



Quelle: Atlas der Donauländer. Österreichisches Ost- und Südosteuropa-Institut, Wien 1989.



# Painting competition: „Painting with the colours of the Earth“

## Background:

Working with the colours of the earth teaches us in an artistic way the aware and responsible use of our soil and allows to recognize its importance in many aspects of life.



**Since 40.000 years** people are painting with  
colours of the Earth!

Since 2006, **more than 100.000 People** have dealt  
with the subject in the Lower Austrian Soil  
Protection Campaign and the SONDAR activities!

# With the colours of the earth

- ✓ Registered trade mark
- ✓ Copyright is owned by Lower Austria,  
Department of Rural Development
- ✓ Administrative affairs are executed by  
the platform „social production“  
represented by Dr. Meinhard Breiling
- ✓ The following criteria have to be kept
  - ✓ Colours produced from genuine soil
  - ✓ Social aspects
  - ✓ Sustainable standards
  - ✓ Educational aspects



# Social production of regional soil colours

- **Lower Austria** Soil colours + painting boxes produced by EMMAUS St. Pölten
- **SK** soil colours produced by ELPIDA Bratislava
- **HU** soil colours produced by a school with children with special needs in Mosonmagyaróvár





# SONDAR painting competition: „Painting with the colours of the earth“

- Competition from February till May 2012
- Participants: overall 93 Schools (29 AT, 37 SK, 27 HU)
- Educators seminar in AT / SK / HU
- Painting boxes and information material for all participants







## **Bodenkunst** mit den Farben der Erde

unser Boden – sinnvoll nutzen, sorgsam schützen!  
Grenzübergreifender Wettbewerb 2012  
Slowakei – Niederösterreich – Ungarn  
237 eingereichte Werke von 93 Schulen

## **Pôdne umenie** Farbami zeme

Naša pôda – využívať ju rozumne, chrániť ju svedomite!  
Cezhraničná súťaž 2012  
Slovensko – Dolné Rakúsko – Maďarsko  
237 výtvarných diel z 93 škôl

## **Talajművészet** A föld színeivel

A mi talajunk – használjuk értelmesen és vigyázzunk rá!  
Határokon átnyúló verseny  
Szlovákia – Alsó-Ausztria – Magyarország  
93 iskolából 237 alkotást nyújtottak be





# Great Success - 237 paintings submitted!

- [www.sondar.eu](http://www.sondar.eu)
- online voting: 7th to 23th of May 2012
- More than 600.000 website views  
(AT: 145.000, HU: 200.000, SK: 155.000, DE: 1.900, CZ: 1.600, ...)
- Closing event: 31th of May and 1th of June 2012 –  
St. Pölten & Zahorska Ves













# Dates:

28-30 October 2013	Global Soil Week, Berlin (DE)
5 December 2013	World Soil Day (AT)
26-27 March 2014	Danube Countries Conference for Soil & Sustainability (AT)
15-16 Mai 2014	ELSA (European Land and Soil Alliance) Conference, Brunn (CZ)
4-5 June 2014	Social Production Congress, Vienna (AT)
2015	Global Soil Year (FAO)





**unser Boden**  
wir stehen drauf!



Eine Initiative von Landeshauptmann Dr. Erwin Pröll  
und Landesrat Dr. Stephan Pernkopf



# Thanks for your attention!

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Program zur grenzüberschreitenden Zusammenarbeit SLOWAKEI - ÖSTERREICH 2007-2013  
Program cezhraničnej spolupráce SLOVENSKÁ REPUBLIKA - RAKÚSKO 2007-2013