Take part in
CONNECTING
PEOPLE
AND SOIL

Partnership Kit

23-27 AUGUST 2021
The Eurosoil 2021 Organizing Committee warmly invites contributions from state, private and civil-society partners under the theme “Connecting People and Soil”.

The “Connecting People and Soil” event inside Eurosoil will organise a series of communications, forums and debates co-organized with stakeholders (including scientists) aimed at identifying and disseminating common strategies associating scientists and actors of the different value chains, in order to preserve and restore the soil resource.

This is a unique opportunity for stakeholders to meet other field experts and actors, introduce their views and questions, collect up-to-date information, develop networks and get involved in the future working groups hosted by ECSSS.

**EUROSOIL | CONNECTING PEOPLE AND SOIL**

Eurosoil is the quadrennial conference of the European Confederation of Soil Science Societies. Previous Eurosoil events were pure scientific conferences. It was decided to move out of this circular thinking for both the ECSSS and Eurosoil, in order to represent the soil voice, to foster soil causes and to promote the responsible management of soil.

Throughout the 5 days of the congress, Eurosoil makes a point to offer different opportunities to stakeholders whose activities impact on soil to take part in “Connecting People and Soil”. This is a key thematic track that will run throughout the week of the Congress, culminating in a series of wrap-up sessions on Friday 27th August 2021.

More than twenty keynote speakers, representing those stakeholders have been invited to give inspiring lectures. In addition, stakeholders will have the opportunities to propose and discuss inputs.

**TARGETED STAKEHOLDERS**

With Connecting People and Soil, EUROSOIL 2021 would like to bring together most of the actors linked to soil:

- Land users (e.g. farmers, forest and city-green managers)
- Professional organisations
- Private companies
- Soil networks, including EU-funded programs.
- Policy makers at European, national and regional levels
- NGOs
- Soil scientists and scientists in other research fields

**WHY SHOULD YOU TAKE PART?**

- To make your expectations and needs known and heard (information, tools)
- To better understand the technical aspects of soils and the associated challenges
- Reflect on your strategies and develop them in line with those of other stakeholders in the value chain
- Publicise your actions and give them greater scope and effectiveness
- Co-develop proposals for initiatives or actions
- A space for visibility and meetings
- 130 sessions, more than 1300 presentations on soil and related issues (regulation, land use planning, preservation strategies involving stakeholders, labels or charters etc.)
SOIL SCIENCE | WHERE DO WE START

Soils are the cornerstone of terrestrial ecosystem services. We cannot afford to tackle key issues such as climate change and carbon neutrality without considering the contribution of soils.

Most questions soil scientists are dealing with were initiated by soil scientists (quoting Hans Jenny: the “merry-go-round”), too often neglecting interaction with stakeholders and other scientific fields.

Calls for inter/multi/trans-disciplinarity have been made for many years but have yet to be truly heeded. This failure is rooted in the structure of research systems and in the individual beliefs and identities of scientists.

As a result, the “fundamental” knowledge is accumulating, but there is a strong need for high level field research focusing on soil preservation from multiple stakeholders’ perspective.

Stakeholders complain about the low level and quality of their interaction with soil scientists. Soil scientists are poorly aware of stakeholders’ activities, needs and issues.

Stakeholders

Existing sustainability tools and schemes rarely consider soil.

Environmental issues are a growing concern for stakeholders. But soil awareness is poor among them; many ignore the impact of their activities on soils and do not have basic level knowledge about soils and their management.

They are forced to rapidly improve their soil awareness along with the major commitments they are making to cope with environmental issues. There is a need for capacity building on soils and agriculture. Stakeholders are about to fund huge programs on e.g. regenerative agriculture, with the risk to be sold “simple” but wrong decisions, due to the lack of road-maps built on essential soil management information.

Sustainable protection

Protecting soils is not a pure matter of standards, regulations and monitoring. For instance, farmers’ practices are mostly shaped by the market, including consumers habits and supply chain requirements. However, the responsibility for complying with environmental rules lies on their shoulders. This should be recognized when developing innovative soil protection measures.

Only when there is cooperation along the entire food chain that includes farmers, their strategies and fair incomes for all, can sustainable soil management be achieved, particularly in places where arable land is vulnerable.

A common set of knowledge, objectives and tools must, therefore, be developed collaboratively along the value-chains to target land degradation neutrality and beyond.

A rare alignment of planets is taking place. New technologies are necessary when existing technologies don’t work. However, succeeding is a matter of collective intelligence, rather than fundamental insight or new technologies.

OBJECTIVES | TOWARD A SOIL VOICE FOR 2030

Based on this diagnosis we can easily conclude the need to...

1. Develop the dialogue between soil scientists, other scientists and stakeholders of soil resources use and conservation.
   - Shared diagnosis, common knowledge ground
   - Shared awareness of each stakeholder’s respective strategy, competences and constraints
   - Developing innovative management systems jointly with land users that satisfy demands of ecosystem services

2. Design common instruments for soil resources conservation by assessing ecosystem services and the role of soils in providing them.

3. Identify the need for changes in research organisation and research methods to promote more effective soil protection across the value chains.

4. Provide up-to-date effective road-maps for stakeholders’ soil protection goals and policies.

5. Induce long term collaboration between scientists and stakeholders on common soil causes.

KEY TOPICS FOR EUROSOIL 2021

As a first step toward these objectives, and in order to fine-tune a soil voice for the decade to come, four topics have been identified and will structure the whole Connecting People and Soil process, leading to four wrap-up sessions on Friday 27th August 2021. They are the following:

- To share stakeholders’ connections and expectations with the research community to define common soil goals
- To coordinate the establishment of common road maps to protect soil along the food value chain
- To acquire common knowledge by rethinking ways of doing research
- To foster common soil education and awareness

OUTCOMES | A GENERAL CALL FOR SOIL PROTECTION AS A SOCIETAL VALUE

In order to generate a general call for soil protection as a societal value, the main conclusions and statements of “Connecting People and Soil” will be actively and specifically shared among the different stakeholders impacting soil through a series of targeted publications.

Based on the shared conclusion of “Connecting People and Soil”, the ECSSS will have the opportunity, by launching permanent activities, to develop a transversal initiative for soil preservation and activate networks and working groups.

The whole Connecting People and Soil process is coordinated by Anne-Claude Cosandey, from Les ateliers C. This work is financed by the Swiss Federal Office for the Environment.
HOW CAN YOU TAKE PART?

Stakeholders are invited to give inputs to the key topics throughout the week by:

- Actively contributing to the different workshops and forums
- Animating a forum: online chat and discussions on a specific subject that are presented through videos or written documents. Challengers react to recommendations that are amended during the forum. A final recommendation relating to one of the key topics is delivered at the end of the week
- Organising a workshop: an interactive webinar on a specific subject proposed by an organiser in order to deliver a proposition regarding one of the key topics
- Giving a keynote lecture: specific stakeholders have been invited to give keynote lectures. They will be invited to share their points of view regarding the key topics.

Inputs could, for example, express or discuss perspectives, tools, policies, best practices and bad practices regarding the key topics. The following table summarizes the different contribution formulas that are being proposed:

<table>
<thead>
<tr>
<th>WHAT DO I DO?</th>
<th>ACTIVE CONTRIBUTOR</th>
<th>FORUM ANIMATOR</th>
<th>WORKSHOP ORGANISER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Present your organisation and its works in the Connecting People and Soil hall area</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Interact directly with participants during the congress</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Identify a speaker to participate in a workshop, or as a panelist during a wrap-up session</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Plan and deliver a forum</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Plan and deliver a workshop</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Deliver a proposal for a wrap-up session</td>
<td></td>
<td>X</td>
<td>X</td>
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WHAT WILL I RECEIVE?

<table>
<thead>
<tr>
<th>WHAT WILL I RECEIVE?</th>
<th>ACTIVE CONTRIBUTOR</th>
<th>FORUM ANIMATOR</th>
<th>WORKSHOP ORGANISER</th>
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</thead>
<tbody>
<tr>
<td>Opportunity to present my organisation in the Connecting People &amp; Soil expo area</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary registrations for Eurosoil 2021</td>
<td>1</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Acknowledgement as a content contributor in the programme</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Opportunities to disseminate material (videos, articles, etc...) to promote your actions</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Partnership opportunities</td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>Opportunities for networking and capacity building</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Participation fees</td>
<td></td>
<td></td>
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<tr>
<td>Companies, and organisation of private companies</td>
<td>CHF 2’000</td>
<td>CHF 4’000</td>
<td>CHF 7’500</td>
</tr>
<tr>
<td>NGOs, professional organisations, public administrations, academic institutions</td>
<td>CHF 1’000</td>
<td>CHF 2’000</td>
<td>CHF 3’000</td>
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PARTNERSHIP WITH ECSSS

Connecting People and Soil launches a large initiative that will continue after the 2021 edition of EUROSOIL. Initiated and carried out by scientists, stakeholders and policy makers, it aims to reshape soil care along the value chains, through renewed partnership between stakeholders, including scientists. It will set up the permanent activities led by the European Confederation of Soil Science Societies. They will focus on land degradation, neutrality and will particularly deal with:

- Soil and climate change
- Soil and food value-chain
- Soil and legislation
- Soil education
- Soil awareness

Become a partner of change and take a role in this deeply impacting initiative. Bring your experience, make your voice heard, empower your knowledge, build a smart and effective network, and develop tools for your environmental objectives.

Supporting partner:

- MINERAL CHF 40’000
- AIR CHF 20’000
- WATER CHF 15’000
- ORGANIC CHF 7’500

Stakeholders who would like to partner with ECSSS are invited to announce their interest in developing a long term partnership with ECSSS to Ballanfat Carole (HES) <carole.ballanfat@hesge.ch>.
**EUROSOIL**

**PROPOSAL INPUT FORM**

PLEASE COMPLETE AND RETURN AT YOUR EARLIEST CONVENIENCE TO:

**MCI Suisse SA – c/o Eurosoil 2021**
9, rue du Pré-Bouvier – CH 1242 Satigny, Geneva, Switzerland
Email: Eurosoil@mci-group.com

Please note that all acknowledgements of your company and listing of company name and address will be generated from the following information.

<table>
<thead>
<tr>
<th>COMPANY:</th>
<th>COMPANY VAT N°:</th>
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<tbody>
<tr>
<td>CONTACT NAME:</td>
<td>CONTACT E-MAIL:</td>
</tr>
<tr>
<td>ROLE WITHIN COMPANY:</td>
<td>ACTIVITIES OF YOUR COMPANY:</td>
</tr>
<tr>
<td>ADDRESS:</td>
<td>POSTAL CODE:</td>
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<td>COUNTRY:</td>
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<tr>
<td>TELEPHONE:</td>
<td>P.O. N° (IF APPLICABLE):</td>
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</tbody>
</table>

Please indicate below the Connecting People and Soil topic areas in which you are interested (you may select more than one option):

- [ ] To share stakeholders' connections and expectations on soil within the research community to define common soil goals
- [ ] To coordinate the establishment of common road maps to protect soil along the food value chain
- [ ] To acquire common knowledge by rethinking ways of doing research
- [ ] To foster common soil education and awareness

**Why are you interested in contributing to Connecting People and Soil?**

**Would you like to propose an input to contribute for Connecting People and Soil, if yes, which one?**

- [ ] No. I would just like to attend the event.
- [ ] Yes. I would like to propose a Workshop.
- [ ] Yes. I would like to propose a Forum.
The following sections must be completed only by those who have answered “yes” above, and would like to propose an input.

In which of the following topic areas do you propose to contribute (you may select more than one option):

- [ ] To share stakeholders’ connections and expectations on soil within the research community to define common soil goals
- [ ] To coordinate the establishment of common road maps to protect soil along the food value chain
- [ ] To acquire common knowledge by rethinking ways of doing research
- [ ] To foster common soil education and awareness

What is the title of the workshop/forum you propose?

Please provide a short description of your workshop/forum:

How does your input contribute to the key topic(s) you have chosen?

Please describe the deliverables of your workshop/forum:

Which stakeholder groups do you plan to target with your input?

What do you expect from them?
Will you be available on Friday 27 August 2021 to participate to the wrap up session?

☐ YES
☐ NO

On which days would you be available to deliver your workshop/forum (please indicate as many options as you can):

☐ Monday 23 August 2021
☐ Tuesday 24 August 2021
☐ Wednesday 25 August 2021
☐ Friday 27 August 2021

Thank you for your interest in contributing to the Connecting People and Soil event. Your registration will be confirmed following review and approval by the Connecting People and Soil organising team, who will contact you in due course.