

# People4Soil ECI

**Results, learnings and next steps**



# WHO?

- "People4Soil" is a **coalition** of **516** European NGOs, research institutes, farmers associations and environmental groups.
- We are promoters of the **European Citizens Initiative**:  
*"People4Soil: sign the citizens' initiative to save the soils of Europe!"*
- Date of registration: 12/09/2016
- Date of end: 12/09/2017

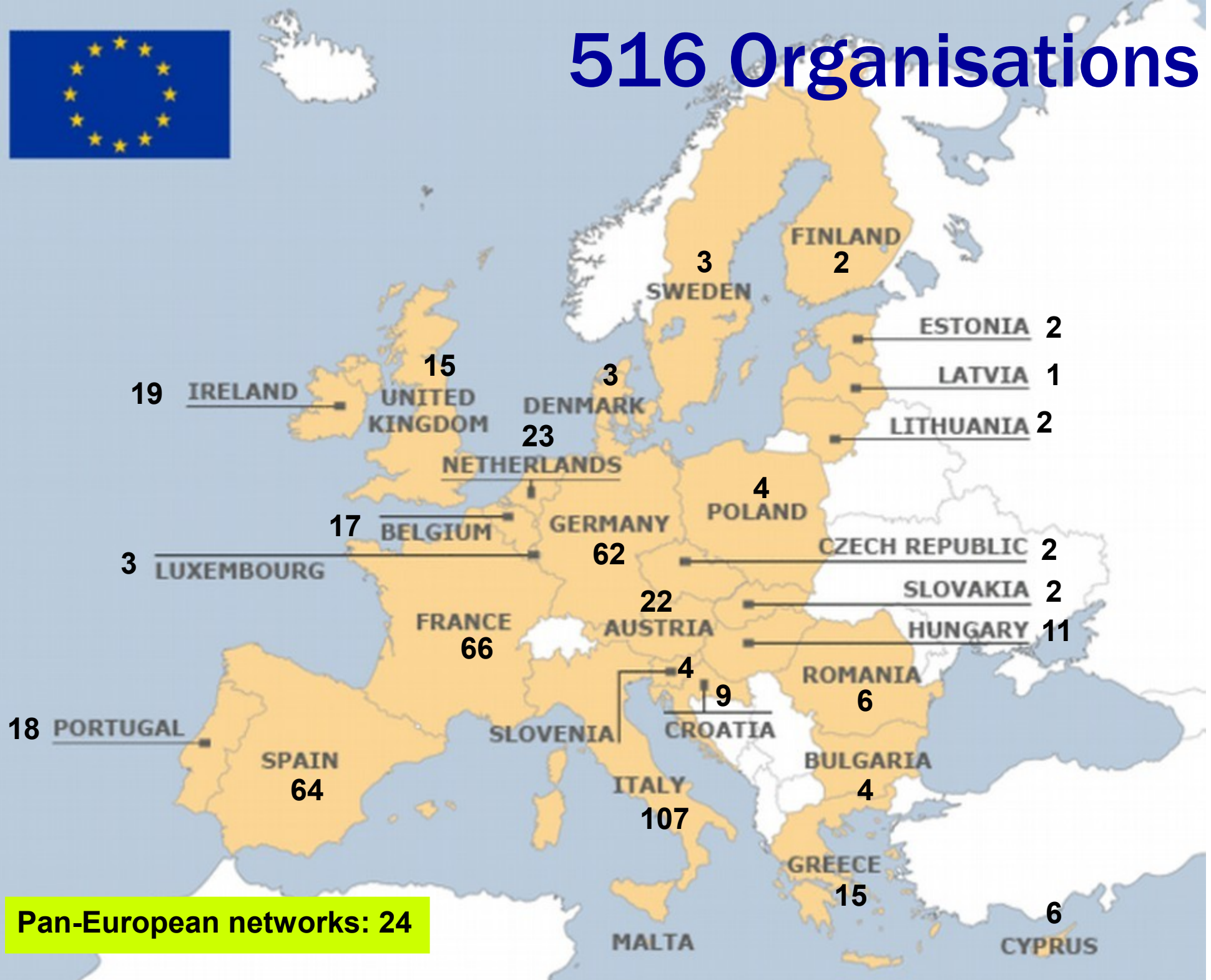


# OUR OBJECTIVES

- Recognize soil as a **shared heritage** that needs EU level protection, as it provides essential benefits connected to human well-being and environmental resilience;
  - develop a **dedicated legally binding framework** covering the main soil threats: erosion, sealing, organic matter decline, biodiversity loss and contamination;
  - **integrate soil related UN Sustainable Development Goals into EU policies**; properly account and **reduce greenhouse gases emissions** from the farming and forestry sectors.
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# 516 Organisations



Pan-European networks: 24



# COUNTRY COORDINATORS



ITALY



FRANCE



GERMANY



BELGIUM



PORTUGAL



IRELAND



AUSTRIA



SPAIN

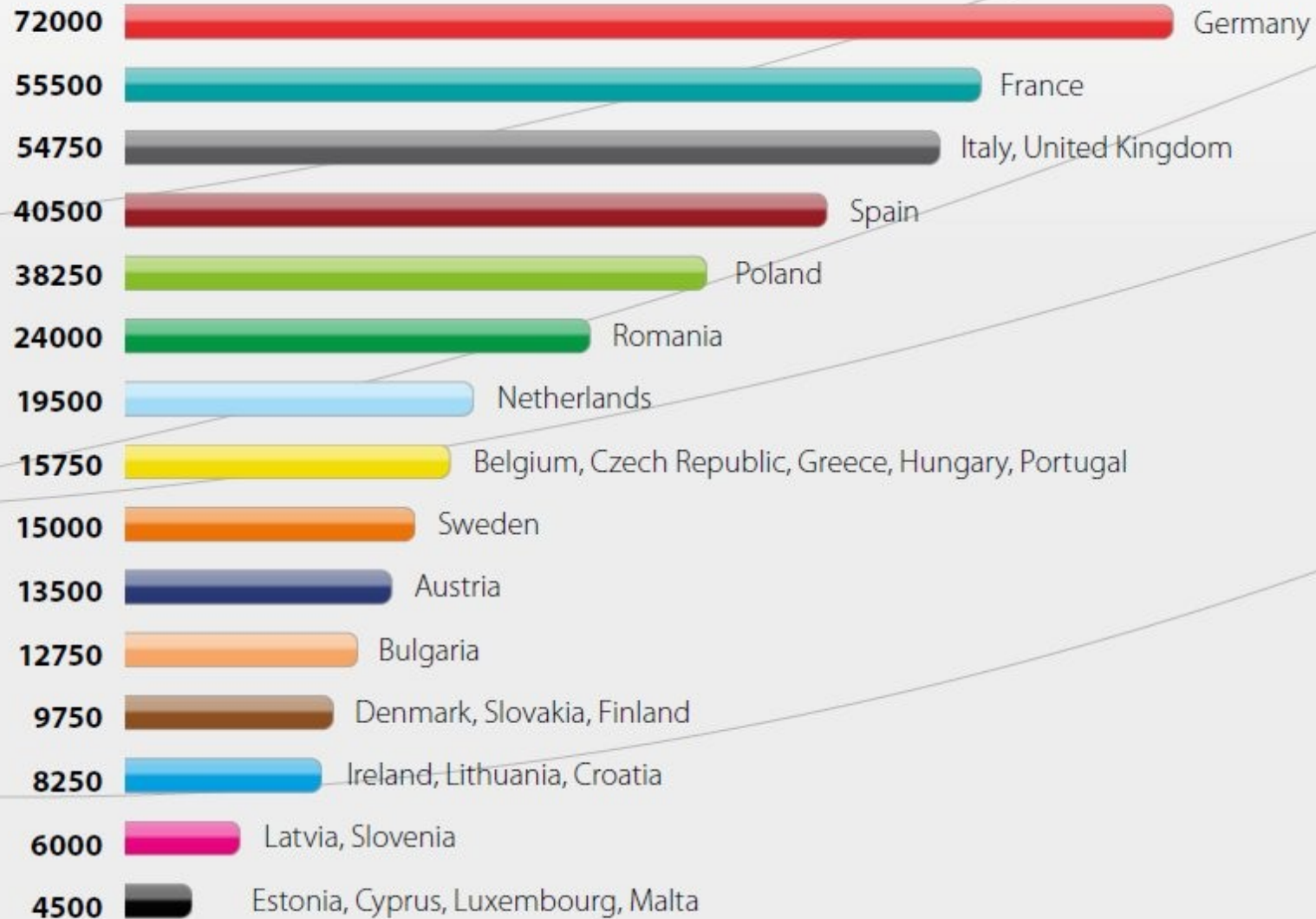


NETHERLANDS



GREECE

## Minimum number of signatories per member state



# ONE YEAR OF ONLINE CAMPAIGN



People4Soil

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Each passing minute, the soil is suffocated, contaminated, exploited, poisoned, mistreated and depleted. Soil is as essential to life as water and air. In Europe, there is no longer a common law that protects the soil. **SAVE THE SOIL** to save our future. Sign the petition on [www.people4soil.eu](http://www.people4soil.eu) #people4soil



Our future is in danger. **SAVE THE SOIL** with your sig...

Each passing minute, the soil is suffocated, contaminated, exploited, poisoned, mi...

PEOPLE4SOIL.EU



**We are destroying the soil, forgetting that it guarantees 95% of our food.**

It takes 500 years to create 2.5 cm of fertile soil, yet in just a few decades, through herbicides, pesticides, synthetic fertilizers, monocultures and heavy mechanization, we have severely damaged its fertility. That's without taking into account the shrinking size of agricultural land due to urbanization: **In Europe alone we lose an area of the size of Berlin, every year.** Destroying the soil means interfering with the natural process that the earth goes through to create it, an imperceptibly slow process over hundreds of thousands of years that helps guarantee the life of our planet and produce wholesome food for everyone.

**SIGN THE EUROPEAN CITIZENS' INITIATIVE!**  [www.people4soil.eu](http://www.people4soil.eu)





# ONE YEAR OF F2F CAMPAIGN





# FLASH MOBS



# RESULTS

- **212,252 signatures:** 163,934 online + 48,318 paper forms
- Quorum reached in two countries: Italy (150%) and Ireland (110%)
- Good result in Germany (67%) and France (64%).

Read the press release on [www.people4soil.eu](http://www.people4soil.eu)



# FACTORS OF SUCCESS

- P4S demonstrated that a soil framework is **legally within EU competence** (this was one of the arguments that blocked the past SFD);
- P4S built a **new pan-european network** on soil protection (500 organisations), that could be useful for future projects, advocacy campaigns, etc;
- P4S provided a good platform to peak interest and **build awareness**
- even though the quorums have been reached only in two countries, the overall number is a clear evidence that the **theme of soil conservation is recognized as being relevant** by an increasing number of Europeans.



# FACTORS OF SUCCESS

- **National level.** In Ireland and Italy there are laws about soil protection under debate. With the quorums, we will try to draw attention and stimulate their approval.
- **EU level.** The large support from France and Germany is important, since these countries had determined in 2014 the withdrawal of the first proposal for a European soil directive



# POLITICAL REACTIONS

- Reply of the Commission to our open Letter

*“With the adoption of the Sustainable Development Goals (SDGs) as part of the 2030 Agenda for Sustainable Development there is new momentum for the protection of this fragile resource at Global level.”*

*“The implementation of the SDGs in the EU will certainly provide additional opportunities in the coming months to advance soil protection in the EU.”*

Read the documents on  
[www.people4soil.eu](http://www.people4soil.eu)



## STRENGTHS

- 500+ organisations from 26 Member states
- 10 country coordinators
- Strong network in Italy, Germany and France
- Many territorial-based organisations
- Possibility to use diversified communication (food, nature, health, etc.)

## WEAKNESSES

- Weak network in Eastern Europe
- No big farmers' organisations support, with except of Italy
- No support from big petition platforms (Campact, Aavaz)
- Lack of EU fundings to support the coordinators' work
- Weak parliamentary support
- For many partners, lack of experience/funds to campaign

## OPPORTUNITIES

- First ECI on big environmental issue
- New commitment by EC on soil legislation
- Commitment on SDGs
- Collaboration with other ECIs

## THREATS

- Hard to communicate soil issue
- Lack of awareness about soil importance
- Complex procedure for collecting signatures





THANK YOU!

[www.people4soil.eu](http://www.people4soil.eu)  
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