

Level Up

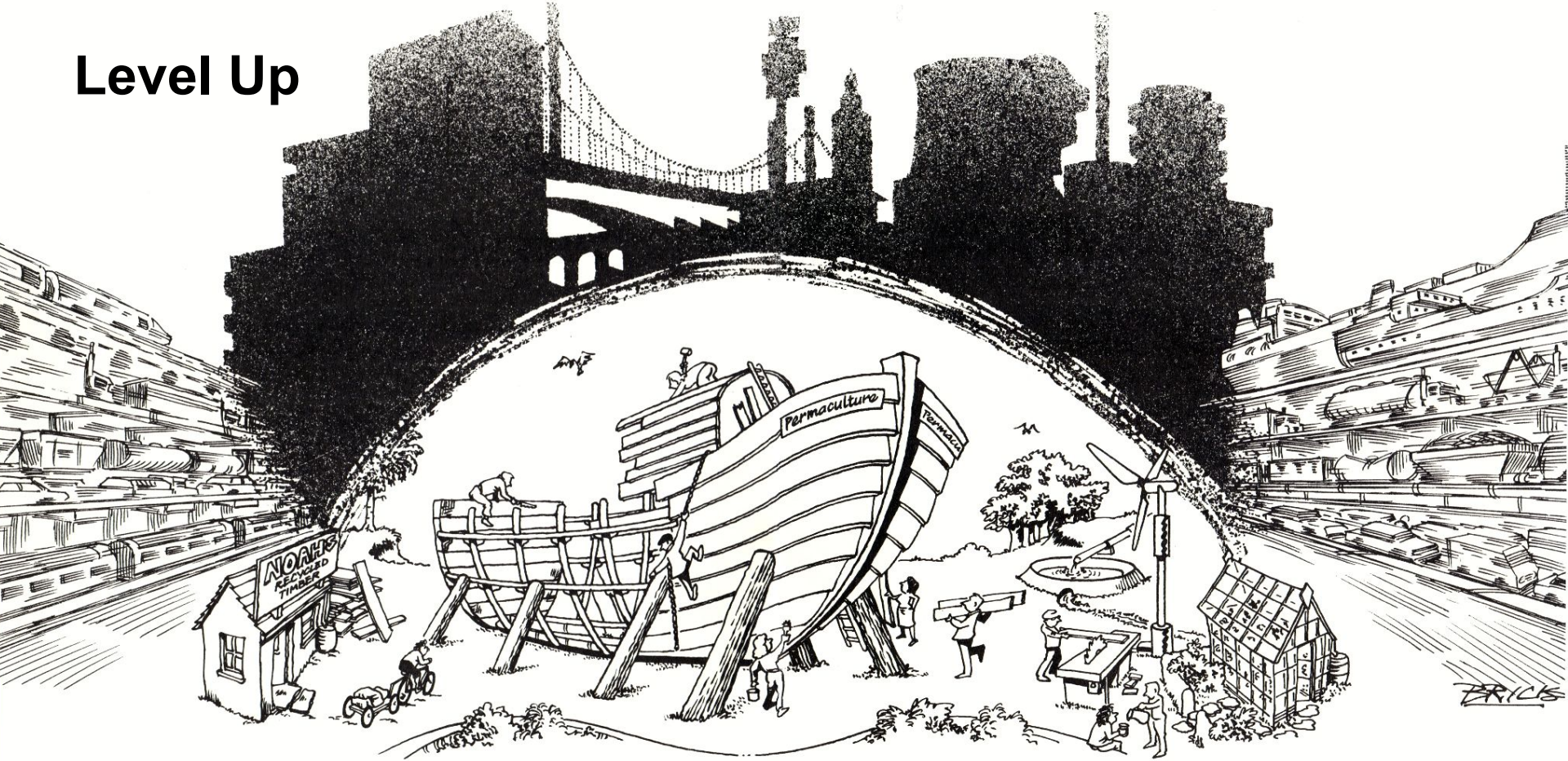


Illustration by Brick from Graham Bell's book 'The Permaculture Way'
Published by Permanent Publications www.shop.permaculture.co.uk/products/the-permaculture-way

Soil Food Web School Online Permaculture Design Course

Effective, Inclusive & Global Learning Journey
to Inspire the Next Level of Life

By Delvin Solkinson



Design Web Framework



This design uses the Design Web Framework created by Looby Macnamara
Photo Meme Map by Dana S. Wilson @aweandreverencemedia

Vision

Design Web Anchor Point

"Allow yourself to dream and create goals"

- Looby Macnamara

- Support people to become better decision makers in their everyday life while caring for the Earth, its people and the Earth's collective future.
- Activate a global learning community.
- Hybrid of pre-recorded videos, quizzes and live online time.
- Include a map and design project to help people take practical action where they live.
- Feature both renowned elders & new generation teachers.
- Collaborate with Heather Boright, Adam Cobb, Grace Solkinson and a global team of teachers to create a next level online permaculture design course.



Art 'The Witness' by Autumn Skye @autumnskyeart

Design Brief

To create a uniquely diverse, inclusive and effective online Permaculture Design Certificate course.

Goals

- Successfully collaborate with the Soil Food Web School and a global teaching guild to co-create a next level online permaculture design certificate course.
- Offer diverse, high quality content providing a practical and powerful, welcoming and inclusive, learning journey.
- Serve people's needs while providing opportunities to be part of an active learning community.
- Create the course in an efficient, ethical and effective way
- Make this a commemorative legacy offering for permaculture pioneer **Graham Bell**.
- Work with Permaculture Association to accredit the course while bringing benefit to their non-profit as well as to the Soil Food Web School.
- Empower individuals and organizations to regenerate soil while regenerating themselves and the world around them.
- Be a regenerative support for the Soil Food Web School.



Illustration by @brenna_quinlan

Ethics

Caring for the Earth

- Help people to get more connected to nature, inspire them to level up their lifestyle and livelihood appropriately in order live in deeper alignment with their values.
- Encourage people to make a map and do a design to apply permaculture where they are.

Caring for People

- Provide a course that is flexible and adaptable to peoples unique needs and limits.
- Inspire people to enhance their self-care and immediate relationships while being more proactive in their local communities.

Caring for the Future

- Bring the benefit of permaculture to more people around the world to expand the movement to #saveplanetearth .
- Support the Soil Food Web School to continue its Good Work.



Illustration by @brenna_quinlan

Acknowledgement

"We acknowledge the information passed down from elder of Permaculture, has deepest roots in the traditional cultures of the world. We recognize and give gratitude to all of the traditional cultures and their people as the source of permaculture and ecological knowledge. The permaculture movement is the modern expression of a lineage of earth centered understandings that is inherited from all who have come before us.

We hold the deepest appreciation and thanks for all the Traditional People who have shared their wisdom and learnings from the natural world so that we can in turn reconnect and heal our relationships with ourselves, each other and the land. As settlers to the traditional territories where we reside, we are all grateful to live, work, play and help steward the land. We acknowledge that it would not be possible to be where we are without the ancestors of the land, their many contributions and sacrifices. We honour all of the living Indigenous Peoples who continue to steward the lands and carry the torch of their ancestral knowledge.

If you too are a settler to the land where you live, we encourage you to familiarize yourself with the land, learn about the Traditional Peoples, their cultural practices, plants with a history of use, traditional foods and seek ways to support their culture to thrive. As a path towards reconciliation, seek ways to decolonize yourself and reconnect with your ancestral roots."

- Kym Chi, Permaculture Teacher



Illustration by @brenna_quinlan

Ethical Principle

- Begin course with an Indigenous Perspective on Permaculture including a story from history encouraging truth and reconciliation and a lesson about how to do traditional land acknowledgement.
- Make the land acknowledgement part of the mapping project.
- Provide a diversity scholarship to create opportunities for indigenous & people of color with financial barriers.
- Share content in the course about Inclusivity and Diversity
- Include content in the course on Decolonizing Permaculture.
- Bring in diverse teachers including queering permaculture.
- Design the teaching team to feature a majority of female teachers.



DECOLONIZE

Make space: listen, include, invite, stand aside. Welcome all voices. Actively listen to what others have to say. Include a diversity of perspectives in decision making and design. Invite participation in the process. Support sovereignty and empower people to take action that brings benefit.

Source: Tamara Griffiths @tamara_griffiths_
Envy: Delvin Solkinson permaculturedesign.ca
Art: Brenna Quinlan brennaquinlan.com
Design: Alexa Spaddy alexaspaddy.com

Diversity and Inclusivity

"We are very committed in making this program to respecting neurodiversity. Different skin color, all genders, all ages, all physical abilities. The world is made of very diverse people and the world isn't going to be changed by a few politicians at the top or a few professors at university, the world is gonna be changed for the better by all of us working together.

We convey a message to the world: that anyone can do this. Anyone can be part of making the world a better place. It's only us who can save us. The only way we have a solution is to focus on the positives and share with people simple explanations of how they can be part of the solution. You are all perfectly good at doing that. That's why I welcome you here and to be part of this.

We are one earth, we are one people. We are all connected."

- Graham Bell, about his vision for this course



With Graham Bell at his Cottage Garden home in the Scottish Borders, 2021

Course Journey

Graham Bell's Vision

"The course is an accessible source of Citizen Science and ecologically minded common sense. Sharing problems and solutions to provide what people need in their lives while respecting all living things in a way that anybody can do and an understanding about why we would do things that way...Encourage people to make site visits as part of the course...The most valuable parts of course is when participants can meet."

Michael Pozesny's Vision

"Permaculture needs to become humanity's way to engineer a sustainable future for mankind. If we can create a Citizen Scientist movement assimilating the best practices in sustainability from the rural to the urban, and from the local to the international, we can directly or indirectly harness the energy of millions. There is a Chi that needs to be nourished through knowledge and practice where human biology can coexist with the rest of biology. I believe Permaculture is the practice and it is our responsibility to generate and share the knowledge."

Delvin Solkinson's Vision

"Honoring Graham Bell with this legacy course includes a diverse and inclusive teaching team with people of different cultural backgrounds, nationalities, genders and experience levels. Create a course that anyone, regardless of educational background, can understand, apply and succeed in completing."



Commemorative Bell for Graham at the Pozesny Residence

Helps

Design Web Anchor Point

"Identify things that are going to help"

- *Looby Macnamara*
- Course Handbook with many optional resources.
- Diversity of teachers with different styles, backgrounds and experiences.
- A forum to encourage student interaction.
- Me being able to issue the Permaculture Association certification for the course.
- My experience designing PDCs, taking PDCs and studying curriculum.
- My relationship with many permaculture elders.
- **Visual** : Lots of art and photos in course
- **Impactful** : Short poignant videos
- **Simple** : Simple language, minimal jargon
- **Appropriate** : Designed with ESL in mind



Art 'Mycelium Dreaming' by Autumn Skye @autumnskyeart

Ways to Be Efficient & Effective

- Some videos filmed on location to reduce video editing costs.
- Some audio only units that people can listen to while cleaning, gardening, walking in the woods or doing other active tasks.
- Film some of the more renowned elder teachers live to lower impact on them.
- Clear communication and delegation of tasks with the team.
- Effective marketing of the program that reflects its value and relevance to appropriate audiences.
- Forum to enable peer learning, guidance and support, especially for doing map and design project.
- Break course into smaller 'stepping stone' courses to lower commitment and cost up front for participants and create more entry points into the program.

WORK WISELY

Work where it counts. Look for places your work can have the most enduring benefit. Design your work process strategically so you can make the most progress with your investment of time, energy and money.

How can you work where it counts on your design site?

Source: Bill Mollison tagari.com
Envoy: Delvin Solkinson permaculturedesign.ca
Art: Brenna Quinlan brennaquinlan.com
Design: Alexa Spaddy alexaspaddy.com

Limits

Design Web Anchor Point

"Identify the things that might block your path or keep it small or slow it down"

- *Looby Macnamara*

- Cost and time involved in producing videos.
- Complexity of dealing with a large global teaching team.
- Accessibility for people in the $\frac{2}{3}$ world.
- Cost involved in marketing and promotion.

Flipped or Reframed Limits

- Investing in quality content and slideshows that can be easily accessed and reviewed makes the course better.
- Gentle persistence with the teaching team can help achieve follow through on contributions.
- Share some content and experiences freely with public webinars, downloads and scholarships.
- Utilize content marketing, targeted advertising and organic promotion to streamline budget.



Art 'Bounty and Burden'
by Autumn Skye @autumnskyeart

Patterns

Design Web Anchor Point

"Identify the helpful and unhelpful patterns"

- Looby Macnamara

- Good procedures, protocols and workflows updated throughout the process.
- Encourage people to put the course into practice in practical ways where they live.
- Attract an active learning community to motivate and encourage learning.
- Too little structure can result in people not completing the course.
- Over-complexifying the course can make it too expensive to produce and offer.
- Having unrealistic deadlines can drastically change budget and timelines.



Art 'Harmony'
by Autumn Skye
@autumnskyeart

Ideas

Design Web Anchor Point

"Gather Inspirations"

- *Looby Macnamara*
- Certificates for completing each smaller course can create many moments of completion and celebration on the journey towards the full Permaculture Design Certificate.
- Soil Section done by Soil Food Web School scientists.
- Delvin film on location when possible to create more engaging video.
- Perks for keen participants that keep forum and webinar chat lively.

Adam Cobb

- Focus on creating a great student experience.
- Have a strong scientific foundation.

Roger Brignell

- Cohorts of students to create course culture.
- Set up and support a learning community.
- Podcasts that can be subscribed to.
- New content that can be subscribed to
- Social media sharing.

John Ellis

- Short Intro video from each presenter sharing about themselves.
- A motion graphic zooming from space into contributing teacher location.
- Give context and set expectations at the start of the course.

"I'm also excited about the prospect of building on the course later to create an online smorgasbord of Permaculture content that we can make available to a wide audience."

- Luke Louka



Art 'The Philosopher' by Autumn Skye @autumnskyart

Principles

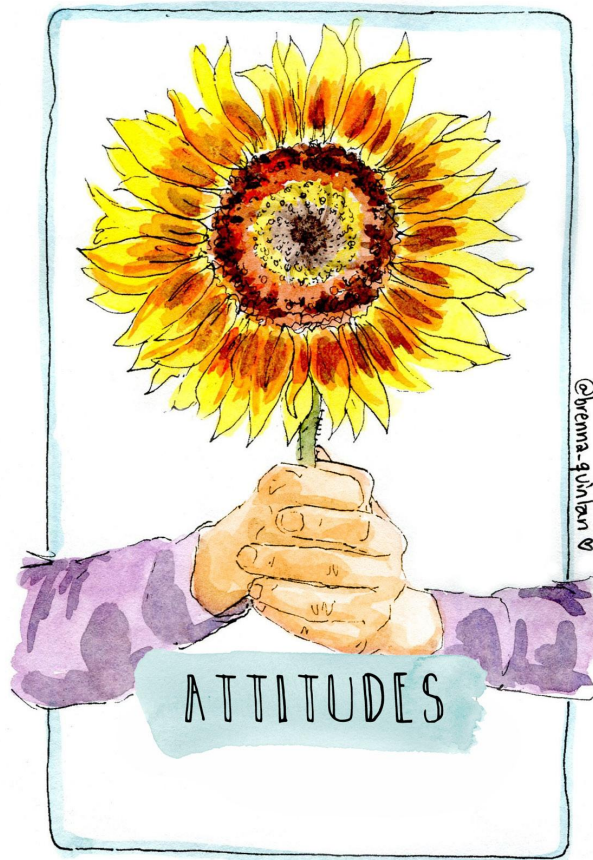
Design Web Anchor Point

"Look through the lens of each one."

-
Looby Macnamara

How can we make the course interactive and exploratory. More than just a series of videos and a book of handouts?

- Make live online classroom super interactive with breakout groups, design time, active chat
- Activate a group of keen participants to focus on being responsive in chat
- Forum for sharing maps and designs, activate keen participants to keep this lively



DISCOVER

The best learning comes from discovery. Nobody likes to be told what to do. Create opportunities for others to learn through a process of exploration. Add signs to your design site including more questions than answers to inspire the spirit of experiential learning.

How can you encourage others to be life long learners?

Source: Graham Bell grahambell.org
Envoy: Delvin Solkinson permaculturedesign.earth
Art: Brenna Quinlan brennaquinlan.com
Design: Alex Spaddy alexaspaddy.com

Principles

How can the design for the course be ongoing, including participants and Soil Food Web School staff?

- Integrate feedback from participants taking the course as well as from a final survey given to those who complete it.
- Get feedback and comments from student support team regularly.
- Invite students to give feedback at multiple points in the course.
- Mark in calendar regular times to revisit the design, integrate feedback, evaluate successes and challenges and reflect on the design, making course tweaks as appropriate.



PARTICIPATORY DESIGN

Collaborating to co-create a design or plan of action with stakeholders can be empowering and supportive. Use creative facilitation and inclusive methods for having discussions, making decisions, designing and planning together. Supported, successful and unique projects that are well used and cared for can emerge from participatory designs.

How can you include and encourage participation of people who would both benefit from your project and bring benefit to it?

Source: Robin Clayfield dynamicgroups.com.au
Envoy: Delvin Solkinson permaculturedesign.earth
Art: Brenna Quinlan brennaquinlan.com
Design: Alexa Spaddy alexaspaddy.com

Principles

How can we fast track succession and reach tipping points in the successful growth and engagement in the course?

- Invite teaching team to take the PDC while encouraging engagement in forum and promotional sharing on social media.
- Inspire teaching team to promote the course to their networks.
- Activate a facebook group for course participants and alumni.
- Set up a newsletter group for active participants and graduates.



TIPPING POINTS

Change is non-linear. Large bursts of change happen when conditions reach a critical mass. Look for ways to intervene in a system to unlock cascades of change.

How can you help create a positive tipping point for change in your life or design?

Source: Toby Hemenway tobyhemenway.com
Envoy: Delvin Solkinson visionarypermaculture.com
Art: Brenna Quinlan brennaquinlan.com
Design: Alexa Spaddy alexaspaddy.com

Appreciation

Design Web Anchor Point

"Focus on things to be thankful for"

- *Looby Macnamara*

- Heather Boright suggested sending thank-you letters to permaculture elders who generously supported the course with their participation.
- Send regular gratitude to teaching team.
- Show gratitude to teaching team by potentially giving them free access to the course.
- Celebrate milestone moments.



Art 'The Fellowship' by Autumn Skye @autumnskyeart

The Awesome Team

Profoundly grateful to Heather Boright, Dr. Adam Cobb, Dr. Elaine Ingham, Grace Solkinson, Kim Martin, Roger Brignell, Robert Webb, Luke Louka, Dr. Carla Portugal, Ash Terry, John Ellis, Nancy Long, and the Soil Food Web Team



Reflection

Design Web Anchor Point

"Evaluate progress"

- *Looby Macnamara*

- Helped me to surface insights about how to design the course on design.
- Using the Design Web framework has been a holistic framework to utilize.
- Google slides as turned out to be a pretty simple and easy to use format for this design and the slideshows in the course.
- **Strength** : Doing a short writeup was achievable and sharable.
- **Weakness** : Doing a short writeup missed opportunities to share about design in a deeper way.
- **Opportunities** : Creating a design for the Soil Food Web organization helps to teach them about permaculture and the course design.
- **Challenges** : Not sure how many members of the organization will have time to read.



Art 'Paradox' by Autumn Skye @autumnskyeart

Reflection

Successes : Roses

- Achieving increasing mastery, speed and dexterity in tasks like making videos, cut sheets and slideshows as time goes on has been fulfilling for me.

Lessons : Thorns

- Working with people less experienced with teaching or less experienced with video ends up costing more than working with people who are more experienced in teaching or more experienced with tech.

Lessons : Buds

- Continue to evaluate.

I believe the design created is a uniquely diverse, inclusive and effective online PDC. I will continue to evaluate and get feedback from students.

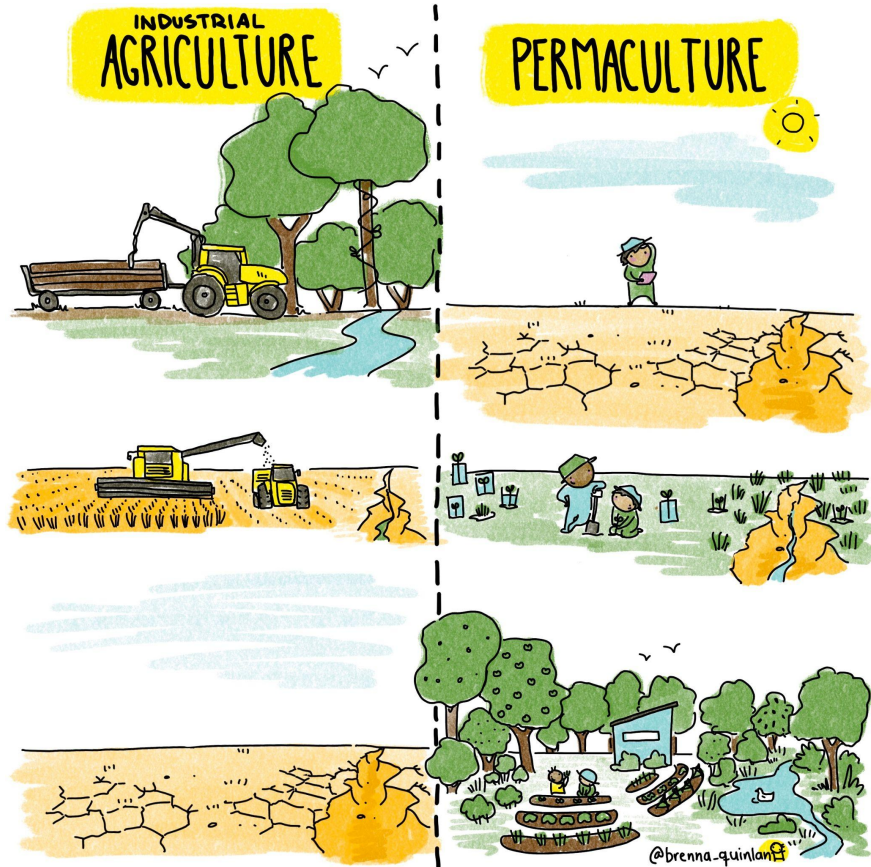


Illustration by @brenna_quinlan

Pause

Design Web Anchor Point

"Incorporate times of rest and rejuvenation"

- Looby Macnamara

- Include Charlie Mgee and Formidable Vegetable Sound System videos in the course to bring more fun and breaks into the course.
- Design some months of the year with no webinars.
- Stagger cohort intakes and create a way for people who drop out of an intake to be able to start again with another.



Art "The Language of Stillness" by Autumn Skye @autumnskyeart

Momentum

Design Web Anchor Point

"How to keep going"

- *Looby Macnamara*

- Weekly team meetings
- Leadership updates every six weeks
- Working visits to Corvallis
- Pilgrimages to film on location
- Pilgrimages to film permaculture elders
- Facebook Group updates
- Annual pilgrimage to the UK for regeneration and to film elders



Art 'Daybreak' by Autumn Skye @autumnskyeart

Integration

Design Web Anchor Point

"Bring it all together"

- Looby Macnamara

Need : Diverse and inclusive content

- Bring in more diversity of teachers and have a majority woman on teaching team.
- Include indigenous perspective and land acknowledgement near beginning of course and make this a part of the project for people to do.
- Include content on decolonizing permaculture, accessibility and inclusivity and queering permaculture.

Need : Support people to become better decision makers in their everyday life

- Provide accessible content that can be understood by anyone, regardless of their educational background or primary language.



Art 'The Sentinel' by Autumn Skye @autumnskyeart

Integration

Need : Active learning community

- Create places where students can come together.
- Run webinars, offer course with staggered cohorts.

Need : Empower individuals to regenerate their soil, life and the world around them

- Activate comprehensive map and design project including a focus on soil.
- Add Dr. Elaine Ingham & Dr. Adam Cobb clips from FC Webinar to bring in more soil content throughout the course.
- Inspire participants to become more active in their lives and communities.

Need : Help people get more connected to nature

- Encourage people to get connected to the natural world through the course content.

Need : Offer certificates

- Bridge with Permaculture Association for our Certificates.



Illustration by @brenna_quinlan

Integration

Need : Ongoing course creation is effective and efficient

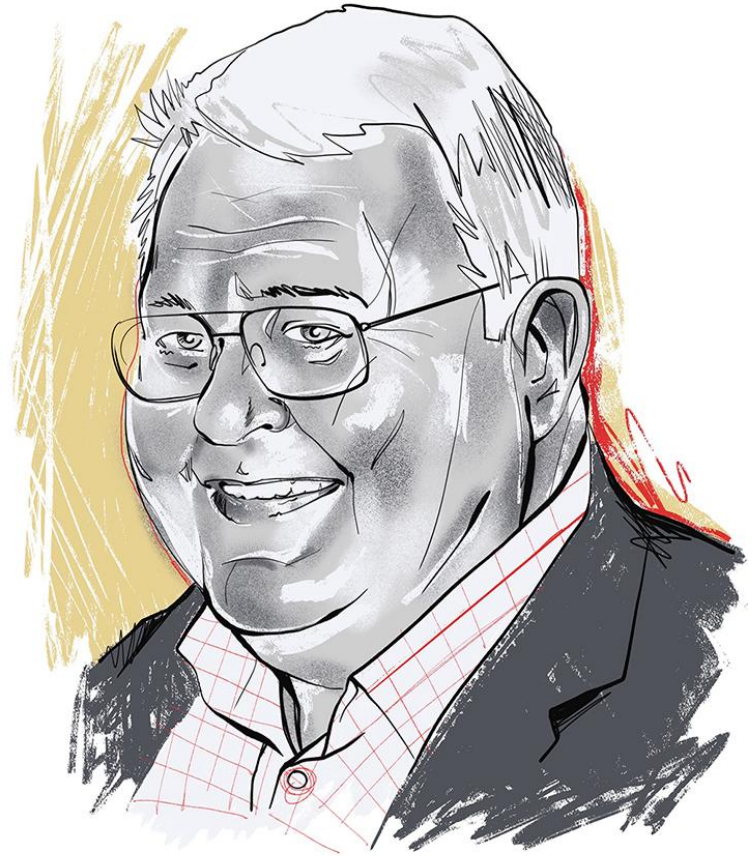
- Continue finding ways to save money and time.
- Design an effective and efficient way to create version 2.0 of the course.

Need : Be a regenerative support for Soil Food Web School

- Support marketing to understand the content and values of the course and appropriate ways to successfully market it.
- Trust the team.

Need : Legacy offering for Graham

- Redo all his slideshows and edit all his talks to make them even better.
- Spread Graham Bell content throughout the course and include new content from other places on the web.
- Get Graham's website back up with all his offerings, articles, other videos and links to his books.



Portrait of Graham Bell by @ben_tour

Decisions

Key decisions and why they were made

SFWE - Soil Food Web Essentials Course

- Stand alone course co-created by Soil Food Web School top scientist-teachers.
- To take the Soil section of the PDC to the next level with firm foundations in the newest science.
- Fill in missing gap for an accessible course sharing the Soil Food Web approach.

IPC - Introduction to Permaculture

- Deconstruct the past 18 hours of Graham Bell lectures, spread them throughout the whole PDC.
- Bring in diverse content from many different teachers to make the course more dynamic, inclusive and engaging.
- Redo Graham's slideshows to take them to the next level of quality.
- Design the course to fulfill Permaculture Association criteria requirements for issuing a certificate of completion.



Illustration by @brenna_quinlan

Decisions

Key decisions and why they were made

PDC - Permaculture Design Certificate

- Move to succession education with a stepping stone model by breaking it up into a number of shorter courses, each with their own certificate of completion.
- Shorter courses are more affordable, accessible and achievable.
- Break PDC into stand alone courses : Introduction to Permaculture (Foundational Concepts, Design Tools & Frameworks, Patterns), Soil Food Web Essentials (Soil), Gardening, Farming & Foraging (Design with Plants & Trees, Water, Animals), Global Design & Decision Making (Design with Climate, Cool Climate, Tropics, Drylands), and Social Permaculture.
- Bring in more elders of permaculture to up the quality of the course.
- Delvin film on location with video camera instead of at home on the computer to create a foundation of high quality content weaving the course together.
- Grace and Delvin personally invest in some new graphics to help promote the course as well as in their travel costs to film some permaculture elders to help make their contributions possible and high quality.
- Delvin begin volunteering on video work to demonstrate dedication and support to completing the course in as timely as a way as possible.



Portrait of Dr. Elaine Ingham by @ben_tour

Action

Design Web Anchor Point

"Make a plan for getting things done"

- *Looby Macnamara*

Timeline 2024

April

- Gardening, Farming & Foraging video content complete

May

- Global Design & Decision Making video content complete

June

- Complete People Systems content

July

- Work on Marketing



Art 'Becoming' by Autumn Skye @autumnskyeart

Action

Meetings about

- Breaking the course into stepping stones
- Logistics of running cohorts
- Forum
- Webinars
- Effective and appropriate marketing of the course
- Scholarship fund
- Permaculture Association certification
- Teaching team access to the course
- Getting feedback from participants many times through the course
- Share this design with appropriate SFWS team for input



Heather Bright has been my primary collaborator on the course #bestmanagerever
Photo by Grace Solkinson

Action

To Do List

- Encourage School to do stand alone promo for SFWE
- Grace support to activate more effective social media
- Check out forum for past IPC and consider design of low impact yet effective forum
- Celebrate milestone moments and completions along the way
- Consider dynamic, interactive design for public webinars
- Consider offering free downloads
- Keep Monday.com board organized and up to date
- Consider perks for keen participants
- Investigate possibility of newsletter list for active participants and alumni

SOIL FOOD WEB ESSENTIALS

BUILDING BLOCKS FOR



Evaluation

Goals Achieved

- With 70 contributors from 22 countries we did include a uniquely diverse and inclusive teaching team.
- By breaking the course up into five micro-courses, we did make the course more accessible to people.
- The course took longer than we hoped to create, however we did create something great which will serve the students who take it better .
- With **Graham Bell** spread throughout the course sharing his final permaculture transmission with upgraded slideshows and edited content, he is truly delivering a beautiful final offering to the world supported by many of his students and colleagues.
- My hope is that this will be a regenerative course for the Soil Food Web which will be part of the evaluation after the remaining smaller courses go live along with the full certification that includes all of them.
- We will get feedback from students as to whether they feel they have become better decisions makers who are living in deeper alignment with their values.
- Will see by the map and design projects if the course supported people to get on the ground more and take action where they live.



Illustration by @brenna_quinlan

Tweaks : Permaculture Design Course 2.0

- Go through and rebuild slideshows for early contributor videos to create consistency and upgrade quality
- Consider paying people to re-record if they only provided the tiny thumbnail videos
- Slideshows can be made more dynamic using automated design layouts
- Consider new contributing teachers experience with teaching online which could enable them to produce videos with less editing required
- Refilm permaculture elders who did their presentations on zoom
- Provide contributing teachers video and microphone technology when needed to create high quality recordings
- Find new ways to support and activate the teaching team to stay connected
- Add more 'optional' content



Dr. Adam Cobb has been a primary collaborator and inspirator #extraordinarygentleman
Portrait by @ben_tour

Onwards

Soil Food Web School

www.soilfoodweb.com

[@soilfoodwebschool](https://twitter.com/soilfoodwebschool)

Introduction to Permaculture

[*Soil Food Web Essentials Course*](#)

Permaculture Gardening, Farming & Foraging

Global Design & Decision Making

Social Permaculture

*Next, at the time of recording this presentation,
is designing the live online meetups for
participants in Permaculture Design Certification*

Permaculture Design

www.permaculturedesign.earth

[@visionary_permaculture](https://twitter.com/visionary_permaculture)

*"Be a good ancestor. Stand for something
bigger than yourself. Add value to the Earth
during your sojourn." - Marian Wright Edelman*

