



Food and Agriculture
Organization of the
United Nations

1st Meeting of the
**International Network
of Salt-Affected Soils**
(INSAS)

World Soil Day 2021

Isabelle Verbeke GSP Secretariat



World Soil Day (WSD)

What

International UN Day adopted by the UN General Assembly in Dec 2013 (mandate to GSP/FAO)

When

Every year on 5 December – this year will be its 8th official celebration

How

With a **different theme** that follows the topic of the symposia organized at FAO HQ during the first semester of each year

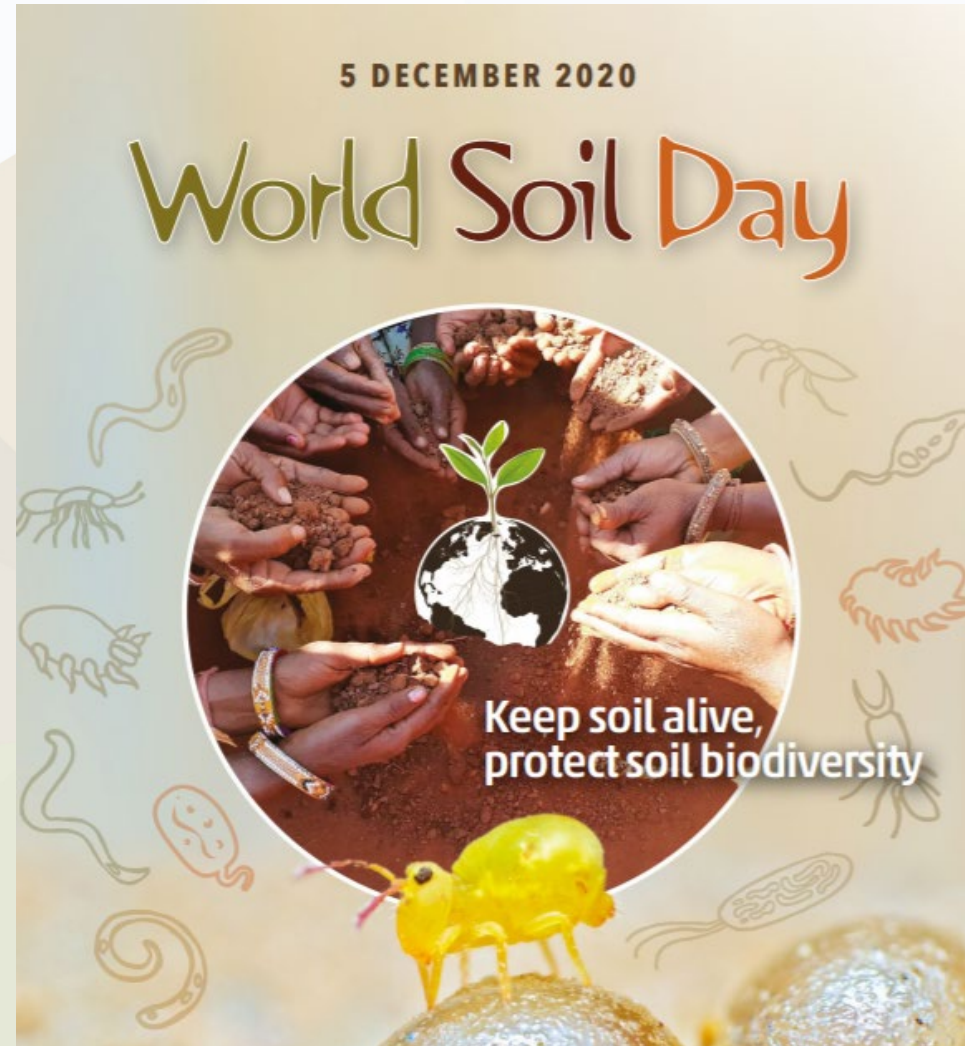
Where

Several **official events and** numerous **worldwide events**

Who

Open to all! business, farmers, government, artists, students, children...

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Why

- ✓ **Focus attention** on the importance of healthy soils;
- ✓ **Advocate** for the sustainable management of soil;
- ✓ **Raise awareness** on soils;
- ✓ **Invite & engage people** to take action.



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What do we usually do?

- ❑ **Develop and prepare key messages** targeting wide audience (FAO official languages + other languages)
- ❑ **Develop and launch the campaign** (3rd quarter 2021) with communication toolkit
- ❑ **Propose activities** such as contest, competitions, soil labs...
- ❑ **Encourage WSD events**, exchange ideas and liaise continuously with event organizers
- ❑ **Strive to work and engage with new partners and new countries** (media, private sector, schools, etc. ...)
- ❑ **Alert our audience** with special announcements & newsletters
- ❑ **Strive to disseminate** to a very large audience
- ❑ **Involve press and media**
- ❑ **Monitor success and analyse data**
- ❑ **Compile report** post-WSD

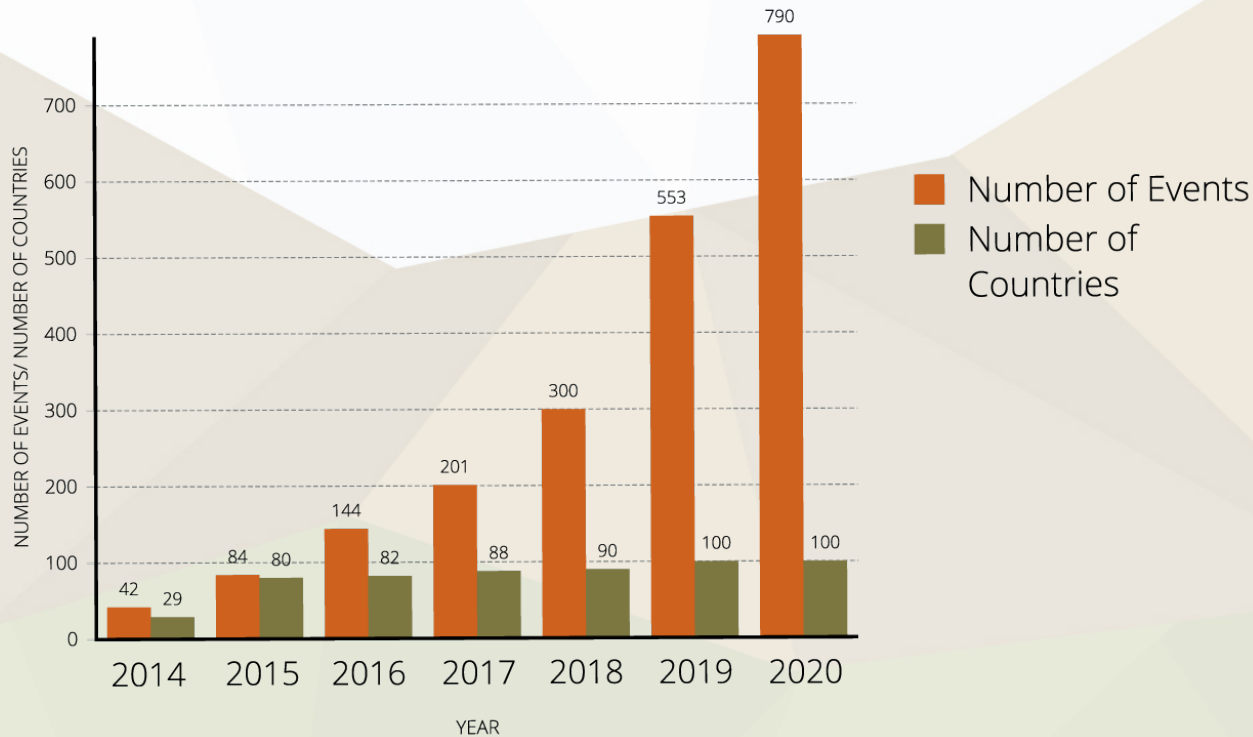


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Key figures WSD 2020

Number of Events 2014 - 2020



Reference period: World Soil Day 2014 - 2020



+500 articles reached
891 million people



Over **308 million**
social media accounts
reached



+ 16 languages
and thousands download
of campaign material



4 millions page
views on fao.org

<http://www.fao.org/world-soil-day/campaign-materials/en/>



What can you do? Or engage other to do...



TEACHERS

- Organize a lecture or a fieldtrip on soil biodiversity or show one of our videos and visit soil museums
- Print out and display WSD visuals and plan a drawing contest
- Work on school gardens

Engage with
the youth!



NGOs

- Plan a "run or walk for soil" event, a soil festival or a gardening afternoon
- Distribute soil gadgets such as tee shirt or pens, add the WSD button on your webpage or email signature
- Organize a broadcast or a talk



Join the move!

STUDENTS



- Plan a soil experiment or a soil painting competition
- Share WSD material on social media
- Organize a quiz

Encourage
your teacher!



SCIENTISTS

- Organize a virtual workshop, a scientific conference, a seminar or round tables
- Support a soil museum and encourage citizen science experiments
- Participate in interviews or official talks on soils

Support
soil science!



FARMERS

- Brand your stand and local market with WSD banners
- Gather online your community members together for soil
- Learn local knowledge or take a training

Share your
knowledge!



PRIVATE SECTOR

- Advertise WSD on your facade and/or website
- Stimulate the creation of shared gardens within your company
- Plant trees and cover the soil around your building

Turn-it green!

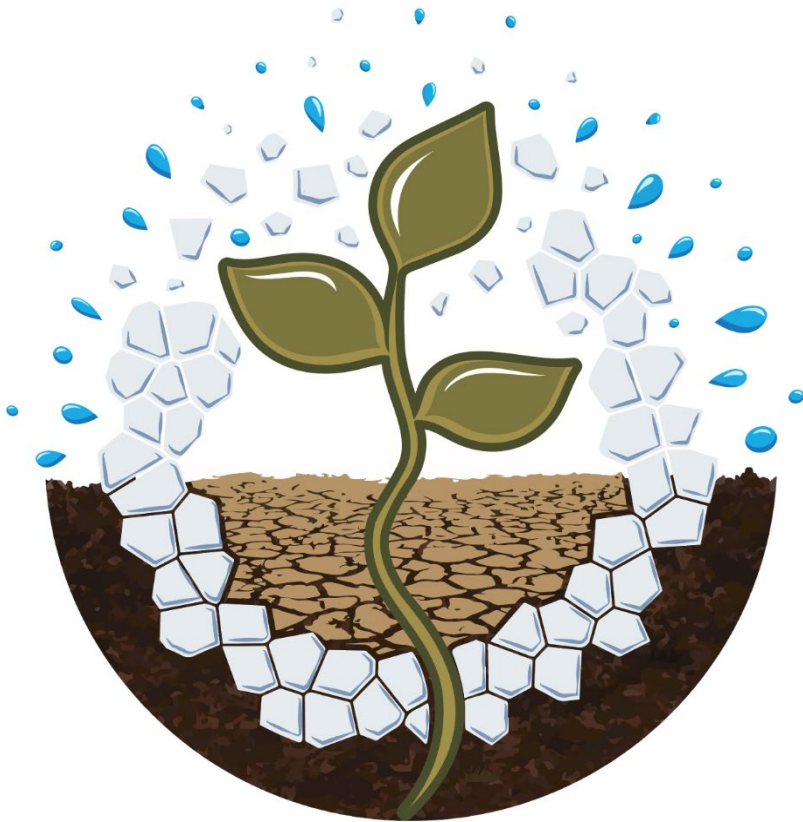
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5 DECEMBER 2021

World Soil Day

Halt soil salinization,
boost soil productivity



Theme for
World Soil Day 2020

Halt soil salinization,

boost soil productivity

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This year challenges

- Not all countries have salinity issues
- Alternatives for countries without SAS issues (water and irrigation)
- We have to do better each year
- As every year, we need to engage with new actors



**Please help and provide
ideas & suggestions**

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