ASA, CSSA, and SSSA are backing a new initiative to reach a diverse set of audience with information related to carbon and ecosystem services. For now, the project is called CESEP—the Carbon and Ecosystem Services Education Project.

Why?
The proliferation of new carbon and ecosystem markets and initiatives is creating confusion at the grower interface. There are few trusted sources of unbiased, science-based information, and the sources that do exist:

- Are often regionalized
- Lack deep scientific and industry networks
- Have limited publication capabilities
- Lack continuing education and certification programs
- Are sometimes perceived as biased or not based on the latest science

This education void is preventing participation in initiatives aimed at sequestering carbon, reducing greenhouse gas emissions, improving soil health, and providing various ecosystem services.

There’s a clear need for education about carbon and ecosystem services and their associated markets, but there is currently no single resource dedicated to providing this education.

What We’re Doing
To meet this need, ASA, CSSA, and SSSA are developing the CESEP platform, which is envisioned as the online source for science-based, predominantly free, multimedia information on carbon and ecosystem services.

The web-based platform will provide information and educational programming that is:

- Comprehensive
- Timely
- Science-based
- Unbiased

The CESEP platform will reach a broad, diverse audience, including:

- ASA, CSSA, and SSSA members
- In-field advisers
- Agricultural retailers
- Extension personnel
- Conservationists
- Farmers
- Market developers
- Policymakers
- Other diverse, allied audiences
Over time, our content will address such topics as:
- Carbon sequestration
- Soil health
- Greenhouse gas emissions
- 4R nutrient management
- Water quality and management
- Row and specialty crops
- Rangeland and forest systems
- Livestock management
- Urban agriculture and conservation
- Ecosystem service market options
- And more!

How We’re Doing It
ASA, CSSA, and SSSA are perfectly positioned to build this platform. To create this excellent educational content, the Societies are utilizing the broad reach and expertise of its membership and staff. Plus, the Societies are creating new partnerships to build and grow the platform.

We’re collaborating with:
- The Certified Crop Adviser (CCA) program
- The Certified Professional Soil Scientist (CPSS) program
- ASA, CSSA, and SSSA members
- Public- and private-sector organizations

ASA, CSSA, and SSSA staff are developing content to feed this new platform. At the same time, staff are working with an outside agency to brand the project and develop a website. Branding efforts will result in a new platform name and logo, a sleek visual theme, and a modern, intuitive, and interactive website.

Educational content will not only be published to the platform’s website but will also be pushed out to key sources from which the platform’s audiences get their trusted information—whether that’s YouTube, social media, or a podcast service.

The world is looking to experts in agronomy, crop science, and soil science to be a key part of the climate solution. By providing producers and land managers with the latest scientific, actionable information on carbon and ecosystem services and their related markets, ASA, CSSA, and SSSA members can help sequester carbon and provide ecosystem services through agricultural innovation and ecologically responsible land management.

We need your expertise!
Staff are looking for content contributors, editors, and reviewers to help fill the website with excellent information. If you’re interested, please get in touch!
Simply reach out to the project’s manager, DJ McCauley, at dmccauley@sciencesocieties.org