



# Get involved

small actions matter

ORGANIZE AN  
OUTSTANDING EVENT ON  
**5 DECEMBER**

## SCIENTISTS



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

Support soil science!

## STUDENTS



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

Encourage your teacher!

## NGOs

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



Join the move!

## TEACHERS



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

Engage with the youth!

## FARMERS



- Brand your stand and local market with WSD banners
- Gather your community members together for a soil fair
- Organize a meeting with indigenous people on local knowledge or a training

Share your knowledge!

## PRIVATE SECTOR



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

Turn-it green!



# Our material is yours



## COMMUNICATION TOOLKIT

Infographics, poster, banners, buttons and the WSD logo, and more, all freely downloadable

## WSD LOGO

The WSD logo is not available in your local language? Send us the translation and the GSP team will prepare a high-quality logo version, which will be shared on the website!



## EDUCATIONAL KIT

Books, booklets, videos



## WSD GADGETS

Ready-to-print design to produce your WSD T-shirt, mug, cap, bag



# Share your success



## PIN YOUR EVENT

On the WSD map:  
[www.fao.org/world-soil-day/worldwide-events](http://www.fao.org/world-soil-day/worldwide-events)

## BE PART OF THE STORY

Don't forget to share your success (and fun) by sending us photos or videos. This material will be uploaded on the WSD photo-gallery



## DIFFUSE ON SOCIAL MEDIA

Share the WSD messages and campaign material using **#WorldSoilDay**



## APPLY FOR THE KING BHUMIBOL WORLD SOIL DAY AWARD

The most outstanding WSD celebrations will have the chance to compete and win **15 000 USD** and a trip to Thailand



## JOIN THE PHOTO CHALLENGE

Share your WSD pictures with us

CONTACT US AND VISIT THE WORLD SOIL DAY WEBSITE [FAO.ORG/WORLD-SOIL-DAY](http://FAO.ORG/WORLD-SOIL-DAY)

