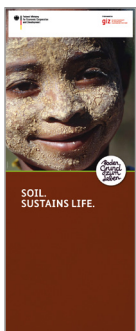




Why an exhibition?



Soil is vital to life: more than 90% of our food production is directly dependent on soil. Ongoing global population growth is driving up demand for food, and yet we are still not treating the soil with care. Over-intensive and unsustainable farming methods, urbanisation and settlement processes cause irretrievable loss of fertile soil.

In order to raise the global public's awareness of the importance of soils, the United Nations has designated 2015 the International Year of Soils. It's a good time to ask ourselves some probing questions. What is the status of our soils, and how can we manage this precious resource more sustainably? On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH – in cooperation with an extensive soil network – has launched the 'Soil. Sustains Life.' campaign as a joint effort to promote soil conservation.

The campaign is accompanied by an exhibition of the same name, which aims to inform and raise awareness of the topic. It is designed to appeal to professionals, schoolchildren and interested laypersons and provide (new) information about soil. Due to its modular structure, the exhibition need not be displayed in its entirety; individual elements can be combined to suit the target group, available space and context.

Exhibition structure

Soil is vital to life. Without it, we would have no food or clean water. However, soils depend on us as much as we depend on them. Soil is a non-renewable resource, and we can only preserve it through sustainable management. To demonstrate this interdependency, the exhibition covers the following three topics:



I. Soil: The first part of the exhibition shows that soil is a living organism. How is it formed? What are its functions, and what causes soil loss? By focusing on the linkage between soil and life, this part of the exhibition aims to foster visitors' appreciation of this precious resource.



II. People: The second part of the exhibition deals with human communities and their needs – food, clothing, work and mobility. The aim is to raise visitors' awareness that none of these needs can be met without soil.



III. Soil and people: How can soil and people co-exist in such a way that they benefit and continue to thrive? The third part of the exhibition provides answers by showcasing projects and initiatives from around the world and outlining options for individual action.

The roll up banners: content

TOPIC I: SOIL



Roll up banner 1:

Without healthy soils...

Life is impossible without soil. Its numerous life-sustaining functions are depicted on this roll up banner.



Roll up banner 2:

'Real soil is active, alive, moving!'

Striking images show that soil is a living organism. Facts and figures provide further proof.



Roll up banner 3:

A multitude of soils.

The different soil types and the soil profile are the focus of this roll up banner.



Roll up banner 4:

Soil takes time.

Roll up banner 4 traces the formation of soil over time, showing that soil is a limited and, within human timescales, non-renewable resource. It also highlights the importance of healthy soil.



Roll up banner 5:

'Without proper care for it we can have no life.'

Our unsustainable practices cause the irretrievable loss of fertile soil.



Roll up banner 6:

Sustainable land management.

Good practice: A GIZ project in Ethiopia helps smallholders to increase their yields and improve their food security by switching to sustainable, soil-conserving farming methods.



Roll up banner 7:

Preventing desertification.

Good practice: Soil conservation and rehabilitation are the focus of German development projects in the Sahel. Degraded arable land is being restored and put to good use, creating new income-generating opportunities for local communities.

TOPIC II: PEOPLE



Roll up banner 8: **'Soil is a resource, a living, breathing entity that, if treated properly, will maintain itself. It's our lifeline for survival.'**

This roll up banner identifies human communities' basic needs, which can only be met by healthy soils.



Roll up banner 9: **Rural regions will determine humankind's future food security.**

Smallholders in developing countries would be able to lift themselves out of poverty if they had access to the right skills, modern equipment and seeds.



Roll up banner 10: **World population – per capita cropland.**

There is a link between the world's growing population and rising demand for arable land. As this roll up banner shows, available per capita cropland is decreasing and worldwide distribution of productive soils is inequitable.



Roll up banner 11: **Less land = more interest. Land as a tradable commodity.**

Land and the communities which live and depend on it are coming under growing pressure from agri-business, transnational corporations and investors.



Roll up banner 12: **Footprints in faraway countries.**

This roll up banner explains the terms 'land footprint' and 'virtual land': in other words, our occupancy and use of land in other countries to produce our food and consumer goods. It also focuses on global inequality in land consumption.



Roll up banner 13: **Meat needs land.**

Our hunger for meat consumes vast amounts of land, as these figures show.



Roll up banner 14: **Growing cities – shrinking soils.**

Urbanisation and transport infrastructures are expanding worldwide. With reference to Germany, the roll up banner provides facts and figures that show the dramatic effects on soils.



Roll up banner 15: **Handle with care: soil – a delicate organism.**

Every year, millions of hectares of fertile soil are destroyed by poor farming techniques – not only in agro-industry, but also, in some cases, in smallholder agriculture.



Roll up banner 16: **Peppers, tomatoes and salad leaves – in the heart of the city.**

Good practice: What are urban farming and urban gardening, and how can they help to conserve the soil? Projects in Cologne and Cuba show us the way.



Roll up banner 17: **Economics of Land Degradation – investment in soil conservation pays off.**

Good practice: The ELD initiative presents economic arguments to boost policy-makers' and businesses' support for active soil conservation and sustainable land management worldwide.

TOPIC III: SOIL AND PEOPLE



Roll up banner 18:
Sustainable development – an international focus.
 The United Nations has included land and soil conservation in the Sustainable Development Goals. The SDGs will replace the Millennium Development Goals (MDGs), which expire in 2015.



Roll up banner 19:
Using soil sustainably.
 What does 'sustainable' mean in relation to soil? Roll up banner 19 explains its environmental, economic and social dimensions.



Roll up banner 20:
Sustainable farming methods.
 This roll up banner introduces various aspects of sustainable farming, based on a system-wide approach that takes account of people, the environment and political conditions.



Roll up banner 21:
National – international: working together to protect the soil.
 Policy-makers have a key role to play in promoting the sustainable management of our soils. National and international organisations are taking responsibility and working on soil conservation, as these examples show.



Roll up banner 22:
What can I do?
 Each and every one of us can easily adopt patterns of behaviour that protect the soil. Here are a few ideas to inspire you.



Roll up banner 23:
When you're at home at the weekend, go out into the garden, a field or a forest. Pick up a handful of soil and smell the rich aroma of the earth. You're holding YOUR OWN FUTURE in your hands.
 These inspiring words highlight our connection to the soil. We must treat it with care, for soil is vital to life.



Roll up banner 24:
Secure land tenure for people and the environment.
 Good practice: A GIZ project in Tajikistan aims to make forest resources more profitable through sustainable and equitable management.



Roll up banner 25:
Empowering women – for people and the environment.
 Good practice: This GIZ project in Bolivia builds smallholders' knowledge of sustainable farming and water storage techniques.



Roll up banner 26:
Reforesting the country.
 Good practice: A GIZ project in Madagascar protects natural woodlands from deforestation and assists smallholders to boost their incomes through sustainable management of new forests.



Roll up banner 27:
A more sustainable role in world markets.
 Good practice: The Cotton made in Africa label secures African cotton farmers' access to markets and increases soil fertility, thus improving yields.

Short of space? The roll up banners provide a solution.

The exhibition can be adapted to specific needs, target groups, available space and context. If there is not enough space for the entire exhibition, individual modules can be displayed instead. There are two options:

1. To provide an overview of all the topics, you should use the title roll up banner (0) and, as a minimum, the following roll up banners from the three sections: I-2 & 5; II-8, 10 & 11; III 18 or 19 & 20-22. Due to the exhibition's modular structure, other thematic roll up banners can be included as additional optional elements. The more roll up banners you display, the more intensively visitors can engage with the topic.
2. Alternatively, you can choose to display just one of the three sections in its entirety. We recommend that you display the title roll up banner plus the entire roll up banners on your chosen topic.
3. Please be aware that the stands are covered on both sides with roll up banners (refer to the overview on the website). If you want to display both sides, you will need adequate exhibition space.

To help you to make the right choice, you can preview the roll up banners as a pdf on our website:

www.grund-zum-leben.de/material/bodenausstellung

The exhibition is also available as a set of posters. Each poster measures 47 × 118 cm.

What else should I consider?

1. Each roll up banner is 2 m high and 80 cm wide. We recommend that you leave a 10 cm gap between each roll up banner, thus allowing a width of 1 metre for each roll up banner. Each stand holds two roll up banners, which can be displayed side by side or individually.



2. We have found that putting up freestanding groups of roll up banners (3-4 in a cross formation) also works well, enabling information to be presented to visitors in visually appealing, manageable amounts.



3. The exhibition space should have good natural light or artificial lighting. Spotlights can be used for maximum impact.
4. Assembling the stands:
 - The stands are folded for ease of transportation, so before you start, you should think about the order in which you wish to display the roll up banners and where each one is to be positioned. To make this easier, each container includes a list of the roll up banners that it holds, including an ID number and photo.
 - Remove the telescopic pole from the case by lightly depressing the side of the pole where the screw threads are located. Insert the end of the pole into the aperture on the case until it sits firm. Now pull out the lower part of the bar and twist until it is secure. The second part should be fixed at a height of 1.95 m (marked in red). If you are using both parts of the roll up banner, remove the adapter from the small red inside pocket and fix it on the pole.
 - Remove the roll up banner from the case with care, applying firm and even pressure.
 - Hook the roll up banner clamp into the telescopic pole. If using the second roll up banner, repeat.
 - Caution: do not loosen your grip during assembly/dismantling; otherwise, you will lose control of the roll up banner, causing it to retract at speed.
 - When dismantling, it is important to feed the roll up banner back into the case slowly and evenly. If the roll up banner rolls up crossways, ease it out and start again.

Placing an order

The exhibition is available for loan free of charge. The borrower is only responsible for transport costs. Please ensure that you have adequate insurance cover (the exhibition is valued at €4,000). The exhibition consists of 15 roll up banner stands and 30 roll up banners and is available in English and German.

The 15 stands are housed in a total of three containers.



All the roll up banners are available as posters for permanent display or can be ordered as digital poster files. The poster version is also available in French.

Contact

Interested? For further details, please contact:
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