

Prospective of collaboration between European Society of Soil Conservation and Williams Soil Museum for better understanding the modern challenges in environmentally friendly soil management





Nowadays, one of the main problems observed in the field of education is the inability to create the relationship between the human life and activities, stages instruments, tools and materials which take part in the education of the people.

EDUCATION

Such condition,

- affects the life-learning education process of students at any level;
- narrows the ways of accessing and using the information; and
- prevents the active and effective use of their skills, talents and creativity.



Schools and universities are not the only source of learning and knowledge where the prepared information given as education is an effective and interactive process.

Different learning environments such as museums, parks, exhibitions, art galleries and salons may ensure the permanence of the education taken by conversion of the institutional knowledge given by schools and universities.

The relationship between the museum and its public has evolved from complete ignorance to subordination of the museum activity according to the public's expectations



When the museums first appeared, they were placed in a position which was superior over the public, their role being to raise the public's level of understanding, to elevate the visitors' spirit and taste.



However, as the museum is being put to the public's and local community's service, the temptation to slip into excessive commercialization and populism is big, and the boundary between sublime and ridicule is getting very thin.

Thus, museums are in danger of turning from places of aesthetic contemplation into entertainment places, from oases of tranquillity into noisy, crowded places, from promoters of education into fast-information places, from temples of heritage and knowledge into bazaars of cultural consumption.



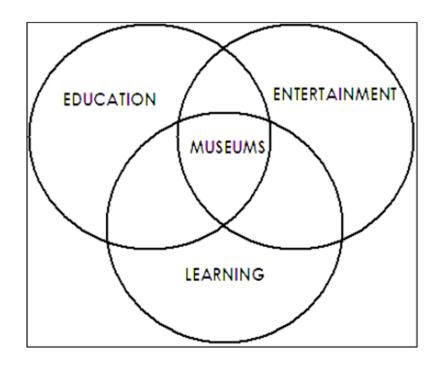


In an age of Internet and social networks, of cultural consumption fast-food type, of buzz-type (jingling) culture, the aesthetic contemplation gives way to the sensorial experience, and museums gradually become sensescape-type spaces where new technologies help visitors to get acquainted to the exhibits not only visually, but also by means of all their senses, in order for them to have a complete experience of the visit.



So, the museum may assume the social responsibility idea and respond to the needs of curiosity, entertainment and may act as agent of social change as well, without betraying its role of public education and cultural values promotion.

In this context of redefining the role of the contemporary museums, the key question that rises is related to the role of soil museums in the contemporary society.



Is it a role of cultural education, where the museum's offer is deemed to raise the cultural level and implicitly change the public's opinion?

Or is it rather a role of entertainment and in this case the offer must satisfy the public's need for spending their spare time and, implicitly, adapt to the public's demand?

In the case of soil museums, can we speak of social inclusion, in the sense that the museum's offer reflects social changes and/or acts as an agent of cultural changes?

As far as concern soil museums, there is a general agreement that they have five functions:

- 1.education and courses,
- 2.research,
- 3.information and edutainment,
- 4.social function,
- 5.a real museum function



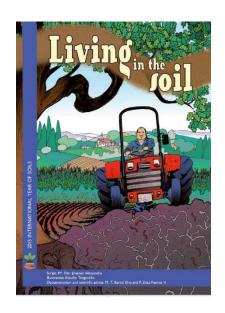
In my opinion the most important functions of the soil museums are education and information, in short, the major role of soil museum is to spread soil **perception** and **awareness** among the civil society and particularly among the young generation.

This last is <u>one</u> of the goal of the



SOCIETY for SOIL CONSERVATION

and EDUCATION

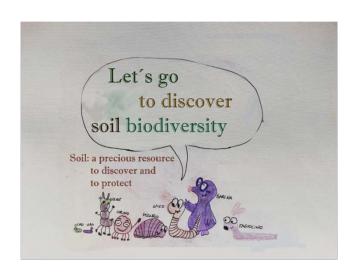




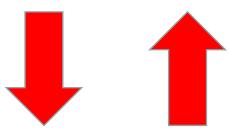
















SDGs



SESs



Soil Sustainability



Soil Perception



Soil Security





Soil Governance

Scientific paper published in the last 20 years (2001 – 2020) (title, abstract & keywords)

Soil issue	Number of papers	0/0
Soil governance	929	1.4
Soil awareness	2,598	3.8
Soil perception	3,849	5.7
Soil security	7,585	11.1
SESs	7,684	11.2
Soil sustainability	14,238	20.8
SDGs	31,635	46.1
Total	68,554	100.0

Starting from these data, I believe that soil museum can perform a crucial role in spreading soil perception and awareness among citizens.

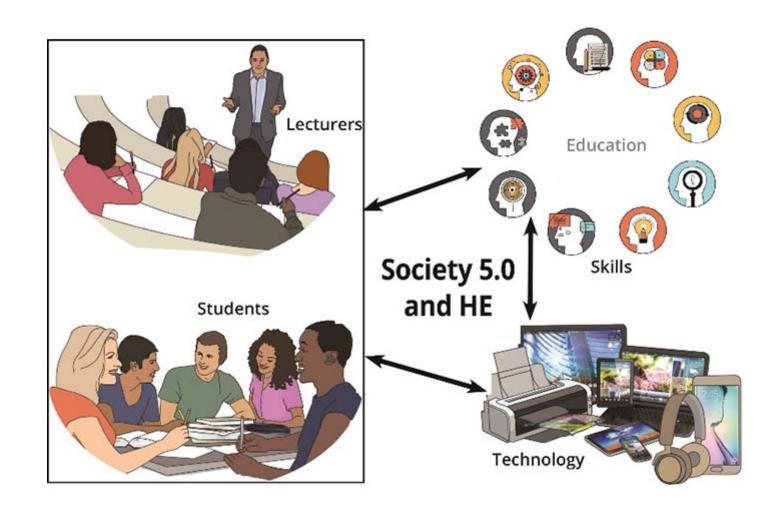
And this could be the base for increasing soil awareness among politicians and reach an affective and up-to-date soil governance.

In a post-modern, post-industrial consumption society, museums are passing through a process of reconfiguration of their role, which is not limited anymore to conservation/preservation, but combines education and leisure with social responsibility.





Thus, soil museums are becoming part of the non-formal life-long education system and address a diversified public.



Before to conclude: 9 - 14 November 2021

You are cordially invited

https://www.ecocycles.net/ESSC-EURECYS-Congress/





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Thanks for your attention

Спасибо за внимание