



# Why Soils at WWF?





## Why Soils at WWF?





# Why is it so hard to tell?

- too far away from people's daily lives
- no public awareness (comparabyl few hits e.g.in Google search)
- the great unknown
- not "sexy", not "cute"
- its "usefulness" is not as obvious







# How to transport difficult topics?

### We create pictures and tell stories

- About people, farmers, scientists etc.
- Showing contrasts "nice vs. ugly"
- Easy messages
- Cute animals and threats
- → Emotions
- Fun facts, participatory formats (Quiz, "send us your pictures")
- Consumer tips (garden, food)





# How to transport difficult topics?

### Learning & fun events for children and students





WWF Youth Camp 2021

Uctober 20th 20



# How to tell soil biodiversity?

Build on the urgency to address climate change! (...the utilitarian approach...)

- Soil organic matter/soils as a significant sink of CO<sub>2</sub>
- -Soil biodiversity is essential for fertile soils and hence climate resilience
- Soil biodiversity links almost automatically to the carbon farming debate
- → ecosystem services instead of carbon metrics



# How to tell soil biodiversity?

## Why is it important to spread the word about soil biodiversity?

- People change behavior, consume more responsibly
- Informed people can put pressure on decision makers
- → But, in the end it is not consumers who decide about soils...



## Four steps for more diversity in and on the soil:

- 1. Political frameworks and legislation must support joint/systemic actions, uniting soil protection and rehabilitation with nature conservation, agriculture, forestry and water management
  - → Farm to Fork; Carbon Farming Initiative; Soil strategy
  - → Conditionalities as well as Eco-Schemes of the EU CAP

#### SOIL ORGANISMS 92 (2) : August 2020

#### POLITICAL STATEMENT

#### Soil and biodiversity -

Demands on politics

Jeannette Mathews1.\*, Frank Glante1, Michael Berger2, Gabriele Broll3, Uta Eser4, Andreas Faensen-Thiebes<sup>5</sup>, Norbert Feldwisch<sup>6</sup>, Wilhelm König<sup>7</sup>, Nikola Patzel<sup>6, 8</sup> Rolf Sommer<sup>1</sup> and Willi F R Xylander<sup>2</sup>

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#### 1. Introduction

During the conference 'Rediscovering the soil with Healthy soils filter water, making it suitable for drinking Alexander von Humboldt. Soil and Biodiversity - protect us from flooding, provide nutrients, and allow Everything is connected with everything' in Berlin on food to grow. It can do all of this and more only because December 5, 2019, a political statement was prepared benevolent creatures under our feet work together like the as a major result of the discussion. Many important wheels in clockwork. They include bacteria, fungi, ants German organisations for nature conservation and soil and other insects, earthworms, small mammals, and many protection (Tab. 1) signed this political statement in more (Xylander et al. 2015). One teaspoon of soil contain the spring of 2020. A translated version of 'Boden und more organisms than there are people on earth (Orgiazzi Biodiversität - Forderungen an die Politik' is presented et al. 2016). agricultural and conservational policy.

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#### 2. Key player soil organisms

and recycle leaves and other dead plant material. An important product of this process is humus, the most precious part of fertile soil. Humus contains nutrients, stores water and stabilises the soil structure. The soil also \* Results of the conference 'Rediscovering the soil stores carbon in the humus, thereby reducing the amount also aids in climate protection.

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### Four steps for more diversity in and on the soil:

- 2. EU must build on the Sustainable Development Goals (SDGs) in its soil protection strategy and EU agricultural policy/ies
- → A soil strategy with concrete objectives, measures, M&E indicators and funding programs, as called for by the European Commission's "Soil health and food" mission
- → EU soil framework directive needed

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## Four steps for more diversity in and on the soil:

- 3. Political awareness of soil as a limited resource
  - → Political measures must be supplemented by education, communication and participation initiatives
  - → Expertise, knowledge and awareness of the importance and protection of soil biodiversity must be a crucial part in farmer's qualification  $\rightarrow$  adjustment of agricultural curricula required

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## Four steps for more diversity in and on the soil:

- 4. Reference data for soil health
  - → Expansion of monitoring programmes and digital documentations
  - → Inclusion of soil biological records; closer networking of peers
  - → Evaluation regarding the functions of soil organisms and their threats

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**WWF Soil Work in Germany** 



Dr. Rolf Sommer WWF

