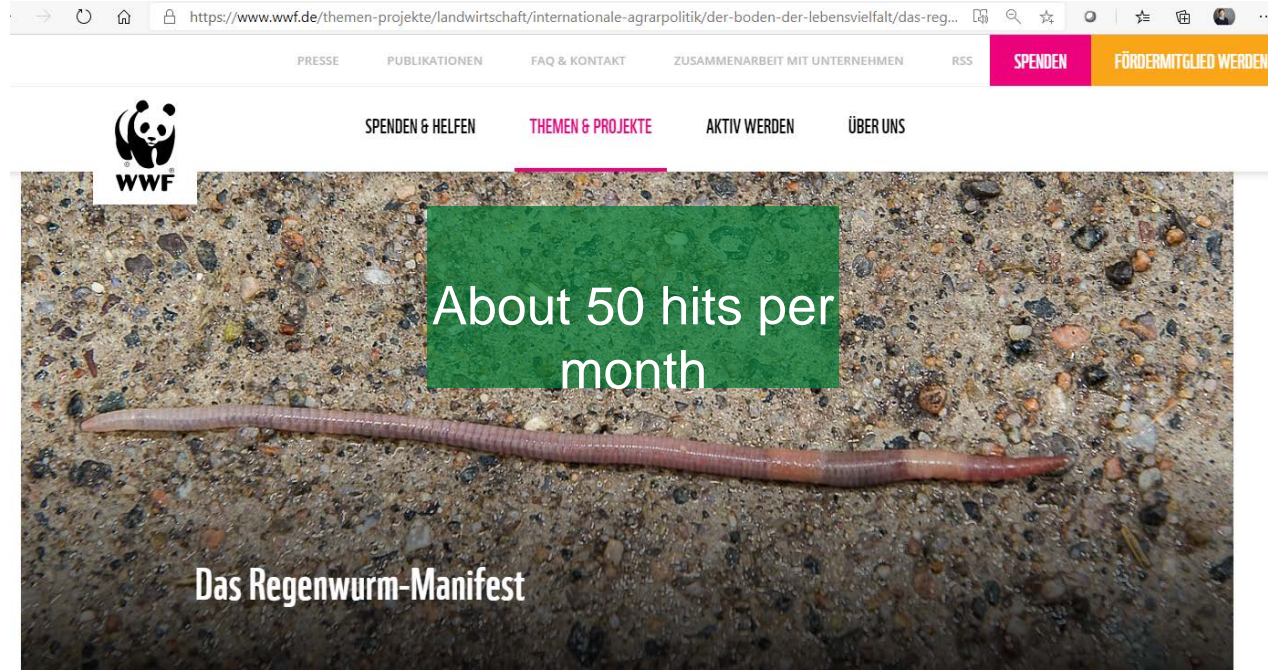
Tiger: die größte Raubkatze der Erde

Der Tiger (*Panthera tigris*) besiedelte einst fast ganz Asien. Circa 100.000 Tiger streiften Anfang des 19. Jahrhunderts noch durch die Wildnis Asiens. Doch ihre Zahl sank schnell und dramatisch.

SCHÜTZEN SIE MIT UNS TIGER



How Citizen Engagement?





How Citizen Engagement?





How Citizen Engagement? – WWF Examples





How Citizen Engagement? – WWF Examples





Thank
you!

