



Soil – our most precious resource?

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The million Euro question:

Which of these topics
is the highest on the
political agenda?

50:50



A: Data protection

B: Shale gas

C: Youth unemployment

D: Soil

15	●	€1 Million
14	●	€500000
13	●	€250000
12	●	€125000
11	●	€64000
10	●	€32000
9	●	€16000
8	●	€8000
7	●	€4000
6	●	€2000
5	●	€1000
4	●	€500
3	●	€300
2	●	€200
1	●	€100



Why is **SOIL** precious?

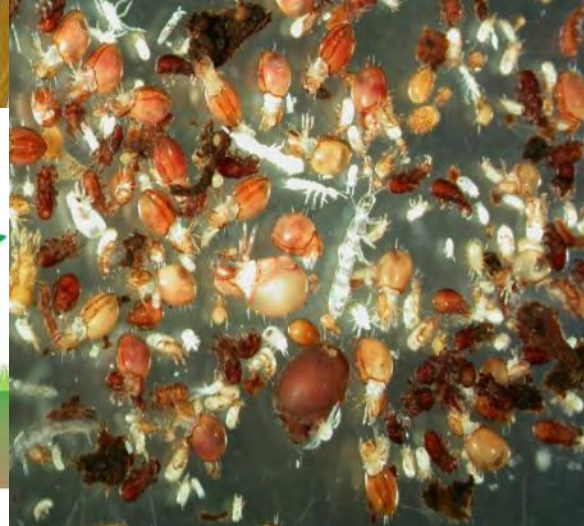


Soil underpins our planet's life support systems



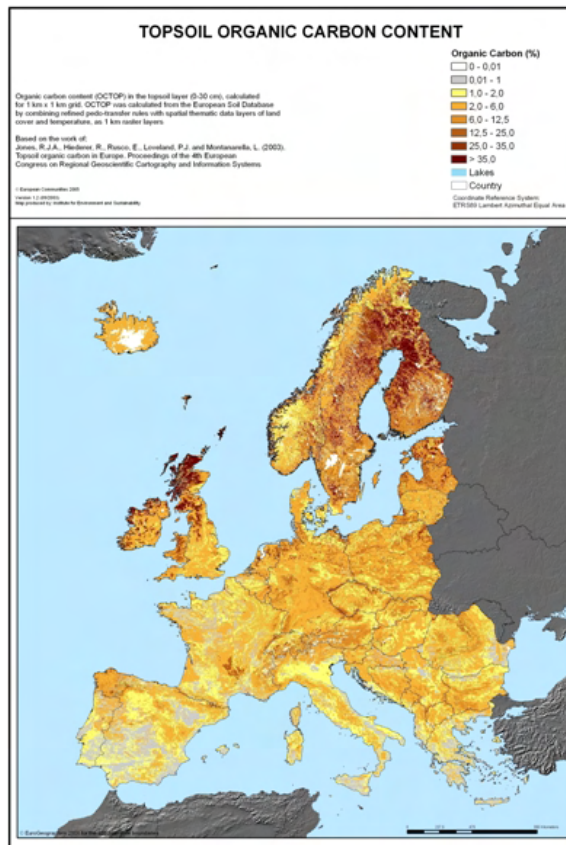


Soil provides ecosystem services





Soil plays an important role in the global climate system



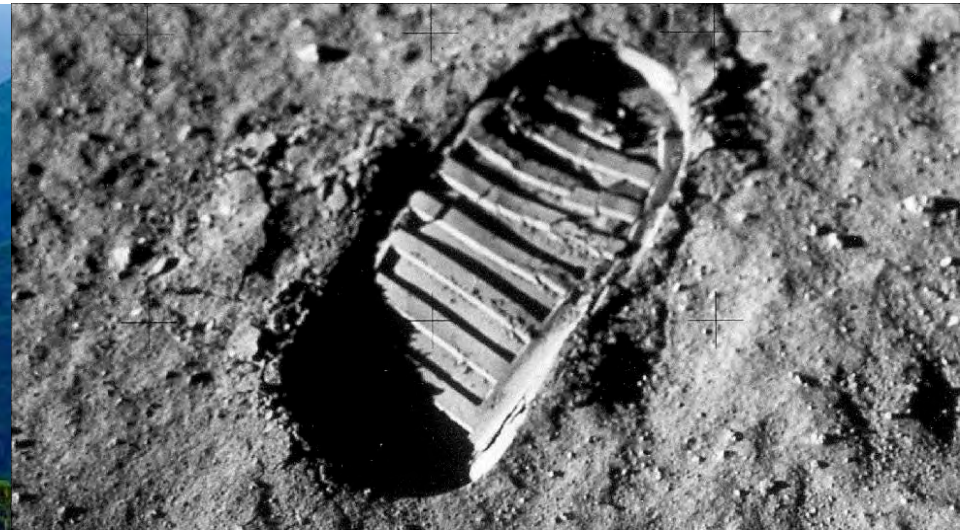


Soil is part of our natural heritage – to protect it is an ethical obligation





Soil is also cultural heritage!



An excavator with a yellow arm and bucket is digging a deep, rectangular pit in a grassy field. A large pile of brown soil is visible on the left side of the frame. A person wearing a dark t-shirt and a cap stands on the edge of the pit, looking down. In the background, there is a white plastic sheet covering a section of the ground, and a metal frame structure is visible on the right. The scene is set in a rural or agricultural area with green grass and some trees in the distance.

Soil is precious because
it builds up over millennia...

...but is destroyed in seconds!



Soil impacts on many EU policies (beyond the EU Soil Thematic Strategy) and *vice versa*

- Common Agricultural Policy
- Nitrates Directive
- Water Framework Directive (WFD)
- Blueprint to safeguard Europe's Water Resources
- Habitats Directive
- Biodiversity Strategy 2020
- Forestry Strategy
- EU Climate Change Policy
- Biofuels Directive
- Thematic Strategy on the Sustainable Use of Natural Resources
- European Spatial Development Perspective
- Environmental Impact Assessment Directive
- Urban Waste Water Directive
- Waste Framework Directive



**If SOIL is so important,
why don't we talk
about it more?**



Most people live in urban environments





**We usually don't see soil,
even if it is in front of our eyes**





Soil doesn't hit the media, unless in emergencies





Soil is dirty, but not sexy





**We have to find better ways
to talk about the value of soil**



The face of innovative soil research



Prof Lorna Dawson,
James Hutton Institute:
Soil forensics



Starting early is important





Tea bag index

<http://www.decolab.org/tbi/>





Make it easy to understand

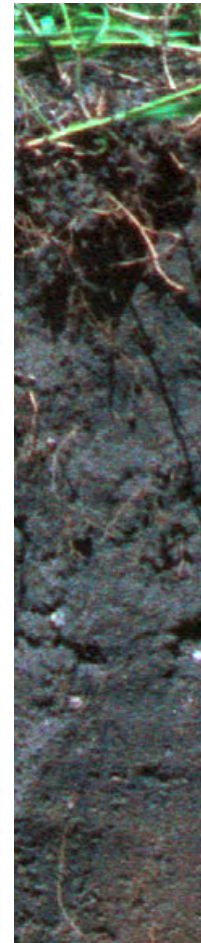
Man on the Moon
French Revolution

Columbus arrives in America

Battle of Hastings
Charlemagne crowned

Fall of the Roman Empire

BC/AD



Top soil
formed
in the last
2000 years



Why does it concern me?





Let's raise awareness for soils!



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