



Food and Agriculture
Organization of the
United Nations

5 DECEMBER 2021

World Soil Day

Halt soil salinization,
boost soil productivity



Campaign
Report



World Soil Day - 5 December 2021. Campaign Report

CONTENTS

| | |
|--|----|
| EXECUTIVE SUMMARY | 5 |
| BACKGROUND | 6 |
| THEME OF THE YEAR: “HALT SOIL SALINIZATION, BOOST SOIL PRODUCTIVITY” | 6 |
| CAMPAIGN MATERIAL: CONTENT AND PRODUCTS | 7 |
| INTERNATIONAL PRIZES..... | 11 |
| Glinka World Soil Prize..... | 11 |
| King Bhumibol World Soil Day Award..... | 12 |
| CITIZEN ENGAGEMENT | 13 |
| Booklet contest | 14 |
| Poster contest | 14 |
| Activity book: Salty experiments for kids | 15 |
| Photo contest on soil salinization | 16 |
| EVENTS | 16 |
| FAO HQ official celebrations | 16 |
| FAO worldwide official celebrations..... | 17 |
| Worldwide events..... | 19 |
| TECHNICAL PUBLICATIONS | 25 |
| MEDIA COVERAGE | 26 |

| | |
|--|----|
| Opening by QU Dongyu, Director-General FAO | 26 |
| Press release | 26 |
| Web stories | 26 |
| Hot off the press | 27 |
| SOLAW21 report | 29 |
| SOCIAL MEDIA AND DIGITAL COVERAGE | 32 |
| WEBSITE METRICS..... | 39 |
| Annex I..... | 45 |

EXECUTIVE SUMMARY

Soils – quite literally provide most of our food and are central to our planet’s life-support system.

Celebrated by an ever-growing community in recent years, World Soil Day 2021 (WSD21) has gained impressive momentum, reaching an audience of hundreds of millions, as stipulated in the United Nations (UN) Resolution. Interest has expanded **from 42 events in 2014 to 781 celebrations taking held across 125 countries in 2021**. Official ceremonies were held in Rome, New York, Moscow, and Bangkok. Furthermore, more than **25 FAO offices actively supported the campaign** and organized official celebrations.

Media coverage was also strong – **hitting 1.15 billion users worldwide with over 630 press articles**. The Washington Post, the Guardian, Forbes, the Huffington Post, CNN World, Times of India, the Sydney Morning Herald, the Telegraph, der Spiegel, le Monde, and Il Manifesto gave prominence to soils on 5 December. Broadcasters such as the BBC, NDTV.com, Al Jazeera English, Deutsche Welle (DW), covered the topic extensively and invited all stakeholders to safeguard our most vital natural resource.

Users widely engaged with and shared 60 new graphic materials on salt-affected soils (SAS) **that were translated into 23 languages**. This is in addition to the existing soil campaign material, which includes 72 posters, 27 animated graphics, 40 videos and interviews, 9 infographics, plus 23 cards available in a total of 27 languages. **The logo of the campaign is now available in 101 languages**.

The WSD official website and its entry points doubled their views compared to 2020. **Since the campaign launch in September 2021, FAO soil-related websites topped around three million views**.

On social media, the organization published 150 multilingual posts and was mentioned 12 000 times, reaching 134 million accounts in their feeds. **The hashtag #WorldSoilDay reached 330 million users** and was trending on 5 December.



781 events in
125 countries



1.15 billion
users hit and
630 articles



Materials
translated in
27+ languages



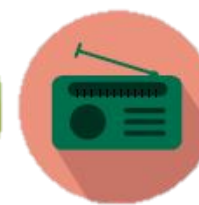
#WorldSoilDay
reach: 330+ M
on socials



3 M page
sessions on
GSP website



Videos: 1 M
cumulative
views



BBC
Podcasts, local
TV show



Pro bono ads
in markets
and rallies

BACKGROUND

December 5 is WSD, the United Nations Day that celebrates healthy soils for a healthy life.

Why do we feel the need to put a date in our diaries every year to stress just how important soils are? The answer is simple. Because the fate of our planet, from its ecosystems, natural resources, biodiversity, and people hinges on the state of its soils.

In December 2013, the 68th session of the General Assembly of the United Nations (UNGA) named 2015 as the International Year of Soils (IYS) and December 5 as WSD, the official Day to raise awareness of soils ([A/RES/68/232](#)). The UNGA gave FAO's [Global Soil Partnership](#) (GSP) the official mandate to coordinate the implementation of its' global campaign. WSD is observed on the 5th of December in recognition of the official birthday of the late King Bhumibol Adulyadej of Thailand, who was one of the main proponents of this initiative.

More specifically, the objectives of the print and digital campaign on soils are to:

- Inform, educate, and engage both followers and the general public on the importance of soils;
- Raise awareness on how we all rely on healthy soils;
- Show how sustainable soil management practices are crucial for the health of ecosystems and human well-being;
- Call on governments, the private sector, and the public to safeguard soils;

WSD acts as a global celebration consisting of activities such as photography exhibitions, film festivals, lectures, panel discussions, puppet shows, food bazaars, tree planting, fashion parades, concerts, sports competitions, quizzes, drawing contests, seminars, workshops, speeches, public awareness campaigns, and poetry recitals. Each and every action we take has an impact. These events involve not only FAO offices and GSP partners, but also international and national non-governmental organizations (NGOs), policymakers, international celebrities and local dignitaries, as well as farmers, soil practitioners, civil society entities, and young people.

THEME OF THE YEAR: “HALT SOIL SALINIZATION, BOOST SOIL PRODUCTIVITY”

WSD adopts a different theme each year to highlight areas that require action, such as threats to soil resources, as well as providing a common focus for the communication campaign.

The theme of 2021 was dedicated to SAS – which occupy approximately 834 million hectares of the world’s total land area. The slogan “*Halt soil salinization, boost soil productivity*” was proposed and endorsed by FAO Members and GSP partners at the 8th GSP Plenary Assembly in June 2020. Salinization greatly reduces soil productivity and the provision of ecosystem services. With these challenges in mind, participants met to trade their knowledge, experience, interest, and commitment to the protection and sustainable management of our planet’s soils so that they are preserved for future generations. Building on the scientific communication efforts made for the [Global Symposium on Salt-affected Soils](#), held in October 2021, FAO’s GSP designed, coordinated and implemented its campaign throughout the year.

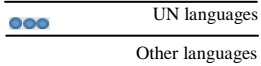
CAMPAIGN MATERIAL: CONTENT AND PRODUCTS

The WSD 2021 campaign kick-started officially in September 2021 and culminated with celebrations around December 5.. A visual identity package was created for the campaign including a poster, a social media card, web banners, web button, event backdrops, customizable event roll-up banner, event presentations, virtual backdrops and graphics to produce gadgets. Visual identity guidelines ensured a consistent use of the material across activities adding to the global impact. The “[Get Involved](#)” guide improved the capacity of FAO offices, governments, schools, the private sector, and other partners to participate and maximize impact. This tool provided information on the multimedia package and offers tips on how to mark and celebrate WSD. Users widely engaged with and shared 60 original graphic material/visuals (infographic, social media assets, gifs, leaflets, human interest stories, videos) on SAS that were translated into 23 languages. This in addition to the existing soil campaign material, which includes 72 posters, 27 animations, 40 videos and interviews, nine infographics, and 23 cards available in a total of 27 languages.



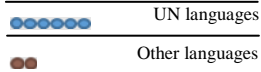
Brochure

Produced in 6 languages



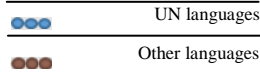
Promotional video

Produced in 6 languages



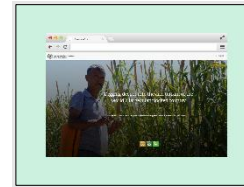
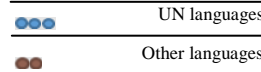
WSD animation

Produced in 6 languages



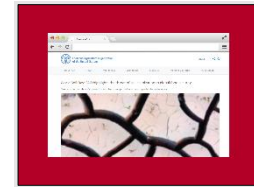
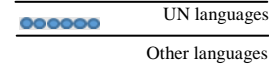
WSD activity book

Produced in 6 languages



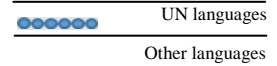
WSD web story

Produced in 6 languages



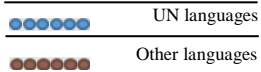
WSD press release

Produced in 6 languages



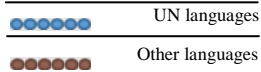
WSD official poster

Produced in 6 languages



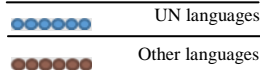
Social media card

Produced in 6 languages



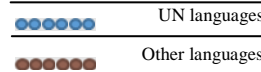
Megabanner

Produced in 6 languages



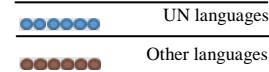
Web banners/buttons

Produced in 6 languages



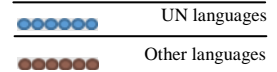
T-shirts & gadgets

Produced in 6 languages



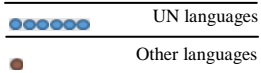
Background/pptx

Produced in 6 languages



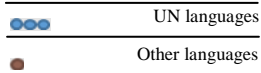
SAS global map

Produced in 6 languages



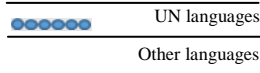
Brochure

Produced in 6 languages



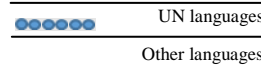
Publication

Produced in 6 languages



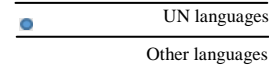
Publication

Produced in 6 languages



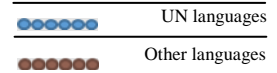
Publication

Produced in 6 languages



Social media card

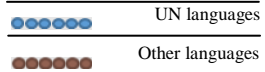
Produced in 6 languages





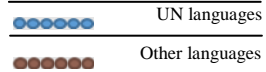
SAS infographic

Produced in 6 languages



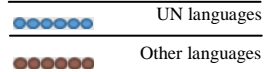
Social media cards

Produced in 6 languages



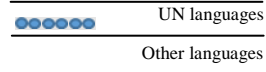
Action cards

Produced in 6 languages



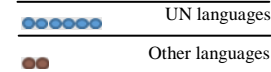
SAS map platform

Produced in 6 languages



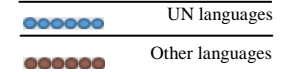
Carousel

Produced in 6 languages



Soil doctors' posters

Produced in 6 languages



The content and material were originally produced in the six UN official languages. To meet demands, translations were carried out in additional languages by the WSD team. From Portuguese and Hebrew to Tagalog and Uzbek, in 2021 around 20 new languages were used to communicate the campaign. The material, available in different formats, was downloaded more than 15 000 times, an increase of 50 percent compared to 2020.



Run for Soils ©Embrapa Solos



Nuffic training course on soil and water management in Egypt ©Peter Prins



The [logo](#) of the campaign became available in 101 languages thanks to a network of *pro bono* translators who sent their requests for language versions directly to World-Soil-Day@fao.org.

All were uploaded on the WSD campaign website in the six UN official languages in addition to Italian and organized thematically on the Trello board for easy sharing with external partners. An external communication package was pooled for FAO offices, communication focal points, and social media managers in the field, while materials for FAO's intranet, such as “Did you know?” pop-ups, and articles were shared internally.

COMMUNICATION TOOLKIT AND MULTIMEDIA RESOURCES

- [WSD OFFICIAL VISUAL IDENTITY PACKAGE](#):

WSD Official poster, gadgets, virtual background, thumbnails, presentation template, social media visuals, banners and buttons for the web, official invitations.

- [POSTERS](#)

- [SOCIAL MEDIA CARDS](#)

- [GLOBAL SOIL DOCTORS PROGRAMME](#) – POSTERS ON SOIL SALINIZATION

- [INFOGRAPHICS](#) (INCLUDING [THEMATIC INFOGRAPHICS](#) & [WHERE FOOD BEGINS](#))

- POSTCARDS: [THREATS ON SOIL FUNCTIONS](#), STOP SOIL EROSION

- [FACTSHEETS](#)

- [CAROUSEL](#)

- [ACTIVITY BOOK FOR KIDS](#), [SOIL-LAB EXPERIMENTS](#), AND [SOIL PAINTING](#)

- [COMICS](#) AND DISNEY ITALIA – [TOPOLINO SPECIAL ISSUE](#)

- [SOILS CHALLENGE BADGE](#) FOR TEACHERS

- [MULTIMEDIA](#)

- ART EXHIBITION AND LABORATORIES

- VIDEO PERFORMANCE ON [SALT-AFFECTED SOILS](#); VIDEO PERFORMANCE ON [SOIL BIODIVERSITY](#)

INTERNATIONAL PRIZES

Glinka World Soil Prize



©Lydie-Stella Koutika

Dr. Lydie-Stella Koutika won USD 15 000 of the 2021 edition of the [Glinka World Soil Prize](#). She is a well-known soil scientist from the **Republic of the Congo** with over 30 years of experience in applied research on agroecosystems. Her research focuses on soil health and degradation processes to fight food insecurity and foster climate change mitigation, and adaptation. The prize recognizes her contribution towards improving and expanding the knowledge of African soils, and the considerable impact she has had on the scientific community and farmers' livelihoods. The Glinka rewards individual/organizations committed to solving soil degradation and it is

supported by the Russian Federation. In 2021, the GSP received 17 nominations. Watch the [video](#) | Download the [factsheet](#) | [Web story](#)

King Bhumibol World Soil Day Award



©Nigeria Institute of Soil Science (NISS)

The **Nigeria Institute of Soil Science (NISS)** won the 2021 edition of the [King Bhumibol World Soil Day Award](#) for its commitment to raising awareness of the importance of healthy soils. The NISS is the organization responsible for the coordination, guidance, and management of those working in soil science, research, and education in Nigeria. In this capacity, NISS guarantees improved soil management that embraces the highest standards of environmental sustainability and ensures increased agricultural productivity and food security in the country. NISS organized a series of events to mark WSD by involving different actors across sectors; educational projects in primary and secondary schools, rallies, road walks, experts' conferences, symposia, workshops, artistic performances, on-farm trials, screenings, and

training. The celebrations were widely disseminated online and were picked up by six national dailies reaching around half a million people in Nigeria. More than 100 million people listened to interviews broadcast on the Federal Radio Corporation of Nigeria (FRCN), Nigerian Television Authority (NTA), and the African Independent Television (AIT). Celebrations engaged more than 60 000 people, while NISS Goodwill Ambassadors such as Prof. Rattan Lal made the headlines. The Award acknowledges individuals/ institutions organizing successful and influential WSD celebrations. It is sponsored by the Kingdom of Thailand. This year the GSP received 57 applications. Watch the [video](#) | Download the [factsheet](#) | [Web story](#)

CITIZEN ENGAGEMENT

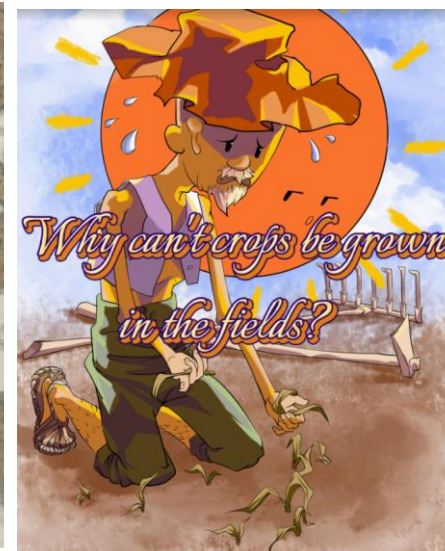
In the framework of the campaign, FAO, the International Union of Soil Science (IUSS), and the GSP launched two contests related to soil salinization: A [scientific booklet contest for children](#) and a [Kids2kids posters drawing contest](#). These initiatives aimed to promote scientific knowledge, raise awareness of the urgency of protecting soil; and stimulate educational activities, engagement, and participation of youngsters on soils.



WSD events in Japan and Italy ©Yukako SAITO, JINOWA Consortium

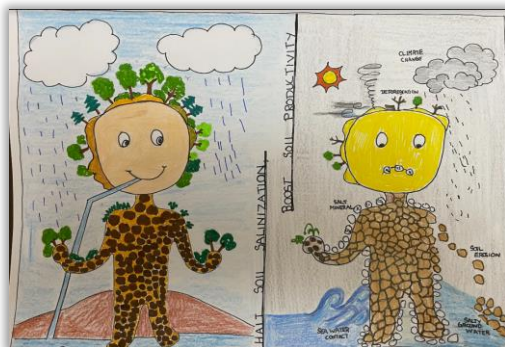


Booklet contest



Out of 27 fantastic booklets received from 14 countries, the first classified was "[The Beetles: a Salty Soil Journey](#)" by Teresa Porter, Franco López Campomane, and Lewis Fausak from the University of British Columbia, Canada; the Second classified was: "[Earth's Extraordinary Soil for All Living Organisms. Learning, thinking and acting!](#)" by Marcela Bianchessi da Cunha Santino, Universidade Federal de São Carlos (UFSCar), Brazil; and the Third classified: "[Why can't crops be grown in the fields?](#)" by Song Zikang, China University of Geosciences, People's Republic of China (PRC).

Poster contest



Children living in SAS areas used their creativity to illustrate how soil salinization and sodification impacted on their daily lives and environment. Out of 49 entries, the six finalists for the two categories (Group A: 5-10 years old and Group B: 10-14 years old) were posted on the [GSP's Facebook page](#) for social media voting. The winners for category A were: [Kanshika and Sashini Manikandan](#), and for category B: [Bhakti Venkatesh Hegde](#), both from Water Alliance, United Arab Emirates (UAE).

Activity book: Salty experiments for kids

A brief collection of simple soil experiments to do with children at school or at home was prepared by the GSP Secretariat. Downloadable [here](#).



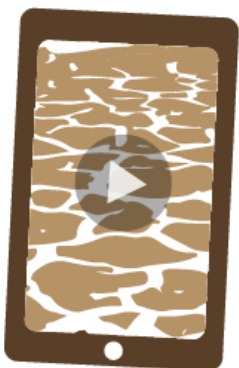
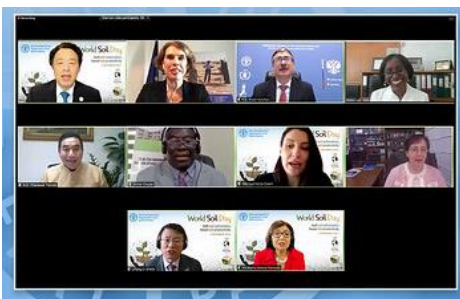


Photo contest on soil salinization

In the contest of GSAS21 the GSP launched a **Photo Contest on Salt-Affected Soils**. Its purpose was to offer participants the opportunity to share their testimonies on the effects of soil salinity and sodification while raising awareness about the dangers posed by these soil threats. With 366 likes and as many comments and shares, “[Sodification with high RSC irrigation waters](#)” by Ajay Bhardwaj, India (366 likes, 43 comments and 32 shares) took the first prize at the photo contest on soil salinization in a tie with “[Demonstration of the internal impact of soil salinity](#)” by Gideon Américo Muiambo, Mozambique – which got 434 likes, 72 comments and 183 shares. Bhardwaj’s photograph was taken in a wheat-growing area under sodic soil of Geong village, situated in the Kaithal district of Haryana, India. Muiambo’s photograph illustrates a saline soil in the coastal region where the mangrove grows and explores how salinity interferes with the normal growth of plants and their structure. Second and third prizes were awarded to “[Salt marsh at sunset](#)” by Ernes Kurtveliev, Uzbekistan - which received 146 likes and 12 shares – and “[Soil surface sealing](#)” by Julian Isasti, Argentina – with 104 likes and 40 shares. Learn [more](#)

EVENTS

FAO HQ official celebrations



WSD takes place on December 5 but was celebrated at FAO on Friday 3 due to the COVID-19 pandemic, this year’s WSD marked the [second virtual WSD ceremony](#). Over 5 000 participants from 184 countries joined the celebration via Zoom, to watch the recordings see [here](#). Most participants also attended the launch of the [International Network on Soil Biodiversity \(NETSOB\)](#), that took place on the same day. FAO Director-General, Mr Qu Dongyu, opened the 8th digital ceremony, which included live contributions from H.E. Ms. Alexandra Valkenburg, Permanent Representative of the European Union (EU) to the UN Organizations in Rome; H.E. Pyotr Ilyichev, Director of the Department of International Organizations, Ministry of Foreign Affairs of the Russian Federation, who delivered the Glinka World Soil Prize 2021; H.E. Thanawat Tiensin, Permanent Representative of the Kingdom of Thailand to FAO, who announced the donation of the Soil Kits and presented the King Bhumibol World Soil Day Award to the winner. Ms. Letizia Caon, GSP, launched the [Global Soil Laboratory Assessment report](#) and Ms. Laura Bertha Reyes, President of the International Union of Soil Sciences, announced

the winners of the contests for children. The artistic performance “[Magic red boots](#)” by Fossick project (see Attachment I) closed the ceremony. The webinar was webcast and interpreted in all official UN languages. Check out the official [FAO Director-General photogallery](#).

FAO worldwide official celebrations



Art-gallery "La Nuvola" ©FAO/Giusy Emiliano

Other official celebrations marked this year’s WSD: ranging from the UN headquarters in New York (US) to Bangkok (Thailand), Dhaka (Bangladesh), Moscow (Russia), Abu Dhabi (United Arab Emirates)¹, and the art-gallery “La Nuvola” in Rome (Italy) – photos on the left.



Six FAO regional offices, two liaison offices, and more than 18 country offices around the world, actively joined the campaign. Namely, the FAO Regional Office for Asia and the Pacific of Bangkok (learn [more](#)), the FAO Regional Office for Latin America and the Caribbean of Santiago de Chile (learn [more](#)), the FAO Regional Office for North America of Washington, the FAO Regional Office for Europe and Central Asia (FAO REU) of Kiev (learn [more](#)), the FAO Regional Office for West Africa (Senegal), the FAO Regional Office for Near East and North Africa (Cairo). As well as the FAO

country offices, including FAO Costa Rica, FAO Dominican Republic, FAO Ecuador, FAO Gambia, FAO Guatemala, FAO Guinea, FAO Iran, FAO Kazakhstan, FAO Laos, FAO Moldova, FAO Morocco, FAO Nicaragua, FAO Sudan, FAO Tajikistan, FAO Turkey, FAO Uganda, FAO Uzbekistan, and FAO Liaison Office in New York and for the Russian Federation in Moscow (learn [more](#)).

In particular:

- **FAO REU** published a web story dedicated to a dedicated employee of Kyrgyzstan’s state soil lab and raised awareness together with the Ukraine country office;

¹ The delayed 2020 DUBAI Expo - <https://news.un.org/en/story/2021/10/1101892> held in October 2021 with the UN Hub; WSD sustainability week in Abu Dhabi: <https://abudhabisustainabilityweek.com/en/Leadership/Expert-Insights/Need-to-Know-World-Soil-Day-2021>; and the Emirates soil museum initiatives.

- **FAO Jamaica** supported the organization of the WSD Technical Forum and recorded a video message from Mr. Chrislane William, FAO Representative for Jamaica, the Bahamas and Belize. Learn [more](#);
- **FAO Morocco** looked for collaboration in the organization of the event: “*Le Partenariat Mondial sur les sols: acquis et perspectives pour le Maroc*” that took place on December 10, 2021. Learn [more](#);
- **FAO Nicaragua** organized a comprehensive soil workshop together with the Regional Soil Partnership-Nicaragua Chapter, the National Agrarian University and the technical support from Catholic Relief Services. Learn [more](#);
- **FAO Iran** shared a report of the celebrations held on WSD in Tehran. Learn [more](#);
- **FAO Sudan** celebrated the WSD at FAO premises in Khartoum, in the presence of the Ambassador of France, Undersecretary of ministry of Agriculture and Forest, Vice chancellor of University of Khartoum, Director-General of Agriculture Research Corporation (ARC) and many other dignitaries. FAO representative to Sudan, Dr. Babagana Ahmadu welcomed the audience and gave a discussion about soil salinization and sodification and related economic losses estimated at around USD 27.3 billion due to crop production falls. Babagana said that: "soil salinity forces people to immigrate from their lands, we need to stop soil salinization and to enhance soil productivity by raising awareness, encouraging and promoting sustainable agricultural practices". Professor Abbas Doka, FAO's technical adviser, gave a detailed presentation explaining to the audience the types of maps and data are used in the Soil Atlas and Soil Catalogue. "The Atlas is very important and very strategic for the development, modernization and transformation of agriculture, because we know that Sudan's economy is driven by agriculture, we know that soil is a very strategic natural resource," said Professor Abdel Moneim Taha, Director-General of the Agriculture Research Corporation. Learn [more](#);
- **FAO Uzbekistan** contributed to the publication of the web story and the video on SAS. Learn [more](#).

As crucial allies against climate change, soils were also extensively in the spotlight during the 26th UN Climate Change Conference of the Parties (COP26) held in Glasgow, Scotland on 31 October-13 November 2021. Coverage of soils was featured on prestigious international news networks such as BBC World Television, China's state broadcaster CGTN, Qatari-funded Al Jazeera International (AJE) and Brazil's Globo among others.



Worldwide events

Fans of soils have found novel ways to mark this year's WSD. They organized an outdoor treasure hunt, gave lectures, held a "WSD logo drawing" course on YouTube, made an appeal for Wikipedia edited-a-thon events, experimented with soil salinity in the labs, collected soil samples, carried out field work, baked cakes and much more. A **NEW Frequently Asked Questions (FAQ) section** supported WSD event organizers by providing answers to common questions raised by WSD 2021 event organizers. Some of those events were carried out by [GSP Partners](#) such as: Municipalities, private sector companies, mainstream and specialized media, and academia, who used by their influence and networks to make WSD an international success.

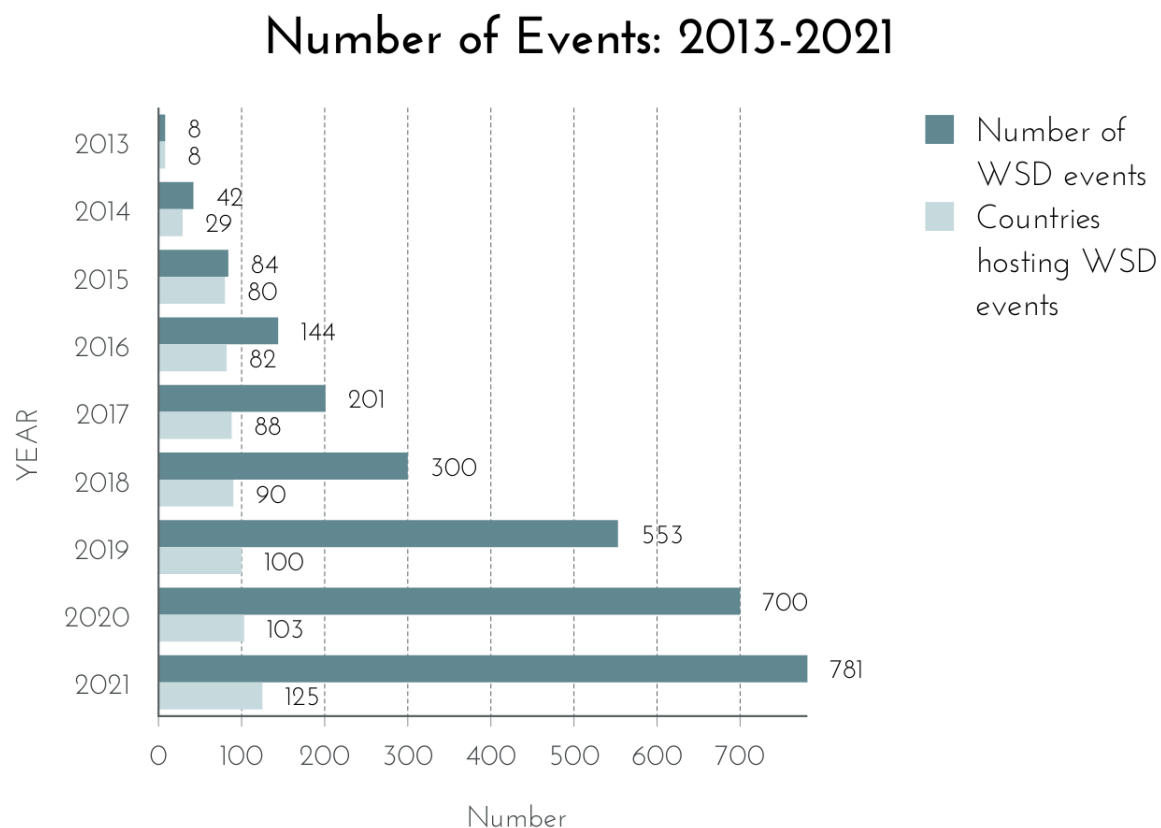
Hundreds of events marked the 2021 edition of WSD and were included on the [WSD interactive map](#).



The map above (source: [WSD website/Worldwide events](#), Google maps) shows how WSD has become a permanent fixture on the calendar in a growing number of countries. Since the first WSD in 2014, both the number of events and countries involved has steadily increased, peaking in 2021. FAO's GSP has managed to harness interest from soil specialists and enthusiasts alike, meaning that with every passing year more people are connecting and uniting to preserve soils.

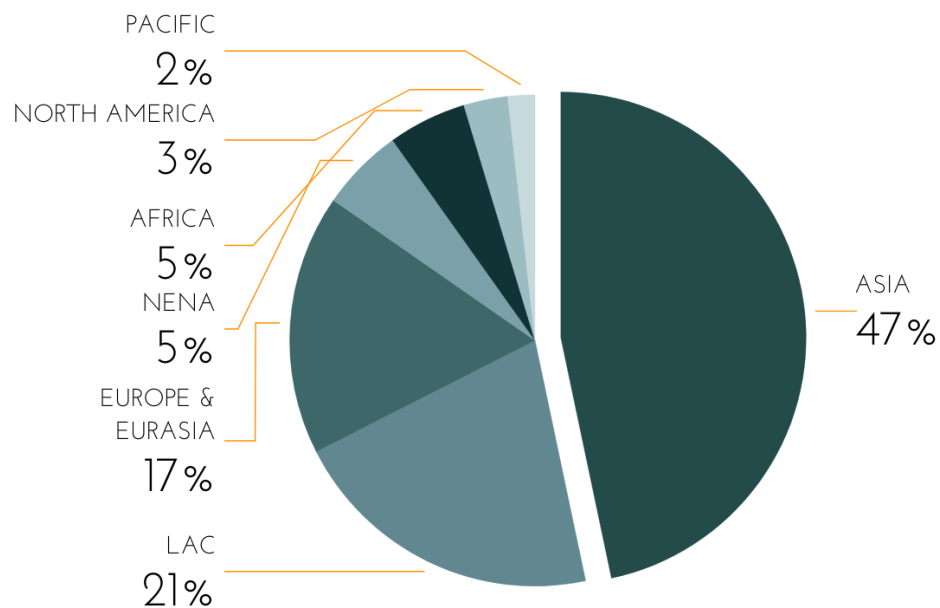
Testimonies from the events were collected by the GSP Secretariat through an online form. They included, among others, pictures, recordings, interviews, short videos, media extracts, news, drawings, and poetry. Check out the **official photo gallery of WSD worldwide events** [here](#)! See some snapshots below.

Interest expanded over the years: from eight events in 2013 to 781 celebrations across 125 countries in 2021 (Figure 1).



Number of events and countries that took part into WSD celebrations per year (2013-2021)

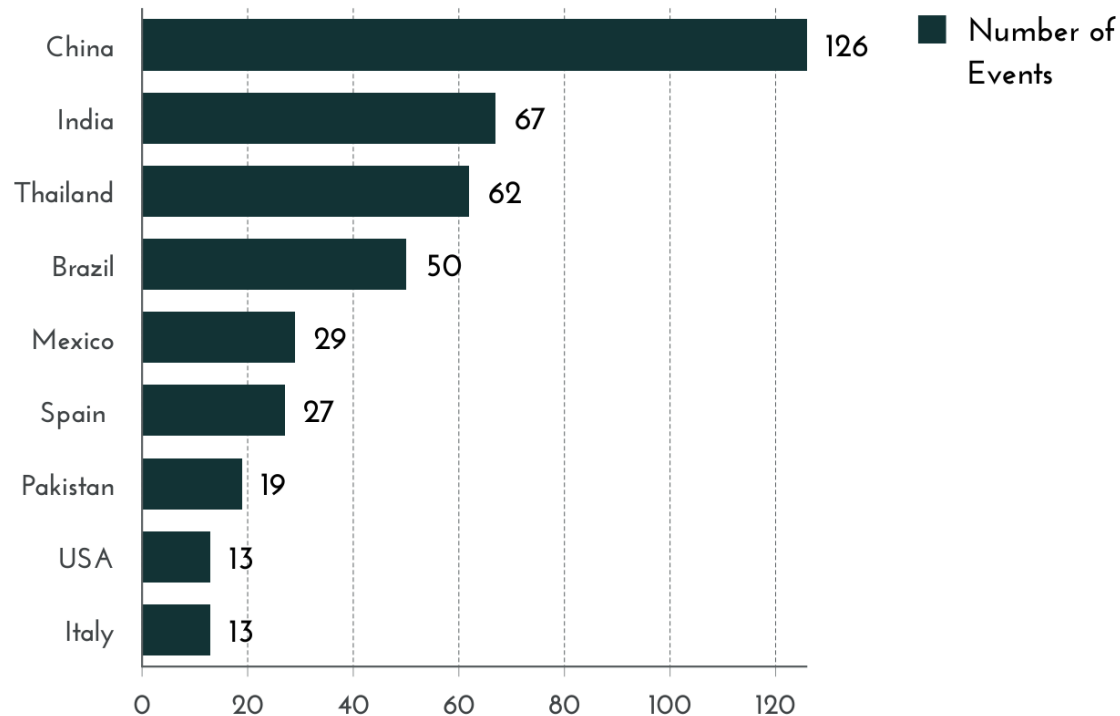
WSD 2021: % of events by region



Reference: WSD 2021 Events Database

WSD 2021 was celebrated in all regions, also thanks to the support of the [GSP Regional Soil Partnerships](#). More than 320 events have been registered in Asia, 180 in Latin America and the Caribbean (LAC), 130 in Europe and Eurasia, 47 in the Near East and North Africa (NENA), 38 in Africa, 23 in North America, and 16 in the Pacific region (Figure 2).

WSD 2021 - Top countries per number of events



Reference: WSD 2021 Events Database

The campaign reached millions of people in the People's Republic of China (126 events), India (67), the Kingdom of Thailand (62), Brazil (50), Mexico (29), Spain (27), Pakistan (19) as well as in the United States of America and in Italy (13). These top 10 countries are shown above (Figure 3). In 2021, WSD events were held in Argentina, Iran, Indonesia, Cuba, Turkey, Ecuador, Portugal, Peru, Egypt, Ukraine, Malaysia, Poland and Bolivia.

Special WSD 2021 celebrations were held: in Ireland, where since 2015, AgriKids has been at the forefront of children's farm safety education. The initiative is now being successfully replicated in other continents.



TECHNICAL PUBLICATIONS

The [Global Map of Salt-Affected Soils \(GSASmap\)](#) was launched during the GSAS21. The map is a product containing contributions from over 118 countries. More than 350 national experts were involved in the harmonization of its input data and methods for mapping SAS and were trained in state-of-the-art methods for digital soil mapping. Every country then produced their maps following the agreed technical specifications. This participatory country-driven process offers more opportunities for future periodic updates, which is an important aspect that has been missing in previous global SAS information. FAO [Press release](#) | Download the [brochure](#) | Access the [data platform](#)



The **Global Soil Laboratory Assessment 2020. Laboratories' capacities and needs** is based on the answers provided by soil laboratories to the survey, "Global assessment on laboratory capacities and needs", which was conducted by the Global Soil Laboratory Network

(GLOSOLAN) under the framework of the FAO's GSP. In 2018, a first global survey was launched by GLOSOLAN to collect information to consolidate the objectives of the Network and define its work plan in terms of standard operating procedures for harmonization. The survey discussed in this report aimed at collecting information on laboratories' training and equipment needs and at assessing the capacity of laboratories to satisfy national demands in soil analysis. See the dedicated [highlight](#) | Download the [report](#)

MEDIA COVERAGE

Opening by QU Dongyu, Director-General FAO



[UN News](#) quoted Director-General QU Dongyu: "Soil is the foundation of agriculture and the world's farmers depend on soil to produce about 95 percent of the food we eat. Yet, our soils are at risk." He added that, according to FAO, unsustainable agricultural practices, the overexploitation of natural resources, and a growing global population, are putting increased pressure on soils which is causing alarming rates of soil degradation worldwide.

Press release



"World Soil Day: FAO highlights the threat of soil salinization to global food security"

New report on soil shows 55 percent of countries surveyed lack adequate capacities for soil analysis

Rome – As it marked WSD, FAO has highlighted the threat posed by soil salinization to global food security and warned that many countries still lack adequate capacity for soil analysis.

"Soil is the foundation of agriculture and the world's farmers depend on soil to produce about 95% of the food we eat," FAO Director-General QU Dongyu said. *"Yet, our soils are at risk,"* he stressed in remarks ahead of WSD.

[Read more here](#)

Web stories



"Digging deeper into the arid terrain of the world's largest landlocked country"

FAO's GSP collaborates with soil scientists in Uzbekistan to develop climate-smart soil management practices. Smallholders like Adyl are benefitting from such expertise, scaling-up sustainable agricultural techniques to restore natural habitats and tackle the impacts of drought.

[Read the full story here in six languages.](#)

“A life dedicated to the soil”

Ahead of World Soil Day, partners from the FAO’s Regional Office for Europe and Central Asia (REU) published a story about an employee of Kyrgyzstan’s state soil lab that received support from an FAO-Global Environment Facility (GEF) project.

[Read the full story in English and Russian](#)

Hot off the press

The celebration of WSD received solid media attention throughout the week. *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)* covered the topic.



From June 2021, the BBC launched the “Why soil is one of the most amazing things on Earth” talks about how soil is underappreciated. But it's vital in so many ways. [Here](#) is a look at the magic of soil.

Marking WSD, FAO highlighted the threat posed by soil salinization to global food security and warned that many countries still lack adequate capacity for soil analysis. Spain’s international news agency EFE (in Peru’s [Gestion](#) and Paraguay’s [ABC](#)), [Europa Press](#), China’s [Shou](#), Spain’s [El Economista](#), Italy’s [La Repubblica](#) and ANSA, Egypt’s [El Watan](#), [India Today](#), Zimbabwe’s [The Herald](#) reported.

Italy’s [Il Manifesto](#) wrote that, according to FAO, 33 percent of the world’s land is degraded due to a loss of fertility, erosion, and pesticide pollution – a tragedy for biodiversity and the climate. [RAI News](#), and again Italy’s [ANSA](#), and [Repubblica](#) ran explainers on what WSD.

There was also plenty of media coverage at local level: celebrations took place on [Cabo Verde](#), [in Colombia](#), [Italy](#), [Sri Lanka](#), and [Zimbabwe](#). [Forbes](#) wrote that soil degradation is undermining food security in the

Caribbean and [Radio Canada](#) spoke with farmers affected by soil erosion.

From FAO’s Regional Office for Asia and the Pacific (RAP)



Bangkok – To mark WSD, RAP’s Assistant Director-General/Regional Representative Jong -Jin Kim has received 1,000 Soil pH tests kits from HRH Princess Maha Chakri Sirindhorn of Thailand, who is also an FAO Special Goodwill Ambassador. [Thai TV Channel 7](#), [MCOT Channel9](#), and [RoyalFamilyTH](#) covered this. [The Bangkok Post](#) reported: “The soil test kits will prevent soil salinisation and boost productivity in the region.”

From FAO's Regional Office for the Near East and North Africa (RNE)



WSD was covered by [Al-Journouriya](#); FAO: Plastic in soil threatens food security, health, and the environment – [Green Area](#); FAO warns: 49.8 million tons of plastic are used in agricultural products annually – [Youm 7](#); FAO warns of increased pressure on resources that affect global food security – [Saudi Press Agency](#).

From FAO's Regional Office for Africa (RAF)

To mark WSD, FAO highlighted the threat posed by soil salination to global food security, [Zawya](#) reported. [News Day](#) also reported that FAO urges Zimbabwe to adopt good soil management systems for a better agricultural yield.

From FAO's Regional Office for Europe and Central Asia (REU)

Russia's specialist news portal [Agri-News](#) covered the WSD event organized by FAO's Moscow office, Moscow State University Lomonosov, the World Bank, and others.

Following a meeting between the FAO Director-General and Victor Vasiliev, Ambassador and Permanent Representative of the Russian Federation to FAO, as well as PhosAgro Chief Executive Officer (CEO) Andrey Guryev - the Russian outlet [Regnum](#) reported that a new “Russian Hall” will be installed at FAO HQ. “This project will highlight the growing role of Russia and Russian business in the work of FAO and strengthen the country's prestige as a partner of the UN system in the field of sustainable development” Guryev is quoted as saying. Next year, PhosAgro will join the [FAO RECSOIL's GSP initiative](#), which focuses on managing soil organic carbon (SOC) stocks, the article.

In Iran, WSD was covered by [MehrNews](#): to support food and agricultural systems globally. Therefore, it is our duty to take concrete steps which protect this precious, non-renewable natural resource,” said Gerold Bödeker, FAO Representative to the Islamic Republic of Iran.

From FAO's Country Office for Ukraine

Kiev – A joint event for WSD was organized by FAO's Ukraine office, together with the Ministry of Agrarian Policy and Food of Ukraine and the Ukrainian Soil Partnership Association. The event, named “Productivity of Agricultural Land in Context of State Policy” 2021, presented the steps and actions that the state and public are taking for transparent and clear land value formation, garnering the attention of Ukraine's [Ukrinform](#) news portal. A Memorandum of Understanding (MoU) between the Ministry of Agrarian Policy and Food of Ukraine, and the Ukrainian Soil Partnership was signed.

SOLAW21 report



Press release - New FAO report on land and water resources paints an alarming picture

Pressures on land and water resources increase to a critical level after significant deterioration over the past decade, according to **SOLAW 2021**.

Rome – FAO today released a landmark report highlighting the worsening state of the earth’s soil, land, and water resources, as well as the challenges it poses for feeding a global population expected to near

ten billion by 2050. “The pressures on soil, land, and water ecosystems are now intense, and many are stressed to a critical point,” FAO Director-General QU Dongyu wrote in the foreword to the synthesis report, entitled the State of the World’s Land and Water Resources for Food and Agriculture – Systems at breaking point (SOLAW 2021). [Read more here](#)

SOLAW 2021 highlights the worsening state of the earth’s soil, land, and water resources, and the challenges this poses for feeding a

global population. The report was launched at a high-level event in the presence of FAO Director-General, QU Dongyu, the Executive Director of the United Nations Convention to Combat Desertification (**UNCCD**), Ibrahim Thiaw, Chair of UN-Water and President of the International Fund for Agricultural Development (IFAD), Gilbert F. Hounbo, among other ministers and government officials. “*Current patterns of agrifood production are not proving sustainable,*” the Director-General said. “*Yet, agrifood systems can play a major role in alleviating these pressures and contributing positively to climate and development goals.*” [AFP](#) (also in



[Le Figaro](#), Brazil’s [Estado de Minas](#), [Istoè](#)), China’s [Xinhua](#), [CCTV 1 Morning News](#) ([again](#)), [China Economic Net](#), [Al Jazeera](#) and [Asharq Al-Awsat](#), the German [Der Spiegel](#), Italy’s [ANSA](#) and [Corriere della Sera](#), la Pakistan’s [Urdu Point](#) reported. In an interview with [Le Monde](#), the Director of FAO’s Land and Water Division (NSL), Lifeng Li, added that compared to the previous FAO assessment of ten years ago, the challenges have worsened.

Web story - Four actions to improve the state of our land, soil and water



Four actions to improve the state of our land, soil, and water. FAO’s SOLAW warns us that the foundations of our agrifood systems - soil, land, and water - are already at “breaking point.”

[Read the full story here in six languages.](#)

Also published in the context of WSD, was a new first of its kind FAO report, suggesting that plastic pollution is pervasive in our agricultural soils.



Rome – The scourge of unsightly images of plastic refuse littering our beaches and oceans always receives much attention. But a new report by FAO suggests that the land we use to grow our food is contaminated with far larger quantities of plastic pollution, posing an even greater threat to food security, people’s health, and the environment. The report – [“Assessment of agricultural plastics and their sustainability: a call for action”](#) – is the first global report of its kind by FAO and contains some startling numbers. [Read more here](#)

[The Guardian](#), [UN News](#), Spain’s and [Publico](#), Pakistan’s [Urdu Point](#), [TeleSur](#), among others, gave ample visibility to the report, noting that according to FAO, the way in which plastic is used in farming across the

world is threatening food safety and potentially human health. Deputy Director-General Maria Helena Semedo is quoted as saying “The report serves as a loud call for decisive action to curb the disastrous use of plastics across the agricultural sectors.” The authors of the



report, team leader Lev Neretin and Richard Thompson, gave interviews to Liberation in France, Bloomberg TV, and Food Ingredients First. “If left unattended, agriculture might collapse” went a tweet from FAO Afghanistan, stressing that “the cumulative drought impact on already debilitated communities can be yet another tipping point to catastrophe.” The Tweet was picked-up by [AP](#) and was re-featured by

leading outlets around the globe – including the UK’s [The Independent](#), Australia’s [ABC](#), [The Indian Express](#), [Bloomberg](#), [South China Morning Post](#), [USA Today](#). and [Publico](#), Pakistan’s [Urdu Point](#), [TeleSur](#),

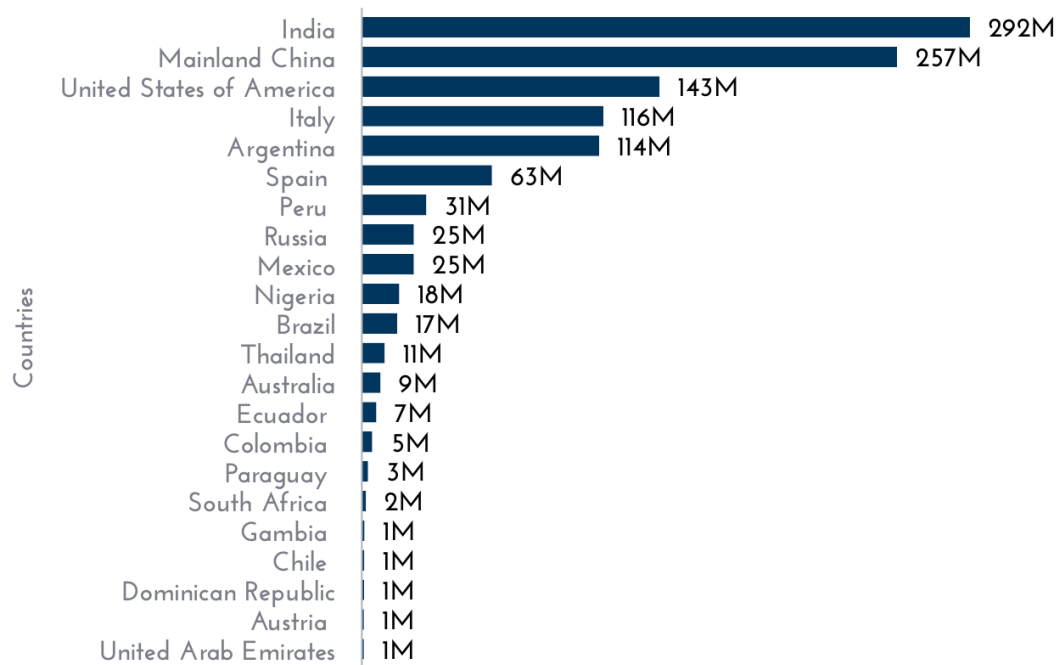
among others, gave ample visibility to the report, noting that according to FAO, the way in which plastic is used in farming across the world is threatening food safety and potentially human health. Deputy Director-General Maria Helena Semedo is quoted as saying, “The report serves as a loud call for decisive action to curb the disastrous use of plastics across the agricultural sectors.” The authors of the

report, team leader Lev Neretin and Richard Thompson, gave interviews to Liberation in France, Bloomberg TV, and Food Ingredients First. “If left unattended, agriculture might collapse,” read one tweet from FAO Afghanistan, stressing that, “the cumulative drought impact on already debilitated communities can be yet another tipping point to catastrophe.” The tweet was picked-up by the Associated Press ([AP](#)) and was re-featured by leading outlets around the globe – including the UK’s [the Independent](#), Australia’s [ABC](#), [The Indian Express](#), [Bloomberg](#), [South China Morning Post](#), [USA Today](#).

See the full media review: [WSD 2021 in the press](#)

In conclusion, WSD 2021 media coverage was strong – hitting 1.15 billion users worldwide with over 630 press articles. The campaign succeeded in reaching new audiences and creating awareness of soil resources with India, the People’s Republic of China and the United States playing a leading role reaching millions of people around the globe. (Figure 3).

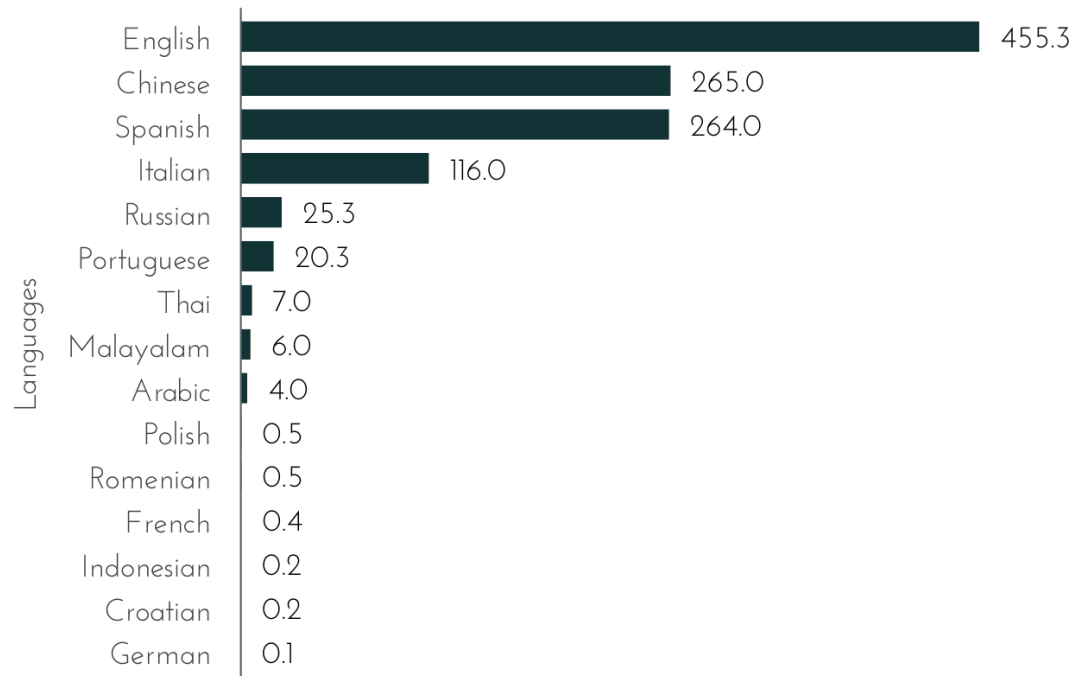
Media reach - Top countries



Reference period: 3-10 Dec 2021

Concerning the languages, English (455M), Chinese (265M) and Spanish (264M) reconfirmed to be the most widely used to cover the WSD 2021 campaign, as shown in Figure 4.

WSD 2021 Media reach - Languages (Million)



Reference period: 3-10 Dec 2021

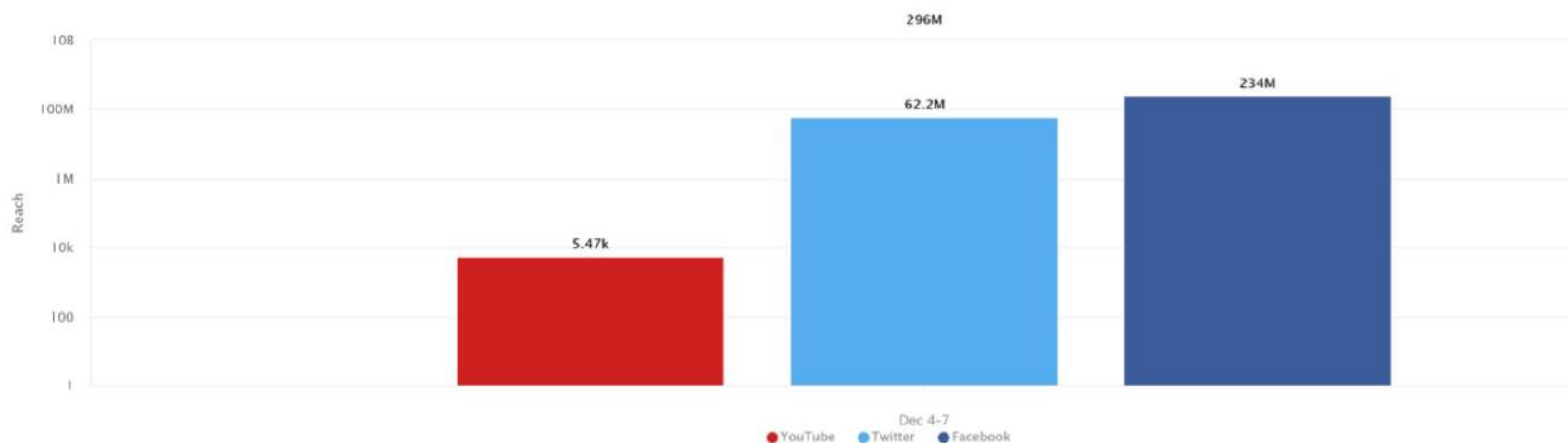
SOCIAL MEDIA AND DIGITAL COVERAGE

One hundred and-fifty multilingual FAO posts on social media reached 134 million accounts, the hashtag #WorldSoilDay connected over 330 million users and was trending on 5 December while WSD received over 320 000 views on www.fao.org. WSD videos were broadcast on TV channels and radio stations in over 20 countries, reaching millions.

FAO's GSP digital and multimedia coverage aimed to promote and amplify the WSD messages across the Organization's main digital channels, such as: the Web, social media, global TV and digital broadcasters, photos, podcasts and webcast channels.

A multilingual and action-oriented digital campaign delivered actions that pushed the boundaries of conventional public advocacy. It harnessed support across all channels in order to raise awareness of the power of our actions in making our soil healthier and agrifood systems are more sustainable so everyone can have access to sufficient, nutritious and safe food.

Figure 5 below provides an indication of the number of potential viewers who were exposed to all the messages disseminated through corporate social media accounts. NOTE: Due to the limitations of the tools themselves, the social media reach is only provided by the main platforms (Twitter, YouTube and Facebook) and does not include data from Instagram, LinkedIn, Tik Tok, Weibo and WeChat.



The WSD 2021 content has been shared regularly on the FAO corporate channels in the 6 official languages and made available via the dedicated [Trello board](#), featuring soil-related Day content. During the period 1-9 December, FAO accounts have shared over 150 posts, reached 134 million accounts and got 12 000 mentions. The WSD promo video and animation reached almost 1 million views, the promo video alone has hundred thousand cumulative views on social media (as of 13 Dec 2021). Over 1 000 multilingual posts were sent out by GSP partners during the WSD week. The hashtag #WorldSoilDay reached over 330 million users and was trending on December 5. All FAO tweets are available [here](#). The heatmap that provides social media coverage from WSD-related content mentions highlights the area where social media posts from other accounts that shared FAO content originated. Most of them came from the United States (473 posts), India (468 posts), the United Kingdom (281 posts), Canada (99 posts), and many other countries.

FAO content was picked up by many influential accounts with a large following, including the United Nations ([tweet 1](#), [tweet 2](#), [tweet 3](#), [tweet 4](#)), [Le Monde](#), [Rally for Rivers](#), Naciones Unidas ([Facebook 1](#), [Facebook 2](#)), [UN Russian](#), [UN Development](#), [Somos Argentina](#), [UNEP](#), [Sadhguru](#), [Shakti Mohan](#), [Agencia Telam](#), UN News ([tweet 1](#), [tweet 2](#)), [Nigerian Tribune](#), [Mohamed Basher](#), [Moac Mission](#), [Saudi Gazette](#), [Senato Repubblica](#), [UN GA President](#), [EU \(European Union\) Environment](#).



Halt soil salinization, boost soil productivity

World Soil Day (Video)

- Weibo
- Facebook
- LinkedIn
- Twitter (AR, EN, ES, FR, RU)
- YouTube (AR, EN, ES, FR, RU, ZH)



5 benefits of soils

World Soil Day (video)

- Weibo
- LinkedIn
- Twitter (AR, EN, ES, FR, RU)
- Facebook (EN, ES)



3 Reasons why soils are important

World Soil Day (carousel)

- Weibo
- LinkedIn
- Twitter (AR, EN, ES, FR, RU)
- Facebook (EN, ES)



Soil salinization

GSAS21 (Video)

- Weibo
- Facebook
- LinkedIn
- Twitter (AR, EN, ES, FR, RU)
- YouTube (AR, EN, ES, FR, RU, ZH)



5 actions for farmers to halt salinization

World Soil Day (Card)

- Facebook
- Twitter (AR, EN, ES, FR, RU)



Soil erosion

World Soil Day (Video)

- Weibo
- Facebook
- LinkedIn
- Twitter (AR, EN, ES, FR, RU)
- YouTube (AR, EN, ES, FR, RU, ZH)



Benefits of healthy soils

World Soil Day (Card)

- Weibo
- Facebook
- LinkedIn
- Twitter (AR, EN, ES, FR, RU)

The Director-General's key activities were covered on his [website](#) and [Twitter account](#). All recent tweets can be found [here](#).

FAO Major pick-ups on social media

Food and Agriculture Organization of the United Nations (FAO) 3 December 2021

The ground beneath our feet is more than just dirt. Soils are the foundation of our agrifood systems.

3 facts about soils that you might not know 🌱

#WorldSoilDay #FoodSystems



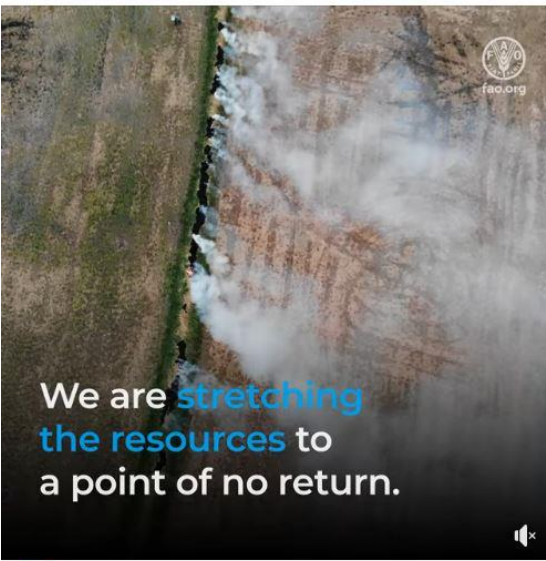
304 likes 2 comments 165 shares

Food and Agriculture Organization of the United Nations (FAO) 9 December 2021

Land, soil & water are precious resources, essential for our food security. But unsustainable practices are putting them on the brink of collapse.

We must manage these resources wisely to safeguard our future.

<https://bit.ly/3ybjVBR...> See more



197 likes 9 comments 80 shares

Food and Agriculture Organization of the United Nations (FAO) 5 December 2021

تشكل التربة المتأثرة بالملوحة تحديًا خطيرًا لملايين البشر ولسبل عيشهم حول الـ

اكتشف لماذا يمثل #تملح_التربة تهديدًا للأمن الغذائي وما يمكننا فعله حيال ذلك 🌱

#اليوم_العالمي_للتربة

See translation



41 likes 1 comment 20 shares

WSD 2021 was also extensively promoted on LinkedIn, Facebook, Instagram and Instagram stories, TikTok, Weibo and WeChat with good results.

United Nations

United Nations @UN

Soil biodiversity is a nature-based solution to many of the global challenges facing humanity.

Yet, it is threatened by unsustainable soil management practices, erosion, pollution, urbanization & more.

Sunday is #WorldSoilDay. fao.org/world-soil-day... via @FAO

9:03 PM - Dec 5, 2021 - TweetDeck

Naciones Unidas

Mantengamos vivo el suelo

FAO Director-General QU Dongyu @FAODG · 3 dic 2021
Soil is the foundation of agriculture. Yet, #SoilSalinization is a threat to soil health. It is vital we have reliable soil data. So for #WorldSoilDay, we're launching the Global Soil Laboratory Assessment Report to improve labs' capacity in producing high-quality data.

FAO Land and Water @FAOLandWater · 3 dic 2021
Out Now!
The Global Soil Laboratory Assessment is a valuable tool to build & strengthen the capacity of laboratories in soil analysis & to respond to the need for harmonizing soil analytical data. bit.ly/31tdtJK

#WorldSoilDay

China Daily

China Daily @ChinaDaily
China state-affiliated media

China has a treasure box filled with development experience and resources accumulated over the decades. China would like to share its "treasures" with more countries. What exactly are those "treasures"? FAO Representative to China Carlos Watson explains.

151 / 726 views | [REVIEW AGAIN](#)

7:00 AM - Dec 7, 2021 - Twitter Media Studio

Sadhguru/Sadhguru

Sadhguru @SadhguruV

Living Soil, our very body, is moving towards extinction. Addressing important R

#Conscious #WorldSoil #SaveSoil

The concern over #soil extinction must enter the hearts & minds of the people. Only then will we take the needed steps to make #SoilHealth our top priority. This much awareness we must bring to the world. Let Us Make It Happen. -Sg @FAO @UNCCD

#ConsciousPlanet #SaveSoil

Save Soil: Our

6:30 AM - Dec 5, 5:24 AM - Dec 20, 2021 - Twitter for Android

DG Agriculture (EU Commission) and UK Soils promoted the importance of soils through social media videos while soil influencers such as Ms. Laura Hojer from Finland, organized the annual social media campaigns #SoilSelfie and US and French partners promoted #SoilYourUndies challenges.

7:241 visualizzazioni

0:02 / 1:21

Visita ec.europa.eu

Mission Soil

9.948 visualizzazioni

0:00 / 1:25

839 visualizzazioni

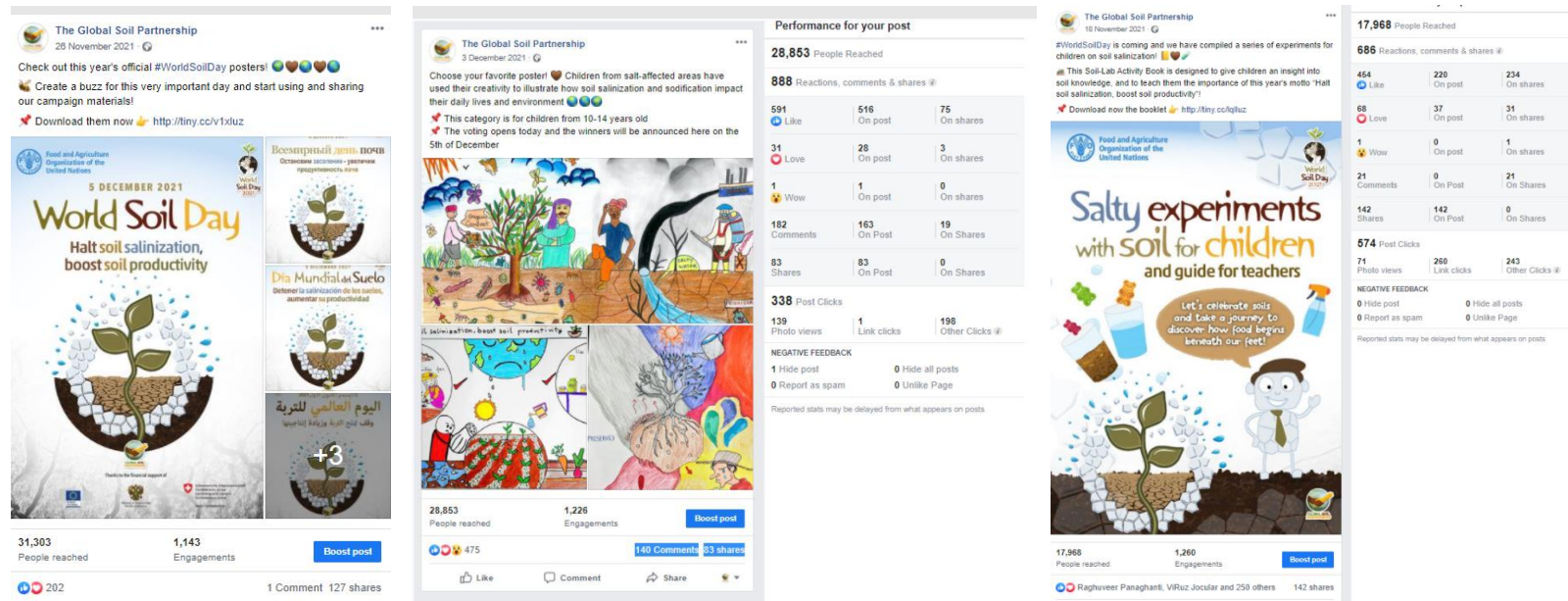
0:08 / 0:46

nutrient cycling, water movement and plant growth

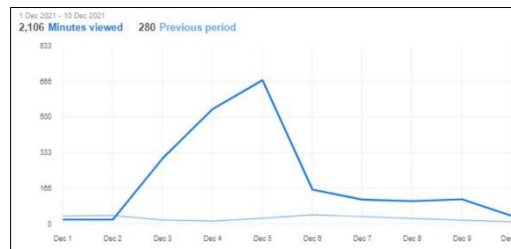
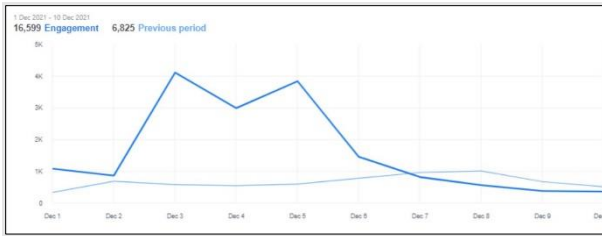


The launch of State of the World’s Land and Water Resources for Food and Agriculture (#SOLAW2021) took place on December 9. New multilingual video and social media cards were produced to cover the launch and a dedicated [Trello board](#) was created for the event. All FAO tweets are available [here](#). FAO content shared on social media reached over 17 million accounts and was picked up by many influential accounts like [United Nations](#), UN News ([tweet 1](#), [tweet 2](#)), [UN Humanitarian](#), [UN Water](#), [Melbourne Angel](#), [Cirad](#).

The [Global Soil Partnership Facebook page](#) was liked by 20 625 people and followed by 22 638 people (+273 between 1-10 December 2021). The three major picks-up on GSP Facebook page were: 1) 31 303 People Reached; 591 Reactions, comments & shares; 2) 28 853 People reached; 1 226 Engagements; 888 reactions, comments & shares; 3) Salty Experiments for children with 17 968 People Reached; 686 Reactions, comments & shares.



The audience rocketed during the WSD week, as Figure 6 - Graphs a) and b) - below, related to engagement rate and minutes viewed.



The [Global Soil Partnership twitter account](#) (Ronald Vargas on behalf of the GSP Secretariat) gained momentum with many retweets of the posted content doubling its followers to 2 632. (See complementary information in Attachment II)

WEBSITE METRICS

The WSD 2021 website was launched in September 2021. The website has 9 different sections: Home page, About, Campaign material, Booklet contest, Poster contest, WSD logo, WSD Award, Glinka Prize, and Worldwide events: **fao.org/world-soil-day, available in the 6 UN official languages + Italian.**

On 5 December, a total of 320 000 visitors engaged with the WSD website, globally receiving 611 000 page views. During the WSD week, the FAO.org homepage was entirely dedicated to the WSD and featured plenty of content. Over the course of just one week, over 170 000 visitors engaged with FAO.org and other WSD related content, including the main website, the FAO press releases disseminated daily, the Director-General’s speeches, the webcast pages, and all of the related FAO stories.

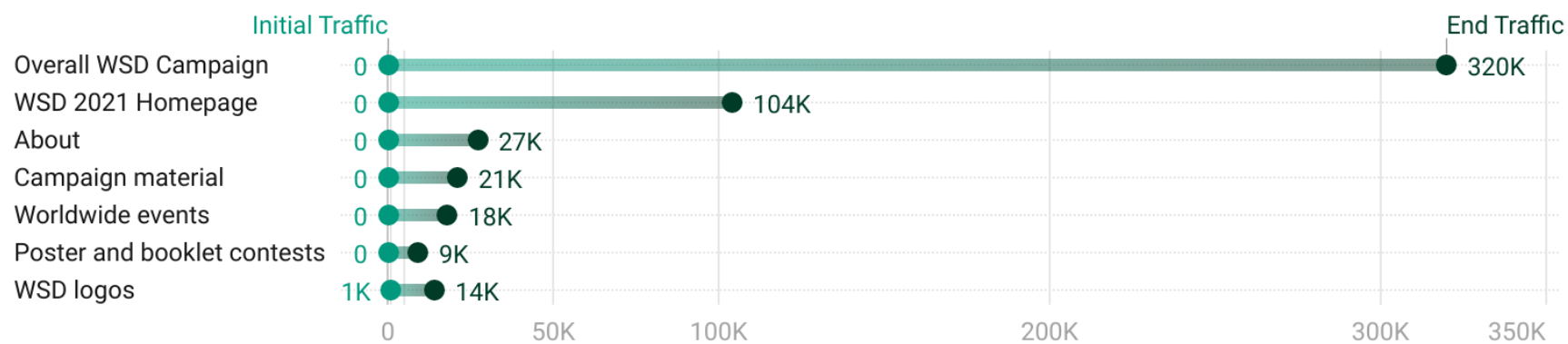
WSD website sections (see Figure 8, detailing the traffic on the different pages of the WSD 2021 website):

- **Homepage** – Launched at the end of August 2021 to mark the start of the campaign, it has so received over **143 000 visitors**.
- **About** – over **62 000 visitors** got a deeper understanding of the campaign itself and the annual themes by visiting this page.
- **Campaign material** – over **20 000 users** visited this section.
- **Contests** – over **45 000 visitors** enjoyed this section.
- **Prizes** – this section was visited by over **15 000 users**.
- **Events** – over **17 500 visitors** used this page to find information and to locate nearby events.

Since the campaign launched in September 2021, FAO soil-related websites topped around three million views.

Access statistics

WSD Access Statistics (unique visitors)



Created with Datawrapper

FAO content on World Soils Day and soil salinization has been published on the website FAO.org, on various relevant pages as well being featured on the home page (Figure 7 above). At peak time, over 48 000 visitors interacted with the dedicated web pages including the [World Soils Day website](#) (30 000 visitors), the [FAO Soils](#), the new FAO story “[Digging deeper into the arid terrain of the world’s largest landlocked country](#)”, the PRs “[World Soils Day: FAO highlights the threat of soil salinization to global food security](#)” (respectively 10 000 visitors for the Soils portal and 5 000 visitors on both web stories), among others.

Figure 8 below shows the share of the web traffic by different sources. Same as last year, almost 59% of the traffic was “organic”, i.e., it comes from search engines via keywords. 34% of the traffic was “direct”, i.e., it generally comes from people typing or copying the URL in the browser, but also from some undetected traffic from social networks. 6% was traffic from social media sources. NOTE: In some cases, traffic from mobile social media apps that have restricted privacy settings cannot be accurately measured by the tool Google Analytics and these sources are partially recorded as “direct”.

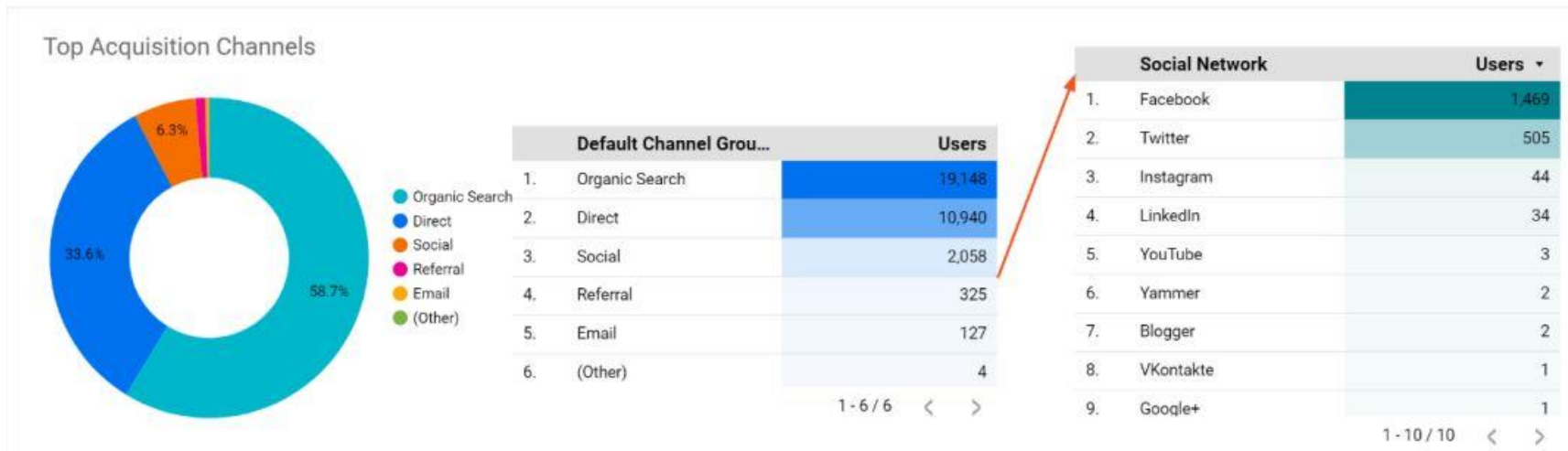
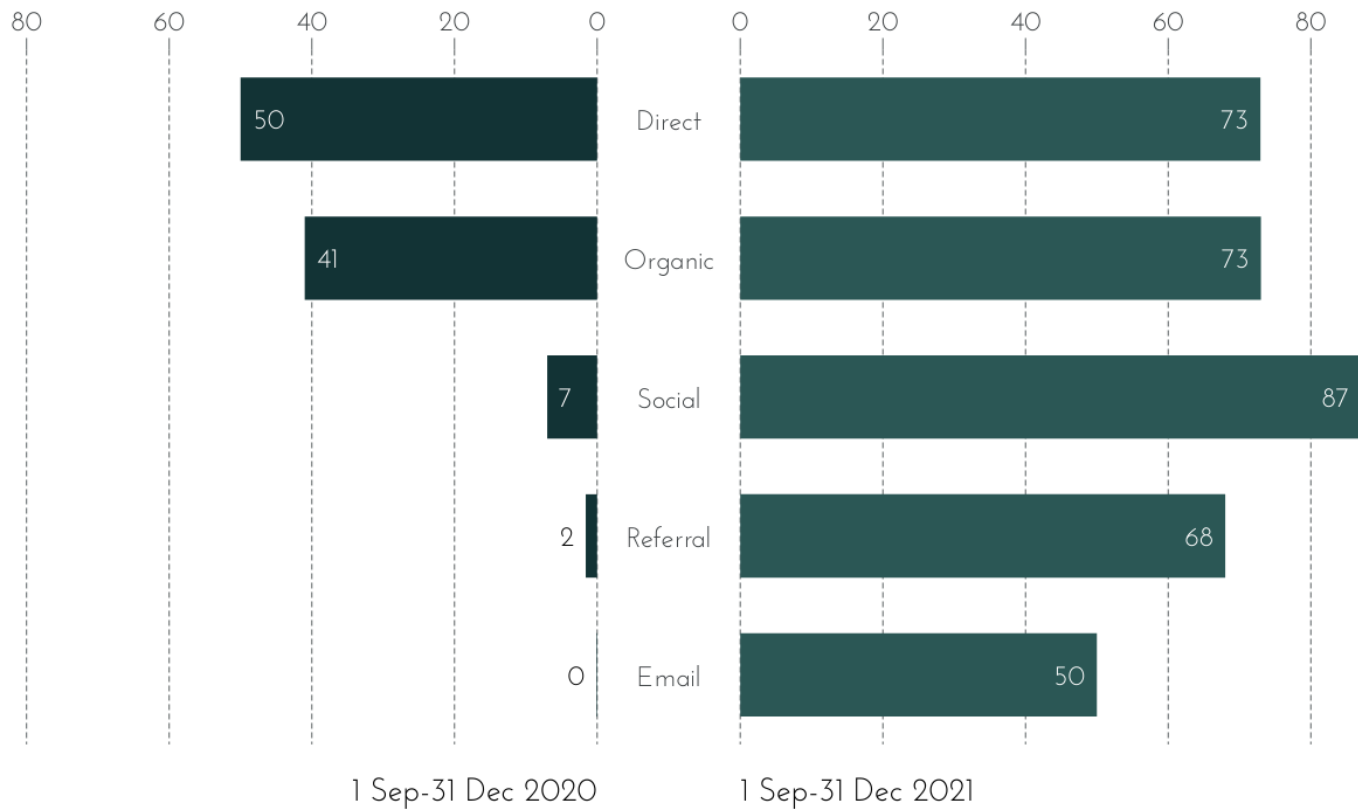


Figure 9 represents the map showing the regional breakdown on the WSD website during the period 4-7 December. The highest cumulative traffic came from Asia with 55% of users, followed by the Americas with 25% and Europe with 16%. Significant peaks in specific countries came from India (44%), the United States, and Mexico.

Figure 10, in the next page, presents the access statistics for World Soil Day by comparing the months of September and December 2020 to the same period in 2021 in terms of page visualizations, sessions, unique and returning users, new users and pages per session.

Access statistics

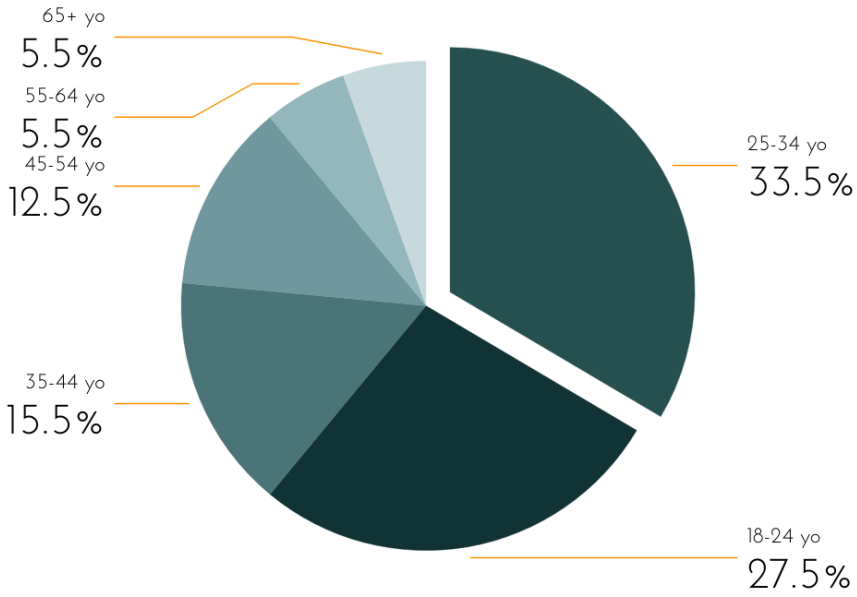
Traffic resources



Source: Google analytics 2021

Access statistics

Age



Source: Google analytics 2021



Figure 11 above presents WSD statistics in terms of age group. Three special announcements (Nov [#1](#); Dec [#2](#); Dec [#3 – on the left](#)), multiple newsletters and one special issue by the Intergovernmental Technical Panel on Soils on soil salinization reached more than 35 000 people, giving tips on how to get involved and celebrate together WSD and sharing the campaign results.



Annex I

This original live performance represents a show of the contemporary shadow theatre. It showcases in a light and engaging style the interactions between people, the soil beneath our feet and soil salinization. This video was launched at the opening of the WSD 2021 official event celebrated under the motto “Halt soil salinization, Boost soil productivity”. The two artists, Cecilia Valagussa and the singer-songwriter Marta Del Grandi are part of Fossick Project. WATCH [HERE](#)

MAGIC RED BOOTS

I'm not sure I believe my eyes
I'll go out to clear my mind
Nothing better than a walk in the place where I belong
The air feels nice, fresh on my skin
But something's not right, underneath my feet
RED BOOTS DREAM BIG
YOU CAN CHANGE THE WORLD WITH A BLINK!

Farmer farmer, don't you weep
I'll do my magic to this field
I'll walk and run, jump around and try all my tricks
But we'll need loads of water
Bottles and tanks to take out all the salt,
This soil will live again!
RED BOOTS DREAM BIG
YOU CAN CHANGE THE WORLD WITH A BLINK!
RED BOOTS DREAM BIG
YOU CAN CHANGE THE WORLD WITH A BLINK!





The Global Soil Partnership (GSP) is a globally recognized mechanism established in 2012. Our mission is to position soils in the Global Agenda through collective action. Our key objectives are to promote Sustainable Soil Management (SSM) and improve soil governance to guarantee healthy and productive soils, and support the provision of essential ecosystem services towards food security and improved nutrition, climate change adaptation and mitigation, and sustainable development.

Thanks to the financial support of



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation