







# SOIL awareness in Lower Austria SONDAR project activities

### 3rd ENSA Meeting

Aberdeen, 19th and 20th of September 2013

Christian STEINER, ELSA & Niederösterreich







#### www.sondar.eu









#### Soil awareness

Sensibly use, carefully protect our soil

## EU Strategy for the Danube Region



Soil as an indicator of flood occurences



Soil as a filter for pollutants / soil as a reservoir for carbon



Improving quality of soil by raising soil awareness/ soil as an archive European Land and Soil Alliance

unser Boden



we stand upon it!
Nase puda
je pro nas dudezitá
A mi földünk
ragaszkodunk hozzá!
Hamara zems
me evanne napa nel
Pamlantul nostru,
cel pe care stám!
Pamlantul nostru,
cel pe care stám!
Hamie zenamure
nan je jazo nazonal
Hamie zenamure
nan je jazo nazonal
Hamia zenamure
nan je jazo nazonal
Hamia zenamure



ABETS MONO, DATA

MICHAEL LA NOBER

MONOMER PRESENT

MOR NASSY CENTRE

MOR NASSY CEN







## Painting competition: "Painting with the colours of the Earth"

#### 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



with the colours of the earth













#### **SONDAR** 2011/2012:

#### 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 Mosonmagyarovar







SINDAR













Maltechniken & alternative Bindemittel

## **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







www.sondar.eu

www.soilart.eu



#### Bodenkunst mit den Farben der Erde

AND THE PROPERTY OF THE PROPER

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



#### Pôdne umenie

#### Farbami zeme

Naša pôda - využívaj ju rozumne, chráň ju svedomite! Cezhraničná súť až 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
- 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















## Exhibition SOILart is touring through the danube region

September 2012 Lilienfeld (AT), December 2012 St. Pölten (AT), January 2013 Ministries of Agriculture & Environment Bratislava (SK), April 2013 Tulln (AT), May 2013 Mosonmagyarovar (HU), September 2013 Bratislava (SK)























### Soil ambassadors

#### Many seminars and workshops



















### World Soil Day 5.12.2012, St. Pölten

























### Dates:

4-5 June 2014

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, Brünn (CZ)

Social Production Congress, Vienna (AT)

Global Soil Year (FAO)





2015











## Thanks for your attention!

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