



Food and Agriculture
Organization of the
United Nations



BE THE SOLUTION
TO SOIL POLLUTION
5 December 2018



World
Soil Day

MEDIA REPORT



WSD2018-I/18/Report



**Food and Agriculture
Organization of the
United Nations**



Media report: WSD 2018

5 December 2018

WSD2018-I/18/Report

**REPORT OF DIGITAL MEDIA COVERAGE FOR WORLD SOIL DAY
2018 'BE THE SOLUTION TO SOIL POLLUTION'**

Rome, Italy, 5 December 2018

**FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS
Rome, 2018**

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Executive summary

WSD official ceremonies were held at the UN Headquarters in New York, US, at FAO HQ in Rome, Italy, at COP24 in Katowice, Poland, and at the Ministry of Agriculture and Cooperatives of Thailand in Bangkok. 18 FAO regional, sub-regional and country offices around the world supported the initiative and more than 300 events were organized in over 90 countries worldwide.

Over 450 articles were published online from 4 -18 December with most coverage coming from Thailand and India. Among others, the Guardian, the New York Times, the Washington Post, China Daily, the Times of India, the Xinhua, the Sidney Morning Herald, and RIA Novosti published articles on the WSD 2018's yearly theme 'Be the Solution to Soil Pollution'. Promotion of WSD on TV programmes, YouTube channels and broadcasts, built substantially on last year's effort and contributed to expanding outreach on a global scale. 10 dedicated press releases and web stories from UN news, FAO, UN Environment, World Health Organization (WHO), United Nations Convention to Combat Desertification (UNCCD), UN Office for the Coordination of Humanitarian Affairs (OCHA), International Atomic Energy Agency (IAEA) marked WSD with calls for urgent action to reduce the release of pollutants into soils.

The digital campaign had great results, confirmed also by the 25% increase in popularity of the query 'World Soil Day' on Google Trends since 2017. The FAO story "Polluting our soils is polluting our future" received over 14 000 views while the web article on "Increased soil contamination puts food safety and food security at risk" received over 1 400 page views between 1 and 7 Dec. 2018. The video "5 reasons why we need to cherish the ground beneath our feet" had over 112 000 cumulative views in English, Arabic, French and Spanish. The WSD 2018 website received over 90 000 non-cumulative views since its publication in September 2018 and had over 45 000 cumulative views on 1 – 7 Dec. 2018. 28 000 users spent an aggregate total of 5 500 hours on the website with a prevalence of a young audience between 18 – 35 years old and a balanced regional coverage. High peaks were registered in India, United States, Mexico, Thailand, and United Kingdom.

WSD2018 activities were covered by over FAO 300 posts on all corporate accounts. The organization was mentioned over 7 700 times by other social media accounts and reached 120 million social media users in their feeds. The top tweet published on @FAO received over 1 380 retweets and 1940 likes. The video "How can you be the solution to soil pollution?" in English had 2 000 views from a single FAO Tweet. Among others, Jane Goodall, DiCaprio Foundation, Beppe Grillo/ Movimento 5 Stelle, Nature Conservancy, Conservation International, World Wildlife Fund (WWF), Greenpeace, Legambiente, Kellogg's, Syngenta, and the World Bank (WB) tweeted, commented and retweeted using the hashtags of the campaign.

1. Introduction

World Soil Day (WSD) is the annual highlight of the importance of soils on Earth, celebrated on 5 Dec. Since 2013 FAO and its Global Soil Partnership (GSP) have been mandated by the UN General Assembly to facilitate the implementation of the World Soil Day (WSD) as a UN Official Observance. WSD aims at raising awareness on the prominence of our soils for food security, agriculture, mitigation and adaptation to a changing climate, poverty alleviation and sustainable development on 5 Dec. and throughout the year.

In line with the Global Symposium on Soil Pollution (GSOP18) organized in May 2018 at FAO Headquarters, the focus of this year's WSD was: "Be the Solution to Soil Pollution" and meant to spread the word and call people to halt soil pollution by making small changes to their daily activities. FAO offered a number of recommendations on how to reduce the soil contamination at the state, industrial and consumer level. The call for action targeted governments, farmers, education and academic sectors, the private business, and the civil society in general, triggering an ever increasing international attention.

While the overall objective of the communication campaign was to ensure that people have safe and nutritious food in order to guarantee active and healthy life without endangering essential ecosystems services, this report aims to assess the extent to which people engage with and take on the conveyed message. The report:

- gives an account of the branded material prepared for WSD2018;
- reports on the activities and the celebrations held on the occasion of WSD18 in house and worldwide;
- elaborates on the media coverage – FAO and global press releases, broadcasts, interviews and TV programmes;
- analyses the traffic on GSP managed websites through Google Analytics – specifically the World Soil Day website, the Global Soil Partnership website, and the Soils Portal;
- stresses the importance of the usage of these two hashtags – #WorldSoilDay and #StopSoilPollution – on social media.

1.1. Key messages

WSD 2018 highlighted the need to step up efforts to end soil pollution. FAO's GSP and its partners called for all people to work more closely together to create opportunities so that everyone can lead a healthy, productive life without jeopardizing key ecosystem services - hence, this year's WSD key messages.

- Globally, our soils act as a filter for contaminants, but their buffering capacity is finite. If the latter is exceeded, contaminants can enter the environment and the food chain.
- Soil pollution affects food security by reducing crop yields and food quality. Without healthy soils we wouldn't be able to produce our food and achieve Zero Hunger.
- Human activities are the main source of soil pollution. Therefore, it is in our hands to adopt sustainable soil management practices.

- Unsustainable agricultural practices lead to the release of pollutants into soils and the environment. For example, using manure from antibiotic treated livestock more responsibly helps prevent antimicrobial resistance.
- Composting and recycling at home can reduce the amount of waste that enters landfills and can improve soil health, reducing the negative effects of improper waste disposal.

1.2. Stop Soil Pollution challenge in numbers

WSD2018 Stop Soil Pollution challenge implied also a search for presenting key data and insights to the general public in a way that is engaging, valuable and comprehensible, and could make the difference between sharing a message that resonates or falls flat. This is the reason why they were developed in the format ‘Fact/Solution’ and suggested practical actions that have a positive influence in the fight against soil pollution.

- 95% of our food is directly or indirectly produced on our soils. But years of our activities and habits have left a legacy of polluted soils worldwide.
- One third of our global soils are already degraded. Yet we risk losing more due to this hidden danger.
- Inappropriate disposal of hazardous waste can cause the release of contaminants into our soils. **Dispose hazardous waste such as batteries and medicines responsibly.**
- 1/3 of plastic produced ends up in our soils. **Avoid single-use plastic and improve your recycling habits.**
- Over 40 million tonnes of electronic waste is generated every year. **Think twice before buying new electronic devices.**
- Up to half of your shopping consists of packaging. **Opt for ecofriendly and reusable packaging when shopping.**
- Household chemicals end-up in soils and as a result in our foods. **Buy ecofriendly gardening, cleaning and personal care products.**
- Up to 1/2 of our household waste is organic but ends up in landfills. Compost your **food waste and help nurture our soils.**
- 1/5 of the raw materials used for producing new products is wasted. **Reuse or donate common household items and give them a second life.**

2. Communication toolkit

Communication material and visual identity around the theme-of-the-year has been developed to support the implementation of the WSD 2018 communication campaign. It has been made available on the dedicated project website for easy downloading to a wider international audience. The material produced was used in the different dissemination channels comprising the following:

Channel/ Material	Visual identity	Comm. toolkit	Audiovisuals	Newsletter/ doc.	Web stories	Press releases
Project website/ open repository	✓	✓	✓	✓	✓	✓

Social Media	✓	✓	✓		✓	✓
Mass media	✓	✓	✓		✓	✓
Events	✓	✓	✓	✓		

While the WSD 2018 dedicated website, the visual identity and the FAO press releases were made available in the 6 UN official languages, the communication toolkit was published online for download, printing, and sharing purposes in English, French and Spanish. The communication material was translated in other languages: Indonesian, Italian, Japanese, Korean, Portuguese, Ukrainian, etc. upon request. The WSD logo was translated in more than 75 local languages and widely used and shared through socials. The schedule below outlines when new materials came out from Sep. 2018 to Feb. 2019.

ACTIVITY & PRODUCTS	FORMAT	DATE
Launch of the Glinka World Prize 2018		Sep. 2018
• Glinka flyer	A4	
WSD 2018 website: www.fao.org/world-soil-day/		Sep. 2018
Launch of the WSD Award 2018		Sep. 2018
• WSD award flyer	A4	
Glinka World Prize 2018: call closes		30 Sep. 2018
WSD Award 2018: call closes		
WSD 2018 visual identity:		early Oct. 2018
• Poster: Be the Solution	A3	
• Megabanner	160*40cm	
• Web banner and buttons	Square format: 600*600 and 300*300; Rectangular format: 600*300 and 300*150	
• Template for presentations	4:3 and 16:9	
• T-shirts (with printing instructions)		
WSD 2018 communication toolkit:		late Oct. 2018
• Postcards with key messages	XS S M L	
• Soil Pollution cards	B5	
• Long infographic	JPG (910*6437px); PDF printable as 5 separate A4;	
• Everyone has a role to play postcards		
WSD logo translations:		early Nov. 2018
• Webpage		
• Animated GIF		
Technical Interview with Dr. Toshiaki Ohkura here		
Animations:		
• How can you be the solution to soil pollution		
○ Long version		
○ Short version (for socials)		
• Soil pollution, a hidden reality		
Video		

-	5 reasons why we need to cherish the ground beneath our feet	
WSD 2018 Social media kit		26 Nov. – 7 Dec. 2018
FAO DG José Graziano da Silva's video message	here	
WSD 2018 Special Announcement	here	Dec. 2018
Publications launched (see chapter 4)		Dec. 2018
Gadgets: bags and t-shirts		Dec. 2018
WSD award's winner announced		Dec. 2018
	<ul style="list-style-type: none"> Video 	
Glinka prize's winner announced		Dec. 2018
	<ul style="list-style-type: none"> Video 	
Save the date		
FAO Corporate:		Dec. 2018
	<ul style="list-style-type: none"> Did you know? Noticeboard and pop up Elevator screens Press release on Phosagro Press release on World Soil Day Web story 	
Web highlights:		Dec. 2018
	<ul style="list-style-type: none"> Russia Phosagro WSD 1 and 2 Glinka Prize World Soil Day Award CESRA CO24 COP14 	
Post WSD 2018:		Jan./Feb. 2018
	<ul style="list-style-type: none"> WSD 2018 Report Flickr photo gallery: (1) worldwide; (2) celebrations at FAO HQ; (3) Phosagro Newsroom WSD 2018 Video/ presentation 	

2.1. The Glinka World Soil Prize

Sponsored by the Russian Federation, the third edition of the Glinka World Soil Prize was granted to Professor Rattan Lal, Distinguished University Professor of Soil Science, Director of the Carbon Management and Sequestration Center at Ohio State University, US, for his outstanding contribution to sustainable soil management and the protection of soil resources. The award includes a monetary prize of \$15,000, which Professor Lal donated to an endowment to support the Carbon Management and Sequestration Center.

With a career spanning over 50-years and across six continents, Professor Lal is considered one of the most prominent soil scientists globally. Listed among the World's Most Influential Scientific Minds (2015 and 2016) and among the top one per cent of all researchers in agriculture, he changed the way

sustainable soil management (SSM) is viewed, focussing on soil organic carbon (SOC), restoration and improvement of soil structure and physical/hydrological properties to global food security.

2.2. The World Soil Day award

Sponsored by the Kingdom of Thailand, the World Soil Day Award (WSDA) prized the best WSD event held in the framework of the previous year communication campaign “Caring for the planet starts from the ground” and consisted of a medal and a USD 15,000 cheque. The Selection Committee, after careful evaluation of the 40 applications received, decided to grant the prize to **Practical Action Bangladesh**.

Jointly with the Soil Resource Development Institute (SRDI), they celebrated WSD on 5 Dec. 2017 in Dhaka and in twenty-two districts, countrywide, engaging with over 5000 farmers, topmost soil scientists and technicians, extension workers, crop, fisheries and livestock professionals, engineers and agricultural entrepreneurs, government and NGO officials, community activists, policy makers, youth, media personnel, practitioners and the general public. Their remarkable joyful and participatory approach successfully raised visibility on the topic of soil health.

3. Social media kit

A social media board in English was prepared and shared through different channels: mainly FAO corporate accounts, but also FAO social media managers and GSP partners and relevant stakeholders (i.e. Kiss the Ground, Conservation International, Nature Conservancy, USDA).

Key corporate accounts to follow for the social media campaign were @FAO @FAOKnowledge @FAOClimate @FAOArabic @FAOenEspañol @FAOenFrançais for Twitter, @FAO, @GlobalSoilPartnership and @NENASoilPartnership (Near East and North Africa Soil Partnership) @ASP (Asian Soil Partnership) on Facebook and @FAO Instagram . Additional promotion was made on Google+, LinkedIn, YouTube and Flickr. Soil fans, GSP partners, corporate accounts and social media users worldwide were provided with:

1. Suggested hashtags for the day: #WorldSoilDay #StopSoilPollution #ZeroHunger #COP24 #ClimateAction,
2. ready-to-use photos
https://www.dropbox.com/sh/jx31pu9uyI9xvi7/AACb_bSqaPwpUYIhaEL7TDkFa?dl=0 or
<http://mediabase.fao.org/>
3. link to articles, gif, short videos, animations
4. a list of pre-canned posts and tweets divided by topic: general tweets, Glinka award, WSD award, take a pledge, celebrate WSD, engage the audience with key facts.

Please find the complete list below:

General content

- It's World Soil Day! Share your favorite moments with us [World-Soil-Day@fao.org](https://www.worldsoilday.org/) – Photos, stories- and with the whole global soil community using #WorldSoilDay #StopSoilPollution #ZeroHunger

- Follow the ceremony of #WorldSoilDay in live broadcast from @FAO on 5 December from 13:00 to 14:30 UTC+01:00! <http://bit.ly/2PiqudV> #StopSoilPollution #ZeroHunger
- Over 300 pins on our World Soil Day event interactive map demonstrates the general enthusiasm and interest over this day at the global level. Join the movement: 'Be the solution to soil Pollution' bit.ly/2jQuFQh #StopSoilPollution #ZeroHunger #WorldSoilDay

Take a pledge

- Get involved on #WorldSoilDay. #StopSoilPollution by changing your habits bit.ly/2zJURor #ZeroHunger #COP24 #ClimateAction
- Big actions start with small changes. Take up the challenge on #WorldSoilDay to help the fight against soil pollution. Everyone has a role to play! bit.ly/2QBdMeP

Celebrate World Soil Day

- Today the world celebrates #WorldSoilDay. Download the official web banner: bit.ly/2Qy6ckZ #StopSoilPollution #ZeroHunger #ClimateAction
- We need you! Today we are celebrating #WorldSoilDay across the globe. Come and join us in raising awareness about how to #StopSoilPollution! <http://bit.ly/2QypeYJ> #ZeroHunger

Engage the audience with key facts

- By making just a few changes to our lives, we can reduce the risk soil pollution poses to agricultural productivity, #foodsafety, our health. Download the infographic: bit.ly/2PiPukW and share postcards: bit.ly/2zIRBJW #WorldSoilDay #ZeroHunger #ClimateAction #COP24
- By sharing knowledge, we can inspire each other to take good care of our soils. Download the cards: bit.ly/2BPB6gQ #WorldSoilDay #ZeroHunger #ClimateAction
- A third of the plastic produced globally ends up in our soils and half of it is disposable or single-use plastic. Improve your recycling habits and reduce plastic consumption! Watch this video for more tips on how to #StopSoilPollution: bit.ly/2zJURor #WorldSoilDay #ZeroHunger #ClimateAction
- Did you know that up to 50% of our household waste is organic but ends up in landfills? Compost leftovers to feed our soils! Watch this video for more tips on how to #StopSoilPollution: bit.ly/2zJURor #WorldSoilDay #ZeroHunger #ClimateAction
- Did you know that half of your shopping consists of packaging? Reverse the trend and opt for ecofriendly and reusable packaging when shopping. Watch this video for more tips on how to #StopSoilPollution: bit.ly/2zJURor #WorldSoilDay #ZeroHunger #ClimateAction
- Growing food on uncontaminated soil helps fight hunger and provides safe food. Watch this video for more tips on how to #StopSoilPollution: bit.ly/2zJURor #WorldSoilDay #ZeroHunger #ClimateAction
- Soil holds three times as much carbon as the atmosphere and can help us meet the challenges of a changing climate. Watch this video for more tips on how to #StopSoilPollution: bit.ly/2zJURor #WorldSoilDay #ZeroHunger #ClimateAction
- Some 95% of our food comes directly or indirectly from soil. Watch this video for more tips on how to #StopSoilPollution: bit.ly/2zJURor #WorldSoilDay #ZeroHunger #ClimateAction
- 33% of our global soils are already degraded, yet we risk losing more due to the hidden danger of soil pollution. Watch this video for more tips on how to #StopSoilPollution: bit.ly/2zJURor #WorldSoilDay #ZeroHunger #ClimateAction

Glinka award

- Do you know an individual or organization dedicated to solving one of the world's most pressing environmental issues: Soil Degradation? Nominate them for the Glinka World Soil Prize <http://bit.ly/2can6Tm> #soils <https://twitter.com/FAOKnowledge/status/1039122832075247616>
- Rattan Lal is the winner of the 3rd edition of the Glinka World Soil Prize! Professor Lal has spent his life working on the need to reconcile increasing agricultural productivity with the necessity of restoring soil health. Watch the video: bit.ly/2rIPtDe. #StopSoilPollution #WorldSoilDay #ZeroHunger <https://twitter.com/FAOKnowledge/status/1075058065437835265>

World Soil Day Award

- World Soil Day Awards. For individuals, communities, organizations and countries that organize remarkable and engaging #WorldSoilDay activities or campaigns to demonstrate the importance of #soils for all. Submit your application <http://bit.ly/2x26sNt> <https://twitter.com/FAOKnowledge/status/1039545862702202885>
- Congratulations to @PracticalAction Bangladesh! 🙌 They have won this year's #WorldSoilDay award for their work on raising awareness on the topic of soil health and organizing the best World Soil Day 2017 event. More info: <http://bit.ly/2EA6JNe> #ZeroHunger #soils <https://twitter.com/FAOKnowledge/status/1075760496295305217>

4. Publications

A joint report – FAO; UN Environment; United Nations Development Programme – UNDP – on Malawi, was launched on occasion of WSD2018 at FAO HQ in Rome. Soil and nutrient loss are among the major impediments to a stable and sustainable agricultural development in Malawi. This report analyses the economic impact of both soil and nutrient loss in Malawi with new data collected through field surveys, merged with detailed climatic data and socio-economic information.

Key data emphasized the dramatic impact of soil loss and soil nutrient loss on agricultural productivity, and on the economy of the country for future decision making. Under three different scenarios of soil loss, the impact on the Gross Domestic Product (GDP) can range from 16 to 80 million USD per year and if nutrient loss is added, it can go up to 214 million USD per year. The solutions are usually pretty simple, the once that were assessed in the study and can range from terracing to sustainable management practices that can be easily applied by local farmers.

- Soil and nutrients loss in Malawi: an economic assessment - [PDF](#);
- Soil nutrient loss assessment in Malawi, Technical report - [PDF](#);
- Policy brief from Malawi - Impact of soil loss in Malawi: microeconomic effects of soil and nutrient loss. Profitability and mitigation measures - [PDF](#);
- Policy brief from Malawi - Impact of soil loss in Malawi: macroeconomic effect on GDP, Sectoral Adjustments and Poverty - [PDF](#).

*QR codes available.

5. Official celebrations

FAO and its GSP has co-organized official World Soil Day events in **New York**, US (UN Secretariat), **Rome**, Italy (FAO headquarters), **Katowice**, Poland (COP24, Side event) and **Bangkok**, Thailand

(Thai Ministry of National Development). The events in Rome and New York were broadcast live via the FAO and UN channels.

UN Hq, New York, USA

On 3 Dec. **H.E. Mr. Martín García Moritán** Ambassador and Permanent Representative of Argentina to the United Nations and **H.E. Mr. Vitavas Srivihok** Ambassador and Permanent Representative of the Kingdom of Thailand to the United Nations opened the first segment of the WSD 2018 celebrations at the UN HQ, New York. **Ms. Carla Mucavi**, Director of the FAO Liaison Office moderated the Panel. She introduced the key addresses of **Ms. Natalia Eugenio Rodriguez**, FAO/GSP, soil expert on soil pollution, **Mr. David L. Lindbo**, Director, Soil & Plant Science Division, US Department of Agriculture and **Mr. Melchiade Bukuru**, Chief of the UNCCD Liaison Office in New York. Ms. Nuchareeporn and Ms. Pretawan Rukkan, students from the Assumption University, Thailand, took part in the discussion. **H.E. Mr. Héctor Enrique Jaime Calderón**, Ambassador and Deputy Permanent Representative of El Salvador to the United Nations closed the meeting. [Agenda](#) | [Save the date](#) | [Webcast](#)

Fao Hq, Rome, Italy

The global WSD ceremony at FAO HQ took place as a side event of the FAO Council, on 5 Dec. with the presence of keynote speakers such as the Nobel Prize **Prof. Rattan Lal**, President of IUSS, who was honored with the Award of the Glinka World Soil Prize, and **H.E. Pyotr Viktorovich Ilyichev**, Director of the Department of International Organizations, Ministry of Foreign Affairs Russian Federation. They were joined by **Ms. Maria Helena Semedo**, Deputy Director General Coordinator Natural Resources, FAO and **Mr. Eduardo Mansur**, Director, Land and Water Division, FAO, who moderated the session. A video message was recorded by **Mr. José Graziano Da Silva**, UNFAO Secretary General. **Ms. Natalia Eugenio Rodriguez** delivered a key note speech on soil pollution and the need to act now to #StopSoilPollution. “Soil and nutrients loss in Malawi: An economic assessment”, launched on the occasion of World Soil Day, by **Ms. Zineb Bazza**, GSP Secretariat, FAO, presents new data on soil and nutrient loss indicators in Malawi, merged with climate data and socio-economic information. Two Thai students - Ms. Chalita Amornchaiyriyikul and Ms. Monsicha Prompunjai, Assumption University Thailand - were the winners of a call to be the solution to soil pollution, launched in Thailand and were invited to give a keynote address during the WSD celebrations at FAO HQ. A flashmob organized thanks to FAO Volunteers and interns contributed to the overall success of the event. [Agenda](#) | [Save the date](#) | [Webcast](#) | [Flickr Photogallery](#)

COP24, Katowice, Poland

Under the aegis of FAO GSP, the UN Convention on Climate Change - COP24 side event “Black soils for food security and climate change adaptation and mitigation” took place on the occasion of WSD. **H.E. Jan Krzysztof Ardanowski**, Minister of Agriculture and Rural Development of Poland, **Mr. Tekini Nakidakida**, Ministry of Agriculture, Fiji and **Mr. Zitouni Ouddada**, Deputy Director, Climate and Environment Division, FAO opened the meeting and emphasized the importance of sustainable management of black soils as a concrete step towards avoiding/reducing greenhouse gas emissions and thus global warming. **Mr. Olcay Unver**, Deputy Director, Land and Water Division, FAO and **Mr. Grzegorz Siebielec**, Polish Institute of Soil Science and Plant Cultivation (IUNG) were keynote speakers. [Agenda](#) | [Highlight](#)

Bangkok, Thailand

The Kingdom of Thailand launched the Centre of Excellence for Soil Research in Asia (CESRA) located in Nakhton Ratchasima's Pak Chong district. Its mission is to interact with regional soil science societies and other mechanisms established under various conventions, to provide guidance for policy and decision-making, and to catalyze cooperation within the region. On WSD 2018 took also place the awarding ceremony, held in Bangkok, and the actual granting of the 1st World Soil Day Award Prize from the **Honorable Minister, Ministry of Agriculture and Cooperative of Thailand** to Practical Action Bangladesh in the person of Mr. Habibur Rahman.

FAO Regional and Country Offices

FAO country offices around the world in **Bangladesh, Brazil, Egypt, India, Iran, Japan, Panama, Philippines, Tunisia, Sri Lanka**, FAO regional offices for **Latin America and the Caribbean, Near East and North Africa, North America, South America, Europe and Central Asia** and FAO Subregional Office for **Central Africa** - organized WSD18 celebrations by calling on to raise awareness on soil resources to mobilize public support for tackling soil pollution and sustainable soil management.

6. Worldwide celebrations

WSD2018 event organizers were invited to join the global campaign by registering their celebrations on the [interactive map](#) through a practical module provided on the website.

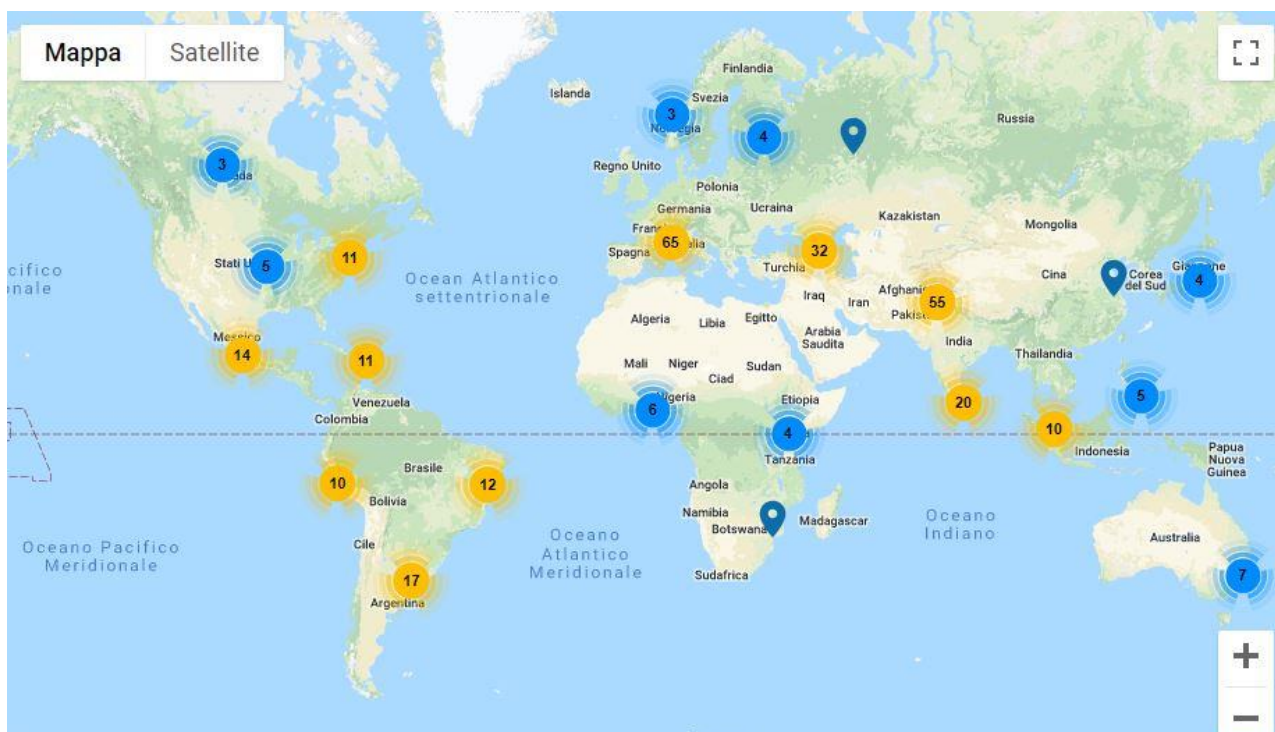


Figure 1. Inclusion in the WSD events map does not represent an endorsement from the United Nations for an organization or initiative.

This year the campaign called for increased action across sectors and continents to achieve #StopSoilPollution and #ZeroHunger. The call for action spread from Buenos Aires to Moscow with more than 300 events with an increased outreach of 66% compared to WSD 2017, held in 90 countries that have been recorded to date on our interactive map. A significant increase in outreach,

also thanks to FAO offices and partners worldwide and a substantial escalation of a pro-bono advertising across the world, contributed to the success of the day.

Some of them were sponsored by FAO and its Global Soil Partnership, such as:

- Food Security, Soils and Human Capital in Soil Science, St. Petersburg State University and Dokuchaev;
- NO all'inquinamento del Suolo, University of Naples Federico II (at the presence of Mr. Segio Costa, the Italian Ministry for the Environment);
- MiDa Foundation for the Soil Museum in Salerno and Kids' Flashmob.

Among the most popular events: social media campaigns, soil conferences, flash mobs, soil pollution trainings, soil judging contests, opening of soil museums, field trips etc. Some of them witnessed the participation of preeminent political personalities and government officials.

Many event organizers, who joined the global campaign by registering their events on the map, shared with their successes by sending the GSP Secretariat pictures from their countries. Photographs have been uploaded on our [Flickr Photo Gallery](#), and their number keeps growing. To check out the complete list of the event please see: <http://www.fao.org/world-soil-day/worldwide-events/en/>.

EVENTS BY REGION	Number
Africa	10
Asia	105
Central America	11
Europe	66
Eurasia	21
Near East and North Africa	18
North America	30
Pacific	9
South America	41

New countries took part in the celebrations organizing trainings namely Algeria, Gabon, Hungary, Ireland, Luxembourg, Mozambique, Norway, Panama, Romania, Singapore, Sudan, Tajikistan, and Zambia.

Among the most innovative events divided by region:

- Africa: Training on sustainable soil management, Ibadan, Nigeria;
- Asia: Rejuvenate the earth, Bangalore, India;
- Central America and the Caribbean: Suelos sanos sin contaminacion, Panama;
- Europe: Grow Observatory - SpeakEATsy - A meal and discussion on soil and climate change, Ireland;
- Latin America: Así son los suelos de mi país, Argentina;
- Near East and North Africa: Ban on Plastics, Tlemcen, Algeria;
- Pacific: Soil security: running down a dream, University of Sydney, Australia.

EVENTS BY COUNTRY	Number
India	45
Brazil	17
Spain	16
Mexico	14
Iran	14
United States of America	13
Indonesia	9
Pakistan	8
Italy	8
Bangladesh	7
United Arab Emirates	7
United Kingdom	7
Argentina	7
Canada	7
Cuba	6

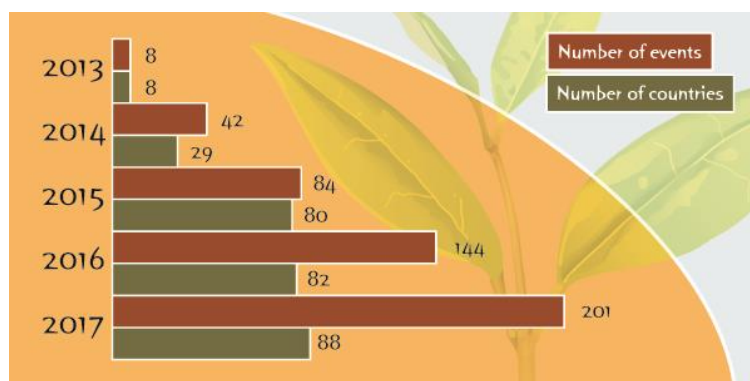


Figure 2 WSD number of events/countries since 2013

You can find the best photo selection from around the world in Appendix 1.

7. Wrap up on print and online media coverage figures

The media coverage ¹of the World Soil Day celebrations was strong at a global level with over 450 articles published in all official languages (mostly top tier) from 4 -18 Dec. 2018. Promotion of WSD on TV programmes, YouTube channels, and broadcasts, built substantially on last year’s effort as much as on the sound boarding effects of the GSOP18, and contributed on expanding the outreach on a global scale. In addition to WSD events in over 90 countries, which had their own media coverage, this

¹ Coverage data scanning does not include radio and TV | Languages intentionally searched: English, French, Spanish, Italian, German, Portuguese – Monitoring capabilities of Arabic, Chinese and Russian are limited)

advertising and promotion guaranteed a highly noticeable and engaging global campaign. WSD coverage was astronomically high in Thailand, with thousands of minor media outlets in Thailand, and India, which runs a second in this regard.

United Nations

[Soil pollution ‘jeopardizing’ life on Earth, UN agency warns on World Soil Day](#), the press release issued by the **United Nations news center**, marked World Soil Day with call for urgent action to reduce release of pollutants into soils.

[Increased soil contamination puts food safety and food security at risk](#), the FAO official press release for WSD, was translated in the six official UN languages plus Italian and triggered very substantial coverage with numerous angles, often pleasantly local and going beyond cut and paste techniques.

[Russia’s PhosAgro donates \\$1.2 million to improve sustainable soil management in Africa, Latin America and the Near East](#), a second FAO press release was widely covered in the Russian press, including RIA Novosti, Prime News Agency, TASS, Rosbalt, Rambler, Regnum.

[UN Agricultural chief urges ‘transformative changes on how we eat’](#), the UN News web story made reference to WSD and the importance of advocating for the sustainable management of soil resources. Other UN Agencies and mechanisms covered the topic through web stories, blogs, or press releases, in particular: UN Environment with [What’s the big deal about dirt?](#), the United Nation Convention to Combat Desertification (UNCCD) with an article on [Thailand celebrating World Soil Day](#) and OCHA powered’s Reliefweb with the web article [FAO Director General calls for transformative changes to our food](#).

Also, here’s a very nice [IAEA](#) story on WSD addressing how nuclear techniques can address soil pollution and increased productivity, focused on a FAO-partnered isotope tracking exercise looking at how higher levels of atmospheric CO₂, which lower plant protein content and even make it harder for cows to digest plants to produce milk, will impact crop quality and fertilizer needs. See more in the Annex 2 on WSD 2018 in the media.



FAO press release
Increased soil contamination puts food safety and food security at risk

FAO marks World Soil Day with call for urgent action to reduce release of pollutants into soils. Urgent action is needed to address soil pollution and contain the multiple threats it poses to global food safety and food security, said FAO today marking World Soil Day.

Photo: ©FAO/FAO Guatemala Country Team **Read the full article:** [here](#)



FAO press release

Russia's PhosAgro donates \$1.2 million to improve sustainable soil management in Africa, Latin America and the Near East

FAO project aims to enhance farmers' skills in assessing soil conditions and strengthen capacities of national soil laboratories. PhosAgro, Russia's leading phosphate-based fertiliser producer, today signed an agreement with FAO to donate...

Photo: ©FAO **Read the full article:** [here](#)

Main highlights

Driven by major wires such as [Bloomberg](#), [Reuters](#), [AFP](#), the WSD campaign was widely picked up by medias all around the world. Here are some samples: [Bangkok Post](#), Thailand's [The Nation](#), the Vatican's [Osservatore Romano](#), Paraguay's [ABC](#), Peru's [El Comercio](#), [EFE](#), Costa Rica's [El Mundo](#) and Italy's [SkyTV \(Sky Tg24\)](#) [Giornata mondiale del suolo](#), [Fao: "Inquinati cibo, aria e acqua"](#). Turkey's [Milliyet](#) and [Yenisafak](#) focused on the SoilSTAT data base and cited FAO's Voirel Gutu, together with [AA](#) state news agency with the WSD photo campaign and the Turkey Ministry of Agriculture [Haberler.com](#); India's [Down to Earth](#) focused on excessive tillage and cited FAO's Konda Reddy. Here's a good soils [story](#) from Italy, citing ISPRA, EU and FAO studies and assessing the invisible costs of soil degradation and strong arguments against soil pollution from Beppe Grillo's blog "[Stop all'inquinamento del suolo](#)". Eduardo Mansur gave an [interview](#) to **BBC Radio 4**, [Farming Today](#) for WSD.

Some of the most popular newspapers in the world covered the topic of soil on World Soil Day at relevant time and of Soil Pollution in the second semester of 2018. Here some examples: the Guardian with, "[Can we ditch intensive farming - and still feed the world?](#)" and "[Look after the soil, save the Earth...](#)", the New York Times with "[The City's Buried Treasure Isn't Under the Dirt. It Is the Dirt](#)", the China Daily with "[Chinese lawmakers weigh new law on soil pollution](#)", the Times of India with "[the importance of soil protection stressed on World Soil Day](#)", [the Xinhua](#), and the [Sidney Morning Herald](#) also in relation to [soil pollution](#). Also [the Economist](#), the International Institute for Sustainable Development ([IISD1](#) and [IISD2](#)), and Spain's [El País](#) covered the topic of WSD. See more in Appendix 2, the Newsroom for WSD 2018.

Highest National Coverage

- **Australia:** [Australia's The University of Newcastle](#);
- **Bangladesh:** [theindependentbd.com](#); [Nigeria's Vanguard](#), [এই সময়\(Bengali\)](#) ;
- **Canada's** Morgan Murphy's media [News8000.com](#), [Traveller's blog such as Planeta.com](#); [DiscoverMooseJaw.com](#),
- **Georgia's** [Gainesville Times](#);

- **Germany's** [RS-Tech](#);
- **India's** [The New Indian Express](#), [Maharashtra Times](#), [The Kashmir Images Newspaper](#), [Rising Kashmir](#), [The Hindu BusinessLine](#), [United News of India 1](#), [United News of India 2](#), [United News of India 3](#), [United News of India 4](#), [United News of India 5](#), [The New Indian Express](#), [Sanjeevni](#), [DiscoverHumboldt.com](#), [Morung Express](#), [The Sentinel Assam](#), [Internazionale-United News of India](#), [Zee Business](#), [Patrika](#), [Dekh News](#), [State Times](#), [Internazionale-The Arunachal Times](#), [Malayala Manorama - മലയാള മനോരമ](#), [മാതൃഭൂമി](#), [ഝട്ട](#), [Jagran Josh](#), [Vijaya Karnataka](#), [Star of Mysore](#), [प्रभात खबर](#), [Krishi Jagran](#), [விகடன்](#), [മാതൃഭൂമി](#), [Bhagalpur News](#), [नवभारत टाइम्स](#), [दैनिक जागरण](#), [Lokmat](#);
- **Ireland's** [FreshPlaza](#), [Irish Times](#), [the Green News](#);
- **Italy's** Ansa.it on "[La Giornata Mondiale del Suolo, dedicata all'inquinamento](#)", La Repubblica with "[La Giornata Mondiale del Suolo: quest'anno è dedicata all'inquinamento](#)" and on "[Consumo di suolo, ogni giorno l'Emilia-Romagna si mangia più di un ettaro di terreno agricolo](#)", ISPRA per Soil4 Life "[Il consumo di suolo è un problema grave per il nostro Paese e per l'Europa](#)", Greenreport: economia ecologica e sviluppo sostenibile with [World Soil Day: "Senza suolo non si vive. E non è rinnovabile!"](#) (VIDEO), Greenme "[World Soil Day: come stiamo avvelenando il suolo...](#)", Focus Junior on "[Giornata Mondiale del Suolo: il 5 dicembre si celebra la Madre Terra!](#)", [Il Manifesto](#), [EarthDay](#), [Occhio di Salerno](#), [San Gavino Monreale.net](#);
- **Mexico's** [the Kozweek](#);
- **Nigeria's** [Daily Trust](#), [Internazionale-The Eagle Online](#);
- **Saint Vincent e Grenadine's** [Searchlight Newspaper](#);
- **San Marino** with "[World Soil Day: San Marino in primo piano nella lotta ai cambiamenti...](#)", [mercoledì tavola rotonda in occasione del "World Soil Day"](#), [SMTV San Marino](#);
- **United Kingdom's** [GOV.uk](#), [New Food 1](#), [New Food 2](#), [Science Daily](#), [FarmingUK](#), [the Huffington Post](#), [Daily Pioneer](#), [Brooklyn Daily Eagle](#), [The PigSite](#), [GreenMe.com.br](#), [South Coast Register](#);
- **United States of America's** [USDA](#), [World Bank](#), [Corn and Soybean Digest](#), [Ohio's Country Journal and Ohio Ag Net](#), [Institute for Local Self-Resilience](#), [Canadian-US's Farms.com](#), [Rural News Group](#), [dedicated blog on Food Tank](#), [the think tank for food](#), [on Kiss the Ground](#), [Yubanet](#), [Avery Journal Times](#), [Delta Farm Press](#), [Vail Daily News](#), [PRNewswire](#), [AG Week](#), [Successful Farming](#) [Agriculture.com](#) ([here](#)); **Thailand's** [มดดิน](#); [เชียงใหม่](#);
- **Vietnam's** <http://en.vietnamplus.vn/> and [here](#).

8. Digital Coverage

The digital campaign had great results. FAO's multilingual and action oriented digital strategy, in line with the WSD slogan, "Be the Solution to Soil Pollution" was designed to portray #StopSoilPollution as a mind-set. Changes in the everyday life that people should adopt for a better future, where all stakeholders bear responsibilities with their own behaviours/actions to achieve a free from pollution

world. Also the campaign aimed at informing audiences with real facts and key data taking into account regional differences and challenges on the issue.

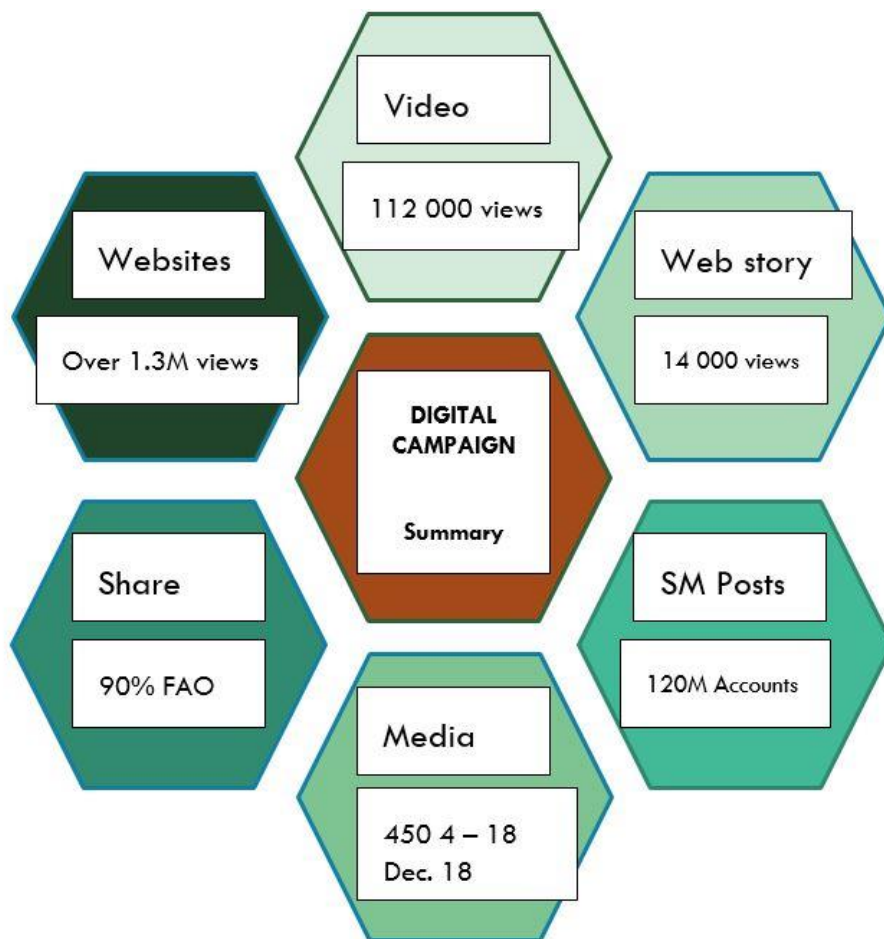


Figure 3 Summary of the digital coverage for WSD 2018

The FAO [website](#) dedicated to the 2018 campaign received **over 90K views** since its publication in September 2018 also thanks to the advertisement of the un.org, FAO Regional and Country Offices.

FAO.org/world-soil-day/ had **over 45 000 views** on 1 – 7 Dec. 2018. This means that **28 000 people** spent a cumulative total of **5.500 hours** on this website.



It is the main platform to support the digital campaign and provide our audiences with access to the relevant WSD material, web stories, social media content, and information on how to celebrate WSD around the world, and visibility to GSP partners and event organizers/ supporters.

It was designed with a clean, image-led and content/visual impacting design in line with the corporate template. The full language coverage for the WSD website is all FAO languages. This year the new WSD2018 website drove in additional traffic on fao.org especially from 26 Nov. to 7 Dec. 2018.



Figure 5 Sessions by country - WSD 2018 website. Source: Google Analytics. 20/01/2019

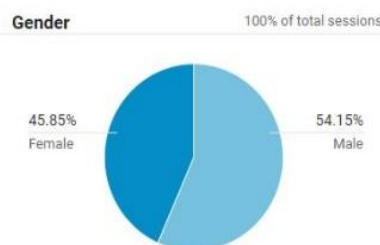


Figure 4 Sessions by gender - WSD 2018 website. Source: Google Analytics

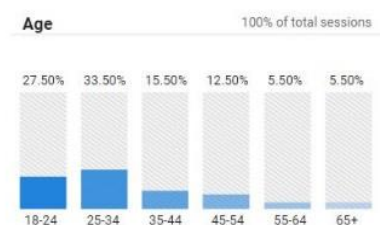


Figure 6 Sessions by age - WSD 2018 website. Source: Google Analytics. 20/01/2019

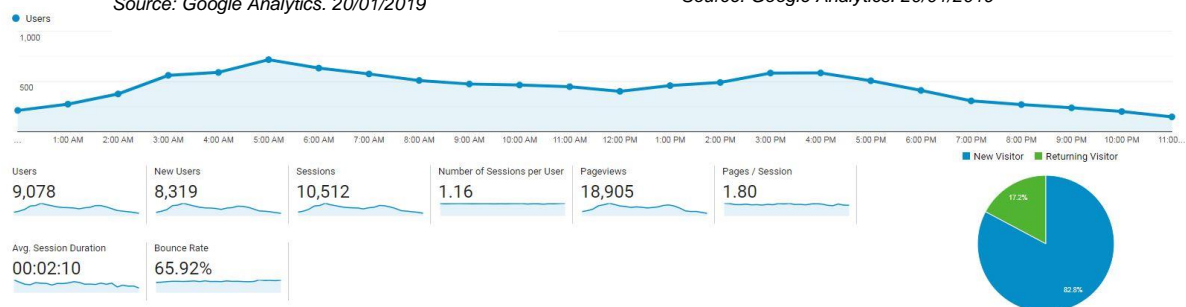


Figure 7 Non-cumulative users data - WSD 2018 website. 26 Nov. – 7 Dec. 2018. Source: Google Analytics. 20/01/2019

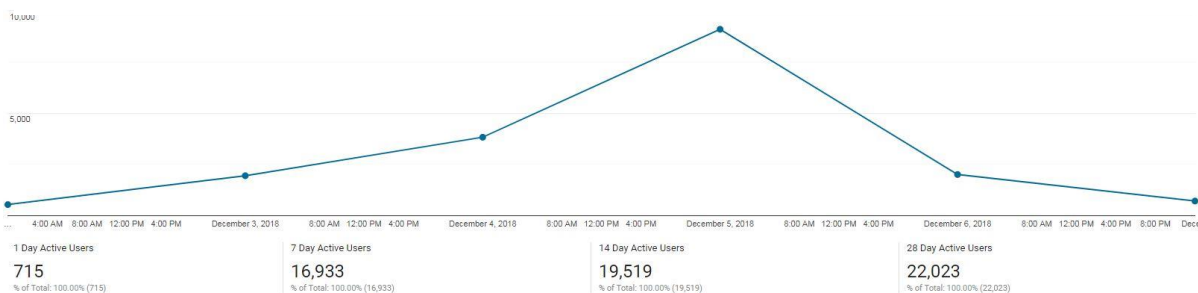


Figure 8 Average users data clearly peaked on 5 Dec. 2018 - WSD 2018 website. Source: Google Analytics. 20/01/2019

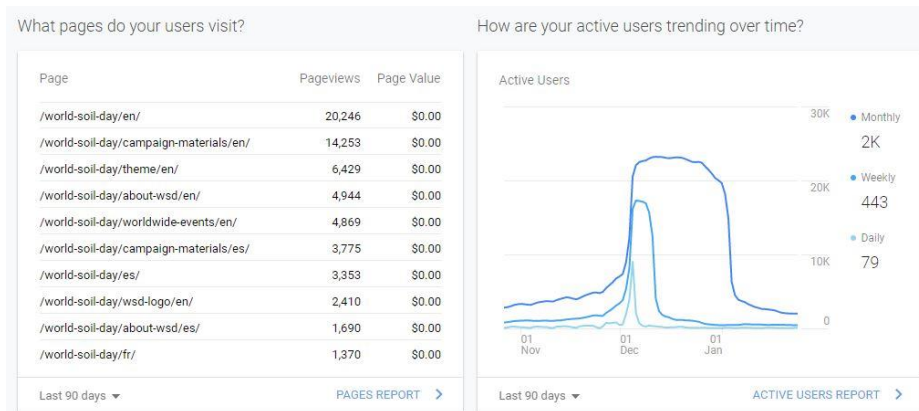


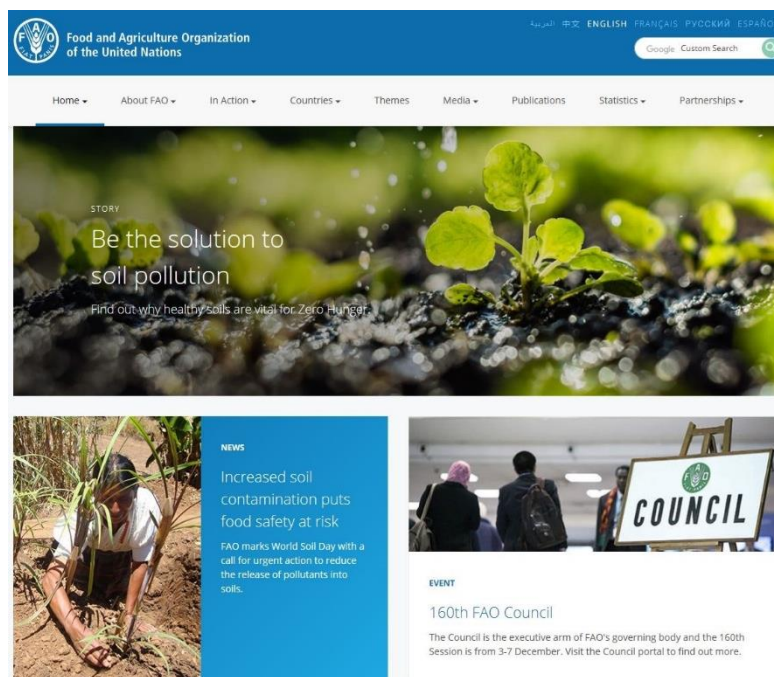
Figure 9 Users' retention data on the WSD 2018 website. Source: Google Analytics



Figure 10 Data from the 5th of Dec. 2018. Source: Google Analytics. 20/01/2019

Pages related to WSD 2018 were promoted through the FAO homepage (also through two WSD web stories and visual storytelling) during the WSD week and the week before (26 Nov. – 2 Dec. 2018), including the WSD 2018 website, the WSD key messages, the latest press release on the WSD 2018, the webcasts (FAO HQ and UN HQ), the GSOP18 platform, the Global Soil Partnership website, the Soils Portal, the Soils-2015 website.

The FAO story “[Polluting our soils is polluting our future](#)” is one of most successful FAO articles ever, receiving over **14 000 views** since its publication in May 2018. The web article on “[Increased soil contamination puts food safety and food security at risk](#)” received over 1 400 page views since 5 Dec. 2018 up to 28 Jan. 2019.



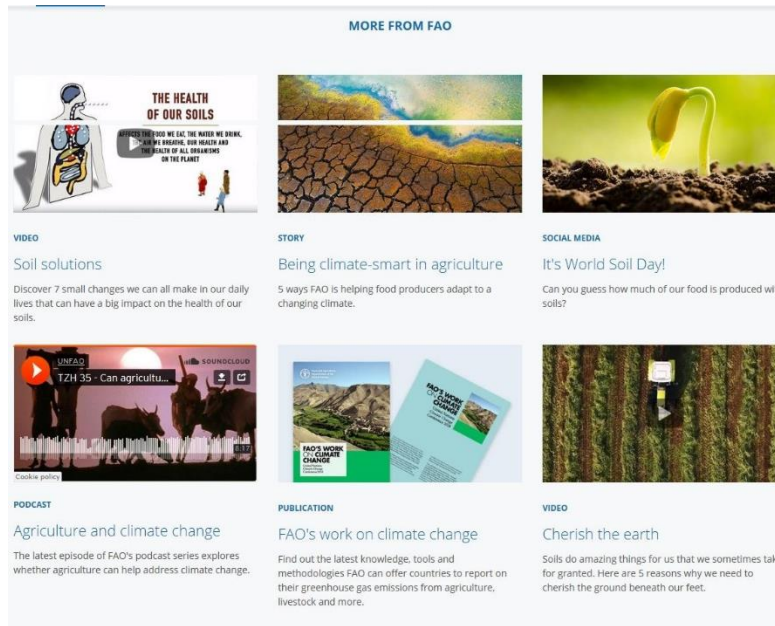


Figure 11 Soils were prominent on the FAO homepage, which drove traffic to the WSD 2018 website

In the build-up to the WSD, FAO/GSP launched two videos that were shared on FAO corporate channels in all available languages. They cumulatively received 4.1M views. In particular, the video “[5 reasons why we need to cherish the ground beneath our feet](#)” had over **112 000 cumulative views** in English, Arabic, French and Spanish. The video “How can you be the solution to soil pollution?” in English had roughly **5 000 views** only on GSP YouTube channel.

The WSD 2018 Save the Date and Special Announcement sent out through Adestra reached out a network of **4 500 persons** and were forwarded through the IISD mailing lists on Dec 5, 2018.

The WSD 2018 website was linked by many external websites with large audiences, including among the others, un.org, sdg.iisd.org.

Most of the visitors came from the countries and by cities shown in the table/ graph below:

Country	Users	% Users
1. India	3,398	37.35%
2. United States	1,301	14.30%
3. United Kingdom	349	3.84%
4. Mexico	324	3.56%
5. Canada	257	2.83%
6. Argentina	199	2.19%
7. Dominican Republic	178	1.96%
8. Italy	175	1.92%
9. Thailand	171	1.88%
10. Spain	162	1.78%

Figure 12 Visitors by country - WSD 2018 website. Source: Google Analytics. 20/01/2019

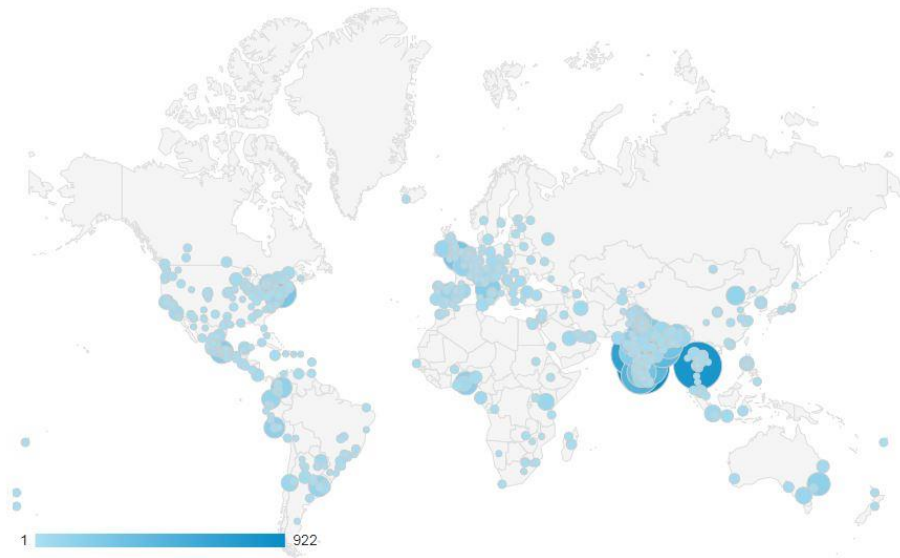


Figure 13 Heat map, visitors by city - WSD 2018 webpage. Source: Google Analytics. 20/01/2019

During the interval 26 Nov. – 7 Dec., the Soils Portal (1), the Global Soil Partnership website (2), the International Year of Soil, and the Global Symposium on Soil Pollution (GSOP18) website totalized over 100 000 non-cumulative views.

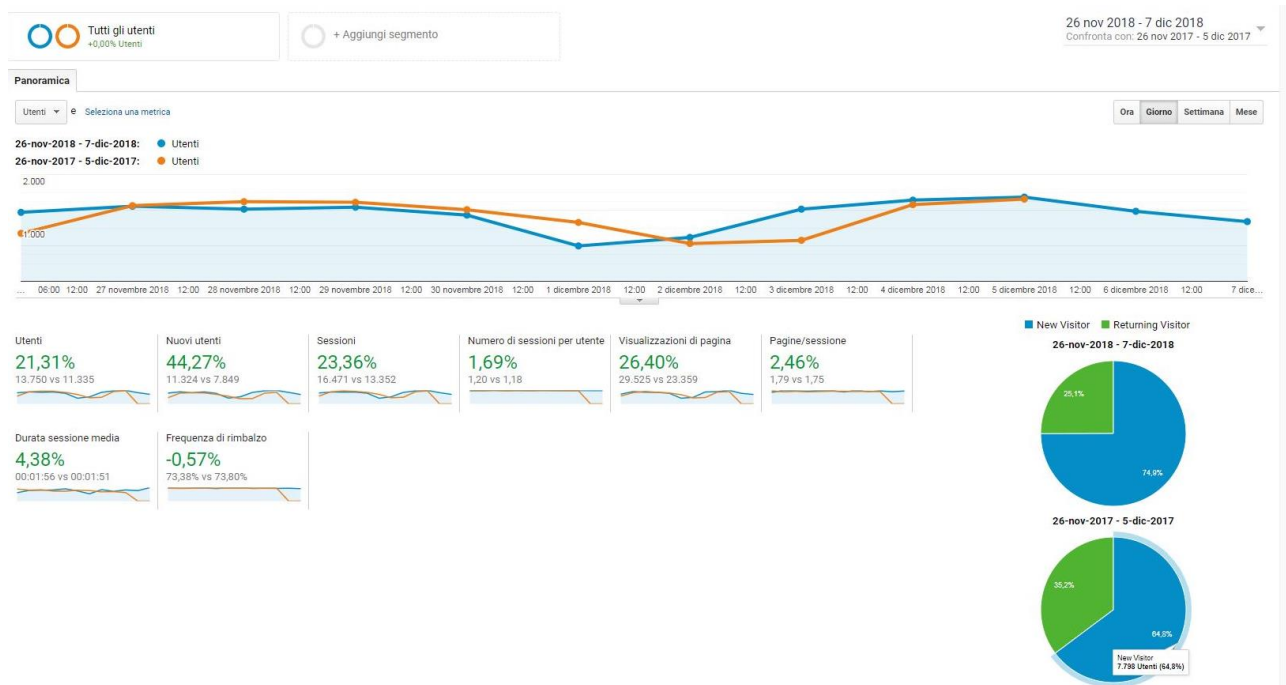


Figure 13 FAO Soils Portal. 26 Nov. – 7 Dec. 2018 / 26 Nov. – 7 Dec. 2017. Source: Google Analytics. 20/01/2019

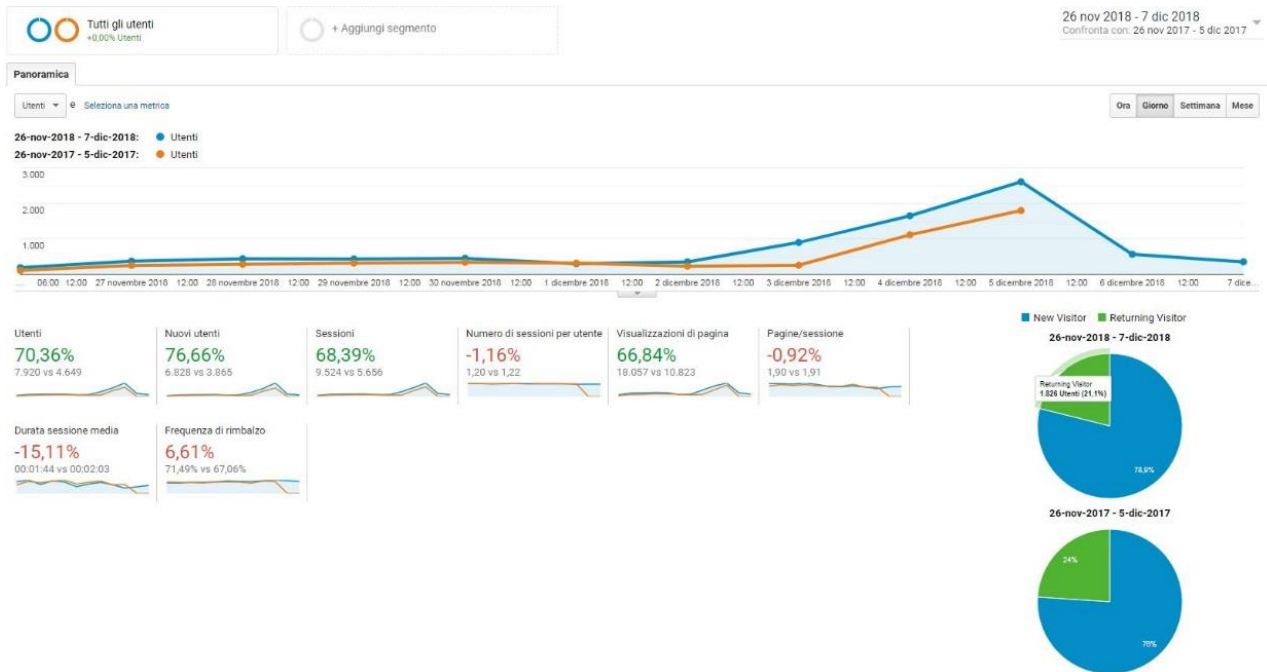


Figure 14 FAO Global Soil Partnership website. 26 Nov. – 7 Dec. 2018 / 26 Nov. – 7 Dec. 2017. Source: Google Analytics. 20/01/2019

9. Social media assets review

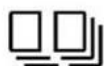
This section aims to report on the usage of the hashtags #WorldSoilDay and #StopSoilPollution, specifically accentuating the number of Facebook/Twitter/ Instagram users that played these hashtags, the most involved geographical areas, as well as the most influential accounts on the topic. Special focus is assigned to the activity of our GSP Partners and Focal Points, FAO headquarters and regional and country offices.



Figure 15 @UNFAO Facebook and GSP Facebook pages for WSD 2018

Soil related posts on UN FAO Facebook gained the greatest traction on 5 Dec. (as you can see above) and were widely shared as well as the GSP dedicated Facebook page, which reached 5 000 followers and had good results in terms of organic coverage on #WorldSoilDay and beyond with the top performing post getting to 21 200 interactions.

WSD2018 activities were covered with over **300 posts** on all the corporate social media account. The organization was mentioned over **7 700 times** from other social media accounts and had the opportunity to be seen by **120 million** social media users in their feed.



300
Posts



7 700
Mentions



120 million
Potential views

Many non-FAO accounts shared the soil related content on social media including: [China Xinhua News](#), [United Nations](#), [Naciones Unidas](#), [Última Hora](#), [ONU Desarrollo](#), [ONU Medio Ambiente](#), [ONU Mujeres](#), [ONU info](#), [Revista Emequis](#), [UN Arabic](#), [UN Jordan](#), [ESCWA](#), [Mercy Corps](#), [Food Tank](#), [Seeds and Chips](#), [Global Goals](#), [UNESCO](#), [EU Agriculture](#), [EU Environment](#), [Presidencia de la República de El Salvador](#), and many other accounts with a large following. The campaign’s call for action appealed to a diverse and assorted audience from Pope Francis to famous environmental activists (Jane Goodall), foundations (DiCaprio Foundation) political leaders (Italian M5S’s leader Beppe Grillo), NGOs (Nature Conservancy, WWF, Greenpeace India, Legambiente Italia), private businesses (Kellogg’s, Syngenta), International Financial Institutions (World Bank), UN partners and FAO regional and country offices. Material that was originally produced in six languages appealed to a wide audience and was widely used shared through socials.



Figure 16 FAO Colombia posting the video ‘How can you be the solution to soil pollution’ after WSD 2018.

The FAO/ GSP videos “[5 reasons why we need to cherish the ground beneath our feet](#)” had over **112 000 cumulative views** in English, Arabic, French and Spanish, especially thanks to dissemination through socials. The video “How can you be the solution to soil pollution?” shortened for social media usage received over 2 000 views in a [single FAO Tweet](#) and was also tweeted also by many FAO country offices.

The Twitter hashtags #WorldSoilDay and #StopSoilPollution were the main link to the WSD recurrence of 2018. In the timeframe of five days between the 3rd and the 7th of Dec. **9 500** people interacted with the most trending posts and hashtags by putting likes, comments, or sharing them.

Understandably, the day where the hashtag was most used was the WSD, the 5th of Dec. 2018. Users using the #WorldSoilDay and #StopSoilPollution hashtags were mainly from **India** (31,30%), **United States** (16,52%), **United Kingdom** (14,78%) and **Canada** (7,83%). Compared to last year, the number of **mentions increased** and the **reach almost doubled**.

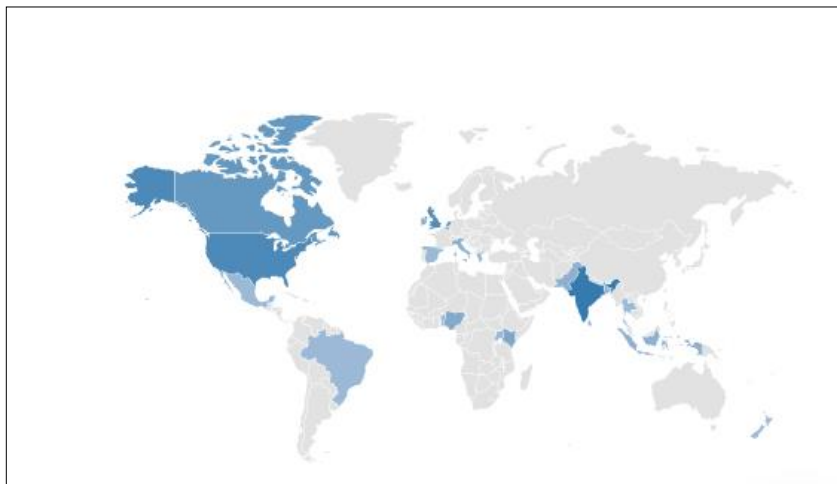


Figure 17 Heat map for social media on WSD 2018

José Graziano Da Silva, FAO Director General’s video message [here](#), received over 4 000 views, and retweeted over 100 times by key stakeholders and soil lovers.



Figure 18 FAO DG Video message on WSD 2018 on Twitter

The five most influential Twitter users on #worldsoilday were **Sadhguru** (@sadhguruJV), the founder of the campaign **Rally for Rivers**, that aims in raising awareness on India’s rapidly depleting rivers, followed by the **FAO** (@fao), by **Sachin Pilot** (@sachinpilot), president of the Rajasthan Congress, by the Thailand Online Book Review **The Reader** (@TheReaderThai) and finally by **ShivrajSingh Chouhan** (@chouhanShivraj), Chief Minister of Madhya Pradesh.



Figure 19 Samples of relevant tweets for WSD 2018

A complete list of Tweets from GSP Partners, actors, foundations and key institutions can be found in Appendix 3.



Figure 20 FAO Instagram on soils for WSD 2018.

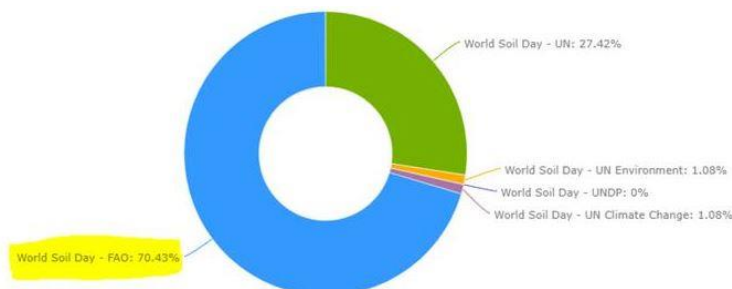
In addition, on Instagram a quiz on polluted soils was published as an Instagram story receiving **13 000** views.

WSD 2018 and the winners of the WSD Award and the Glinka Prize were also promoted on LinkedIn and Google+.

10 Conclusions

During the WSD 2018, FAO/GSP had **90% of the share of voice** on #WorldSoilDay and #StopSoilPollution compared to other key UN stakeholders. The hashtag #ZeroHunger contributed to the result.

Figure 21 WSD 2018 Share of voice. Source FAO. Jan. 2019



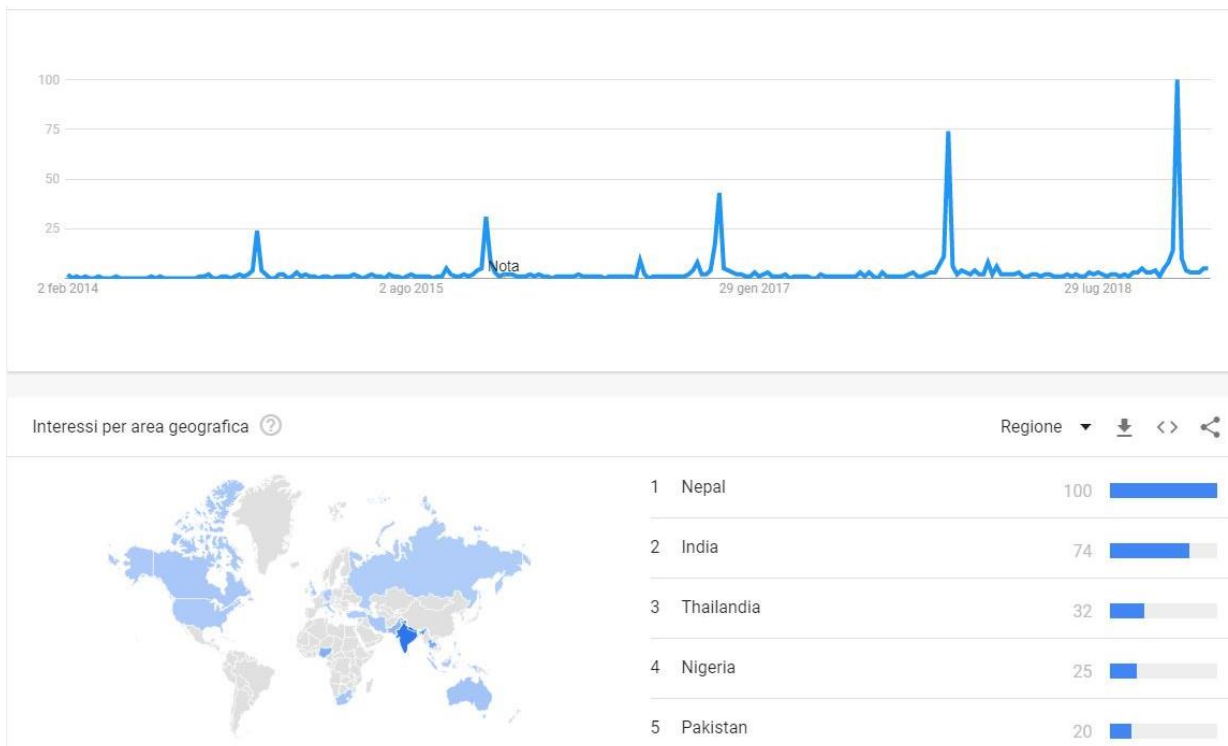


Figure 22 The figure shows the increasing popularity of World Soil Day since 2014 analyzed through Google Trends. Jan 2019

The popularity of the query “World Soil Day” on Google Trends - the online search tool that allows the user to see how often specific keywords, subjects and phrases have been queried over a specific period of time - shows amazing results.

World Soil Day has rapidly become one of the most celebrated of the UN Calendar. The campaign was a huge success largely due to the immediate and universal message and theme that without difficulty found support and engagement among different sectors, countries and stakeholders. The communication campaign was amplified by a striking visual that could be customized/adapted to a local context (for example tailoring the visual by applying a photograph of their famous soils or adding messages on the background). The success underscored the urgent need to step up collective efforts and boost national and local actors through the network, to reach the #StopSoilPollution and #ZeroHunger goals while achieving the objectives set.

Appendix 1: Photos from around the world









Appendix 2: Newsroom



UN News
UN agriculture chief urges 'transformative changes' to how we eat

The Council's 160th session began on Monday in Rome and runs until the 7th. It includes various side events that highlight the UN agency's work, including Wednesday's World Soil Day 2018, to advocate for the sustainable management of soil resources.

Photo: ©World Bank/Curt Carnemark **Read the full article:** [here](#)



UN News
Soil pollution 'jeopardizing' life on Earth, UN agency warns on World Soil Day

Soil is a "treasure beneath our feet," essential to human lives and well-being, a senior United Nations official has highlighted, warning, however, that this invaluable resource is under constant threat from the little-understood phenomenon of soil pollution.

Photo: ©FAO/Hkun Lat **Read the full article:** [here](#)



FAO press release
Increased soil contamination puts food safety and food security at risk

FAO marks World Soil Day with call for urgent action to reduce release of pollutants into soils. Urgent action is needed to address soil pollution and contain the multiple threats it poses to global food safety and food security, said FAO today marking World Soil Day.

Photo: ©FAO/FAO Guatemala Country Team **Read the full article:** [here](#)



FAO press release
Russia's PhosAgro donates \$1.2 million to improve sustainable soil management in Africa, Latin America and the Near East

FAO project aims to enhance farmers' skills in assessing soil conditions and strengthen capacities of national soil laboratories. PhosAgro, Russia's leading phosphate-based fertiliser producer, today signed an agreement with FAO to donate...

Photo: ©FAO **Read the full article:** [here](#)



FAO web story
Polluting our soils is polluting our future

#StopSoilPollution: 6 reasons why soil pollution should not go unnoticed. Soil is a finite resource, meaning its loss and degradation is not recoverable within a human lifespan. Soils affect the food we eat, the water we drink, the air we breathe, our health and the health of all organisms on the planet.

Photo: ©FAO **Read the full article:** [here](#)



UN Environment
What's the big deal about dirt?

World Soil Day on 5 December reminds us why healthy soils is vital, how pollution affects it and what can be done. Did you know that a handful of soil can contain millions of bacteria and fungi as well as tiny insects and strange microscopic animals like tardigrades?

Photo: ©Neil Palmer/CIAT **Read the full article:** [here](#)



UN Environment
Tackling the growing challenge of soil pollution

Soils are the foundation of our food system, and the basis for many of the ecological processes on which we depend. The conservation and sustainable management of soils is essential to our goals of eliminating food insecurity and tackling climate change..

Photo: ©CIAT **Read the full article:** [here](#)



UNCCD Thailand celebrates World Soil Day

The World Soil Day (WSD) celebration was held on 5 December 2018 under the theme "Be the Solution to Soil Pollution." Over 800 participants gathered for the event jointly organized by the Ministry of Agriculture and Cooperative Land Development Department, Soil and Fertilizer Society of Thailand and the UN Food and Agriculture Organization (FAO).

Photo: ©UNCCD/ Vova Pomortzeff **Read the full article:** [here](#)



IAEA web story World Soil Day: How can nuclear techniques be the solution to soil pollution and increased productivity?

Pollution in soil can be invisible to the naked eye, but it can affect our food and water resources and even the air we breathe. One of those hidden contaminants is often fertilizer. When it comes to fertilizer, balance is critical: with the right amount at the right time...

Photo: ©FAO **Read the full article:** [here](#)



The Guardian Can we ditch intensive farming - and still feed the world?

From urban farming to drones, innovation can help fill the gap between production and consumption. Why do we need to grow more food? Food production around the world must rise by half in the next 30 years to sustain a global population expected to top 10 billion by 2050.

Photo: ©The Guardian **Read the full article:** [here](#)



The New York Times The City's buried treasure isn't under the dirt. It is the dirt

Construction sites used to send New York's dirt to landfills upstate. But new research suggests the soil - if you dig deep enough - is a valuable commodity. The topsoil of New York City is famously toxic.

Photo: ©New York Times/ Vincent Tullo **Read the full article:** [here](#)



The Economist

The known unknowns of plastic pollution

So far, it seems less bad than other kinds of pollution (about which less fuss is made). Mr. Mcguire had just one word for young Benjamine, in "The Graduate": plastics. It was 1967, and chemical engineers had spent the previous decade devising cheap ways to splice different hydrocarbon molecules...

Photo: courtesy of the Economist **Read the full article:** [here](#)



El País

¡Atención, mire al suelo!

Preocupa la contaminación del aire o del mar pero la de los suelos es un asunto marginado en la agenda medioambiental pese a su relación directa con la alimentación y la salud humanas.

Photo: courtesy of El País/ Eddie Kopp **Read the full article:** [here](#)



Sidney Morning Herald

The secret to gardening success? It's all in the soil

Erica Watson and Hayden Druce's farm in the Central Tablelands of New South Wales features in the book from the Earth.

Photo: courtesy of Sidney Morning Herald **Read the full article:** [here](#)

China Daily

Chinese lawmakers weigh new law on soil pollution

Chinese lawmakers on Monday began reviewing a draft law on soil pollution prevention and control, as the country has escalated its fight against pollution.

Read the full article: [here](#)

The Times of India

Importance of soil protection stressed on World Soil Day

Around 77,500 soil quality cards have been distributed so far distributed against the target of 1,37,564 cards that was set for Madurai district this year, said collector S Natarajan.

Read the full article: [here](#)

Xinhuanet

FAO director calls for producing soil toxin-free fertilizers

An official of the Food and Agriculture Organization of the United Nations (FAO) on Wednesday called for innovative ways to produce fertilizers that do not contaminate soil with toxins or heavy metals. Healthy soils are critical to the achievement of the 2030 Agenda for Sustainable Development and the goals of ending poverty, zero hunger, ensuring clean water, preserving biodiversity, said Carla Mucavi, director of FAO Liaison Office in New York, at a forum on World Soil Day 2018.

Read the full article: [here](#)

Reuters

Cleaning up polluted soil is 'humanity's next great challenge'

From Senegalese children killed by lead poisoning to Bengalis dying from arsenic in drinking water, experts called on Wednesday for a new global accord to address emerging health risks posed by millions of contaminated sites.

Read the full article: [here](#)

Appendix 3: GSP Partners/key stakeholders on socials

AACS @AACoSuelo · 5 dic
 Día Mundial del Suelo Guillermo Studdert youtu.be/TgKHZhS3r-Y vía @YouTube

Día Mundial del Suelo Guillermo Studdert
www.youtube.com

Asociación Argentina de la Ciencia del Suelo (@AACoSuelo)

Aapresid @aapresid · 5 déc.
 #DiaMundialDelSuelo
 Darle vida al suelo, nuestro compromiso desde hace 30 años.
 #JuntosSabemosMas #JuntosPodemosMas #WorldSoilDay

Asociación Argentina de Productores en Siembra Directa (@aapresid)

ARC South Africa @ARCSouthAfrica · 5 dic
 A few snaps from our World Soil Day seminar. Facilitated by Dr Edwin Moshia (ARC), the programme hosted a varied line-up of speakers including Dr Johan van der Waals, Dr Garry Paterson, Mr Adolph Malatjie and Mr Steven Barnard. #WorldSoilDay #StopSoilPollution

Shadrack Moephuli e altri 2

Agricultural Research Council in South Africa (@ARCSouthAfrica)

Asociación Argentina de Productores en Siembra Directa (@aapresid)

BGS SSP @SoilScienceCH · 5 déc.
 On the occasion of World Soil Day on 5th december 2018, the Swiss Soil Science Society (BGS/SSP) appoints the recultivated soil as Soil of the Year 2019. More information at bodendesjahres.ch #WorldSoilDay #soil #BGS #SSP #Soldelannee #soiloftheyear #BodendesJahres

Soil Science Society of Switzerland (@SoilScienceCH)

Agricultural Research Council in South Africa (@ARCSouthAfrica)

BUAP @BUAPoficial · 5 nov
 El Departamento de Investigación en Ciencias Agrícolas y el Posgrado en Ciencias Ambientales te invitan a participar en las conferencias para conmemorar el día del suelo en el Complejo Regional Centro. Informes: buap.mx/content/d%3C3%A...

Benemérita Universidad Autónoma de Puebla (@BUAPoficial)

Soil Science Society of Switzerland (@SoilScienceCH)

Compost For Soils @compostforsoils · 5g
 Happy #WorldSoilDay ! just add #compost to improve :-)
[@compostforsoils pic.twitter.com/i2yYjrH8aS](https://pic.twitter.com/i2yYjrH8aS)

CDEunibe @CDEunibe · 5 déc.
 For the past 5 years, the #RE CARE project has been working with stakeholders across Europe to develop a new way of saving #soils. The results from the Swiss case study @CDEunibe were presented to farmers, policy makers, scientists this spring. All results: recare-hub.eu

APAD @apad_contact · 5g
 5 décembre : Journée mondiale des Sols ET du bénévolat. Alors MERCI à tous les agriculteurs/trices APAD qui s'engagent tous les jours bénévolement pour l'Agriculture de Conservation des Sols. Pour illustrer votre mobilisation : envoyez-nous une photo de vous en "Gilet vert" APAD pic.twitter.com/3S2X4WSIAf



Association pour la Promotion d'une Agriculture Durable (@apad_contact)

Centre for Development and Environment (@CDEunibe)

CEBAS SWC ha ritwittato
RSM @RSMERasmus - 4g
 Today is #WorldSoilDay! You can help implement sustainable landscape restoration through our new #MOOC with @Commonland @UNULRT @CEBAS_SWC @NovaSBE. Sign up now & #bethechange! fcl.d.ly/u3i930e pic.twitter.com/OcG5i6mTM5

Soil and Water Conservation Research Group at the Centro de Edafología y Biología Aplicada del Segura (@CEBAS_CSIC)

CORAF @CORAFNews - 5 déc.
 #Soil is the essential resource for #food production in the . It is a limited resource that we must protect to ensure the #sustainability of #Agriculture.
 @CORAFNews wish you a happy #WorldSoilDay 🌱!



West and African Council for Agricultural Research and Development (@CORAFNews)


ELD Initiative @ELD_Initiative - 5 dic
 Free webinar on #WorldSoilDay2018



EU Eco-innovation @EU_ecoinno
 .@GROWObservatory is mobilising communities around Europe on #WorldSoilDay for #ClimateAction! Events during 1st wk of Dec - Ireland, Greece & Luxembourg & free webinar advocating sustainable management of...

Economics of Land Degradation Initiative (@ELD_Initiative)

El 95% de los #alimentos viene de los #suelos, pero el 33% de los #suelos del planeta ya están degradados. #StopSoilPollution #WorldSoilDay DEC 5. @FAO @UNCCD @UNBiodiversity @UNFCCC



FAO @FAO
 We risk losing our soils to an invisible threat - soil pollution.
 Watch to find out why we can't let this happen 🌱

Fundación Agreste (@Fagreste)

GWP @GWPnews - 5 déc.
 #COP24: Now at Pacific & Koronivia Pavilion: nature-based solutions for #land, #soil & #water management. @GWPMed's Sarra Touzi presenting - details here: bit.ly/2zMa7RL
 #ClimateChange #ClimateWater #ActOnSDG6

Global Water Partnership (@GWPnews)



CIAT @CIAT_ - 5 déc.
 #Soils play a critical role as a natural #CarbonSink. Read our latest report and start investing in #SoilHealth to make sure nature doesn't become #TheForgottenSolution #CSA100 goo.gl/h5x5MQ #WorldSoilDay



International Center for Tropical Agriculture (@CIAT_)

Journée Mondiale des #Sols!
 Thème 2018 : #Pollution des sols. soyez la solution! #WorldSoilDay



Groupe Éléphant Vert (@ELEPHANTVERT)

EU_ScienceHub @EU_ScienceHub - 5 déc.
 What has #soil ever done for us? It's simple – no soil, no food. We've just finished collecting 30 000 samples within LUCAS, the largest ever survey of European soils. It will help to better understand the pressure & its impact on land use #WorldSoilDay



World Soil Day – the LUCAS 2018 Soil Survey dishes up the dirt
 Today, World Soil Day, by coincidence marks the conclusion of the soil component of Eurostat's 2018 Land Use/Cover Area Frame Survey. ec.europa.eu

European Union Commission's science and knowledge service (@EU_ScienceHub)



International Atomic Energy Agency (@iaeaorg)



International Fertilizer Development Center (@IFDCnews)



International Institute of Tropical Agriculture (@IITA_CGIAR)



International Center for Biosaline Agriculture (@ICBAgriculture)



International Foundation of Organic Agriculture Moviments (@IFOAMorganic)



Instituto Nacional de Investigaciones Agropecuarias (@INIAPECUADOR)



Institut National de la Recherche Agronomique (@Inra_France)



Instituto Geografico Augustin Codazzi (@igacColombia)



Instituto Nacional de Tecnología Agropecuaria (@intaArgentina)



Interbalkan Environment Center (@interbalkan_env)



International Plant Nutrition Institute (@PlantNutrition)



Institute de recherche pour le développement (@ird_fr)



James Hutton Institute (@JamesHuttonInst)



Lancaster University (@LancasterUni)



Natural Resources Defence Council (@NRDCFood)



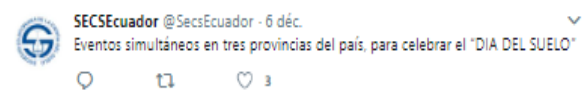
Regeneration International (@regeneration_in)



Sociedade Brasileira de ciência do solo (@sbcs_br)



Sociedad Española de la ciencia del suelo (@SECS_Spain)



Sociedad Ecuatoriana de la ciencia del suelo (@SecsEcuador)

Soil Association @SoilAssociation · 5 déc.
 It's #WorldSoilDay! 🌱 #Soil is at the heart and soul of our planet. Put simply, we can't live without it.

Despite that fact, we don't look after it. We can all do something to protect soils. Will you do something? Are you already helping? bit.ly/WorldSoilDay #soilidarity

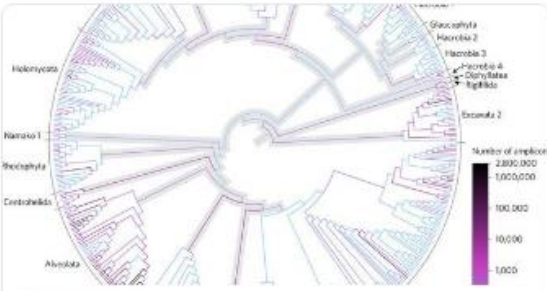


16 464 640

Soil Association (@SoilAssociation)

Soil Biodiversity @theGSBI · 5 déc.
 In celebration of #WorldSoilDay @NatureEcoEvo is sharing 12 papers on #SoilBiodiversity and the importance of #SoilEcology.

Great reads!
natureecoevocommunity.nature.com/users/17997-pa... #behindthepaper



World Soil Day
 For World Soil Day, here's a collection of Nature Ecology & Evolution articles that explore the biodiversity and ecological importance of soils. natureecoevocommunity.nature.com

7 12

Global Soil Biodiversity Initiative (@theGSBI)

evonor-tech a retweets
Soil Research @RECAR_EU · 5 déc.
 This infographic all about #StopSoilPollution is brilliant! It highlights why #soil is important, how it is being affected by pollution and how to help address the problem! #WorldSoilDay @EU_H2020 @FAO @UNEnvironment fao.org/world-soil-day...



Soil Research (@RECAR_EU)

Soil Science Aust @SoilScienceAust · 5 déc.
 Today @SoilScienceAust has released a snapshot of Aust. soils coinciding with #WorldSoilDay. Let's spark more conversations between scientists, industry, gov't, farmers & local communities on how best to protect soils. soilscienceaustralia.com.au/media/content/... #soilscience



11 21

Soil Science Society Australia (@SoilScienceAust)

Water JPI @WaterJPI · 5 déc.
 #Soil is the second largest #carbonsink, after the oceans. Restoring key ecosystems on land, and a sustainable use of the land in urban and rural areas, can help us mitigate and adapt to #ClimateChange. #WorldSoilDay goo.gl/CBxeM #COP24

EU EnvironmentAgency @EUEnvironment
 #Soil is the second largest #carbonsink, after the oceans. Restoring key ecosystems on land, and a sustainable use of the land in urban and rural areas, can help us mitigate and adapt to #ClimateChange. #WorldSoilDay ...

Water Joint Programme Initiative (@WaterJPI)

World Soil Museum @WorldSoilMuseum · 5 déc.
 Happy World Soil Day from the World Soil Museum! Today we highlight the soil underlying the museum! A wet sandy soil with strong gleying and iron mottling. An Umbric Gleysol (WRB, 2015) Isn't it a beauty? #soil #worldsoilmuseum #worldsoilday #soilmuseum #WRB @ISRICorg



14 41



World Bank @WorldBank · 5 dic 2018

Soil is so much more than dirt. It's a living treasure that has a big impact on [#climatechange](#), [#agriculture](#), [#forests](#), [#biodiversity](#), and [#water supply](#), just name a few. Read more from @CIF_Action's resident forester, Ian Gray: wrl.d.bg/7Xlj30mRMKz [#WorldSoilDay](#) [#COP24](#)

Traduci il Tweet



27 50



Wise Society @wisesocietyit · 5 dic 2018

Dal [#suolo](#) dipende la nostra vita. Eppure il cemento avanza e i [#rifiuti](#) intossicano la terra. Ognuno di noi può fare la differenza, in ogni azione quotidiana. wisesociety.it/ambiente-e-sci... [#stopsoilpollution](#) [#worldsoilday](#) [#giornatamondialedelsuolo](#) [#soil4life](#)



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Soil Association @SoilAssociation · 4 dic 2018

It's [#WorldSoilDay](#)! [#Soil](#) is at the heart and soul of our planet. Put simply, we can't live without it.

Despite that fact, we don't look after it. We can all do something to protect soils. Will you do something? Are you already helping? bit.ly/WorldSoilsDay [#soilidarity](#)

Traduci il Tweet



Legambiente Lab @LegambienteLab · 5 dic 2018

[#GiornataMondialeDelSuolo](#)

Il ruolo del suolo è decisivo nella lotta ai [#cambiamenticlimatici](#), in quanto importantissimo serbatoio di carbonio terrestre. Questo e altri aspetti sono emersi ieri, alla conferenza stampa del progetto europeo [#SOIL4LIFE](#) a [#Roma](#) [#WorldSoilDay](#) [#COP24](#)



Woodland Trust @WoodlandTrust · 5 dic 2018

Soils are a multi-functional but finite resource. One centimetre of topsoil can take over 1,000 years to form, but this is the vital, fertile section of the soil profile that plants need to grow their roots woodlandtru.st/yh2a2 [#WorldSoilDay](#)

Traduci il Tweet



4 53 130



WRB 2015 Soil Classification System @2015Wrb · 5 dic 2018
 Let's dedicate World Soil Day 2018 to all people in the field describing soils, trying to interpret this beautiful yet complex natural resource. Any soil in the World can be named using WRB. Images: WRB field workshop, Romania Sept. 2018.
[#soil](#) [#worldsoilday](#) [#classification](#) [#WRB](#)

Traduci il Tweet

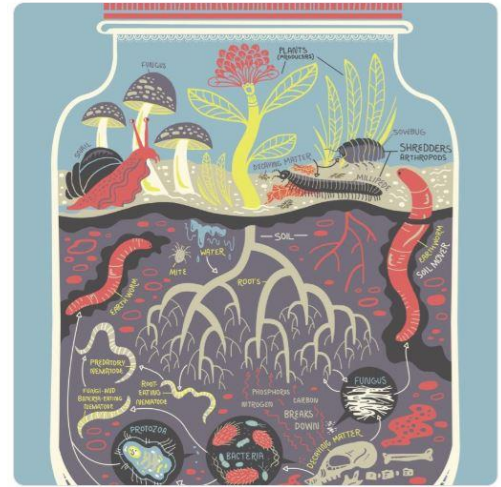


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Rachel Ignotofsky @ignotofsky · 5 dic 2018
 Happy [#WorldSoilDay!](#) Illustration from my new book. [🌍📖 Check it out here:](#)
rachelignotofskydesign.com/the-wondrous-w...

Traduci il Tweet



DiCaprio Foundation @dicapriofdn · 5 dic 2018
 The world has already warmed by 1°C due to human activity & communities across the globe are feeling the consequences. To halt the increasing costs of [#ClimateChange](#) on people & planet we need to move the world onto a [#LowEmissions](#) pathway & step up [#ClimateAction](#) at [#COP24](#)

Traduci il Tweet

10 120 269



DiCaprio Foundation @dicapriofdn · 5 dic 2018
 Here are 7 facts about soil that everyone should know rainforest-alliance.org/articles/7-soi... via [@RnfrstAlliance](#) [#WorldSoilDay](#)

Traduci il Tweet



7 Facts About Soil Everyone Should Know

Ready to become smitten by soil? Here are seven facts about soil that will change how you look at it forever.

rainforest-alliance.org

3 81 160



Jane Goodall @JaneGoodallCAN · 15 gen
 We're so excited by the amazing project proposals we've received! Young people across Canada are community leaders. Can't wait to share the winning submissions next week!
[#youth](#) [#Canada](#) [#conservation](#) [#community](#) [#grants](#) [#funding](#) [#SustainableFood](#) [#IndigenousPerspectives](#)

Traduci il Tweet



Jane Goodall @JaneGoodallCAN · 28 dic 2018
 There's just 1 week left to vote for the APE Fund projects! Bring happiness into the new year by supporting youth-led projects, and help the next generation of Janes! janegoodall.ca/our-work/roots...
[#YouthEmpowerment](#) [#Vote](#) [#APEFund](#) [#JaneGoodall](#)

Traduci il Tweet



8 23

Jane Goodall 🇨🇦 @JaneGoodallCAN · 12 dic 2018
On our website now, some crazy amazing projects! Help us choose the best ones, cast your vote for your top 10 picks janegoodall.ca/our-work/roots...
#YouthEmpowerment #youth #grants #conservation

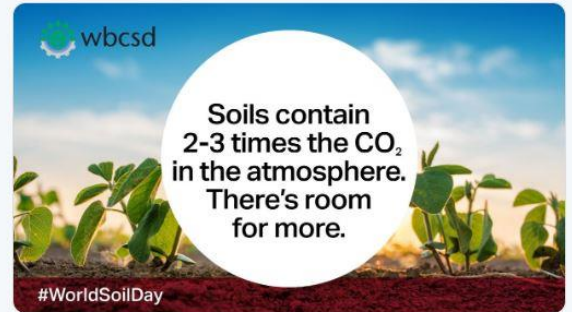


Jane Goodall 🇨🇦 @JaneGoodallCAN · 14 dic 2018
Help support youth-led community change. It's fun and easy! Vote for your favourite APE project. You get 10 votes but it'll be hard to choose because they're all so awesome. janegoodall.ca/our-work/roots...
#youth #youthpower #youngpeople #grants #giveback #community



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WBCSD @wbcsd · 5 dic 2018
#Soils play a critical role as a natural #CarbonSink. Read our latest report and start investing in #SoilHealth to make sure nature doesn't become #TheForgottenSolution #CSA100 goo.gl/hSxSMQ



10 181 398

DiCaprio Foundation @dicapriofdn · 5 dic 2018
On #WorldSoilDay, we're highlighting LDF's new grantee LA Compost, working to connect local communities to the soil through their composting hubs in LA's community gardens, school gardens, and beyond. Read more about their work:

LA Compost
In pursuit of our mission we are building local infrastructure and educational programs to support the just transition of food waste into a resource.
lacompost.org

3 22 63

DiCaprio Foundation ha ritwittato

Nature4Climate @Nature4Climate · 5 dic 2018
Today is #WorldSoilDay. Businesses are built on soil - soils underpin value chains by supporting crop productivity, biodiversity, livelihoods & they play a key role in 2 areas of biz risks: water crises & #ClimateChange. Read more in @wbcsd's new report.

Traduci il Tweet



Where soils belong in the boardroom - Nature4Clim...

Today (December 5th) is World Soil Day. Businesses are built on soil. That's because soils underpin value chains by supporting crop productivity, biodiversity and liveliho...

nature4climate.org

32 66



World Soil Day

For more information
on WSD 2018
contact the team at
World-Soil-Day@fao.org



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E-mail: GSP-Secretariat@fao.org
Web: www.fao.org/global-soil-partnership

