



Global Campaign on Salinization

Objectives

Salinization is rapidly becoming one of the biggest challenges for food production worldwide. Salt-affected soils occur naturally, for example in (semi)arid areas with limited precipitation. Also, along coastal regions and in deltas, salinity intrusion via tidal dynamics and sea level rise increasingly impacts agricultural production. Salinity severely impacts crop development and growth, threatening food security, biodiversity and livelihoods of millions of people in various parts of the world (SDG2, SDG6). It is therefore important to raise awareness about this issue, and develop measures appropriate to geographic conditions and local contexts.

The UN 2023 Water Conference provides a suitable platform and momentum to raise awareness about salinization. Collaborating partners express their ambition and submitted a commitment to collectively develop and implement a '[Global Campaign on Salinization](#)' to the [Water Action Agenda](#).

The ultimate objective of this Campaign is to increase awareness about the issue of salinization among policy makers, researchers and practitioners in the global water and food sectors, and subsequently formulate and drive a joint agenda of actions.

Underlying principles:

- The Campaign is first and foremost a **communication activity** that serves a greater purpose: a call to action for policy makers, research and practitioners to develop responses in the face of salinization challenges.
- The Campaign will **boost new ideas, bundle initiatives**, and create a stronger (communication) momentum for the benefit of collaborating partners.
- The Campaign will **not prescribe one specific response strategy** to the salinization challenges. Response strategies may vary between mitigation and adaptation options, depending on local conditions and realities.
- The Campaign will stress, however, **the need for integrated approaches** in response to salinity challenges, including cooperation between the working areas of soil, water and crops.
- The Campaign aims to be of **added value to all partners**, complementarity to on-going work and mandates, and is not intended to 'claim' already on-going initiatives.

Impact

The Campaign serves a greater purpose. Besides increasing awareness about the issue of salinization among policy makers, researchers and practitioners in the global water and food sectors, the ambition is to create impact and promote the formulation of a collective follow-up agenda on three levels: 1. integrated policies, 2. new knowledge and research programmes, 3. innovative implementation projects. This agenda is in line with desired outcomes formulated by a team of partners after a session at COP26.

1. At **policy level** increased awareness about the water-food nexus and the need for an integrated approach to salinization taking into account climate change, soil, land and water management and sustainable food systems. *Impact: Attention in policy networks, e.g. visible in UN level guidelines and national policies.*

2. Salinization is a complex issue with many specific **research dimensions**. Formulating new research programmes, and the development and sharing of new knowledge are important to boost scientific progress. *Impact: A joint research agenda, funding for new research programmes/consortia, international/regional knowledge sharing events and platforms.*

3. At the level of **practitioners**, there is a growing demand to implement innovative projects and learn from best practices and knowledge exchange on salinization, acknowledging differences between local conditions and response options. *Impact: access to knowledge resources, funding for innovative projects and 'field labs', trainings based on a systems/integrated approach.*

Campaign organization

Before developing and implementing the campaign, further scoping will take place (March-May 2023). Discussions will be held with committed and potential partners to confirm collective ambitions, opportunities and conditions for working together on this Campaign. Issues to touch upon are overall coordination and task division, timeline, in-kind or in-cash contribution needs, etc.

During the development phase (May-September 2023), necessary preparatory work for the Campaign takes place: development of an overall communication plan and materials, key message/slogan, activity planning, etc. The annual global World Water Day campaign (www.worldwaterday.org) is exemplary of the communication dimension of the Campaign.

After that, an implementation phase starts during which partners implement their proposed activities appropriate to the campaign (October 2023 launch and onwards).

Ideas for activities

- Develop collective communication campaign materials and a timeline/events overview.
- Main Launch Event, with regional visions on addressing salinization, project examples, content.
- Strategic communication outreach via international organizations, platforms and networks.
- Online database with best practices and easily accessible (SALAD, others).
- Developing online/local Masterclasses to share knowledge and lessons learned.
- Policy statement/endorsement for collaboration of salinity affected countries, for example Bangladesh, Vietnam, Egypt, Morocco.
- Develop/launch a new transnational research program, through FAO or UN platforms.

Roles

Contributing to the Campaign can be done in various ways. It is expected that most contributions will be in-kind, for example by means of organizing activities, disseminating communication pieces, or engaging in coordinating work. **Implementation** consists of organizing activities and events in view of the Campaign. This includes developing a communication package, organizing events or activities linked to or as a central part of the Campaign, and posting/announcements online. **Coordination** is currently done by the Saline Water & Food Systems Partnership, but interested partners can engage in or take over a coordinating role.

These are all preliminary suggestions and open to discussion and active engagement.

Prospect partners

SW&FS Partnership (NWP/NFP), FAO / INSAS - WASAG, International Center for Biosaline Agriculture, Global Water Partnership / Global Soil Partnership, Dutch Ministry of Agriculture, Nature and Food Quality, Agri Ministries from other countries, National Institute for Agricultural Research and Development, International Centre for Climate Change and Development, International Water Management Institute, Asian and African Development Bank, Free University Amsterdam, Wageningen University and Research, The Salt Doctors, Royal Eijkelpark, SeedNL, Deltares.

More information: [NFPCconnects](#) Contact: Martijn van Staveren, m.vanstaveren@nwp.nl