



Food and Agriculture
Organization of the
United Nations

GLOBAL SOIL PARTNERSHIP 10th Plenary Assembly

World Soil Day, awareness raising on soils and prizes

Isabelle Verbeke

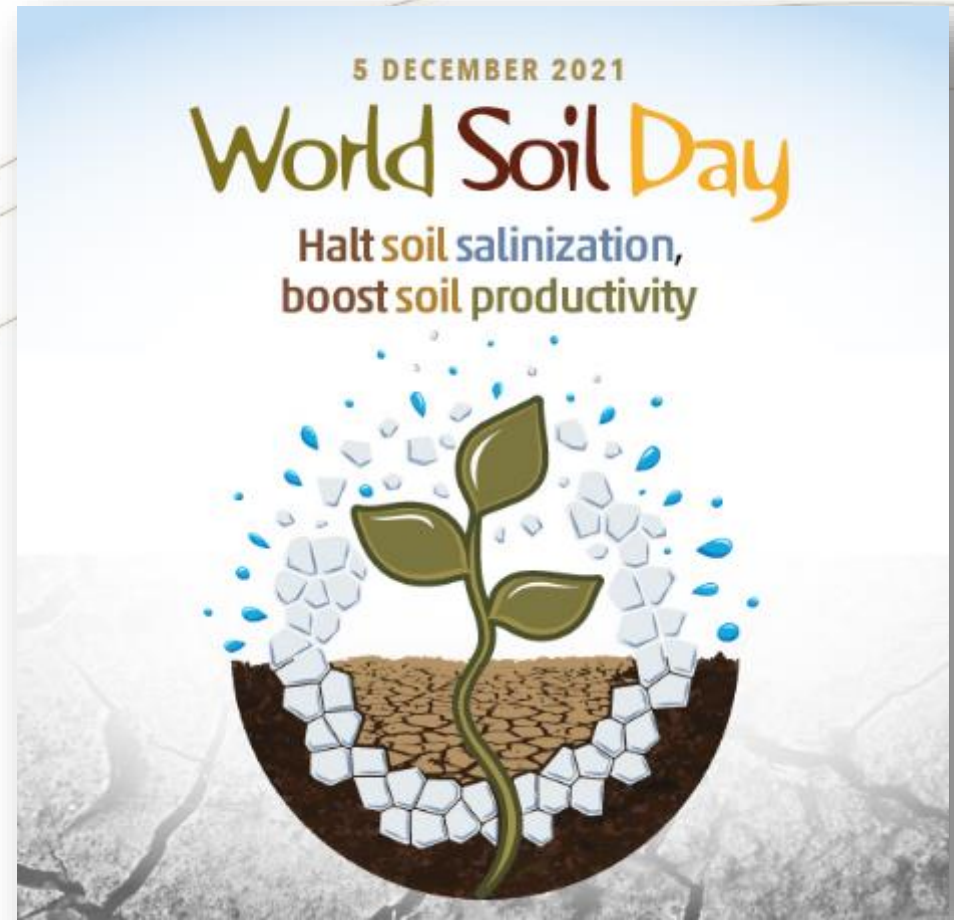




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World Soil Day 2021

*“Halt soil salinization,
boost soil productivity”*

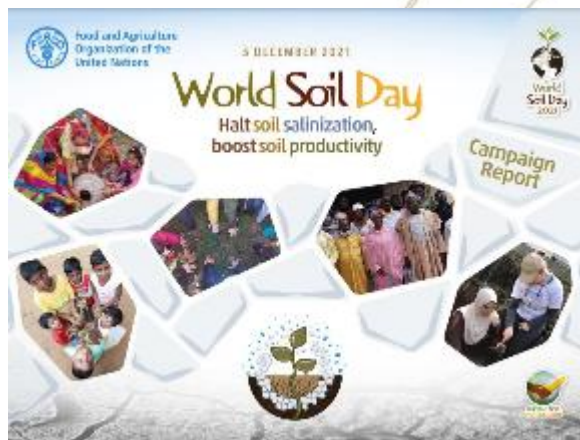


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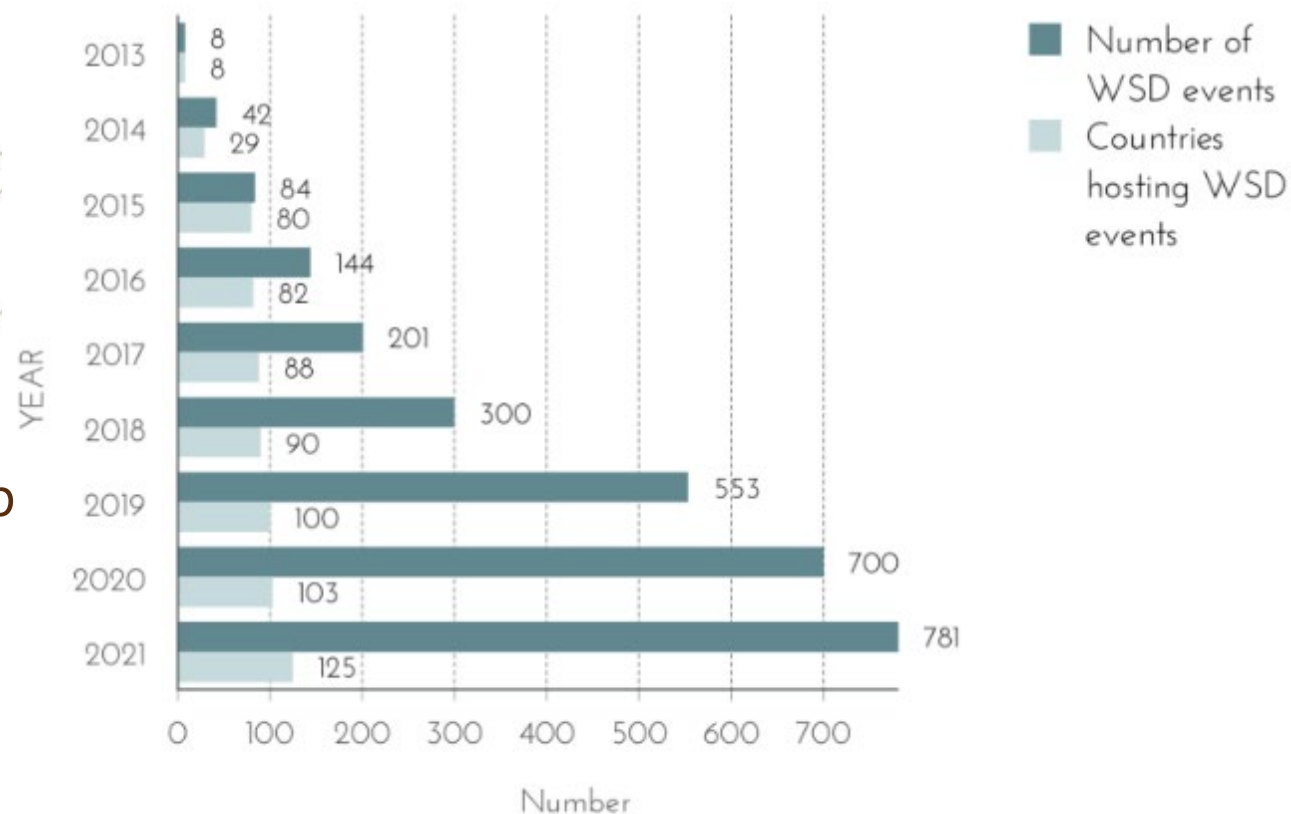


World Soil Day 2021 report

- ❖ More than **125 countries** involved
- ❖ **25 official celebrations** of FAO offices
- ❖ **781 events** registered on the WSD map



Number of Events: 2013-2021





World Soil Day 2021 events

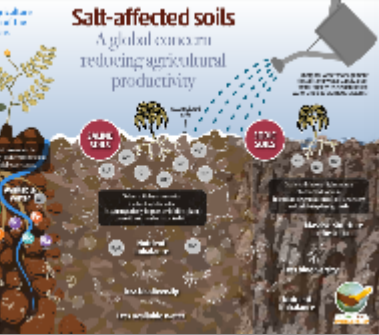
- Official ceremonies
- Photo and video challenges
- Field excursions
- Webinars
- Creative workshops
- Soil paintings
- Marathons
- Concerts
- Open-air performances
- Theater pieces
- & much more!**



World Soil Day 2021 participation

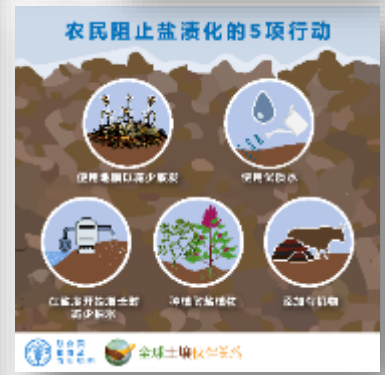
Government representatives,
businesses, NGOs, youth
organizations, the media, schools,
colleges and universities,
environmental activists, civil society,
art curators and more





World Soil Day 2021 campaign materials

Sixty ad-hoc communication materials and products made available on the WSD website in **more than 23 languages** and **downloaded 15 000 times, 50 % more than in 2020!**





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World Soil Day logo

A joined efforts to make the **WSD logo**
available in

101 languages,

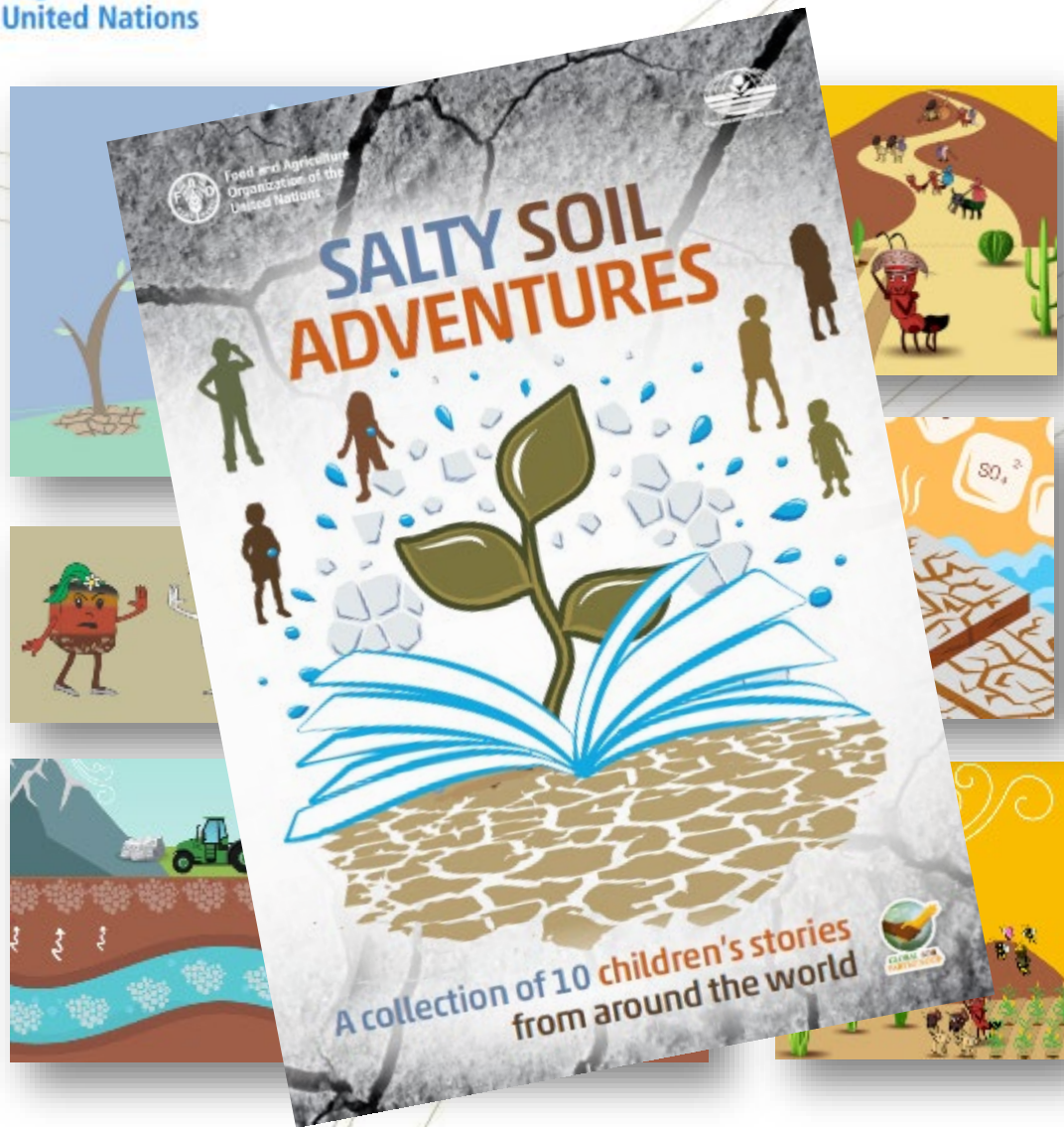
including **local dialects!**

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World Soil Day 2021 contest

**“Children's booklet contest
on salt-affected soils”**

**27 entries from 14 countries,
GSP and IUSS contest**

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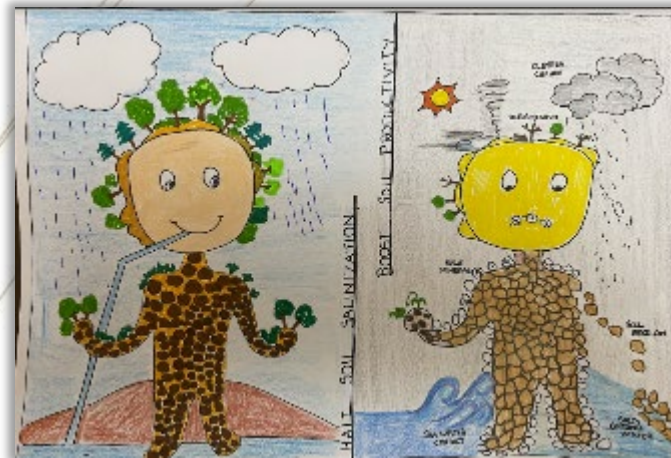
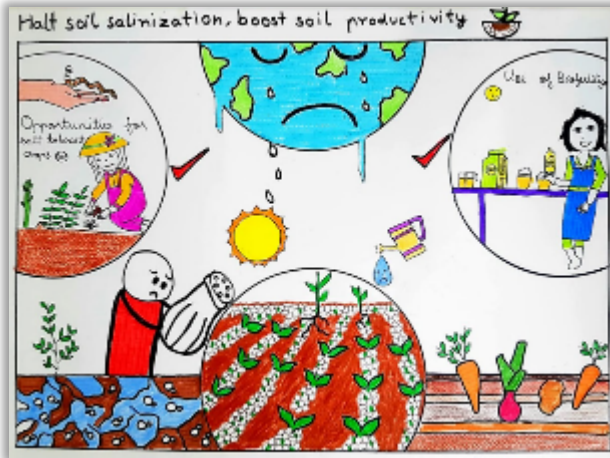




World Soil Day 2021 Kids2Kids poster contest



“Kids2kids poster drawing contest on salt-affected soils,”
for children aged between **5 and 14 years old**



World Soil Day 2021 media coverage

630 online articles on WSD21

reached **over 1.15 billion users**

The Washington Post, the Guardian, Forbes, the Huffington Post, CNN World, the Times of India, the Sydney Morning Herald, the Telegraph, der Spiegel, le Monde Diplomatique, la Repubblica gave prominence to soils on 5 December. Broadcasters such as the BBC, NDTV.com, Al Jazeera English (AJE), Deutsche Welle (DW)





World Soil Day 2021 Webpages & traffic

Since the campaign's launch, FAO's soil-related websites have generated around **3 million views**.

At peak time, **over 48 000 visitors** interacted with the dedicated web pages.



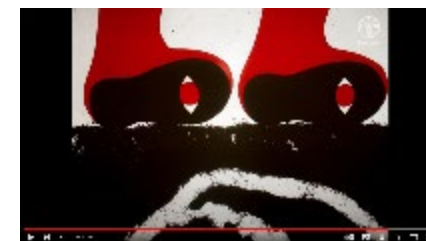
World Soil Day 2021

official virtual celebration



“Soil is the foundation of agriculture and the world’s farmers depend on soil to produce about 95 per cent of the food we eat. Yet, our soils are at risk.”

QU Dongyu, FAO Director- General
at the opening speech of the WSD21
official virtual celebration



World Soil Day 2021 social media

❖ The hashtag **#WorldSoilDay** was picked up by over **330 million users** and was trending on Twitter on 5 December

❖ The GSP Facebook page was liked by 20 625 people and followed by 22 638 users up by **273 percent** between 1-10 December 2021, and **the top GSP Facebook post reached over 31 300 people**



Glinka World Soil Prize 2021

**Call for nominations
2022 launched TODAY!**
Support of all is required
for dissemination!

- ❖ Honors individuals or organizations committed to **solving acute national, regional or local problems of soil degradation**
- ❖ Consists of a **Glinka Medal and a check of USD 15 000** in memory of the prominent Russian scientist Konstantin D. Glinka
- ❖ **17 applications** from several countries were considered, and the winner was invited to attend a **virtual awarding ceremony on WSD 2021**



The 2021 Laureate was **Lydie-Stella Koutika**, a renowned soil scientist from the **Republic of the Congo** with **over 30 years of experience**

Thanks to the financial
support of the
**Russian
Federation**



King Bhumibol World Soil Day Award 2021



**Call for nominations
2022 launched TODAY!**
Support of all is required
for dissemination!

- ❖ It praises the **best celebration** held in the framework of the previous year's **WSD communication campaign**
- ❖ Winner receives an award in the form of a **medal and a prize of USD 15000**
- ❖ **57 submissions** were received from **35 countries**, and the Selection Committee **nominated the winner on WSD 2021**

Thanks to the financial
support of the
**Kingdom of
Thailand**



The winner of the fourth WSD Award was the **Nigerian Institute of Soil Science (NISS)** for its commitment to raising awareness on the importance of healthy soils, particularly during **last year's WSD celebration**, which addressed **soil biodiversity**



**Land
Development
Department
of Thailand**

World Soil Day 2022

“Soils, where food begins”

The WSD 2022 will be an opportunity for the Secretariat and partners to engage even more people and countries in the celebrations, **as the theme of soil fertility linked to food security and nutrition is relevant to all countries worldwide.**





26 – 29 July 2022

REGISTER HERE:

https://fao.zoom.us/webinar/register/WN_n0Jwk15KTLWOTBU_Q8uGIA

JOIN THE CONTEST



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Matteo Sala



Giulia Stanco



Giulia Mousquer

Giusy Emiliano



The Plenary Assembly may wish to

- take note of the successful WSD celebration held in December 2021
- invite countries, other partners and stakeholders to organize WSD celebrations under the 2022 theme
- invite partners to disseminate the call for nominations for the Glinka World Soil Prize 2022
- take note of the successful organization of the King Bhumibol World Soil Day Award in 2021 and invite partners to disseminate the call for nominations for the 2022 Award;



Call on resource partners to contribute to the implementation of the sustained communication activities



Endorsement of the **World Soil Day 2023 theme**

- a) "Soil and water: **a source of life**"
- b) "Soil and water: **sybiosis for life**"



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GLOBAL SOIL PARTNERSHIP

10th Plenary Assembly

23-25
May 2022

VIRTUAL
MEETING



GLOBAL SOIL
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