



Institute for Advanced Sustainability Studies IASS in Potsdam

"Soil awareness at the Global Soil Week 2013 and beyond"

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Global Soil Forum**



Global Soil Forum
Institute for Advanced Sustainability Studies e.V.

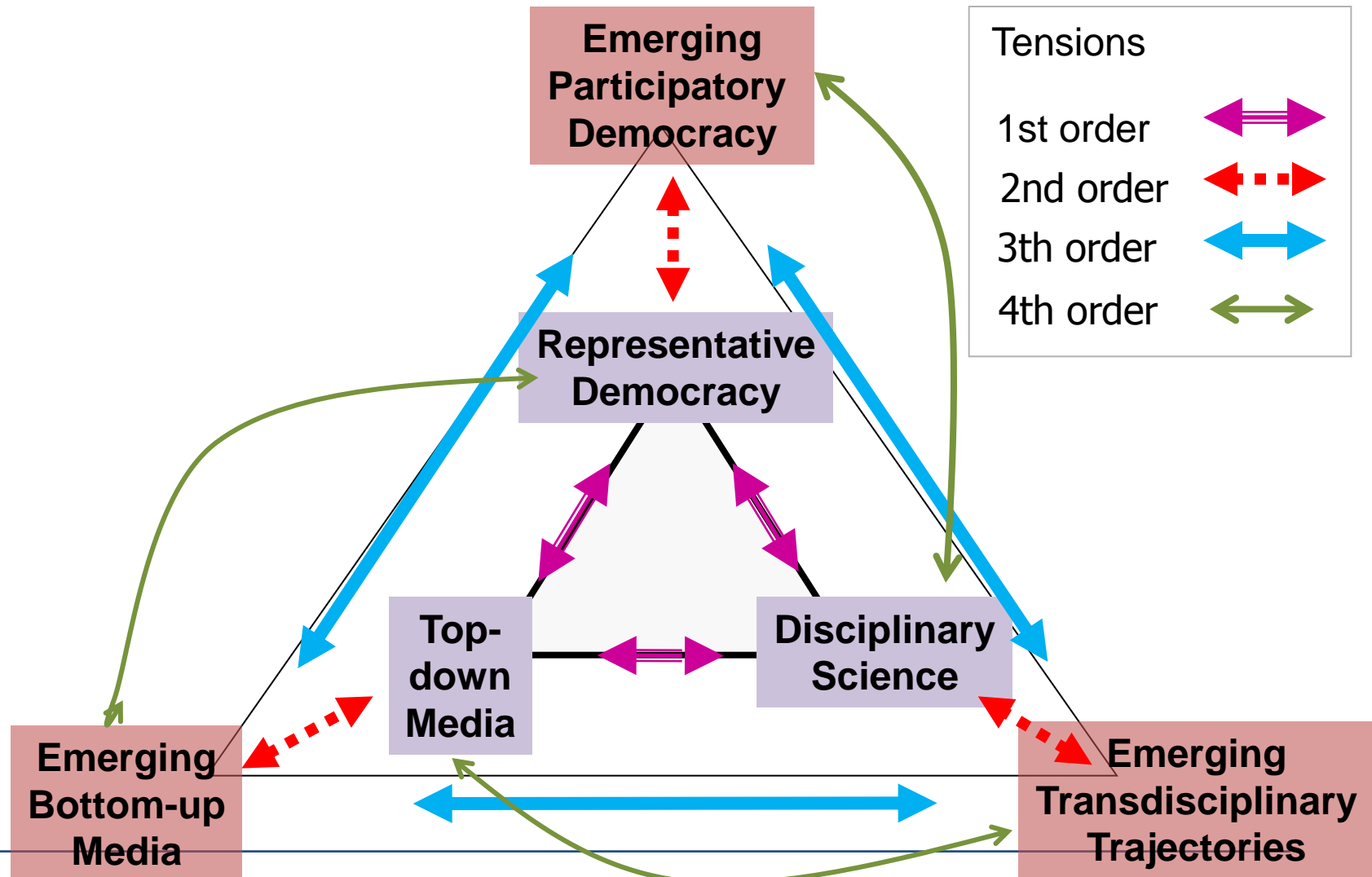
A roadmap to this presentation



- 1) "Transgov" as guiding concept
- 2) The Global Soil Week as awareness raising platform and process
- 3) Soil awareness at the first Global Soil Week 2012
- 4) Global Soil Week 2013 and beyond...

1) TransGov or governance for sustainability

(Roel in 't Veld, 2010/2011; Tensions between old and new forms of politics, science and media)



2) The Global Soil Week (GSW) as soil awareness platform

- Global Soil Week as **platform** to bring **communities** together
- It provides a **global level** event to raise awareness
- Engages decision takers for **better decision-making**
- **Process....**

www.globalsoilweek.org



First Global Soil Week (GSW)



www.globalsoilweek.org

- Where **people** who **care** about **land and soil** gather, put their heads together and **improve the future...**
- **Global Soil Week:** for the first time in November 2012
- **453 participants** from 65 different countries representing science, government, business, civil society
- Developed by the **IASS**, together with an International **SC, NSG and partners**

The screenshot shows the homepage of the Global Soil Week website. At the top, there is a green navigation bar with the text "GLOBAL SOIL WEEK" and social media icons for Twitter, Facebook, and LinkedIn. Below the navigation bar, there are several sections: a main banner for "Second GLOBAL SOIL WEEK | LOSING GROUND WEEK?" with a sub-headline "Where people who care about soil and land gather to exchange knowledge and experience, and act now!"; a "Register here for the Global Soil Week 2013 Berlin, 27-31 October" button; a countdown timer showing "39 02 51 42" (Days, Hours, Min, Sec); a "Blog" section with the text "Let's talk about soil!"; a "News" section with three articles; an "Upcoming Events" section listing the "7th International Conference of the Urban Soils Working Group" and the "11th COP to the UNCCD"; and a "Global Soil Forum" section. At the bottom, there is a footer with the text "You are striving towards" and a green bar.

3) Last year at the GSW...







GROUNDED



**CELEBRATE
SOIL AWARENESS!**

KINO ARSENAL
POTSDAMER STRASSE 2
10785 BERLIN

SUNDAY, NOVEMBER 18TH, FROM 12:00 TO 16:00
WEDNESDAY, NOVEMBER 21ST, FROM 12:00 TO 18:00
ENTRANCE IS FREE TO THE PUBLIC.



4) Way forward – 2nd. Global Soil Week



- Berlin on **27-31 October 2013**
- what does **“losing ground”** imply for food, water and energy security? How do we manage soils for this nexus and what are the pathways towards more sustainable soil management? What are the triggers for change?
- Holding common ground – Developing effective soil communication
- Satellite events: Ekta Parishad exhibition “Soil of struggle”, Netzwerk Entwicklungspolitik im Saarland e.V. information day and film screening
- GSW Dinner open to public
- Action forum
- GSW Website

Beyond...

Contact



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