



EUROPEAN UNION

EU MISSIONS



Concrete solutions for our greatest challenges

A SOIL DEAL FOR EUROPE

Soil literacy, communication and engagement

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#EUmissions #HorizonEU



Goal of the Mission: 100 living labs and lighthouses to lead the transition towards healthy soils by 2030

Specific objectives:

1. Reduce desertification

2. Conserve soil organic carbon stocks

3. Stop soil sealing and increase re-use of urban soils

4. Reduce soil pollution and enhance restoration

5. Prevent erosion

6. Improve soil structure to enhance soil biodiversity

7. Reduce the EU global footprint on soils

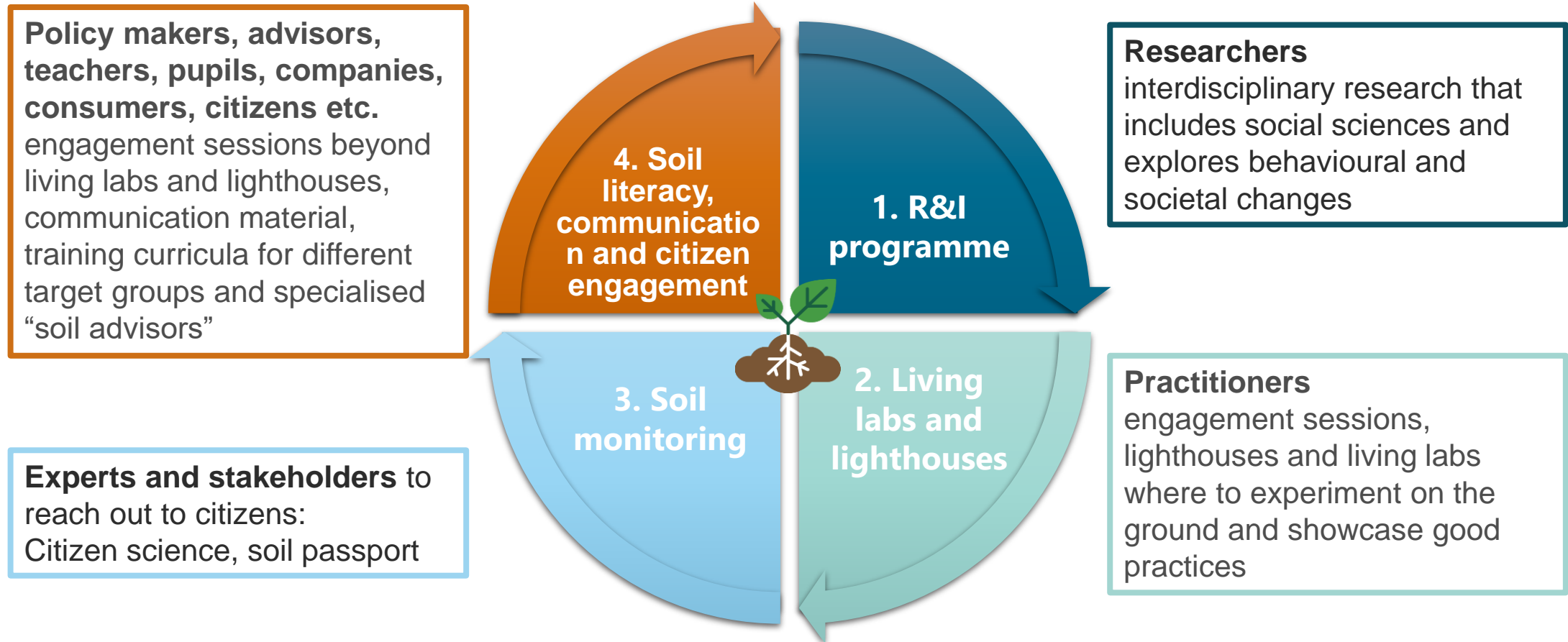
8. Improve soil literacy in society



Each specific objective is backed by **one or more quantified targets** and **measurable indicators**.
Objectives apply to **all types of land use**.



How is the Mission implemented?





What does citizen engagement mean in the framework of the mission A soil Deal for Europe?

Engagement is understood as being active in nature, involving a two-way process between those being engaged and those seeking the engagement





Why is citizen engagement important?



- Legitimacy and acceptance
- Public value represents not just what citizens demand today, but what they may **need or desire in the future**
- Co-designing and co-implementing with citizens, scientists, innovators, land managers, farmers, spatial planners, etc. **ensure that the Mission responds to local needs and long-term results.**

Increase soil literacy in society across the EU – long-term targets

- **Awareness of the societal role and value of soil** is increased amongst EU citizens, including stakeholders and policy makers
- **Soil health is firmly embedded in schools and educational curricula**, to enable citizens' **behavioural change** towards the adoption of sustainable practices both individually and collectively
- **Citizen involvement in soil and land-related** issues is improved at all levels
- **Practitioners and stakeholders have access to appropriate information and training** to improve skills and to support the adoption of sustainable land management practices





Communication and engagement events

Some examples of past and fairs since September 2019



Outlook conference 2019 (Brussels)

Green Week (Berlin) and Salon de l'Agriculture (Paris) 2020



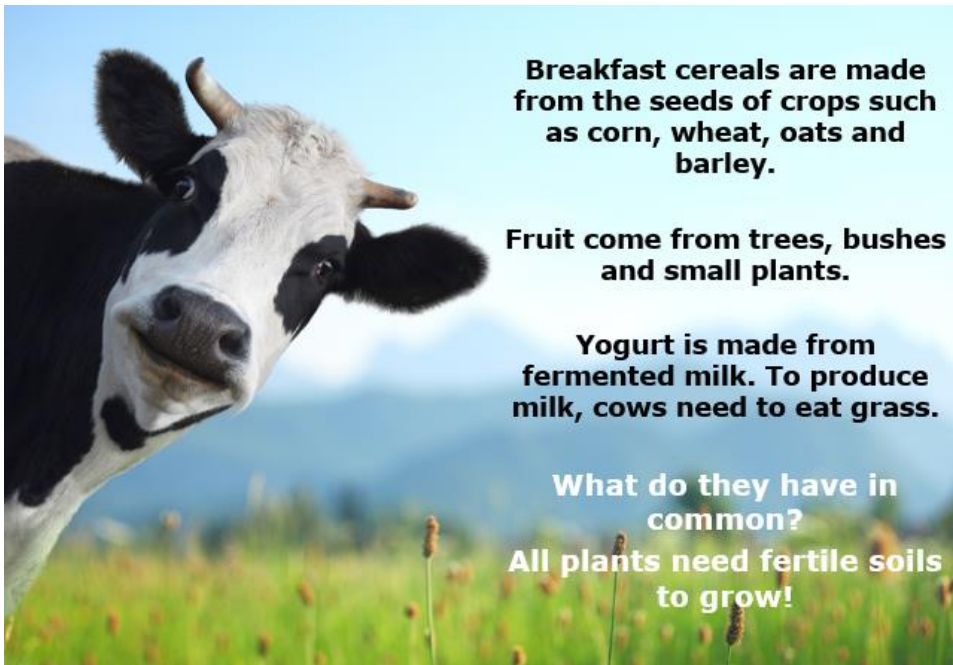
Some examples: Mission ambassadors



- La mission sur la santé des sols



Some examples: at the time of covid-19 – games and social media presence



Breakfast cereals are made from the seeds of crops such as corn, wheat, oats and barley.

Fruit come from trees, bushes and small plants.

Yogurt is made from fermented milk. To produce milk, cows need to eat grass.

**What do they have in common?
All plants need fertile soils to grow!**



Horizon 2020 @EU_H2020

#MissionSoil is focused on protecting the basis of our life and the life of future generations. We need to work together for healthy soils 🌱

Discover how ec.europa.eu/mission-soil

#HorizonEU #EUmissions #EUGreenDeal

Traduci il Tweet

Did you know...

that nearly 33% of global soils are degraded and erosion is affecting 25% of EU agricultural land?

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HORIZON EUROPE
MISSION AREA SOIL HEALTH & FOOD

What do you know about soil?

Research and Innovation



Some examples: videos and social media



EU Agriculture @EUAgri

Life on earth depends on soil 🌍

- soil provides food
- soil cleans water
- soil captures carbon
- soil hosts biodiversity
- soil recycles nutrients

We need to protect and restore this precious resource 🌱 #WorldSoilDay

Traduci il Tweet

0:18 18.440 visualizzazioni

Soil matters
Life on earth depends on soil. We need to protect and restore this precious resource.

10:00 AM · 5 dic 2019 · Twitter Media Studio

EU Agriculture @EUAgri

EU #MissionSoil, will create 100 living labs & lighthouse farms to help make our soils healthy 🌱

@EUAgri expert Annette Schneegans explains the mission at the '#EUFarm2Fork workshop on #CarbonFarming & #SoilHealth.

LIVE: app.swapcard.com/event/farm-to-...

Traduci il Tweet

A Soil Deal for Europe: 100 living labs and lighthouses to lead the transition towards healthy soils by 2030

1. Reduce desertification
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7. Reduce the EU global footprint soils
8. Improve soil literacy in society

Each specific objective is backed by **one or more quantified targets** and **measurable indicators**. Objectives apply to **all types of land use**.

9:46 AM · 15 ott 2021 · Twitter Web App



Some examples: euronews and Horizon Magazine

euronews.next BIZTECH NEWS MONEY WORK MOBILITY HEALTH HOME OPINION SERIES

FUTURIS

On a mission to save our soils - the EU's plan to rebuild the land

In partnership with The European Commission



On course for healthier, more sustainable soil

23 September 2021
by Jerry Stamatelos

Republish



Soil is home to about a quarter of all living species (© Arnadeu Branco, Shutterstock)

If we want to transition to a greener, healthier and more climate resilient Europe, it is important to ensure our soils are in good condition. However, the quality of soils is worsening because of unsustainable management practices, depletion of resources, climate change and pollution. Soil hosts a quarter of our planet's biodiversity and is home to about a quarter of all living species. But how many of us give this precious resource a second thought?

Does an ally against climate change lie beneath our feet?

29 September 2021
by Nick Klenske

Republish



Soil test: An agronomist takes notes in the field. Environmental protection, organic soil certification, research © FCC-AQUALIA SA

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The answer lies beneath our feet

14 September 2021
by Jonathan Smith

Republish

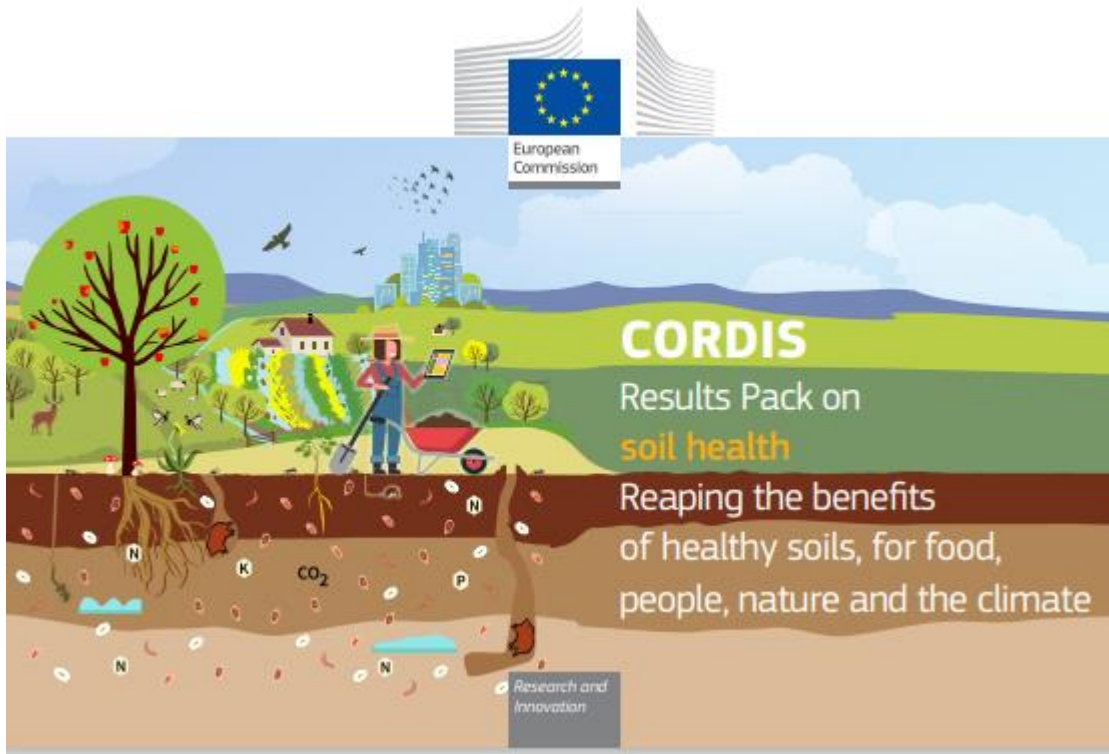


© Prof. Claire Chenu

Healthy soil is something most of us take for granted, but it is crucial for life. As one of our most vital resources, we depend upon it for the food we eat, the textiles we wear and the wood we use to build our homes.



Some examples: Cordis Results Pack on soil health



CORDIS Results Pack on soil health

Reaping the benefits of healthy soils, for food, people, nature and the climate

EN

- AGG-REST-WEB
- BEST4SOIL BIOMAP2SOIL
- CIRCASA
- IDESoWa DormantMicrobes
- iSQAPER INSPIRATION
- NUTRIMAN LANDMARK
- WATERPROTECT SOILCARE
- EJP SOIL
- SMS



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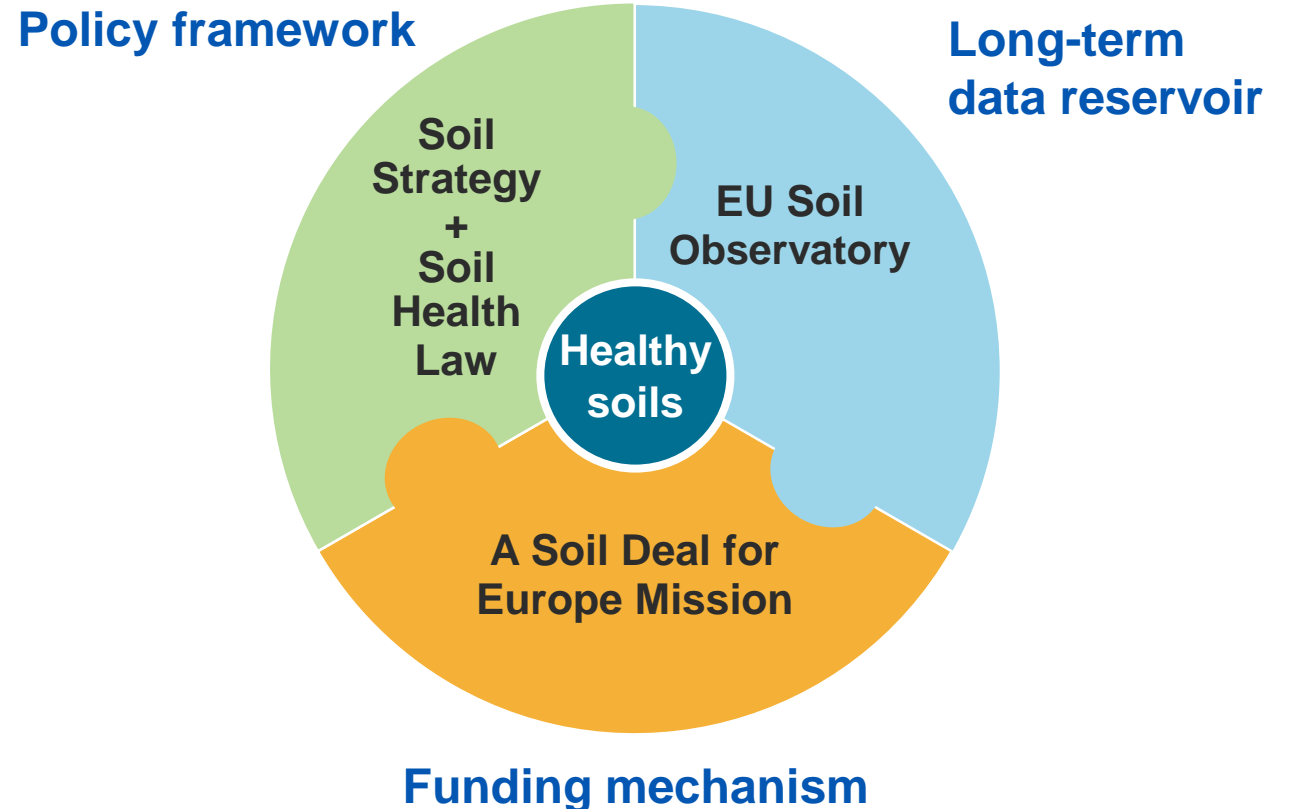
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Added value: mobilisation of diverse actors

- Member States
- Regions and municipalities
- Practitioners: e.g. farmers, foresters, land managers, spatial planners, etc.
- and other stakeholders: e.g. private sector and consumers, but also creative industries
- Advisory services
- Teachers and pupils
- Citizens at large





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Funding opportunities to contribute to the Mission



Proposals have been received for the WP 2021 and are currently being evaluated.

Work Programme 2021 (72 M € - 9 topics + 2 other actions)

Sujets	Type d'action	Budget [M€]	N. de projets
Preparing the ground for healthy soils: building capacities for engagement, outreach and knowledge	CSA	5	1
From knowledge gaps to roadmaps on soil mission objectives	CSA	5	1
Validating and further developing indicators for soil health and functions	RIA	12	1
Linking soil health to nutritional and safe food	RIA	7	1
Social, economic and cultural factors driving land management and land degradation	RIA	10	2
Incentives and business models for soil health	RIA	10	3
Engage with and activate municipalities and regions to protect and restore soil health	CSA	10	3
National engagement sessions and support to the establishment of soil health living labs	CSA	3	1
Next generation soil advisors	RIA	5	1

New calls for applications

Open from now until 27 September 2022

Work Programme 2022 (95 M € - 10 topics)

Sujet	Type d'action	Budget [M€]	N. de projects
Building the mission's knowledge repository and advancing the European Soil Observatory	IA	6	1
Improving food systems sustainability and soil health with food processing residues	RIA	14	2
Soil biodiversity and its contribution to ecosystem services	RIA	16	2
Remediation strategies, methods and financial models for decontamination and reuse of land in urban and rural areas	RIA	21	3
Monitoring, reporting and verification of soil carbon and GHG balance	RIA	14	2
Network on carbon farming for agricultural and forest soils	CSA	3	1
Foster soil education across society	RIA	6	1
Framework Partnership Agreement (FPA) for a Living Lab network support structure	FPA		
Citizen science for soil health	RIA	6	1
Innovations for soil improvement from bio-waste	IA	9	3



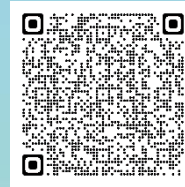
Useful links

- **Mission A Soil Deal for Europe** webpage - <http://ec.europa.eu/mission-soil>
- **Mission A Soil Deal for Europe** Implementation Plan - [EU Mission Soil Deal for Europe Implementation Plan \(europa.eu\)](https://ec.europa.eu/mission-soil/implementation-plan)
- **Mission A Soil Deal for Europe** factsheet - [EU missions - Publications Office of the EU \(europa.eu\)](https://ec.europa.eu/mission-soil/factsheet)
- **Mission A Soil Deal for Europe - Living Labs** factsheet - [EU mission, soil deal for Europe - Publications Office of the EU \(europa.eu\)](https://ec.europa.eu/mission-soil/living-labs)
- **EU Missions** - [EU Missions in Horizon Europe | European Commission \(europa.eu\)](https://ec.europa.eu/mission-soil/)
- **Video EU Mission “A Soil Deal for Europe”** - <https://youtu.be/3hPIZqwwhhM>
- **Food for Europe** podcast episode 15 *Soils in danger: Europe fights back* - [The Food for Europe podcast | \(europa.eu\)](https://www.foodforeurope.eu/podcast/episode-15-soils-in-danger-europe-fights-back)
- **Behind the Scenes** podcast episode - [S02/E05: A blossoming career as a soil keeper | Behind the Scenes on Acast](https://www.behindthescenes.eu/podcast/episode-5-a-blossoming-career-as-a-soil-keeper)
- **On a mission to save our soils - the EU's plan to rebuild the land** - [Futuris episode Euronews](https://www.euronews.com/futuris/2021/05/11/on-a-mission-to-save-our-soils-the-eus-plan-to-rebuild-the-land)



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Thank you!

For further information and questions please contact the Mission Secretariat:

AGRI-SOIL-MISSION-BOARD@ec.europa.eu

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