



International Union of Soil Sciences

**Educating and raising awareness by practicing
sciences to achieve SDG 15 in
a mediatized world**



**International
Decade of Soils
2015-2024**

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¿And why Soil?

*“Because we can live without food perhaps some weeks,
without drinking during some few days, and without
breathing oxygen, just a few minutes,..... but all this,
depends on the existence on a fertile Soil on Earth”*

(Reyes-Sánchez, 2016)



¿And why Soil?

- * *"The Earth Charter"* UN (2,000).
- * The UN resolutions 4/2013: "World Soil Day" and 5/2013: "International Year of Soils".
- * UN (2015) formulated seventeen global Sustainable Development Goals (SDGs).
- * "The International Decade of Soils 2015-2024 was proclaimed by Rainer Horn as IUSS President (2014-2016).



IUSS International Decade of Soil

- * “Stop the land degradation as the most insidious and underestimated challenge of the 21st century”
- * “Direct the main focus of all activities on school age children and young adults (who will be teenagers and young adults in 10 years' time)”



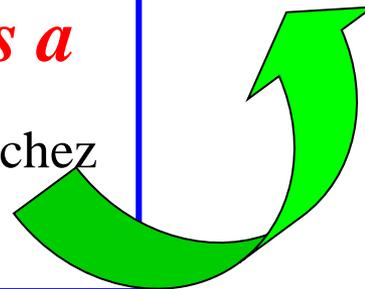
Sustainable Development Goals

Goal 15:

“Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss”.

What does the Soil have to do with achieving the 17 SDGs?

Not having a fertile soil that allows us to have enough food and water is already a serious problem, but more serious are the social situations that their deficit engenders: *poverty, displacement, inequality, violence and injustice as a result of famine* (Reyes-Sánchez 2009 y 2012).



Goal 15: Preservation of the soil resource through a constructive education

Equality and equity (**SDG 5** and **10**), as well as *freedom and security* - as elements that exist only within a framework of peace and justice for all (**SDG 16**) -, **are finally subject to changes that we are able to build through a *citizen education for preservation* (**SDG 4**),**

Goal 15: Preservation of the soil resource through a constructive education

.... in order to count with *fertile soil and a sustainable agricultural and livestock activity, as a source of productive and decent work (SDG 8)*, that will enable us to *eradicate poverty (SDG 1) and hunger (SDG 2)*;

Goal 15: Preservation of the soil resource through a constructive education

.... demand and practice a resilient and innovative production (**SDG 9**) and responsible consumption (**SDG 12**), which through the renewable energy use of all parts (**SDG 7**) makes it possible to have clean water (**SDG 6**) good weather and clean air (**SDG 13**), ...

Goal 15: Preservation of the soil resource through a constructive education

.... ensuring good public health (**SDG 3**) and the recovery of life in our oceans and terrestrial ecosystems (**SDGs 14 and 15**). All of this, can only be achieved through unity and working in harmony (**SDG 17**), and **education is therefore the link and beginning for the construction of the 17 SDG's.**

So, what do we propose to do?

Educate in soil science

on a planet that is

a natural system

So, what do we propose to do?

“Because you can't love what you do not know, or understand what is ignored, our tasks are also to teach, educate and raise awareness”

So, how do we cultivate the love for land and life?

The love for the land and the values that emerge from that love, are sown and nurtured by daily example and through an educational process that encourages in children “the basic processes of maturation, exploration and metamorphosis of identity, which correspond first with the set of elements of universal value and voluntary transmission through teaching, and second: with the impregnation of the spirit and traditions of a people, *which come from the mother's milk and are breathed through the aroma of the motherland on which ONE is born*”

(Reyes-Sánchez L. B. , 2006)

Educating and raising awareness in a mediitized world

“Rich countries are rich because they invest
money in scientific-technological development,
and poor countries continue to be so because they do
not. Science is not expensive, ignorance is”

(Bernado Houssay, Argentinean Prize Nobel)





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Educating and raising awareness in a mediatised world



Educating and raising awareness in a mediatized world

“Tell me and I forget.

Teach me and I remember.

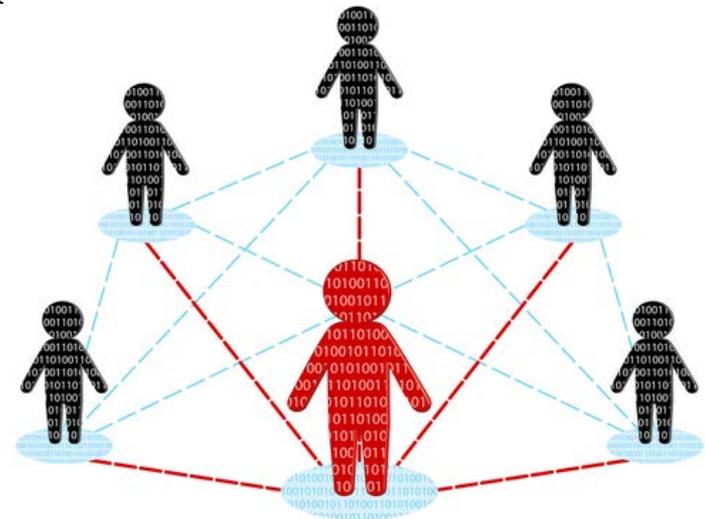
Involve me and I learn”

Benjamin Franklin (1706-1790)

Educating and raising awareness in a mediatised world

The Internet and its related technologies make what we know today as social media possible and prevalent.

- **Synchronous Interactions:** Occur in real time
- **Asynchronous Interactions:** Do not require all participants to immediately respond



IUSS Educative Task Force

in a mediatized world

- * Linking the various educational projects in soil science that exist in all countries belonging to the IUSS to contribute their cultural richness to the IUSS Educative Task Force.
- * Performing educational activities organized around the world as part of the IUSS Educative Project.
- * Generate knowledge and awareness, disseminate information and disseminate our activities.

IUSS Educative Task Force in a mediatized world

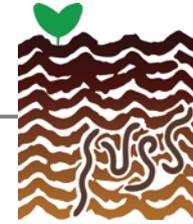
- * Involving teachers and scientists of the IUSS to participate in the dissemination of Soil Science, especially those in leadership positions, who therefore are a moral example to follow.
- * Create didactic material on topics related to soil in various formats for distribution through social networks.
- * Triple "T" IUSS Project.

soil sustainability through its governance

- * Open Soil Science to the synergistic link with other disciplines as well as other scientific societies.
- * To create dissemination strategies.
- * Intensify coordination and collaborative interaction with related organizations such as the UN, UNESCO, FAO, ICSU, etc.
- * Work hand in hand with politicians in the construction of the governance of the Soil resource.



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WORLD AWARENESS CAMPAIGN

Share us in your own language the
hash tag **#TheSoilsLife** and flood
social media with it

**#ElSueloEsVida, #DerBodenistLeben, #LaTerraEsVida,
LeSolEstLaVie; #InTlalliTonemiliz, # SolEsteViata**

@LauraBReyesS



Goal 15



All SDG's



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By way of conclusion I want to say that

Science is Not Silence

By way of conclusion I want to say that

Scientists have the word,
the ball is in our court, the
challenge is ours and
the responsibility too

References:

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