



International Year of Soils 2015 Scoping Study for DG ENV Report

Final Report, May 2014

A great deal of additional information on the European Union is available on the Internet.

It can be accessed through the Europa server (<http://ec.europa.eu>).

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Scoping Study for DG ENV
Report

May 2014

Content

International Year of Soils 2015 Scoping Study for DG ENV Report	1
1 Introduction	3
2 Service Request - Specific Terms of Reference	4
3 Activity report	6
3.1 Our contacts in DG ENV, Soil Sector (B.1).....	6
3.2 Meetings with DG ENV, Soil Sector (B.1)	6
3.3 Listed experts to be contacted	6
4 Soil issue - Key facts	9
4.1 Soil definition / features	9
4.2 A limited resource in danger	10
4.3 Political context of the soil issue	11
4.4 Key international actors working on the soil issue.....	13
5 Projects of particular interest relating to soils	14
6 Soil is a complex issue	17
7 The scientific approach	20
8 The communication approach	22
9 What is the most efficient entry point to engage people's interest in soil?	24
9.1 Evaluation of various aspects of the soil issue	24
9.2 The most effective pitch is the "Soil - Food - Drink" link.....	26
9.3 Analysis of misgivings	28
10 Inventory of target-groups	29
11 Possible events	30
11.1 Classification of events	30
11.2 Soil-centred events	31
11.3 Other environmental events	31
11.4 Food-Drink events.....	31
12 Suggested actions to be considered for the IYS	32
12.1 Green Week 2015.....	33
12.2 Network of satellite events	34
12.3 European Soil Roadshow (throughout the year).....	37
12.4 European Year of Soil website.....	39
12.5 Soil Truck.....	40
12.6 PR Events	42
12.7 European Soil engagement on social networks	43
12.8 European Soil Award	44
13 Budget overview	46
14 Timetable of events (provisional)	47



1 Introduction

This report has been prepared by PRACSIS on behalf of the Environment Directorate-General of the European Commission in view of the International Year of Soils 2015 proclaimed by the United Nations General Assembly in December 2013¹. The objective was to find out what kind of awareness-raising activities and events could be organised or co-organised by the Commission to mark the Year. The tasks assigned to PRACSIS are outlined in Chapter 2 and were carried out between January and May 2014.

PRACSIS is very grateful to all the experts who have provided their valuable suggestions, comments and insights. Without them, this report would have not been possible.

All statements and opinions presented in this report should not be understood as representing the position of the European Commission.

¹ A/RES/68/232, http://www.un.org/en/ga/search/view_doc.asp?symbol=A/RES/68/232.

2 Service Request - Specific Terms of Reference

(Excerpts)

1. Context/General information

It is expected that the UN General Assembly will endorse, by the end of November 2013, a proposal by FAO to proclaim 2015 the 'International Year of Soils' (IYS) and 5 December the 'World Soil Day'. Both proposals have been requested in the framework of the Global Soil Partnership² and have been supported by the EU.

The IYS will serve as a platform for raising awareness on the importance of sustainable soil management as the basis for food systems, fuel and fibre production, essential ecosystem functions and better adaptation to climate change for present and future generations. Ongoing global soil degradation is a major threat to the sustainable management of soils. Besides being a key awareness raising instrument on soil as an essential, finite and non-renewable natural resource, the IYS will also help in mobilizing the international community to act towards its protection, in particular in the context of the Rio+20 goal for a 'land degradation neutral world'³.

It will further serve as a possible background setting for events and initiatives at the World Expo 2015 in Milan which has the theme "Feeding the Planet: Energy for Life". The Expo will be a special opportunity to increase awareness about the Commission's activities on soil and land. Last but not least, the activities will serve to highlight the Commission's efforts to achieve a more efficient use of soil resources and its respective policies. Within its 2006 Soil Thematic Strategy, a proposal for binding legislation (Soil Framework Directive) has been proposed but objected so far by a blocking majority in Council, allowing only for voluntary measures at the European level.

² Established in 2012 the 'Global Soil Partnership' works towards maintaining healthy soils required for feeding the growing world population and meeting their needs for biomass (energy), fibre, fodder, and other products. Soil is under pressure in the EU and globally. Despite renewed recognition of the central role of soil resources as a basis for food security and their provision of key ecosystem services, including climate change adaptation and, soil resources are still seen as a second-tier priority. No international governance body exists that advocates for and coordinates initiatives to ensure that knowledge and recognition of soils are appropriately represented in global change dialogues and decision making processes. At the same time, there is need for coordination and partnership to create a unified and recognized voice for soils and to avoid fragmentation of efforts and wastage of resources. The GSP is supported by an Inter-governmental Technical Panel on Soils, to provide advice on soil matters (including soil fertility and food production) at the global level. To reflect more on regional conditions and needs, Regional Soil Partnerships have been established under the GSP, e.g. for Europe in October 2013.

³ The future we want - UN resolution of July 27, 2012: (206) 'We recognize the need for urgent action to reverse land degradation. In view of this, we will strive to achieve a land-degradation neutral world in the context of sustainable development. This should act to catalyse financial resources from a range of public and private sources.'

2. Subject of the service request

The European Commission intends to carry out a scoping study in early 2014 with a view to finding out what kind of awareness-raising activities and events could be organised or coorganised to mark the 2015 International Year of Soils. Without excluding any possible partners, co-operation could for example be sought with FAO, UNCCD, UNEP or national organisations in Member States, be it government institutions, research centres, academia or NGOs.

Such scoping study shall give due consideration to the financial aspects linked to these potential activities and events, including human resources needs, so as to inform any subsequent decision by the Commission. Activities proposed shall have a sufficient outreach potential and be in principle organized within the EU. As the case might be, audiences could include the broad public, policymakers, decision makers at the different levels, soil experts, stakeholders etc. Such activities will underline that soil is a limited resource, its significance for our wellbeing, its ecosystem functions, the ongoing degradation on the EU and the global level. The objective is further the understanding of a more sustainable use of soil and land resources.

3. Tasks to be performed, guide and details of how the tasks are to be carried out, meetings to be held

To conduct an assessment of opportunities for a wide range of possible public activities as a basis for DG ENV's planning in support of the 2015 International Year of Soils. The contractor shall develop a concept for a series of events/activities to promote the importance of soil functions and the need for protection of soil resources. The spectrum of events sought for should be appealing and attractive both to those already technically involved (policy makers, planners, stakeholders), and to an interested general audience (including younger people, teachers, interested citizens etc.). Such a concept shall include a timetable and a tentative estimate of the costs of each event, the level of involvement of Commission services (direct organisation, co-organisation, financial support, sponsorship etc.), as well as the human resources needed to organise them, both on the ground and in terms of administrative support within the Commission services. In order to define such a concept, the contractor shall contact national organisations (e.g. environment ministries, environment protection agencies), international organisations (e.g. FAO, UNCCD, CBD, IASS), other Commission services (e.g. JRC, AGRI, RTD), stakeholders etc. DG ENV will provide an initial list of contact points that should be complemented by the contractor as the work develops. A certain amount of the available budget shall allow for a number of missions to be conducted by the contractor in order to enhance and facilitate the inquiries through face-to-face meetings with the most relevant institutions, e.g. with FAO in Rome, at the JRC in Ispra (Italy) and in approximately five to ten other locations (mainly capitals) across the EU.

3 Activity report

3.1 Our contacts in DG ENV, Soil Sector (B.1)

- Luca Marmo (Head of Soil Sector)
- Thomas Strassburger (Policy Officer)

3.2 Meetings with DG ENV, Soil Sector (B.1)

Date	Meetings
19/12/2013	Kick-off meeting
12/02/2014	Progress meeting
14/03/2014	Progress meeting + Presentation of a first approach
06/05/2014	Review meeting (editing of report)

3.3 Listed experts to be contacted

In all, we met or discussed the issue with 20 people from very different backgrounds: international experts, scientists, local authority managers, national agency managers and NGOs.

	Persons	%
Total	20	100%
European Commission	4	20%
UN (FAO)	2	10%
Scientists (University + Research)	6	30%
Local authorities	4	20%
National agencies	3	15%
NGO	1	5%

Type of contact	M = Meeting	T = Telephone call	E = e-mail
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Sort on date

	<i>Expert name & organisation</i>	<i>Date</i>	<i>Type</i>
1	Luca Montanarella , JRC (Italy, EU)	23/01/14	M
2	Arwyn Jones , JRC (Italy, EU)	24/01/14	M
3	Ronald Vargas & Nicoletta Forlano , FAO (Italy, Global)	27/01/14	M
4	Gabriele Broll , Universität Osnabrück, ENSA (Germany + EU)	25/02/14	M
5	Detlef Gerdts , Osnabrück City, ELSA (Germany + EU)	25/02/14	M
6	Jes Weigelt & Elisa Gärtner , IASS (Germany)	26/02/14	M
7	Frank Glante , Umweltbundesamt (Germany)	13/03/14	T
8	Antonio Bispo , ADEME (France)	26/03/14	T
9	Rainer Horn , Christian Albrechts University zu Kiel (Germany) + President IUSS (Global)	27/03/14 07/04/14	T
10	Winfried E.H. Blum , University of Natural Resources and Life Sciences - BOKU (Austria)	27/03/14 31/03/14	T M
11	Christian Steiner , Niederösterreich, ARGE Donauländer, Arbeitskreis Nachhaltigkeit (Austria)	28/03/14	T
12	Willie Towers , James Hutton Institute (UK)	28/03/14	T
13	Laura D'Aprile , Ministero dell'Ambiente e della Tutela del Territorio e del Mare (Italy)	30/03/14	E
14	Nicola Dall'Olio , Provincia di Parma (Italy)	01/04/14	T
15	Martina Mlinaric , European Environmental Bureau (EEB)	02/04/14	T
16	Martien Swerts , Vlaamse overheid (Belgium)	08/04/14	M

Type of contact	M = Meeting	T = Telephone call	E = e-mail
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Sort on organisation

<i>Organisation</i>	<i>Expert name</i>	<i>Date</i>	<i>Type</i>
ADEME (France)	Antonio Bispo	26/03/14	T
Christian Albrechts University zu Kiel (Germany) + President IUSS (Global)	Rainer Horn	27/03/14 07/04/14	T
European Environmental Bureau (EEB)	Martina Mlinaric	02/04/14	T
FAO (UN - Global)	Ronald Vargas & Nicoletta Forlano	27/01/14	M
IASS (Germany)	Jes Weigelt & Elisa Gärtner	26/02/14	M
James Hutton Institute (UK)	Willie Towers	28/03/14	T
JRC (EU)	Luca Montanarella	23/01/14	M
JRC (EU)	Arwyn Jones	24/01/14	M
Ministero dell'Ambiente e della Tutela del Territorio e del Mare (Italy)	Laura D'Aprile	30/03/14	E
Niederösterreich, ARGE Donauländer, Arbeitskreis Nachhaltigkeit (Austria)	Christian Steiner	28/03/14	T
Osnabrück City, ELSA (Germany + EU)	Detlef Gerds	25/02/14	M
Provincia di Parma (Italy)	Nicola Dall'Olio	01/04/14	T
Umweltbundesamt (Germany)	Frank Glante	13/03/14	T
Universität Osnabrück, ENSA (Germany + EU)	Gabriele Broll	25/02/14	M
University of Natural Resources and Life Sciences - BOKU (Austria)	Winfried E.H. Blum	27/03/14 31/03/14	T M
Vlaamse overheid (Belgium)	Martien Swerts	08/04/14	M

Thanks to Arwyn Jones, we had also a short contact with **Matteo Fornara**, Head of JRC Ispra team for Internal and External Communication.

We also tried to get information from the **Bristol City Council** since Bristol will be the 2015 Green European Capital. This was ultimately not possible within the given time frame, however, as the person responsible for sustainability aspects did not feel sufficiently informed on soil-related issues to speak about them without first consulting experts in this field. This example may perhaps be representative of the current low level of awareness of this issue (even among environmental managers).

4 Soil issue - Key facts

This section is mainly based on our discussions with Luca Montanarella, Scientific & Technical Project Manager, Soil Expert (Land Resource Management - SOIL Action - Joint Research Centre (JRC)). As we had the chance to talk with him for several hours at the beginning of this study, he provided us with extensive information on the soil issue which were also useful for subsequent discussions with the other experts we contacted during the course of this study (see chapter 3).

These notes have not been reviewed by the expert. It is therefore possible that significant remarks have been omitted, or misunderstood. As such, it is important to emphasise that **these notes do not necessarily represent the views of the expert in question.**

4.1 Soil definition / features

Luca Montanarella insisted on this practical point: if you want to see what soil is, you must dig a hole. "That's why I always have a spade in my office."

In summary:

- Soil is the layer under our feet.
- Land is all that can be found on/above the soil.

At FAO, from an agriculture point of view, soil and water are closely linked, which is a strategic approach.

Soils can be very different in different locations. Some soils are perfect for agriculture, while others are better for forests. In Europe, we have the most productive soils in the world, along with the US Midwest.

Scientifically, the biodiversity inside soils is very poorly investigated and mostly unknown. But pharmaceutical research is finding new antibiotics in the soils. Underground life is critical to ensuring the fertility of a soil. There are thousands of species that contribute to soil fertility.

In 2006, when soil issues were first addressed in Europe, there were two main approaches:

- Soil as an agricultural topic
- Soil as an environmental topic

It was decided to bring all of the approaches together:

- Soil is multifunctional and does not relate only to agricultural or industrial production.
- Soil stores water and plays a critical role in water management.
- Soil is also a raw material (peat, clay, gravel).
- Soil is strongly related to biodiversity, taking into account the wide range of species living in the ground.
- Soil is also a huge carbon reservoir.

Yet, urban planning and land management are not European competences but local competences (*Länder* in Germany, municipalities, etc.).

On the other hand, soil in Europe is mostly private property, while air, water and underground are public. Therefore, it is much more complicated to protect soils. However it is important to notice that "public" water in water tables is filtered through "private" soils"... And the way private soils are handled has an immediate effect on public water resources.

In the EU, soil is defined as the layer of ground above the rock. Thus, the "soil" depth can strongly vary. In traditional pedology (soil science), the soil depth is more like two meters.

There is also a technological gap between land and soil management:

- Land management is based on satellite surveys (high tech).
- Soil management is based on spades (low tech).

Usually a good soil for agriculture is also a good location for commercial or industrial areas. The conflict is nearly always obvious. Fortunately, since the food crisis of 2008, awareness of the importance of soils in food production has increased. Furthermore, we now have new trends in food culture, more oriented to quality (slow food, etc.).

4.2 A limited resource in danger

- Soil is a limited resource.
- Soil is a non-renewable resource (since it takes thousands of years of geological work to create fertile soil).
- The amount of fertile soil is in reality very limited.
- It is very important to protect fertile soils, and their fertility.
- It is also important to link soil contamination/degradation to food security (healthy food).

4.3 Political context of the soil issue

We summarise this context below, based on information published on the soil pages of the Europa web site of the Commission⁴:

- The Commission approved the "**Soil Thematic Strategy**" in 2006.
- At the **2010 Environment Council**, a minority of Member States blocked further progress on the proposed Soil Framework Directive. The proposal remains on the Council's table.
- In 2012, the European Commission published a **policy report** on the implementation of the Strategy and ongoing activities.
- The policy report has been supplemented by a reference report, "**The State of Soil in Europe**", by the European Commission's Joint Research Centre, published in collaboration with the European Environment Agency.
- In May 2014 the Commission decided to **withdraw** the proposal for a Soil Framework Directive, but it stated that it remained committed to the objective of the protection of soil. A new legislative proposal is expected with the new Commission.

Summary of the 2006 Soil Thematic Strategy

Five main uses of soil:

- Agriculture
- Forestry
- Commerce
- Industry
- Habitat

Six main functions, as an eco-system service provider:

- Carbon storage
- Biomass production
- Physical surface for infrastructure
- Raw material
- Water filtration
- History

Eight main threats:

- Erosion
- Organic matter decline
- Compaction
- Salinisation
- Landslides
- Contamination
- Sealing
- Biodiversity decline

⁴ http://ec.europa.eu/environment/soil/index_en.htm.

Resource Efficiency Roadmap 2014

At present, soil is considered as more of an economical resource than an environmental topic. Soil is increasingly seen as **a part of land management**, which gathers all linked topics such as air, water, soil, habitat, agriculture, industry, urban planning, etc.

Since the **global 2008 food crisis** there has been better awareness of the importance of soils. We have seen the development of land grabbing: some countries such as China, South Korea or Saudi Arabia are buying a lot of land in African countries. For example, 50% of the land in Madagascar has been bought by foreign countries.

The most important **CO₂ reservoir** in the world is the frozen soil (permafrost) located in the Arctic and Antarctic region. With global warming and the melting of the permafrost, however, a huge volume of greenhouse gases (CO₂, methane) could be released into the atmosphere. Another threat for carbon release arises from the drainage of large areas of organic wetland (peat) soils for agriculture, forestry and peat extraction all over the world. As a result, the organic carbon that is normally underwater is suddenly exposed to the air, where it decomposes and emits greenhouse gases. This is why there is a strong link between soils and global warming.

It is also important to link soil contamination/degradation to food security (healthy food).

UNGA decision to establish an International Year of Soils in 2015

In December 2013, the UNGA decided to establish an International Year of Soils in 2015 and a World Soil Day every year on the 5th of December⁵. The UNGA also decided that FAO will be the lead UN agency to conduct this International Year of Soils project. And, obviously, the GSP will be an important actor in achieving this goal.

The Second Session of the Plenary Assembly of the GSP will take place from 22 to 24 July 2014 at FAO headquarters in Rome. As this is a bit late for preparing a 2015 programme, a steering committee will handle the project in the meantime.

Political agenda in 2015

European Presidencies (Council):

- Latvia, January-June 2015
- Luxembourg, July-December 2015

Election of the European Parliament in May 2014

The European Parliament will elect the European Commission President, head of the "EU Executive", on the basis of a proposal made by the European Council, taking into account the results of the European elections.

Election of a new President of the European Commission in 2014

⁵ A/RES/68/232, http://www.un.org/en/ga/search/view_doc.asp?symbol=A/RES/68/232.

4.4 Key international actors working on the soil issue

NB: Non-exhaustive list!

GSP (Global Soil Partnership)	The GSP was initiated by the FAO and the EU.
Global Soil Forum (GSF)	The Global Soil Forum (GSF) is the soil team at the IASS in Potsdam (Germany) and the host of Global Soil Week, which can be compared to a kind of "Davos Summit" on soil (informal but gathering top experts and top stakeholders).
Institute for Advanced Sustainability Studies (IASS)	The IASS in Potsdam will devote itself to promoting interdisciplinary science and research for global sustainability at international level, particularly in the areas of climate change, earth system and the development of new technologies. It is an important actor in the soil community.
International Union of Soil Sciences (IUSS)	IUSS is the global union of soil scientists. The objectives of the IUSS are to promote all branches of soil science, and to support all soil scientists across the world in the pursuit of their activities. They organise the World Soil Conference.
European Land and Soil Alliance (ELSA)	ELSA is an association of cities, towns and rural districts together with comparable local authorities. It aims to make an active contribution to sustainable soil use.
European Network on Soil Awareness (ENSA)	ENSA was established in 2009. The goal of the network is to bring together soil scientists and non-scientists working on soils in Europe to enlarge the group of people interested in soil awareness in one way or another. This group includes administrators, consultants, scientists, and colleagues working in education, or for non-governmental organisations, and who are interested in working on outreach and/or education on soils and in sharing their knowledge with colleagues within Europe.

5 Projects of particular interest relating to soils

The soil experts interviewed for this scoping study mentioned numerous projects of interest relating to soils. See below for brief summaries of these projects (listed alphabetically by country/region).

Country/Region	Organisation	Project
Austria	Unserboden.at	• Web portal for soil-focused projects
Belgium	Flanders Government	• Flanders soil data and maps (soil types and additional information, erosion maps, erosion measures, landslides, etc.)
Canada	Worm Watch	• Educational programme involving primary school pupils from all around the country
Danube region (Austria, Czech Republic, Slovakia)	Sondar.eu	• A major project bringing together local authorities and scientists for the promotion of soil protection. With its origins in the Danube region, it focuses on flooding in particular. • SONDAR and Soil Colours: students were asked to collect soil samples and send them to a laboratory, where they were transformed into organic paints. An art competition was then held featuring works of art created using the colours derived from the soils.
EU	JRC (Joint Research Centre)	• Soil Atlas of Europe • Soil Biodiversity Atlas • Soil Atlas of Africa • Soil Atlas of South America • Soil Atlas of the Circumpolar Region • Soil Data Centre • European Soil Bureau Network • Soil-themed puzzles, calendars, T-shirts, etc.
EU	JRC Open Day (Italy, Ispra)	• Soil games and Soil Lab
France	ADEME	• Educational website for young people mtaterre.fr (mtaterre = love your soil) • French version of the JRC Soil Biodiversity in Europe Atlas

Country/Region	Organisation	Project
France	GESSOL	• GESSOL (<i>Fonctions environnementales des sols et GESTion du patrimoine SOL</i>), launched by the French Ministry of the Environment in 1998 to finance and run research programmes on soil. • Special version of the '7 Families' game (a famous French game) with the theme 'The Secret Life of Soils'
Germany	Several organisations	• Mobile teaching centres with mini laboratories
Germany	Soil actions assessment survey	• Soil geocaching: a treasure hunt using GPS with clues and a variety of entertaining tests. For instance, participants are given an old picture of a particular location (a meadow) with GPS coordinates and they have to find it and see what it has become (a dense urban area). • Combination of 'remote sensing data' such as computer-based satellite photographs and fieldwork. For example, a class analyses a satellite photo showing the city spreading and then visits the locations seen on the photo.
Germany	German Soil Association (Bundesverband Boden)	• Educational website (http://www.bodenwelten.de/) • Facebook page
Germany	IASS	• Global Soil Forum • Documentary 'Let's Talk About Soil' • Video with testimonials from Berlin residents about their relationship with soil • Cooking event with TV chef and author Sarah Wiener in Berlin (Global Soil Week 2012)
Germany	Umweltbundesamt	• 'Boden des Jahres' (Soil of the Year) – Kuratorium „Boden des Jahres“ (BVB, DBG, ITVA, UBA), not an award but an annual study on a German soil of major interest. • A DVD documentary produced in 2003, 'Die Haut der Erde', financed by issuing a special soil stamp. • The German forest preservation campaign • Children's book 'Die abenteuerliche Reise von Fridolin dem Regenwurm' (The Adventurous Journey of Fridolin the Earthworm), released in 2004

Country/Region	Organisation	Project
Germany	Nieklitzer Ökologie- und Ökotechnologie-Stiftung in Nieklitz	• Soil Research Centre • Soil Exhibition
Germany	Museum am Schölerberg (Natur und Umwelt - Planetarium - (Osnabrück))	• Soil Museum Unter Welten
Global	Save our Soils (partner of the FAO's GSP)	• 'Save our Soils' campaign, with the support of Barbra Streisand and a number of institutional and private partners – see: http://sos.natureandmore.com/home.html
Global & Sweden	Global Water Week	• A strong reference to the general public
Italy	Emilia-Romagna Region	• Che Terra Pesti, the 'social movie': participants were invited to make their own movies on their relationships with soil.
Italy	Provincia di Parma	• Documentary movie 'Il suolo minacciato' (Land under Threat - English subtitles)
Miscellaneous	Miscellaneous	• Dirt! The Movie, and books by Dave Montgomery • Home (French movie)
Netherlands	ISRIC	• ISRIC Soil Museum in Wageningen (Netherlands), located on the campus of Wageningen University and Research Centre (WUR)
Netherlands, Sweden, Finland	Tea Bag Index	• Participants bury a teabag and observe the time needed for decomposition and the changes in the tea leaves.
UK	Cranfield University	• Website Soil-net.com
UK	Rothamsted Research (UK)	• An important research centre working on soils
UK	James Hutton Institute (Aberdeen)	• Educational video programmes (cartoons - The Dirt Doctor - soil profiles) • Communication concept 'Soil, the factory of life'

6 Soil is a complex issue

Soil is a particularly complex issue and this is due to several reasons:

- **Soil is not visible. It is just under our feet but to see it, you must dig a large hole.**
- **The important functions performed by soil tend not to be highly visible, and are often not attributed to it. Furthermore, they occur over a certain time period (nothing is immediate):**
 - +/- 2000 years is needed to create soil that is a fertile and living substrate.
 - Water filtration is a hidden process that takes weeks, months and years.
 - The storage of CO₂ is also a hidden process which takes a huge amount of time.
 - For a forest to grow, tens or even hundreds of years are needed.
 - Even if it is quicker than other soil stories, crops need minimum time to grow and mature (several months or, in some cases 2-3 years).
 - When soil is polluted / contaminated, it sometimes takes several years to measure the impact of this pollution.
 - Exceptional, high-visibility weather events such as heavy rainfall or a combination of storms and high tides are needed in order to cause floods, mudslides and landslides, and are often seen as their sole cause. It is important to remember that 'soil sealing' (the inability of soil to soak up any additional water due to the covering of land for housing, roads or other construction work) significantly exacerbates the effects of such weather events.
 - The biodiversity of soils is not only barely visible but it is often associated with harmful life: moles dig up the lawn, rats/house mice/field mice/shrews are a nuisance, earthworms are repulsive, insects scare us and the idea that the soil is full of bacteria will mean we think more immediately of tetanus than discovery of penicillin.

- **In our developed societies, there is a double break in people's food culture:**
 - Most people no longer know about how their food is produced. They no longer know techniques of farming and agriculture. There is a break regarding production techniques.
 - Similarly, as a major proportion of their food is imported from dozens of countries, they no longer know where their food is produced. There is a break between the places of production and the place of consumption of the food.
 - This dual phenomenon is reinforced by the increasingly sanitised presentation of food products. We eat frozen French fries that no longer resemble potatoes. We eat minced meat, sausages and chicken fillets in which the original animal is unrecognisable. We buy melons without really knowing if they grow on a tree or on a vine.
 - NB: When we refer to food, we include also drink.
- **If we compare soil with air and water, the other two key environmental issues, important differences can be identified:**
 - Everyone knows that, without breathable air, people would die in just a few minutes. When air is polluted, we are very quickly badly affected and rapidly fall ill. Most of the time, air pollution is visible. Think of the current alerts and photos of the Eiffel Tower in the smog.
 - Water is also a very involving subject. Without water, people will die in a few days. The effects of the drought on soil and plants are very visible, and even spectacular. Oil pollution in water is spectacular. When a river is polluted, full of dead fish which float on the water, this is spectacular. We have images to make a television news story.
 - Compared to air and water, the issue of soil "naturally" provokes less media interest: the phenomena and causalities are hidden or very discreet and rarely spectacular.
- While geology allows you to collect pretty rocks and to talk about a spectacular subject such as mountains, it seems that soil science is perceived as much less "sexy".
- There is also a lot of confusion surrounding the management of soils and urban and country planning. In some languages (in particular French), the same word is used to talk about what is in the soil and what is on the ground.
- Most people think of soil as an inert, almost mineral material, whereas in fact, the soil must be seen as a place of life, and even as a living environment, which needs to breathe (be aerated) to be watered and to be fed.

- The issue of soils includes very many aspects:
 - Many uses of soil: agriculture, commerce, industry, habitat...
 - Many functions, as an eco-system service provider: carbon storage, biomass production, physical surface for infrastructure, raw material, water filtration, history...
 - Many threats: sealing, erosion, loss of organic matter, decline in biodiversity, contamination, compaction, hydro-geological risks (floods, landslides), salinisation, landslides...

All this explains a surprising paradox regarding the issue of soil:

- On the one hand, we have a soil community that is very dynamic, very active and very creative.
- On the other hand, we have a very low level of awareness by society and by society's leaders.

However, there is urgency since soils are subject to numerous threats in the short term and they are deteriorating.

It is imperative that soils are protected, through laws and regulations. That is why political decision makers are the primary group to be targeted. As the level of awareness is very low, it is crucial to get journalists and the media involved.

Around the political decision makers and the media, there is an influential segment of society that one could call the intelligentsia and which includes many intellectuals, scientists, influencers, stakeholders (including environmental NGOs, of course)...

7 The scientific approach

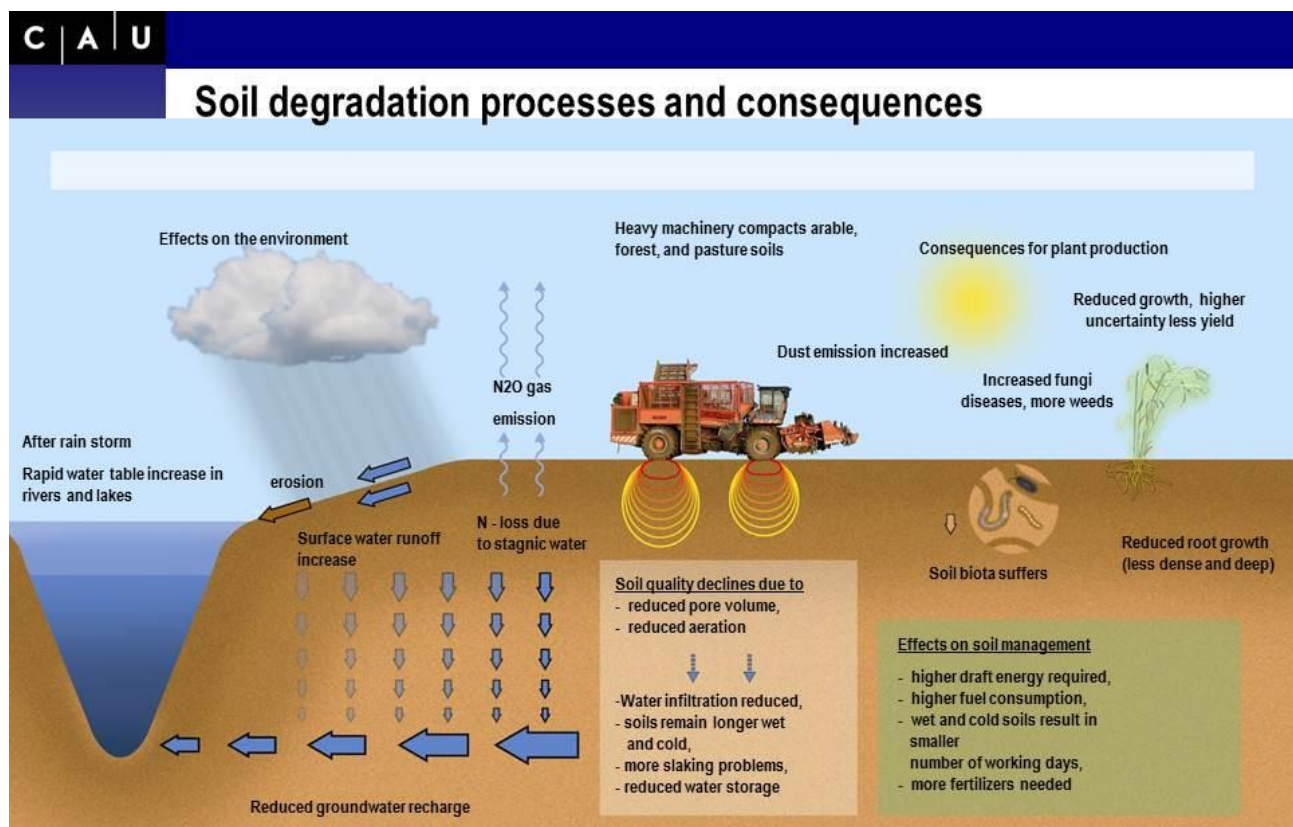
The work of the scientists is to explain the complexity of observed phenomena and to classify / break down as far as possible the subject being studied and present a general corpus of accumulated knowledge. For a scientist, it is difficult to simplify or limit explanations to just a few aspects.

When directed at an interested audience or one that is more or less captive, it is possible to present an educational summary. This can be done at talks which attract people motivated by the subject being addressed. This can also be done with a more or less disciplined school group.

The experts we have met have talked about many very interesting projects aimed at educating people about soil (see section 4).

The most often, these scientific approaches are based on promoting the biodiversity of soils and on an explanation of the different services rendered by soils.

In the scientific approach, we can try to simplify the phenomena and present them in a graphical form. Here is an example provided by Professor Horn (see chapter 3.3 - listed experts). It should be noted, however, that the diagram below - even when simplified - requires some effort in order to be understood.



In the scientific approach, contributors want, rightly, to get across a comprehensive and multidimensional vision.

Scientists' key messages include the following:

- 2,000 years is needed to produce naturally fertile soil.
- Soils are therefore a limited and non-renewable resource.
- It is therefore essential to protect them.

In scientific terms, this is certainly of fundamental importance. From a communications point of view, however, this line of argument may fail to attract the interest of those who are unaware of the important functions performed by soil, or who think that there are large quantities of soil available to compensate for any that are lost.

Unfortunately, this scientific approach works poorly with people with little availability or who are not interested in the subject. Indeed, it is an approach which implies having time to be able to explain and to provide details about the whole issue.

However, except perhaps for children and young people in a school context, we are targeting categories of persons who have very little time and who have a thousand other things to think about:

- Political decision makers (and this is valid equally at the local, national or European levels)
- Economic decision makers
- Major stakeholders, including environmental NGOs
- Journalists

This is also the case for other categories:

- Teachers
- Parents

We clearly have high-level experts who can explain what is at stake. A question continues to be asked: how can we engage the political decision makers and convince them to become informed about the soil issue and to devote time to it?

This is communication work.

8 The communication approach

Communication must permanently get over **2 major barriers**:

- The first barrier is **indifference** which means that our targets are not interested in us and our issue.
 - Most political decision makers have no time to spare and have a myriad of very short term concerns to deal with. They have very little availability and are constantly put under pressure by events.
 - To overcome the barrier of indifference, it is necessary to engage them. We must find the best angle of attack that allows us to capture their attention quickly.
 - At this stage, it would be a mistake to want to cover every aspect of the issue. On the contrary, we must dare to simplify the message and concentrate on a single communications priority.
 - The goal is to create a desire in the target to know more about the issue and get information about it.
- Once indifference has been beaten and the person has become interested, we are confronted by the second barrier which is **scepticism**. Can I believe what I am being told?
 - Most political decision makers are realists and pragmatists. It is not enough to engage their attention. They must also be convinced.
 - A combination of a particular pitch and arguing our case is required.
 - At this stage, the error would be to concentrate everything into the pitch and not to plan our arguments. Another would be to want to say everything. We must continue to concentrate on the most important arguments.
 - The goal is to create a relationship of trust and exchange.

The basic issue in communication is how to involve the target. We must look for the best angle of attack to "jolt" the targeted persons and bring them closer to our goal. We must identify which factors are the most likely to attract the interest of targeted persons. This necessarily involves an effort of empathy: what is the mind-set of the people we are addressing? What are their values, what are their concerns?

At the technical level, we can distinguish 2 major stages in any communication activity:

Engaging them	Convincing them
During this stage, we target people who are a little or not at all involved, a little or not at all available to listen to us.	Here, we target people who already want to know more.
The goal: give them desire to know more.	The goal: convince them to engage a little more, using convincing arguments.
During this stage, we must devise simple messages, centred on a single idea, emphasising an emotional response and the spectacular.	During this stage, we can devise messages that are a little more complicated and which include different ideas. Even if we must always be careful to stimulate an emotional engagement, we can increasingly use rational arguments.

9 What is the most efficient entry point to engage people's interest in soil?

NB: When we refer to food, we always include drink.

9.1 Evaluation of various aspects of the soil issue

In our discussions with the experts, we considered several aspects which could be used as an entry point for the soil issue.

Topics	Assessment
Contamination / pollution	While this is a threat that can affect people, it is only really meaningful to them when they are confronted with a real-life situation. Fortunately, the majority of Europeans do not live on or close to contaminated land. As such, this is ultimately not an engaging point of entry.
Sealing	This is a relatively simple problem to explain. It is certainly an engaging subject in zones prone to flooding, but those who live and work outside these zones are rather less concerned by the problem. It is a difficult subject inasmuch as it collides with strong expectations from the public: to own a house in a green neighbourhood with a large patio and a paved driveway to the garage; more pavements, roads, etc. To choose sealing as a point of entry is to choose the touchiest angle from the point of view of our target group, which is not a good idea. We must certainly explain sealing when talking about the soil issue. But it is not the best pitch. Instead, it can be addressed as part of a broader food/drink-related approach, given the threat it poses to food security, biodiversity and water.
Erosion	Erosion is not an easy phenomenon to explain. It has a double impact on soil fertility (food/drink production) and on the capacity of soil to absorb water (water filtration and flooding).
Compaction	Compaction threatens the fertility of soils by affecting their capacity for air and water retention (food/drink production).
Floods	The threats posed by flooding are easy to understand, but are less relevant for those who live and work outside of flood risk zones (a significant portion of the population).
Landslides	This threat is easy to understand. But it is less relevant for people who live and work out of risk zones (an important part of the population). So in the end, it's not an involving point of entry for most of population.

Topics	Assessment
Biodiversity	This is a difficult topic to explain, except when linked to food/drink. We have observed a similar phenomenon with the issues currently affecting bees. It is only when we emphasise the fact that bees contribute to one third of our food/drink supply that people realise that this problem affects them directly.
Carbon storage	While there is increasing awareness that climate change is a problem, this is a difficult and controversial subject. The capacity of soils to store CO ₂ is one of many aspects of the problem. We think that food/drink is a more effective approach. This is certainly a good "second line" topic.
Salinisation	This threat is mainly present in coastal zones and very little inland. It's not an involving pitch for most of the population.
Food and drink	This is an exceptionally engaging topic, given: - its strong emotional and highly symbolic aspects – food/drink plays a particularly important role in family relationships; - the issues surrounding food/drink security and quality. Awareness of the importance of food and drink has also grown over recent years, including: - the impact it has on health (in particular its links with cancer and cardiovascular diseases); - the rise of the organic, Slow Food and fair trade movements. Food and drink is a matter of concern for everyone, whether poor (how to pay for it) or rich (selection on the basis of taste or health; choosing one's diet). Moreover, cooking has become a fashionable leisure activity over recent years for both women and men. There is an increasing number of cooking-themed TV shows (Master Chef, Top Chef, etc.) and great chefs have become celebrities. There is also a strong link between wine and 'terroir', as there is between whisky and Scotland. The theme of high-quality wines and spirits can be used to engage society's leaders on a personal level – politicians in particular. A link should certainly be made between food and drink and water management, including water filtration and the mitigation and prevention of flooding. As the most involving and immediate of the functions performed by soil, food/drink production is an excellent point of entry. We believe that the soil-food-drink link can be pitched without the need to enter into all of the details of the soil issue.

NB. In order to enlarge the scope of this theme, we could also associate food/drink with water management, including flooding mitigation or prevention.

9.2 The most effective pitch is the "Soil - Food - Drink" link

Unquestionably, the "soil-food-drink" link is the most involving entry point to engage a target audience that is little motivated and to make them want to know more about soil.

This does not mean reducing the issue of soil to the question of food/drink. It is clear that the "food/drink" pitch must also allow the other services provided by soil to be promoted.

The FAO and the Global Soil Partnership have adopted a slogan that goes in the same direction: "healthy soils for a healthy life".

It is a common belief that communication should always be positive. In fact, the tone and content of communication messages depends on the situation. If the target audience is unaware of the problems and threats in question, it is absolutely necessary to start with a problem-orientated communication approach. It is necessary to convince the target group that something is going wrong, and that this is a real problem or threat that can interfere with their lives. In this particular case, if you start with a benefit-orientated communication approach, the message will not be understood by the target group and they will not feel engaged. Subsequently, the possibility of a solution and/or benefit should also be offered.

The level of awareness of the issues affecting soil is clearly very low. We should therefore pitch using problem-orientated headlines. It would be most effective to complete this approach with a positive (benefit-orientated) endline (the signature slogan that is usually featured below the logo of a communication, also called tagline or strapline).

At the current stage, given the low level of existing awareness and the severity of the threats to soils, we must be very direct (right to the point). We could certainly use slogans emphasising the danger of putting soils at risk (see next page).

Headlines and endline

Problem-oriented approach Headlines	<u>Primary headlines</u> No soil, no food. No soil, no drinks. No soil, no water. <u>Possible variations</u> No soil, no bread. No soil, no fruit. No soil, no vegetables. No soil, no meat. No soil, no juice. No soil, no wine. No soil, no milk. No soil, more floods. No soil, no biodiversity.
	<u>Headline variants</u> Dead soil, no food. Dead soil, no water. Dead soil, no drinks. ... Dead soil, more flooding. Dead soil, no biodiversity.
Benefit-oriented approach Endline	Soil is life.

9.3 Analysis of misgivings

NB: When we refer to food, we always include drink.

We have listened to the misgiving of some experts which can be broken down as follows:

- For some experts, it is unthinkable to speak more about some aspects than others because this does not correspond to the scientific truth. This argument is valid for scientific communication at a conference. It is clearly less so for a communication activity. That said, it is obviously important to engage people in a relevant way and to avoid saying anything that is not true.
- It is true that food is becoming more artificial. Many people have lost contact with the way food is produced, and especially the link between the soil and food. This contributes to weakening the soil-food-drink link. All this is true. However, it should be noted that there are movements in the opposite direction: slow food, organic food, fair trade, local products, etc. Many people no longer want to eat just anything and want to know where their food comes from. Moreover, if we talk to people who are no longer really aware that milk comes from cows, it will be even more difficult to talk about the problem of erosion, the decline in organic matter in soil or the decline in biodiversity. We must simply admit that this would be even more difficult with regard to all the other aspects of the soil.
- Some experts have expressed the fear that by closely linking soil and food, a situation arises which strengthens the choice in favour of intensive agriculture with the very negative effects that we are aware of (compaction, biodiversity decline, water and soil pollution due to fertilizers and pesticides, etc.). This is an important point. That is why we must immediately link soils with food and water quality. Secondly, in the soil-food-drink link, we must capitalise as a priority on the qualitative and grass-roots movements such as slow food, organic food and fair trade. The more someone is concerned with the quality of food and by the conditions (in particular ethical) in which it was produced, the more that person will be engaged and convinced by the importance of the soil issue.
- In our role of communication professionals, we insist on the need to build an effective pitch and to choose the most involving entry point. We must also insist on the fact that it is not a question of stopping there and reducing the problem of soils to the single "food-drink" dimension. On the contrary, we need to engage new people so that they are keen to get more information about soils. During this second communication stage, that of the arguments, we must obviously present soils more comprehensively and in a more nuanced way.
- Let us take the example of a politician who currently is not really convinced that the issue of soils is an important subject. He will not come to a conference about soils. He will not wish to meet soil experts. He has a myriad other things to deal with and is short of time. By definition, it is impossible to present the whole soil issue to a person who is so little available. However, we can try to grab his attention with a simple and powerful pitch: No soils, no food, no water, no biodiversity, more floods. If we succeed in engaging his attention, we can hope to meet him and present things more broadly.

10 Inventory of target-groups

Together with the various experts, we can list the following groups:

NB: Priority target groups in bold

- **Political decision makers: it is politicians who can vote for laws to protect soils.**
 - Local level
 - National level
 - European level
- **Journalists and the media: they have a multiplier role in raising awareness.**
 - Journalists specialised in environmental issues
 - Television which remains the mass-media offering a wide impact
- **Environmental NGOs**
 - Generalist NGOs (covering the entire environmental issue)
 - More specialised NGOs (e.g. ornithology)
- Major economic decision makers
- Other stakeholders: social and cultural organisations
- Farmers and their organisations
- Gardeners (amateur and professional)
- Children, parents, teachers

11 Possible events

11.1 Classification of events

In this section, we list a number of events that could be effective in raising awareness of the soil issue. We propose that these events be classified under three main categories:

Soil-centred events

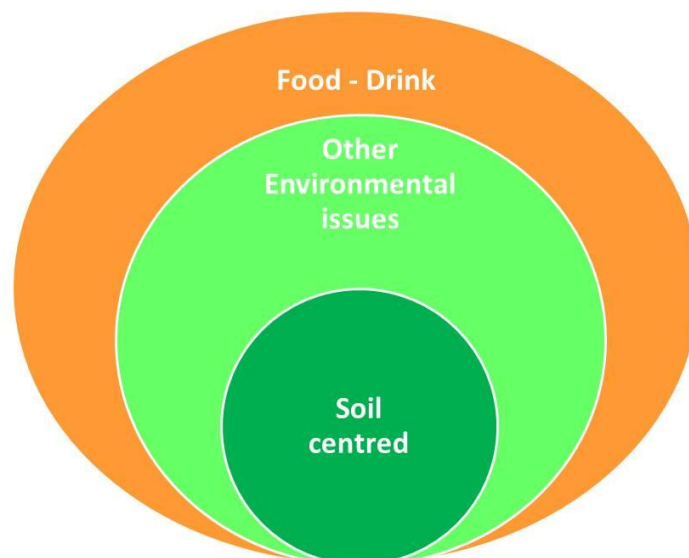
- Events directly centred on the soil issue (usually organised by the soil community)
- This is clearly the foundation of the programme.

Events centred on other environmental issues, especially when the ‘other’ issue is close to or has links with soil

- This category covers a broad range of issues, including water management, flooding mitigation or prevention, biodiversity, climate change, etc.
- This kind of event would allow us to reach the broader environmental community, beyond the ‘soil club’.

Food and drink-based events

- Scientific and political events (for example, a conference on agroecology)
- Commercial or cultural events (wine fairs, organic food fairs, etc.)
- This kind of event has a particularly involving dimension, thus allowing us to engage a broader public.



11.2 Soil-centred events

At the current stage, the 2015 schedules are being prepared. After interviewing soil experts from January to April, it appears that the European soil community will for sure take advantage of the International Year of Soils in 2015 and will organise several events around Europe. The following actors intend to do so:

- GSP
- FAO
- IUSS
- ELSA
- ENSA
- Many national organisations such as IASS (Global Soil Week), Ministries and official agencies of Environment, cities, provinces, etc.

As of May 2014, final decisions still have to be made on the content and the timing of these events. It is therefore not yet possible to provide a precise events timetable.

See section 13 for a provisional timetable, taking into account what was known by the end of this study.

11.3 Other environmental events

The year of soils must be expanded to events focussing on other environmental issues:

- It is in this context that the soil issue must be presented at **Expo Milano** (food-energy).
- We should seek a partnership with the **Water Week** whose centre is in Stockholm - also a former Green Capital
<http://www.worldwaterweek.org/>
<http://www.siwi.org/prizes/worldwaterweek/>
<https://www.facebook.com/WorldWaterWeekInStockholm>
<http://www.youtube.com/user/worldwaterweek/videos>

11.4 Food-Drink events

We could also consider widening the reach of activities to include **unusual locations** which might nevertheless offer very interesting opportunities, such as:

- Wine or food trade fairs
- Conferences or trade fairs on the theme of agro-ecology (organic food)

12 Suggested actions to be considered for the IYS

The following suggested actions are presented according to the likelihood of realisation and feasibility. The more complicated ideas are presented last.

We would like to stress that these suggestions are not limited to the Commission action only. They could also be considered as possible cooperation projects between the Commission and other institutions or organisations.

12.1 Green Week 2015

Our suggestion: a soil-centred Green Week 2015

Ideally, the main focus of Green Week 2015 should be the soil issue. In that case, Green Week and its satellite events would be a foundational element of the awareness-raising actions around the IYS.

If Green Week 2015 is NOT soil-centred

In bringing together the European environmental community, Green Week 2015 will nevertheless offer an excellent opportunity to organise an activity on soil even if it is not possible for this to be the primary theme.

In that case, Green Week would be an element of the ‘Other Environmental Issues’ category – see below.

12.2 Network of satellite events

Several institutions already plan to organise soil-themed events in 2015. With Green Week, the European Commission has extensive experience in mobilising organisations located throughout Europe in order to hold events on a European environmental theme. This is a very effective (and also cost-effective) way of disseminating a particular thematic issue throughout Europe. The ‘satellite events’ methodology allows a project to accumulate as many linked events as possible over a shorter or longer period of time (same week or month, all year round).

Using different databases (some of which will need to be built up), it will be possible to contact stakeholders from the environmental sector and organisations/networks working specifically on the soil issue, notably:

- ELSA
- ENSA
- European Green Capital Cities
- European Green Spider Network: this is a network of environmental Ministries, which could be approached to see whether any of the Ministries could present their water projects, or could host an event
- Public authorities
 - EU Member States’ national administrations in charge of the soil topic
 - Regional administrations in charge of the ‘soil’ topic
 - Administrations of cities and local authorities
- Associations
 - Environmental protection associations
 - Nature study associations
 - Museums
- Research institutes and universities
- Private Companies
 - Companies specialising in the soil topic
 - Pilot agribusinesses

What kind of events ?

- **Open door days and guided tours**
Organisers of satellite events may include guided tours/games to educate the general public. Some of these potential organisers already offer this type of activity: the difference would be a larger number of visitors and a special promotion under the label of the Satellite events.
- **Conferences and seminars/workshops**
Some of the stakeholders organise conferences and seminars around soil themes. They will be approached and their events evaluated to see if they can become satellite events.
- **Art initiatives**
Soil also inspires many various artistic initiatives that could be given greater visibility by integrating them into satellite events.
- **Visits to exemplary farms**
Federations of farmers and operators could be invited to open their doors to show the initiatives taken to reduce this impact.

European Soil Communication Kit for satellite events

In order to bring together all of the satellite events under a single European programme, it is important to produce a European communication kit, including:

- Text templates (press release, screen presentation, panels, posters, etc.)
- Stamp, posters, visuals, logos, available online in professional e-formats

See for example the Green Week Communication Kit:

<http://www.greenweek2014.eu/press-toolbox-satellite-event.html>

Click on the item you wish to download and enter the following details:

User Name: greenweek2014

Password: circular

It will also be very useful to provide web links allowing people to download information and studies from the European Commission.

See for example the Green Week Press Corner:

<http://www.greenweek2014.eu/press-corner.html>

Based on prior experience of Green Week, it should be possible to identify several hundred organisations, and to contact (e-mail and telephone) up to 100 potential satellite event organisers. Additional detailed follow-up will then be needed in order to finalise event recruitment.

Budget estimates (summary)

50 satellite events - Budget Estimates (based on Green Week 2014)	EUR
Website design, hosting, updating and maintenance Staff for preparation, briefing, coordination, follow-up, reporting	5.475,00
Printing (1 poster shipped to 50 event organisers)	1.784,00
Research and promotion of satellite events organised by cities and regions (up to 50 events in the MS)	40.600,00
Reimbursable	625,00
Contingencies	2.424,20
GRAND TOTAL in Euros (VAT excluded)	50.908,20

12.3 European Soil Roadshow (throughout the year)

A roadshow is **an event designed to be able to travel** around different areas/regions. A European roadshow can travel throughout the Member States, all around Europe. Ideally, the roadshow should be designed to be **flexible in order to adapt to different scenarios**, including:

- Large-scale event (for example 1,000 attendees), to be held in a prestigious conference centre
- Small-scale event (for example 100 attendees), to be held in a conference room of limited size
- Outdoor event in a city centre, at a local market, a university campus or a trade show.

If an event is located in only one place, visitors will need to travel there in order to participate. This can be a major obstacle if potential visitors are not strongly attracted by the theme or not compelled to attend. The main plus point of a roadshow, on the other hand, is to be able to go ‘where the people are’.

Indeed, the different events will have **to be negotiated with local partners** and will therefore depend on their goodwill and commitments.

The **core content** of the European Soil Roadshow will be a presentation based on the food/drink pitch which puts forward the central line of argument:

- How soil is important for food/drink production
- Why soil is in danger
- Why it is so important to protect soil
- Background elements: other functions performed by soils (primarily water management, flooding mitigation or prevention, biodiversity, climate change, etc.)

Communication materials to be produced:

- Videos and screen presentation (PowerPoint-like)
- European event packaging (lectern, flags, banners, panels, posters, printed documents, adapted to/branded with the graphic identity of the European Commission).

We could consider the **following tour**:

- European Parliament in Brussels
- 2015 European Presidencies
 - Riga (2015 Presidency, 1st semester)
 - Luxembourg (2015 Presidency, 2nd semester)
- Green Capitals
 - Bristol 2015 Green Capital (Ceremony for 2017 award)
 - Former Green Capitals: Stockholm (ideally during the Water Week), Hamburg, Vitoria-Gasteiz, Nantes, Copenhagen
- Other event of interest : Expo Milano, Global Soil Week in Berlin, FAO event in Rome (to be confirmed)

We could also generate a network of connected events around this European Soil Roadshow by involving a maximum number of other organisations (see point 11.3).

Budget estimates (summary)

European Soil Roadshow - Budget Estimates (based on Biodiversity Travelling Exhibition, 11 events in 7 Member States in 2011)	EUR
Staff for preparation, briefing, coordination, follow-up, reporting	38.527,43
Activity Spain - 2 event (one in Madrid, one outside Madrid)	15.169,00
Activity Italy - 2 events (one in Milano, one outside Milano)	15.205,00
Activity Poland - 2 events (one in Warsaw, one outside Warsaw)	14.279,00
Activity Hungary - 2 events (one in Budapest, one outside Budapest)	14.239,00
Activity Romania - 1 event (Bucharest)	6.847,50
Activity Bulgaria - 1 event (Sofia)	6.647,50
Activity Slovenia - 1 event (Ljubljana)	8.747,50
Travel + Insurances	2.909,00
Contingencies	1.409,57
Sub-total	123.980,50
Exhibition material + other locations (to be discussed)	26.019,50
GRAND TOTAL in Euros (VAT excluded)	150.000,00

12.4 European Year of Soil website

Ideally, we should build an "International Year of Soils" European Website promoting roadshows and satellite events.

The idea is not to build another educational soil website but to propose a **collaborative platform** to all the participants of the European International Year of Soil 2015:

- Communication kit with graphic guidelines, key-visuals, etc.
- Media kit with key information for the journalists
- Catalogue of European events, part of the European contribution to the International Year of Soils
- Catalogue of on-line soil resources: websites, educational material, videos, etc.
- For the catalogues, include procedures where participants can easily generate content

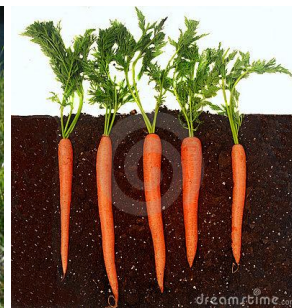
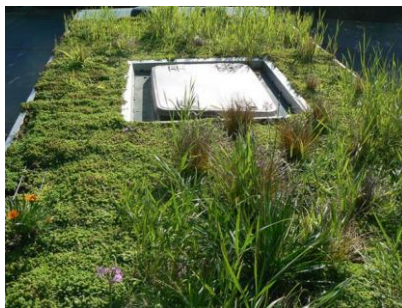
Budget estimates (summary)

Events & PR WEBSITE - Budget estimates	EUR
Website design, hosting, updating and maintenance	96.350,00
Web site costs	4.920,00
Contingencies	5.063,50
GRAND TOTAL in Euros (VAT excluded)	106.333,50

12.5 Soil Truck

Here we suggest the creation of an eye catcher: a Soil Truck. This is a large vehicle fully decorated as a piece of soil:

- Vegetal roof and walls
- Soil profiles on both sides
- Through the glass windows, it is possible to see soil profiles :
 - Food in soil (carrots, etc.) or on it
 - Water and soil (filtration and flooding)
 - Soil biodiversity
 - Comparison between healthy or polluted soils
- This idea seems more feasible with a semi-trailer truck (cheaper and more flexible) than with a bus.
- When you see that semi-trailer truck, you get the impression it is a huge piece of soil moving.



The educational content of this "Soil Truck" would be centred on 3 main topics:

- Food & drink
- Water (filtration and flooding)
- Biodiversity

A spectacular attention catcher

This bus/truck could be a spectacular attention catcher, easy to move from place to place around Europe.

- During the European Soil Roadshow
- During Green Week
- In front of the European Parliament
- More particularly, it could be an effective and spectacular way to display the soil issue in a crowded and cluttered place like **Expo Milano**.
- During selected "top events" (for example : Global Soil Forum)
- During the 2015 World Soil Day in December
- Etc.

It can be used as a Soil "VIP limousine" to emphasize the presence of top level personalities (Commissioner, Minister, famous chefs, etc.). It can be a meeting place with media and journalists.

It could be financed by sponsors from several sectors, amongst others:

- Organic food - organic & compost gardening
- Companies from the environmental sector (solar panels, wind power, etc.)
- Consulting companies (example: Pwc, Deloitte, Accenture, Mc Kinsey, Cap Gemini, etc.) or other companies that are interested in affiliating more with a green economy
- Financial sector
- Bicycle industry
- Green energy sector
- Etc.

Budget estimates (summary)

Soil Truck - Budget estimates	EUR
Project management + design + field supervision 12 locations	110.500,00
Semi-trailer fully equipped	207.343,50
Transport + maintenance 9 locations	63.697,50
Sub-TOTAL in Euros (VAT excluded)	381.541,00
Transport + maintenance 3 locations	23.437,50
GRAND TOTAL in Euros (VAT excluded)	404.978,50

12.6 PR Events

We should also take advantage of every event to try to get media coverage. The Soil Bus/Truck is designed to catch media attention.

We can distinguish 2 approaches:

- a) The standard approach consists of:
- Informing the media about the existence of the European programme and events organised in the country in question (press releases, press briefings).
 - Respond to any requests for news reports or interviews.
- b) In the case of a more important event, involving high-level figures, a more proactive PR programme could be considered with seeking out more intensive contact with the media.

Budget estimates (summary)

PR Events - Cost estimates	EUR
PR Consultant - 9 main locations	99.000,00
PR Consultant - 3 main locations	33.000,00
<u>GRAND TOTAL in Euros (VAT excluded)</u>	<u>132.000,00</u>

PR Consultant - Satellite events	To be determined (**)
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(**) Budget to be finalised depending on the number of events and locations

12.7 European Soil engagement on social networks

A real engagement action on the social networks could be planned, with the design and dissemination of shareable content (videos, visuals, links, messages) and daily input. This would require a full time job in 2015.

Budget estimates (summary)

Social Media Management - Budget estimates	EUR
Social Consultant covering Facebook, LinkedIn and Twitter in English (1 language - 1 year full time)	121.000,00
<u>GRAND TOTAL in Euros (VAT excluded)</u>	<u>121.000,00</u>

12.8 European Soil Award

We know that there are already several European Awards in the environment area:

- Natura 2000 Award
- European Green Capital Award
- European Eco-Management and Audit Scheme Awards
- RegioStars Awards (more particularly: Sustainable Growth - Green growth and jobs through bio-economy + CityStar - Investment projects in sustainable urban public transport)
- European Business Awards for the Environment

It is also important to mention the European Landowner's Organization (ELO) which launched its "Environment and Soil Management Award" in 2005 in collaboration with the EC.

Without their award, the Green Capital projects would not have their current awareness and reputation.

We could also build on the experience of the Water Week in Stockholm (see following page), which is considered by some experts as a benchmark project.

If you want to raise the awareness of an issue, creating an award is a good incentive. It is a good way to mobilise your community. You have an excellent pretext to contact potential partners and the media. If you can involve high-level candidates, you can build attractive case-stories. As we have a very creative and active soil community in Europe, we are very confident in the quality of such a soil competition.

That's why we think it is interesting to create a **European Soil Award**, launched by the Commission, ideally with the support and collaboration of many other organisations.

This European Soil Award could be launched in 2015 and become a recurring event, every year or every 2 years.

In the first instance, we could create a single award for a person or organisation that has contributed in an outstanding way to sustainable use of soil in Europe. Taking into account that local authorities are usually in charge for soil/land management in Europe, this award could be more specifically oriented towards the local authorities in Europe, with the assistance of the ELSA network.

Water Week Prizes

<http://www.siwi.org/prizes/>

(Excerpts from their Web site)

Stockholm Water Prize

<http://www.siwi.org/prizes/stockholmwaterprize/>

First presented in 1991, Stockholm Water Prize is the world's most prominent award for outstanding achievements in water-related activities. The prize honours individuals or organisations whose work contributes broadly to the conservation and protection of water resources and to improved well-being of the planet's inhabitants and ecosystems. Any water-related activities are eligible. Stockholm Water Prize consists of a USD 150,000 award and a crystal sculpture specially designed by [Orrefors](#), and provides the Laureates and their work with global acknowledgement and visibility.

Stockholm Junior Water Prize

<http://www.siwi.org/prizes/stockholmjuniorwaterprize/>

Bringing Together the World's Brightest Young Scientists

For 17 years, Stockholm Junior Water Prize has congregated the world's most imaginative young minds for an outstanding competition in the capital of Sweden, encouraging their continued interest in water and sustainability issues.

Each year, thousands of participants in over 30 countries all around the globe join national competitions in hopes of earning the chance to represent their nation at the international final held during the World Water Week in Stockholm.

The national and international competitions are open to young people between the ages of 15 and 20 who have conducted water-related projects of proven environmental, scientific, social or technological significance. The projects range from local or regional to national or global topics.

The winner of the Stockholm Junior Water Prize receives a USD 5,000 award, a blue crystal prize sculpture, a diploma as well as the stay in Stockholm. H.R.H. Crown Princess Victoria of Sweden is the Patron of the Stockholm Junior Water Prize.

Stockholm Industry Water Award

<http://www.siwi.org/prizes/stockholmindustrywateraward/>

Stockholm Industry Water Award honours outstanding business sector contributions to sustainable water management. The award recognises companies and business organisations that demonstrate devoted water stewardship through exceptional achievements in their water usage.

The following budgets are estimates provided for information purposes only and should not be regarded as quotes (no contract value).

13 Budget overview

Excluding VAT Estimates

1. European Soil Roadshow	150.000,00 (*)	
<i>See for example "Offer related to Service Request n° 031 : Biodiversity Travelling Exhibition" (offer based on 11 locations in 7 Member States)</i>		
(*) Budget to be finalised depending on the number of events and locations		
2. Soil Truck		
Project management & design 1 language, field supervision 12 locations	110.500,00	110.500,00
Event educational semi-trailer full equipped	207.343,50	207.343,50
Transport & Maintenance on 9 locations	63.697,50	63.697,50
Transport & Maintenance on 3 additional locations		23.437,50
Total for 9 locations	381.541,00	
Total for 12 locations		404.978,50
3. Satellite Events around		
Communication Kit "Year of Soils"	20.000,00	
50 satellite events	50.000,00	
<i>See for example "Offer related to Service Request n° 06 : Green Week 2014 Satellite Events"</i>		
Total for 50 satellite events	70.000,00	
Total for 100 satellite events		120.000,00
4. Events and PR Website		
Website + 1 year management	106.333,50	106.333,50
5. Events PR		
PR Consultant EURACSIS	132.000,00	132.000,00
5. Social Media		
Social management 1 year full time on Facebook, LinkedIn and Twitter	121.000,00	121.000,00

14 Timetable of events (provisional)

Programmes for 2015 are currently under preparation. According to the soil experts interviewed between January and April of this year, the European soil community will definitely take advantage of the International Year of Soils in 2015, organising a number of related events around Europe. Final decisions on the content and the timing of these events still have to be made. It is therefore not yet possible to provide a more precise events timetable.

TBC = to be confirmed	TBN = to be negotiated
Green background = Primary soil events	
Small texts = events which are not soil-centred	

NB. The table below is based on information received from the soil experts interviewed from January to April 2014, in addition to the 'Upcoming events' section of the IASS website.

Date	Event
2014	
08-13/06/2014	20th World Congress of Soil Science (IUSS) in Jeju (Korea)
22-24/07/2014	Second Session of the Plenary Assembly of the Global Soil Partnership (GSP-FAO) in Rome (Italy)
05/12/2014	World Soil Day (UN)
December 2014	Launch of the International Year of Soils 2015 by the FAO in New York (USA), in addition to satellite events in Rome (Italy) and in Bangkok (Thailand) (date & programme TBC)
02-05/12/2014	1st Global Soil Biodiversity Conference in Dijon (France)
2015	
2015	The COP21 (United Nations Framework Convention on Climate Change – UNFCCC) will be held in Paris (France). All year round (?) (date & programme TBC)
2015	Satellite events around the European Soil Roadshow – throughout the year
2015	European Soil Roadshow in former Green Capitals: Hamburg (Germany), Vitoria-Gasteiz (Spain), Nantes (France), Copenhagen (Denmark)
01/01-30/06/2015	European Presidency: Latvia – European Soil Roadshow in Riga (TBN)
16-25/01/2015	Internationale Grüne Woche in Berlin (Germany)
15-17/02/2015	Agriculture and Climate Change: Adapting Crops to Increased Uncertainty in Amsterdam (Netherlands)
02-04/03/2015	Fifth International Conference on Meteorology and Climatology of the Mediterranean in Istanbul (Turkey)
25-27/03/2015	DNC2015 in Dresden (Germany) First of the biennial Dresden Nexus Conferences (DNC2015), as a follow up to the kick-off workshop on 'Advancing a Nexus Approach to the Sustainable Management of Water, Soil and Waste' organised in 2013.
Spring 2015	Global Soil Week (IASS) in Berlin (Germany) (date & programme TBC) European Soil Roadshow in Berlin (TBN)

Time	Events
Spring 2015	Conference on agriculture and forests with a half day dedicated to soil, focusing in particular on competition between the different uses for soil (ADEME) (TBC)
April 2015	Vinitaly in Verona (Italy) – wine fair, as an example of a food & drink trade show
13-16/04/2015	HydroEco2015 – 5th International Multidisciplinary Conference on Hydrology and Ecology in Vienna (Austria)
May 2015	JRC Open Day (usually held on a Sunday) (TBC)
01/05/2015	Start of Expo Milano (Italy) (until 31/10/2015)
04-15/05/2015	UN Forum of Forests (UNFF11) in New York (USA)
June 2015	Green Capitals Ceremony for 2017 award in Bristol (UK) European Soil Roadshow in Bristol (TBN)
June 2015	Green Week in Brussels (Belgium) European Soil Roadshow in Brussels (TBN)
June 2015	Event on the World Soil Charter (FAO-UN) (TBC)
June 2015	World Soil Resources Report to be published by the FAO
June 2015	Expo Milano (Italy) – European Soil Roadshow in Milan (TBN)
01/07-31/12/2015	European Presidency: Grand Duchy of Luxembourg European Soil Roadshow in Luxembourg (TBN)
16-21/08/2015	2015 Goldschmidt Conference in Prague (Czech Republic) Premier international conference on geochemistry, owned jointly by the Geochemical Society and the European Association of Geochemistry
September 2015	World Water Week in Stockholm (Sweden) European Soil Roadshow in Stockholm (TBN)
20-24/09/2015	5th International Symposium on Soil Organic Matter (SOM) in Göttingen (Germany) SOM 2015 will connect pools with fluxes, living and dead organic matter, organic and mineral compounds, topsoil and deep soil, experiments and modelling, terrestrial to aquatic ecosystems, dynamics and sequestration – and of course scientists working on SOM from all over the world.
31/10/2015	End of Expo Milano
05/12/2015	World Soil Day (UN)