



LINEAPELLE

100

BACK TO THE NEXT



Conscious Planet-Save the Soil **and LINEAPELLE 100 | BACK TO THE NEXT**

The **Save the Soil** movement (supported by the World Food Programme and the United Nations Convention to Combat Desertification) will be present at LINEAPELLE, scheduled to take place in Milan from 20 to 22 September, where it will present a report on the global crisis due to soil degradation, emphasising the urgency of concrete political action.

Worldwide, 52% of agricultural land is already degraded. According to the Food and Agriculture Organisation of the United Nations, if this were to continue, there could only be 60 years of crops left. And an inevitable global food crisis would follow. **Save the Soil** is a global response to this crisis.

LINEAPELLE, which with its exhibiting companies has a made commitment to the Planet one of its priorities, will be hosting, as part of the show, in Hall 9, the **Save the Soil** movement, which urges governments around the world to enact laws requiring a minimum organic content of 3-6% in all agricultural soils in their countries, so as to make them healthy and lush.

The movement is supported by 9 UN agencies (UNCCD, UNFCCC, UNEP, UNWFP, WHO, UNESCO, UN SDG Lab Global Soil Partnership).

Soil degradation is one of the greatest threats to humanity because it generates food and water shortages, negatively affects biodiversity, influences climate change and progressively leads to the loss of human livelihoods, hence to conflicts and mass migrations.

Since soil and vegetation also have the power to absorb and reduce carbon dioxide in the atmosphere, according to UN estimates, its revitalisation on a global scale could reduce current annual greenhouse gas emissions by 25-35%, thus returning to pre-1850 levels when the second industrial revolution began.

The Italian tanneries, protagonists of LINEAPELLE, have been committed for years to the reuse and recovery of their production process waste, which is valorised without organic matter and transformed into biostimulants and fertilisers for organic farming. LINEAPELLE joins the appeal of the **Save the Soil** movement's appeal to increase soil's organic content to 3-6%.

Contact

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Conscious Planet-Save the Soil aims to inspire a conscious approach to safeguarding the entire planet. It is a global movement that aims to gain the support of more than 3.5 billion people (more than 60% of the world's voting population) in order to pressure governments around the world to take concrete political action to revitalise the soil and stop its further degradation. In Italy, artists such as Elisa, Malika Ayane, Noemi, Fabio Volo, Brunori Sas and Carlo Pastore, as well as world leaders, experts, farmers, spiritual leaders, NGOs and citizens are also vocal in their support.

His motto is 'Let Us Make It Happen'.