Emirates Soil Museum
2016-2020
Agenda

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

Background

Establishment and Statistics

2016-2019 Q2
Emirates Soil Museum as part of ICBA Knowledge Platform

Sustainable livelihoods and food security in marginal environments

1. No Poverty
2. Zero Hunger
5. Gender Equality
6. Clean Water and Sanitation
13. Climate Action
15. Life on Land
17. Partnerships for the Goals

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
Museum in numbers, 2016-2019 Q2

**MUSEUM VISITORS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Students</th>
<th>Professionals</th>
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<td>2017</td>
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<td>2018</td>
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**GROUP VISITS**

<table>
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<tr>
<th>Year</th>
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<th>Professionals</th>
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<tr>
<td>2019 Q1&amp;2</td>
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Detailed Plan
2019-2020 Academic Year

- Emirates Soil Museum
- Students’ Education Programs
- Temporary Exhibitions
- Public & Corporate Workshops
- Art Residencies
- Creative Learning Spaces
- Events
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 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

Public & Corporate Workshops

2019-2020 Academic Year

Target: 10 workshops, 300 adults
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.

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.

Creative Learning Spaces

2019-2020 Academic Year
Target: Completion by Sep. 2019
Events

2019-2020 Academic Year

Target: 3 events, 700 attendees

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 as World Water Day, Earth Day, ICBA Open Day.
- Target for 2019-2020 is 200 total 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.
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

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
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 AlZAD 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

<table>
<thead>
<tr>
<th>Area/Quarter</th>
<th>2019 Q2</th>
<th>2019 Q3</th>
<th>2019 Q4</th>
<th>2020 Q1</th>
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<td>Students’ Education Programs</td>
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<td>Program Implementation</td>
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<td>Public &amp; Corporate Workshops</td>
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<td>Creative Learning Spaces</td>
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<td>Space Usage</td>
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<td>Events</td>
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<td>Implement World Soil Day &amp; World Water Day</td>
<td>Host Residency</td>
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Sponsorships

2019-2020 Academic Year
Why partner with us?

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

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
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

- ICBA AGRICULTURE FOR TOMORROW
- IsDB Islamic Development Bank
- United Arab Emirates
- Environment Agency - ABU DHABI
- ABU DHABI FUND FOR DEVELOPMENT
- MINISTRY OF CLIMATE CHANGE & ENVIRONMENT
Sponsorship Packages
2019-2020 Academic Year

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# Sponsorship Benefits

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Thank you!

For more information, please contact:

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m.shalaby@biosaline.org.ae