

## **Institute for Advanced Sustainability Studies IASS in Potsdam**

**"Soil awareness at the Global Soil Week 2013 and beyond"**

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Global Soil Forum**



**Global Soil Forum**  
Institute for Advanced Sustainability Studies e.V.

# A roadmap to this presentation

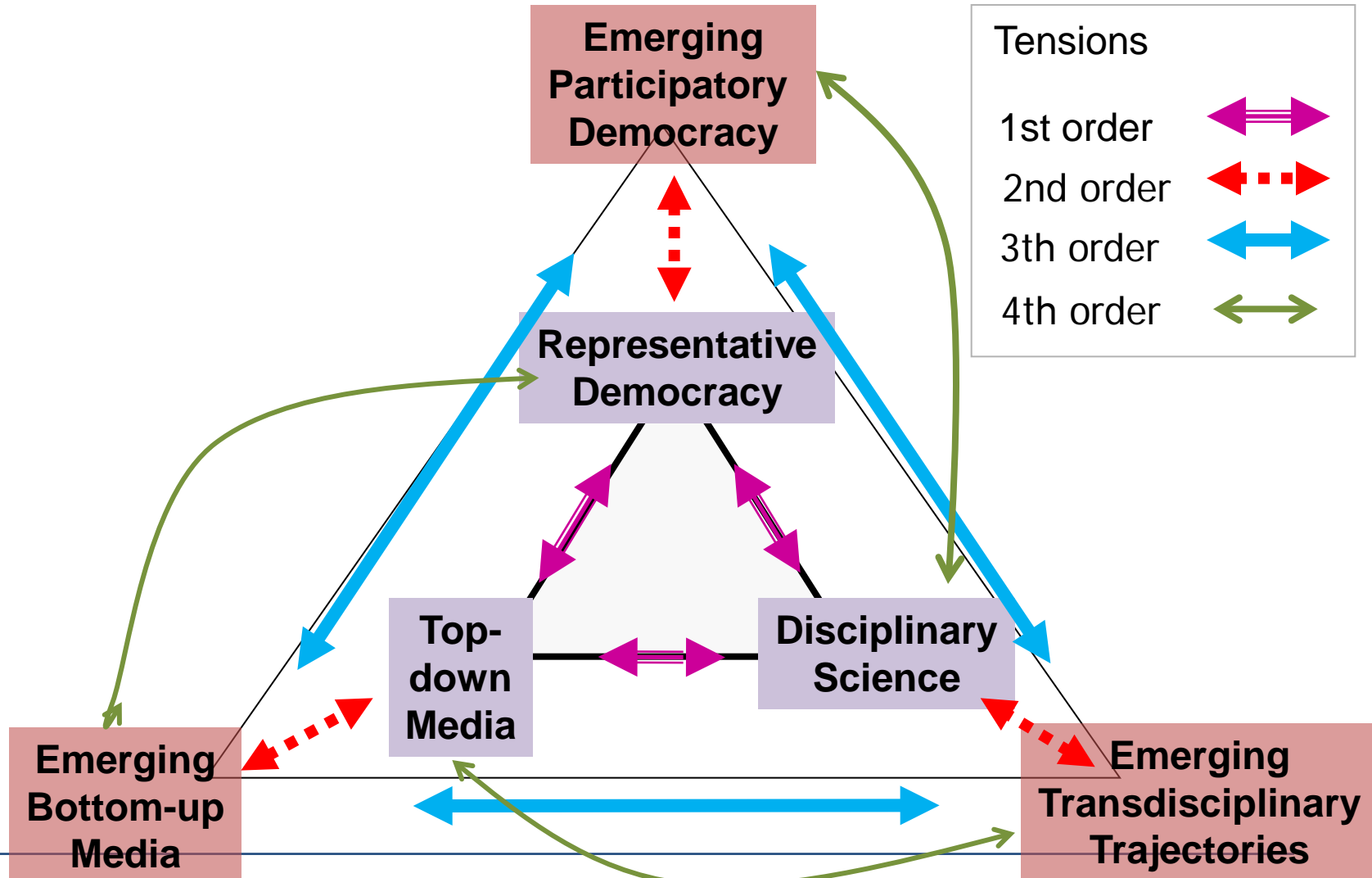
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- 1) "Transgov" as guiding concept
- 2) The Global Soil Week as awareness raising platform and process
- 3) Soil awareness at the first Global Soil Week 2012
- 4) Global Soil Week 2013 and beyond...

# 1) TransGov or governance for sustainability

(Roel in 't Veld, 2010/2011; Tensions between old and new forms of politics, science and media)



## 2) The Global Soil Week (GSW) as soil awareness platform

- Global Soil Week as **platform** to bring **communities** together
- It provides a **global level** event to raise awareness
- Engages decision takers for **better decision-making**
- **Process....**

[www.globalsoilweek.org](http://www.globalsoilweek.org)



# First Global Soil Week (GSW)



[www.globalsoilweek.org](http://www.globalsoilweek.org)

- Where **people** who **care** about **land and soil** gather, put their heads together and **improve the future...**
- **Global Soil Week**: for the first time in November 2012
- **453 participants** from 65 different countries representing science, government, business, civil society
- Developed by the **IASS**, together with an International **SC, NSG and partners**

A screenshot of the Global Soil Week 2013 website. The header is green with the text 'GLOBAL SOIL WEEK' and navigation links: Home, About, GSW 2013, Previous GSW, News, Events, Blog, Media &amp; Publications, Contact. The main content area features a large image of two people in a kitchen, with the text 'Cook it Green!' and 'TV-star chef Sarah Wiener and IASS Executive Director Prof. Dr. Klaus Töpfer cooked food with a low soil footprint'. Below this is a 'Register here for the Global Soil Week 2013 Berlin, 27-31 October' button. A countdown timer shows 39 days, 02 hours, 51 minutes, and 42 seconds. There is a 'Blog' section with the text 'Let's talk about soil!' and 'Share your ideas with others and get engaged in debates &gt;&gt;'. A 'News' section lists several articles, including 'The online registration will open in a few days.', 'A source of inspiration: IASS film nominated to win animation award.', 'Transparency an essential criterion for responsible land governance.', and 'The Call for Dialogue Sessions is now closed...'. An 'Upcoming Events' section lists the '7th International Conference of the Urban Soils Working Group' and the '11th COP to the UNCCD'. A 'Global Soil Forum' section describes the forum's mission. The footer of the website reads 'You are striving towards'.



### 3) Last year at the GSW...











# GROUNDED



**CELEBRATE  
SOIL AWARENESS!**

**KINO ARSENAL**  
POTSDAMER STRASSE 2  
10785 BERLIN

**SUNDAY, NOVEMBER 18TH, FROM 12:00 TO 16:00**  
**WEDNESDAY, NOVEMBER 21ST, FROM 12:00 TO 18:00**  
ENTRANCE IS FREE TO THE PUBLIC



## 4) Way forward – 2nd. Global Soil Week

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- Berlin on **27-31 October 2013**
- what does **“losing ground”** imply for food, water and energy security? How do we manage soils for this nexus and what are the pathways towards more sustainable soil management? What are the triggers for change?
- Holding common ground – Developing effective soil communication
- Satellite events: Ekta Parishad exhibition “Soil of struggle”, Netzwerk Entwicklungspolitik im Saarland e.V. information day and film screening
- GSW Dinner open to public
- Action forum
- GSW Website

**Beyond...**

# Contact

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