

Joint Research Centre (JRC)

# Soil awareness at the Global Soil Week 2012

*Experience of a special session*

*Bampa F., Broll G., Montanarella L.*



[www.jrc.ec.europa.eu](http://www.jrc.ec.europa.eu)  
[ies.jrc.ec.europa.eu](mailto:ies.jrc.ec.europa.eu)

# GROUNDNED

example

CELEBRATE  
SOIL AWARENESS!

**Film Festival**



## STANDS

Global Soil Partnership (GSP)

European Commission – Directorate General Joint Research Centre (EC-DG-JRC)

Bundesministerium für Bildung und Forschung (BMBF, Federal Ministry of Education and Research)

European Land and Soil Alliance ELSA

Federal Institute for Geosciences and Natural Resources Interview “Soil Booth”

Austria, Haus der kleinen Forscher in Berlin (House of little Explorers in Berlin)

Media library, United Nations Convention to Combat Desertification (UNCCD)

Umweltbundesamt (UBA, German Federal Environment Agency)

International Soil Reference and Information Centre (ISRIC)

Schölerberg Natural History Museum Osnabrück

Boden des Jahres (Soil of the Year)

Oekom Verlag (publishing company)

Fördermaßnahme „Nachhaltiges Landmanagement“

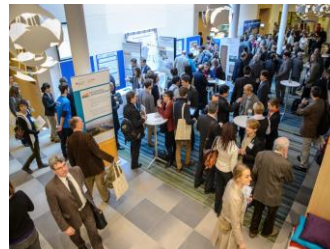
Artist Betty Beier – Erdschollenarchiv (Earth Print)

Helga Restum Hissa

MICRO-WATERSHEDS SIMULATOR and “LAND PAINTS” (tbc)

2/16

**Market Place  
of ideas**





# GSW2012 – SOIL Action stand

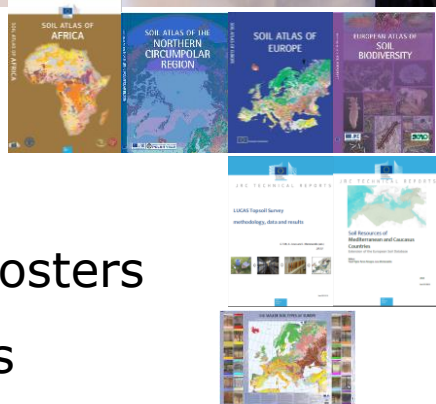


## EUROPEAN COMMISSION stand:

- DG JOINT RESEARCH CENTRE (SOIL ACTION) & example
- DG ENVIRONMENT



- Atlases
- Reports
- Maps & Posters
- Calendars



<http://eusoils.jrc.ec.europa.eu/>

# The importance of raising soil awareness



## WHY?

Pre-condition for promoting soil protection strategies and legislation between **policy makers** ✓.

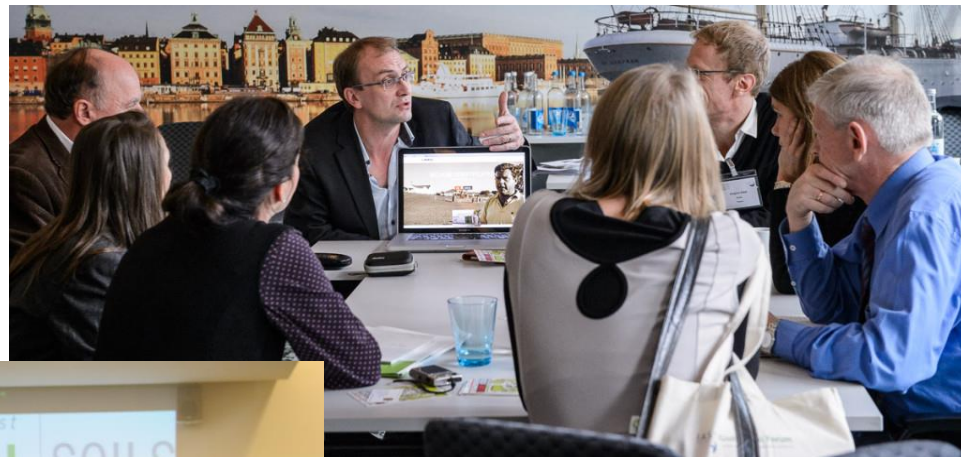
Despite this role, the actual activities do not address the **whole public** ✗.

## OBJECTIVES:

- To discuss the main effective ways of raising soil awareness
- To develop an international **2013 Agenda for action** to inspire people about soil



# Raising soil awareness session

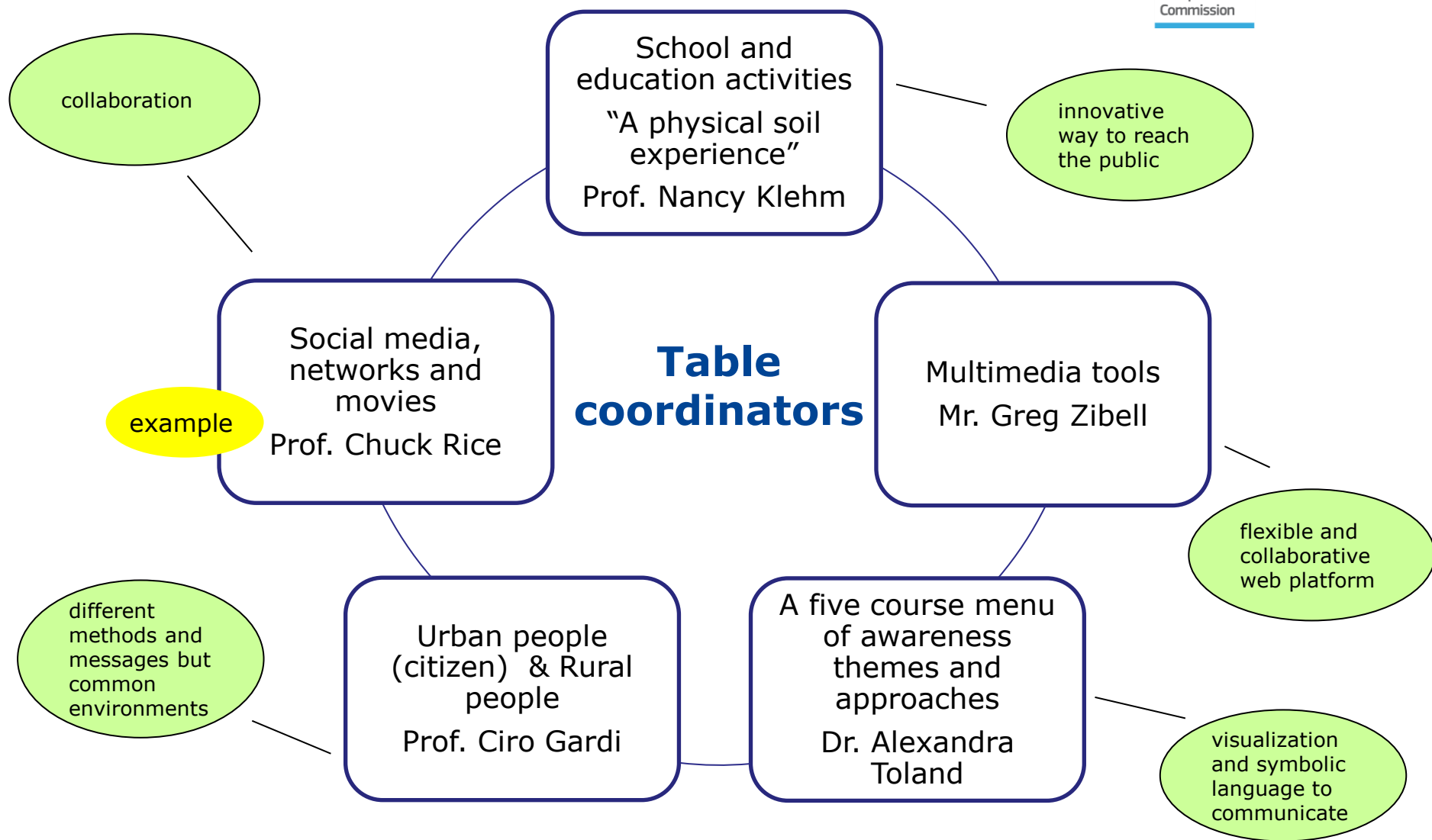


## World café style

1. What should be done globally to raise awareness about soil?
2. Which tools are available?
3. How can a broader public be reached?



# World café style



# Conclusions



- There are enough tools and ideas on raising soil awareness but almost no **funding** is available.
- **Coordinate** and **team up** all the existing networks using a unique and easy **platform**.
- Involve **citizen** (urban people to be connected to nature) as well as **rural communities**.
- Recruit **young people** with an innovative view on soil science.
- Needs to **promote soil education** at every school and university level.
- Include more **innovative tools, channels and communicators**.
- Everybody should get involved and become an "**Ambassador of the soil**".

# Agenda for Action 2013: concrete outcomes



**Mailing list**



**Report**

[http://www.globalsoilweek.org/wp-content/uploads/Rapporteurs-Reports\\_GSW2012.pdf](http://www.globalsoilweek.org/wp-content/uploads/Rapporteurs-Reports_GSW2012.pdf)

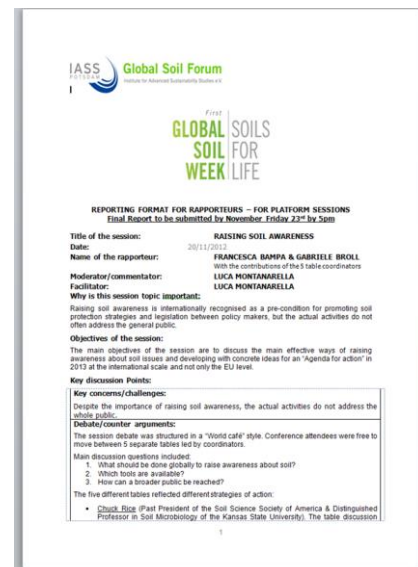
**Summer of soil** <http://www.summerofsoil.se/>

**GSP – 2<sup>nd</sup> pillar** (work in progress)

**ENSA conference 2013**

**GSW 2013** – Raising soil awareness session

**5<sup>th</sup> December 2015:** World Soil Day &  
International Year of Soils





# Questions arising

- How can the public participate in the future agenda?
- How can all the active actors team up to have a common strategy?
- How can the GSW be used as a vehicle to raise soil awareness?
- The Global Soil Week addressed to the traditional audience, next year should be public, not by invitation only.
- Need of soil summer schools for the general public in different locations.

# ways forward

Emilia Romagna project  
"Che terra pesti?/The earth  
beneath your feet."

<https://www.facebook.com/cheterrapesti>

Common goal 5/12/2015

GSW2013 ?

Summer of Soil ( Jarna- Sweden)

[www.summerofsoil.se/](http://www.summerofsoil.se/)

# Do we speak about soil?



## Networks

<http://eusoils.jrc.ec.europa.eu/awareness/>

<http://www.eu-ensa.org/>

<http://www.hutton.ac.uk/events/european-network-soil-awareness>

<http://www.bodenbuendnis.org/projekte/ensa/>

<http://www.soil-net.com/>

<http://www.cranfield.ac.uk/sas/nsri/research/projects/audit.html>

[http://www.sondar.eu/hu/index.php?article\\_id=1&clang=2](http://www.sondar.eu/hu/index.php?article_id=1&clang=2)

<http://www.iheartsoil.org/> & <https://www.soils.org/>

<http://www.facebook.com/SSSA.soils> & [https://twitter.com/SSSA\\_soils](https://twitter.com/SSSA_soils)

<https://www.facebook.com/BundesverbandBoden>

<https://www.facebook.com/cheterrapesti>

<http://www.fao.org/globalsoilpartnership/news/detail/en/c/174791/>

<http://www.globalsoilbiodiversity.org/?q=node/218>

<http://soilweb.landfood.ubc.ca/promo/raising-awareness>

[www.geowiss.uni-hamburg.de/i-boden/pubirel.htm](http://www.geowiss.uni-hamburg.de/i-boden/pubirel.htm)

[www.summerofsoil.com](http://www.summerofsoil.com)

[www.bodenwelten.de](http://www.bodenwelten.de)

[www.nua.nrw.de/boden/](http://www.nua.nrw.de/boden/)

[www.osnabrueck.de/unterwelten](http://www.osnabrueck.de/unterwelten)

<http://www.dirtthemovie.org/>

[www.symphonyofthesoil.com](http://www.symphonyofthesoil.com)

<http://soilarts.wordpress.com/>

<http://www.decolab.org/tbi/>

<http://soils.usda.gov/education/resources/lessons/painting/>

<http://parideazafarmart.wordpress.com/workshop-on-making-paint-from-soil/>

<http://soilscapestudio.com/paintings.htm>

<http://www.commonground191.com/>

[http://www.soil-net.com/dev/page.cfm?pageid=about\\_links](http://www.soil-net.com/dev/page.cfm?pageid=about_links)

Weyer, T., Boeddingshaus, R. Soil compaction and soil protection (2013) Geographische Rundschau, 65 (4), pp. 28-35.

Bouma, J., Broll, G., Crane, T.A., Dewitte, O., Gardi, C., Schulte, R.P.O., Towers, W. Soil information in support of policy making and awareness raising (2012) Current Opinion in Environmental Sustainability, 4 (5), pp. 552-558.

Bindraban, P.S. et al.. Assessing the impact of soil degradation on food production (2012) Current Opinion in Environmental Sustainability, 4 (5), pp. 478-488.

Ogelman, H.G. Teaching preschool children about nature: A project to provide soil education for children in Turkey (2012) Early Childhood Education Journal, 40 (3), pp. 177-185.

Gülay, H., Önder, A., Turan-Güllac, E., Yilmaz, S. Children in need of protection and learning about the soil: A soil education project with children in Turkey (2011) Procedia - Social and Behavioral Sciences, 15, pp. 1839-1844.

Patrick Megonigal, J., Stauffer, B., Starrs, S., P. Parik, A., Drohan, P., Havlin, J. "Dig It!": How an exhibit breathed life into soils education (2010) Soil Science Society of America Journal, 74 (3), pp. 706-716.

Hartemink, A.E., McBratney, A., Minasny, B. Trends in soil science education: Looking beyond the number of students (2008) Journal of Soil and Water Conservation, 63 (3), pp. 76A-83A.

Muggler, C.C., De Araújo Pinto Sobrinho, F., Machado, V.A. Soil education: Principles, theory and methods [Educação em solos: Princípios, teoria e métodos] (2006) Revista Brasileira de Ciencia do Solo, 30 (4), pp. 733-740.

Schmidt, C.W. Putting the earth in play: Environmental awareness and sports (2006) Environmental Health Perspectives, 114 (5), pp.

Hassenpflug, W. Creating 'soil awareness' - A neglected task of geography teaching (1998) Erde, 129 (1), pp. S53-S61.

Yaalon, D.H. Soil science in transition: Soil awareness and soil care research strategies (1996) Soil Science, 161 (1), pp. 3-8. [www.summerofsoil.se/](http://www.summerofsoil.se/)

## Summer Schools

## Movies

## Arts

## Facebook

## Twitter

## Papers

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<http://www.facebook.com/SSSA.soils> & [https://twitter.com/SSSA\\_soils](https://twitter.com/SSSA_soils)  
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# Do we have people willing to raise soil awareness?

**Sondar project**



**ENSA 2009**



**Summer of  
Soil 2013**



**GSW  
2013**



**EU Summer school on soil survey  
2006**



**JRC OpenDay 2013**





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**Sondar project**



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**GSW  
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**Yes!**

**EU Summer school on soil survey  
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**JRC OpenDay 2013**





# Do we reach & involve the general public?



## Our experience..

- Saturday, 4 May 2013
  - over 10 300 visitors
- (the 1<sup>st</sup> guided tour in 1992 for 300 persons)

[http://ec.europa.eu/avservices/video/player.cfm?ref=I078015&site\\_lang=en](http://ec.europa.eu/avservices/video/player.cfm?ref=I078015&site_lang=en)



# Do we reach & involve the general public?



JRC  
Open  
Day



## Call for Photos GLOBAL SOIL BIODIVERSITY ATLAS



### Topics for the photos:

**Soil organisms.** Soils are inhabited by many different organisms such as bacteria, fungi, insects, earthworms, and mammals. Just look down and click.

**Soil ecosystems.** Soil biodiversity is present in all environments, from the Arctic to deserts, through forests, agricultural fields, and grasslands. Take pictures of landscapes where soil biodiversity is present.

**Threats to soil biodiversity.** Soil biodiversity is increasingly under threat. Soil erosion, urbanization (soil sealing), pollution, fire, climate change, deforestation, and intensive land use are some examples. You could take pictures showing one of these critical aspects.

**Awareness of soil biodiversity.** It is more and more important to raise awareness of the importance of soil biodiversity among the public as well as policy makers. Education and playing with soil represent some of the ways to reach this goal. Furthermore, soil has different meanings for different cultures. If you have captured one of these cultural differences during one of your journeys, please send us your photo!

Send to: [alberto.orgiazzi@jrc.ec.europa.eu](mailto:alberto.orgiazzi@jrc.ec.europa.eu)  
Photos due December 31<sup>st</sup>, 2013



GLOBAL  
SOIL BIODIVERSITY  
INITIATIVE



15/16

# Thank you for your attention



[francesca.bampa@jrc.ec.europa.eu](mailto:francesca.bampa@jrc.ec.europa.eu)