



# Soil awareness and the need for communication skills

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# Estonian EU Presidency July-December 2017

## Focus: Agriculture and soil protection

Role of the presidency :

organising the work of the EU Council and working parties, planning and chairing meetings in the Council and its preparatory bodies

The Minister of Rural Affairs, Tarmo Tamm, presented the priorities of the Estonian Presidency to the European Parliament on the 11<sup>th</sup> of July, 2017 :

Priorities among others:

- Modernisation and simplification of the Common Agricultural Policy of the European Union
- Preserving the sustainability and competitiveness of the EU agricultural sector with a focus on the preservation of agricultural soils

# High-Level Conference of the Estonian Presidency of the Council of the EU:

“Soil for sustainable food production and  
ecosystem services”

Program for 5 – 6 October 2017, Tallinn

Presentations by

President of the Republic of Estonia, Kersti Kaljulaid

Minister of Rural Affairs of Estonia, Tarmo Tamm

Commissioner Phil Hogan (European Commission, DG AGRI)

and many others.....

Program was sent to you today!

# EU Soil Conference in Tallinn 2017

## Ministers´ Panel discussion

Perspectives of the EU and national policy  
to achieve sustainable use of agricultural soils

Do we need closer common action on soil policy at the EU level  
and how should we go forward?

How can the EU CAP contribute to the sustainable use  
of agricultural soils in a better way in the future?

How can we contribute to the sustainable use  
of agricultural soils at national level?  
Best practices from cross-border cooperation.

# Soil communication

- What did we learn during the last 20 years?
- Which topics and tools are suitable for successful soil communication?
- How can we succeed to protect soil?
  - > How can we improve our communication skills?

# Soil communication Conclusions

## DONE

Target groups identified,  
very good topics and tools identified,  
a lot of good material produced,  
networks established

## TO DO

Professional marketing and  
communication strategies on different scales  
(local to European) are needed.  
Related activities within the  
Global Soil Partnership may help.

## KEEP IN MIND

Events like World Soil Day or Global Soil Week  
are helpful but raising soil awareness is a long term project.  
It can be achieved first of all at the local scale!



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