

Emirates Soil Museum

2016-2020



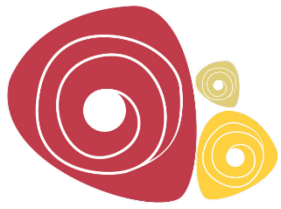
متحف التربة الإماراتية
Emirates Soil Museum



Agenda

- Emirates Soil Museum Background
 - Establishment
 - Museum in numbers
- Detailed plan 2019-2020 academic year
- Sponsorships





متحف التربة
Emirates Soil Museum

Emirates Soil Museum Background

Establishment and Statistics

2016-2019 Q2

Emirates Soil Museum as part of ICBA Knowledge Platform

**SUSTAINABLE
DEVELOPMENT
GOALS**



Sustainable livelihoods and food security in marginal environments

Natural resources are increasingly managed in a sustainable way

Climate change solutions are increasingly available and used

Agricultural value chains are sustainably improved

Farmers and other stakeholders increasingly adopt sustainable food, feed and biofuel production technologies

**KNOWLEDGE
PLATFORM**

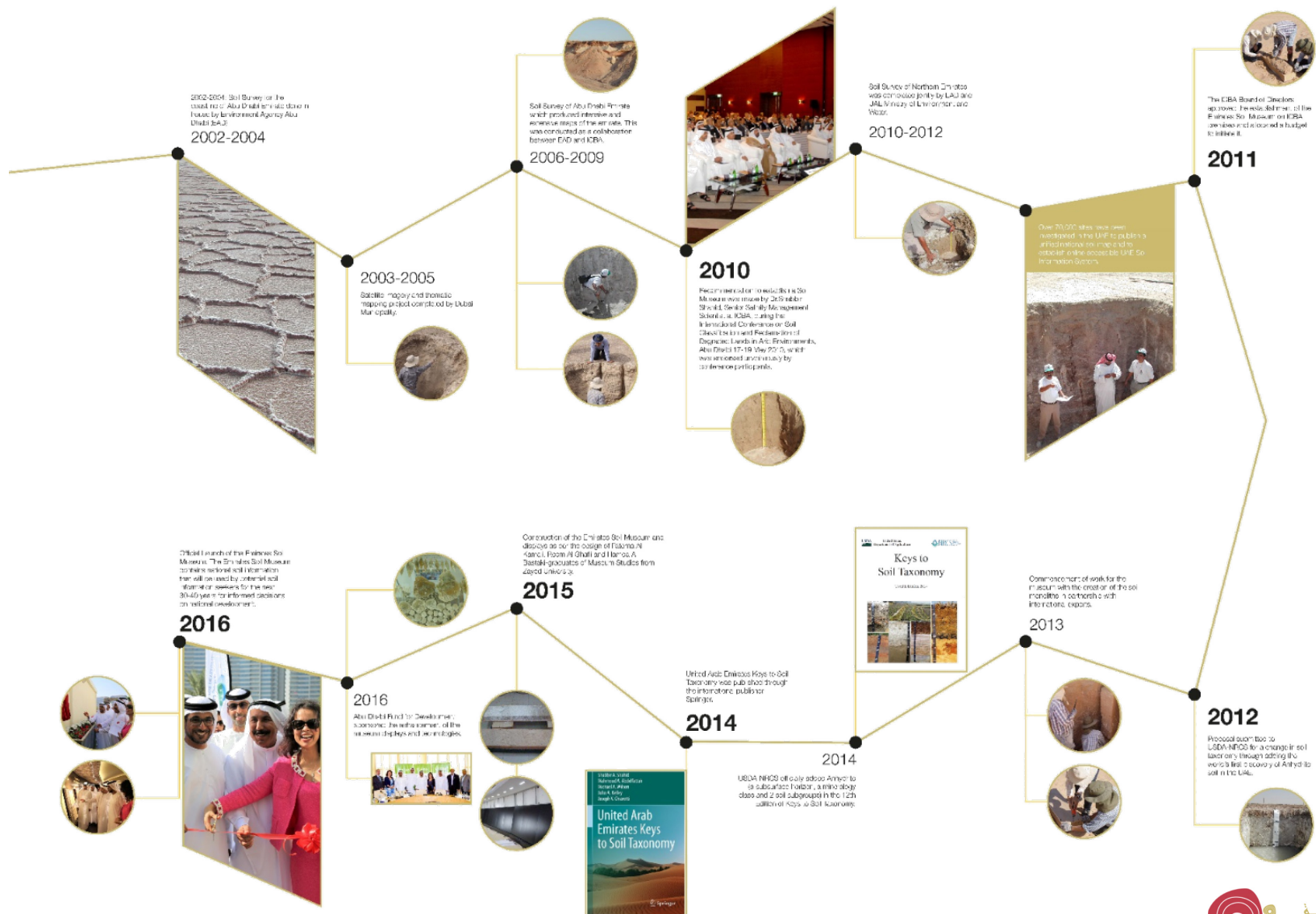
**STRATEGIC
ALLIANCES**

IMPACT

**KEY
OUTCOMES**

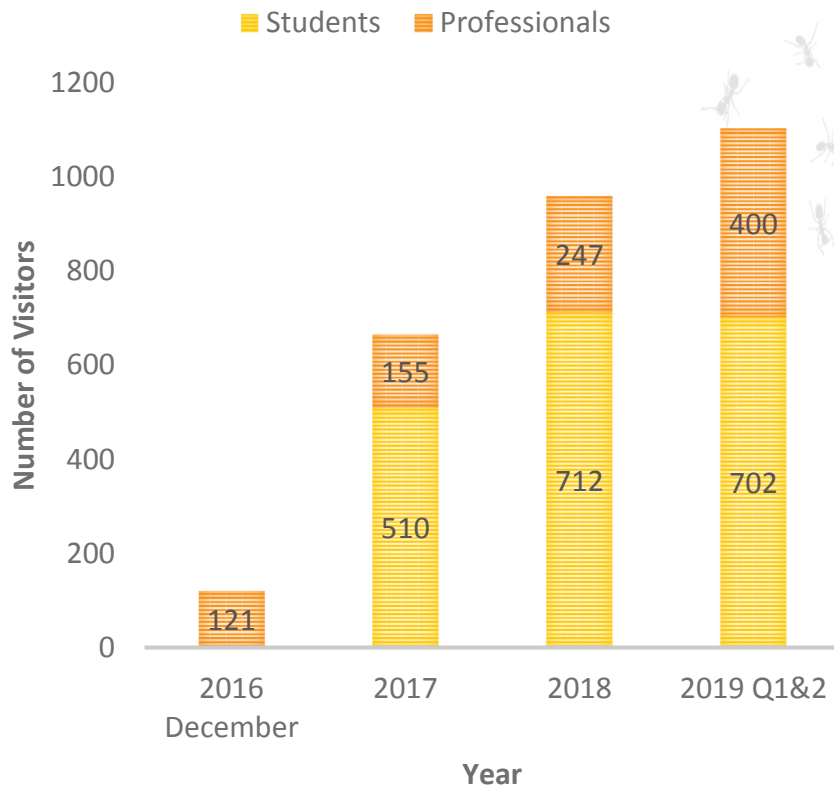
PATHWAYS

Establishment Timeline

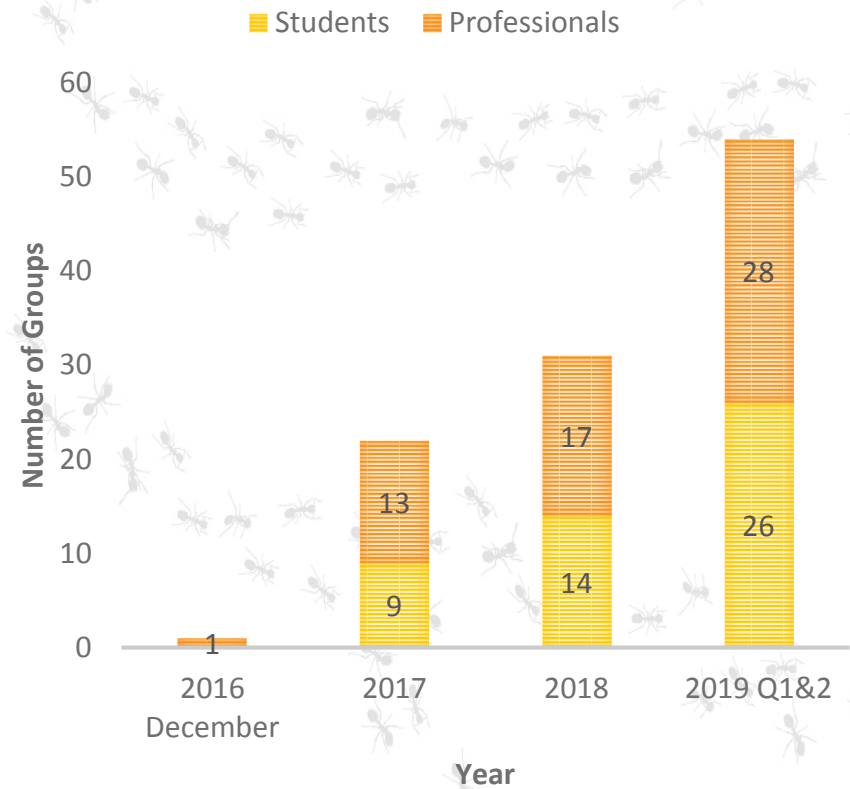


Museum in numbers, 2016-2019 Q2

MUSEUM VISITORS



GROUP VISITS



Detailed Plan *2019-2020 Academic Year*



Students' Education Programs

2019-2020 Academic Year

Target: 60 trips, 1,200 students



Schools

One day field trips aligned with school curricula.

- 9 Field trips with different themes already running
- Enhance existing trips and design new ones

Youth

One day field trips on current environmental issues.

- Design new programs targeting university students and young professionals

Medium Term Programs

Educational programs that go more in depth for the more curious.

- Week Without Walls school program
- Youth environmental programs



Public & Corporate Workshops

2019-2020 Academic Year

Target: 10 workshops, 300 adults



Public Workshops

- Workshops and public lectures on topics of interest to a wide variety of audience from professionals to hobbyists
- Sustainable soil management, permaculture, art with soil, terrarium making, gardening, salinity, conservation, healthy cooking etc.

Corporate Workshops

- Corporate workshops already began with tree planting and tours of the museum
- Expansion of these workshops and CSR events to be established through direct partnership with companies or through CRS organizations



Soil Art Studio

- Unique studio in its focus on art with soil such as pottery, textured paint, soil as pigment, mini monolith making etc. It would also explore soil's relation with water, heritage, climate, biodiversity etc.
- The space would be used by workshop participants, artists and for rent by the public

Creative Learning Spaces

2019-2020 Academic Year

Target: Completion by Sep. 2019

Soil Lab

The current space and garden would be enhanced and turned into an outdoor sustainable classroom.

- Sensory garden will provide different soils, plants, root systems, soil organisms etc. for observation through all senses
- Scientific equipment, upcycled furniture, production and design of exciting activities & experiments will provide capacity for in depth analysis of collected samples from surrounding nature

Temporary Exhibition Space & Gift Shop

- A large tent in the garden will be set up and used as a space for temporary exhibitions
- A gift shop will sell sustainable souvenirs from ICBA, books and more



Events

*2019-2020
Academic Year*

*Target: 3 events,
700 attendees*

World Soil Day

- Largest event of the year, to be held annually on December 5
- 2019 theme is Stop Soil Erosion, Save our Future!
- Target 500 attendees for 2019

Smaller Events

- In addition to World Soil Day in December, there will be 2 smaller events across the academic year
- The 2 events would celebrate international environmental days such World Water Day, Earth Day, ICBA Open Day
- Target for 2019-2020 is 200 total attendees



Art Residencies

2019-2020 Academic Year

Target: One 2-month residency



Partnerships

- Art residencies will be held in partnership with local, regional and international institutions, studios, museums, collectives and galleries
- Current interest from several organizations and key individuals for the first one
- The residencies will be held annually to create new content and explore soil's intersection with other disciplines

Residency

- 2019 will kick off the first art residency at the museum
- Artists from various countries and backgrounds to create art with soil for 2 months
- Target is to have 1 in the coming academic year followed by an exhibition



Temporary Exhibitions

2019-2020
Academic Year

Target: 2
exhibitions, 500
attendees

Internal

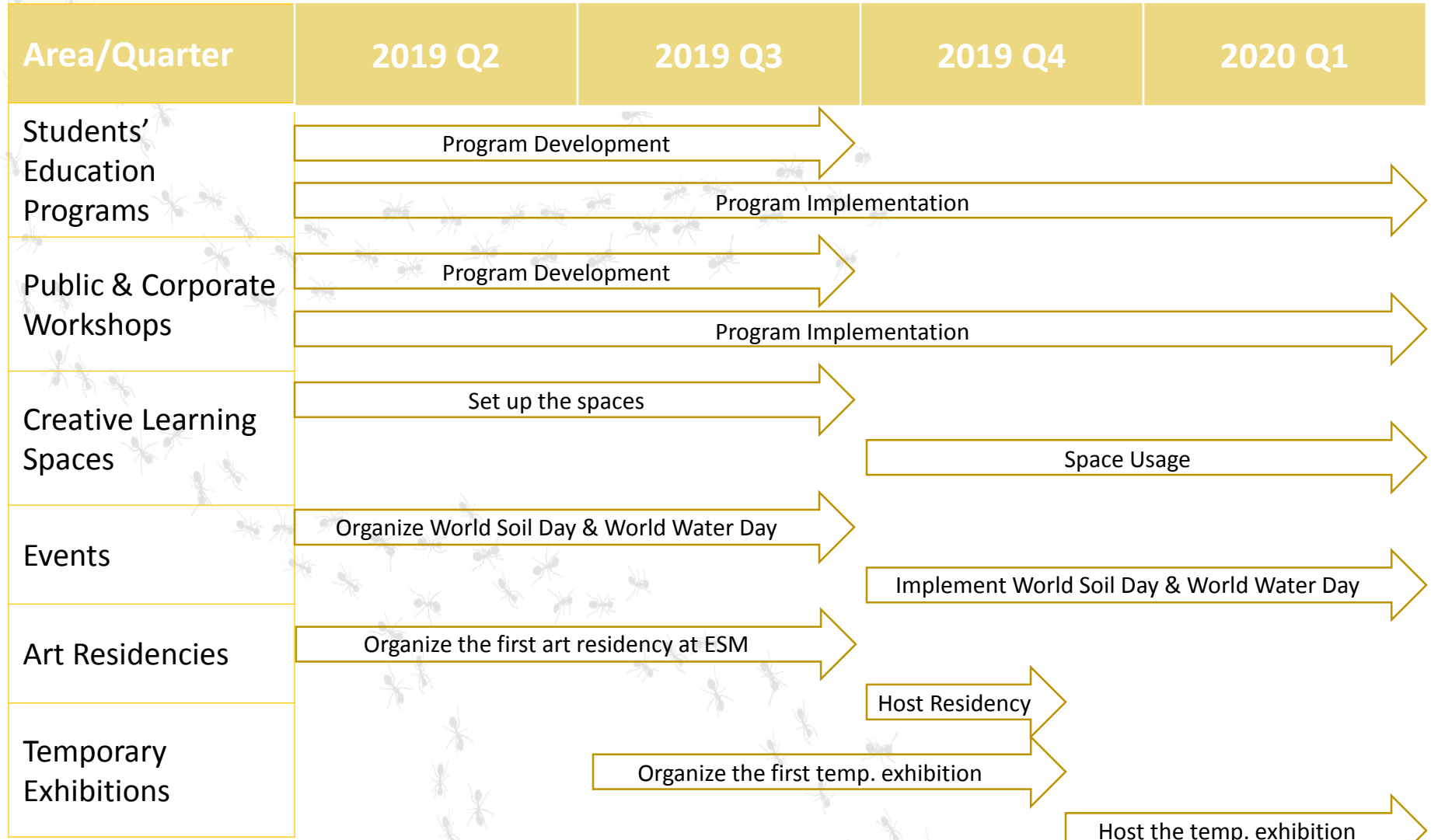
- The work of the artists in the residencies would be exhibited as temporary exhibitions with potential to tour
- Students participating in workshops would also exhibit their work
- These exhibitions would be developed for the museum with all original work

External & Touring

- Touring exhibitions related to soil would be brought to the museum to exhibit temporarily from local, regional, international museums/galleries etc. Examples include Soil Culture and Dig it! Exhibitions as well as AIZAD from the UAE
- Artists, organizations, students, hobbyists would also be invited to exhibit their work that is related to soil, particularly in coordination with events at the museum



2019-2020 Academic Year Timeline





متحف التربة
Emirates Soil Museum

Sponsorships

2019-2020 Academic Year

Why partner with us?

High Profile Visitors

- The Emirates Soil Museum has been visited by hundreds of high profile visitors
- Examples include Ministers from the UAE and abroad, Directors of International Organizations, Ambassadors and Leaders of Government Agencies



*H.E. Mariam bint Mohammed Saeed Hareb Almheiri, Minister of State for Food Security;
Dr. José Graziano da Silva
Director General of UNFAO*

If you care about

- Educating, raising awareness and disseminating knowledge about soil, food security, climate change and environmental sustainability
- Engaging various stakeholders in the learning process from school students, university students, decision makers, farmers, corporates, general public
- Exploring the intersections between Science and Art



Our Organic Reach

- **111K+** YouTube video views
- **14K** Website Users
- **7K+** Social Media Followers
- **3k+** Newsletter Subscribers
- **300+** articles, radio and TV coverage annually



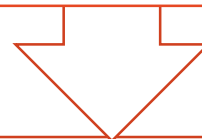
Current and Previous Donors and Partners



**Sponsorship
Packages**
*2019-2020
Academic Year*

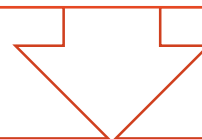
Platinum

100,000 USD



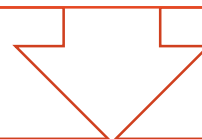
Gold

50,000 USD



Silver

25,000 USD



Bronze

10,000 USD



Sponsorship Benefits

Benefits	Platinum	Gold	Silver	Bronze
Placard added to all Emirates Soil Museum Facilities for good	X			
Placard added to all Emirates Soil Museum Facilities for 1 year		X		
Press release and newsletter announcement about sponsorship	X			
Logo added to all Museum communication (online & offline) for good	X			
Logo added to all Museum communication (online & offline) for 1 year		X	X	
Logo featured on website as “x” sponsor	X	X	X	X
Logo added to museum merchandise/souvenirs procured during the year	X	X		
Logo added to all activity material produced during the year	X	X	X	X

Thank you!

For more information, please contact:

info@emiratessoilmuseum.org
m.shalaby@biosaline.org.ae



متحف الإمارات للتربة
Emirates Soil Museum

