

Regenerative Changemaker Community Site

This initiative focuses on creating an online community space to share stories, resources and inspiration to support the uptake of regenerative farming practices in New Zealand. The aim of the community hub is to act as a free online resource centre to access guidance in developing regenerative farming systems.

The community site will act as a bridge between different sectors of community - those established in the industry with experience establishing a profitable regenerative agriculture farming system, those wishing to adopt those practices. The heart of the community site will be a series of expert pages, created by experts in the industry. Each expert page will feature a main blog page with a series of FAQ type posts where people can engage as a community via blog comments.

The experts will create core knowledge pages that will be integrated into a coherent and integrated learning platform. By disseminating the insights of these professionals, our platform will promote active interaction with the target audience. Each expert will have their own page where they can independently create their content and post blogs to the community. This approach will reduce management workload and provide the community with first-hand accounts from experts in the field.

It is through recruiting a wide range of industry experts that this project is best able to leverage the science and technology engagement capabilities of other organisations. The key aim of this project is to create a learning hub where the insights of these professionals is disseminated within a coherent and integrated learning platform – that promotes active interaction with the target audience.

In addition to the role of the experts, the target audience will guide the development of resources through initial survey responses and feedback. Our free masterclass will guide enrolled students on how to make use of the resources on the community site to develop a regenerative farming strategy and apply it to the design of a farm site.

The primary objective is to provide accessible and sustainable educational opportunities for those who have not had prior exposure or may be hindered by location or financial constraints. We believe that the provision of an online free resource centre and community is crucial for a brighter future for all in New Zealand. Currently, the small number of courses in regenerative agriculture is financially prohibitive for many who would benefit directly from this knowledge. Our community site will provide an opportunity for people to learn and develop the principles and application of regenerative farming systems for free.

We are aware there is a gap in the accessibility to this knowledge and a need to provide a community for those in our country who have not had the opportunities to learn in this field. The small number of current courses in the field of regenerative agriculture are financially prohibitive for many who would benefit directly from this knowledge. We see the provision of an online free resource and community to be essential to a brighter future for all in NZ.

People who engage with our community site will be able to extend their social networks and obtain peer support in implementing farm changes. They will have access to an extensive resource of experts who will provide worked examples of applying regenerative farming in New Zealand. Additionally, they will have access to a design template to apply this expert knowledge to the design of a farm site.

The community hub will be developed on the Regenpreneur website www.regenpreneur.com

Content developed by experts in the community site will be highlighted within social media content on the following social media platforms – in addition to within a weekly newsletter of updates to the email list.

- [LinkedIn:](#)
- [Facebook page:](#)
- [Facebook Group:](#)
- [Instagram page:](#)
- [YouTube Channel:](#)

Posts to these channels will act as a vehicle for directing people to the community webpage.

New emails will be obtained by subscribing to the free masterclass – that applies concepts covered throughout the expert pages to a design framework for creating a regenerative farm. The email list will then be sent a weekly update of new content being developed.

Project Plan

- **Phase 1:** Develop template for community site on existing www.regenpreneur.com website
- **Phase 2:** Network to acquire experts to contribute to expert pages and get initial blog posts and information pages set up online
- **Phase 3:** Develop free masterclass to summarise how to apply concepts covered throughout expert pages to a design framework for creating a regenerative farm
- **Phase 4:** Start social media posts to drive online traffic to community site and sign up to email list by accessing free masterclass
- **Phase 5:** Start weekly email to email list to inform of new content developed

For New Zealand to retain a global position for its agricultural products – we need to focus on enhancing the quality and efficiency of farming and look at what products are unique to our ecological and cultural heritage. There is a huge opportunity to develop innovative sustainable ideas in the areas of forestry utilising native species, creating novel products from native botanical species, creating agricultural equivalents to native forest and bird assemblies, diversifying current agriculture models and much more.

Regenerative farming is based upon a philosophy that seeks to replicate the structure and function of equivalent natural systems in the design of biologically healthy and resilient farm systems. Because regenerative agriculture is a fairly new science in NZ, there is currently a large gap in education provision of this technology. Almost all existing examples of

regenerative farming come from northern hemisphere who have starkly different ethnobiology's.

Regenerative farming is not just about reducing harm, but seeks to improve the health of the land, waterways, the animals that live on it, and people that benefit from it. Key goals from adopting this philosophy are enriched soils, improve watersheds, enhancing ecosystem services (such as soil carbon and nitrogen sequestration, and improved biodiversity), and promoting farmer and livestock welfare.

Within the community site, experts will be able to model how to achieve regenerative farming outcomes and interact directly with the community through blog page Q&A forums on specific elements of the design process explored.

The curation of cutting-edge knowledge from expert practitioners in regenerative farming and delivering this online an open-source platform, means accessibility is addressed and science easily communicated to the public at large.

It is anticipated this will solve problems such as the high cost of accessing healthy organic food in NZ, provide local solutions with local kai, produce tangible results in participants by improving self-determination, sovereignty, community connection and networks to pursue learning and employment future, improved mental & physical health outcomes, improved finances through the growing of one's own food and demonstrating whakawhanaunatanga by supporting those who have less access to opportunities such as this.