



Food and Agriculture
Organization of the
United Nations

**CAMPAIGN
REPORT**

5 DECEMBER 2020

World Soil Day



**Keep soil alive,
protect soil biodiversity**



World Soil Day 2020

Campaign report

FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS

Rome, 2021

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Executive summary

Collective actions in more than 105 countries and hundreds of millions of participants make World Soil Day one of the most celebrated UN Observances. For its latest edition 'Keep soil alive, Protect soil biodiversity', more than **780 events** brought together governments, businesses, NGOs, youth, the media, and the public. From Rome to New York, Bangkok, Abu Dhabi, Moscow, many countries held official ceremonies and **21 FAO regional, sub-regional and country offices** took an active part in the campaign.

Media coverage was strong - reaching **891 million users - roughly 2 out of 10 people worldwide**. More than **500 online articles** were detected globally between 3 and 7 December, most of them from Asia, North America, and Europe. In terms of broadcasting, WSD was well covered by the BBC, NDTV.com, and al-Jazeera. FAO's press release presenting the launch of the "**State of knowledge of soil biodiversity**" attracted media interest, and major media outlets such as the New York Times, the Guardian, Xinhuanet, National Geographic, Science, and Le Monde gave prominence to soil biodiversity on 5 December. The recipients of the **Glinka World Soil Prize – Mr Luca Montanarella, European Commission** – and the **King Bhumibol WSD Award – Indian Council of Agricultural Research - India** – were widely reported in the press.

Ad-hoc communication materials and products were made available on the WSD website in **more than 16 languages** and downloaded 10 000 times (+25% compared to 2019). New content presented the secrets of soil biodiversity on which humans rely. The web stories (1) '**Soils should have rights too**', (2) '**It's alive! Soil is much more than you think**' as well as the webcast of the virtual event and the **Director-General's speech** gained significant track, digitally.

As every year, soil fans, education ministries, teachers, donors, soil science societies, and families joined efforts to make the **WSD logo available in 100 languages**, including local dialects. Furthermore, the joint work of soil scientists and designers led to the success of FAO's Global Soil Partnership and the International Union of Soil Sciences' '**Book contest for children on soil biodiversity**', with **97 entries from 75 countries**.

On social media, #WorldSoilDay content reached over **308 million accounts with 200 multilingual posts on 5 December**. The top social media post was published on Twitter, with more than 800 retweets, 1.4k likes and 41 200 views. On the popular Chinese social media platform Weibo, the topic related to WSD reached 8.3 million accounts. The campaign video, released on WSD, was viewed more than **500 000+ times**. The promotional videos produced for **TikTok were viewed 42 000 times on 5 December**. More than **5 490 accounts** worldwide shared FAO content.

During the campaign, FAO's soil-related websites generated around 4 million page views. Over 200 000 new users visited WSD related content on fao.org between 4-7 December. Web traffic increased 4 times more than the usual average compared to previous weeks. The highest cumulative traffic came from Asia with 55% of users, followed by the Americas with 25%, and Europe with 16%. India, the United States, and Mexico recorded the highest peaks.



+780 events
in up to **105 countries**



Over **308 million** social media accounts reached
and **8.3 million** on Weibo



+600k users visited a campaign web pages
on **fao.org**



+500 000 cumulative views for the video
promotion on TikTok reached **42 000 views**



Over **16 languages** and
thousands download



+500 articles reached a potential
891 million people worldwide

World Soil Day – Keep soil alive, Protect soil biodiversity

World Soil Day (WSD), on 5 December, is the United Nations Observance that celebrates healthy soils for a food-secure future. Soil constitutes one of the core components of a productive agricultural sector, able to provide enough and nutritious food, and is a key provider of other ecosystem services, essential for the achievement of many of the Sustainable Development Goals (SDGs)¹.

The main objectives of World Soil Day are to:

- (1) Recognize that the sustainability of soils is key to meet the pressures of a growing population.
- (2) Advocate for the promotion of sustainable soil management to contribute to healthy soils and thus to a food secure world.
- (3) Recognize the economic and social significance of sustainable soil management².
- (4) Stress that desertification, land and soil degradation and drought are global challenges and that they continue to pose serious constraints to the sustainable development of all countries.

Every year, more than 100 countries around the world hold events to mark World Soil Day, making it one of the most celebrated days on the UN calendar, reaching hundreds of millions. The annual campaign calls on all Member States and their governments, United Nations agencies and other international and regional organizations, as well as civil society, non-governmental organizations, the private sector, individuals and any other relevant stakeholders (farmers, schools, colleges, academia) to observe the celebrations of the Day.

This year's campaign "**Keep soil alive, Protect soil biodiversity**" [hashtags: #SoilBiodiversity; #WorldSoilDay] urges us to focus our attention on the workforce belowground - from tiny bacteria to agile millipedes and slimy earthworms - all of which contribute to processes essential to life on Earth.



These days, biodiversity loss is a worry – and soil is also affected. **Soil is home to more than 1/4 of our planet's biodiversity.** Yet, we only know 1% of this hidden universe. There are more living creatures in a single teaspoon of healthy soil than there are people on Earth. Soil organisms are responsible for many critical ecosystem processes, on which humans rely: from supporting plant growth, to storing carbon and

¹ In December 2013, the 68th session of the UN General Assembly declared 5 December as an official UN observance ([A/RES/68/232](#)) and gave the FAO Global Soil Partnership (GSP) the mandate to coordinate the implementation of its global communication campaign. Since then, WSD has adopted a different theme each year in order to highlight areas needed for action - threats to our soil resources - and provide a common focus to the annual campaign. The theme of this year was proposed and endorsed by FAO member countries and GSP partners during the 7th GSP Plenary Assembly (June 2019, FAO headquarters, Rome, Italy).

² Particularly its contribution to biodiversity, economic growth, agriculture and food security, poverty eradication, women's empowerment, climate change adaptation and mitigation as well as clean water availability.

being a vast reservoir for pharmaceuticals. Nevertheless, soil biodiversity is under pressure as unsustainable soil management affects life belowground.

As the world seeks to build back better from the current COVID19 pandemic, **it is critical to preserve and invest in soil biodiversity as a nature-based solution** to many of our current global challenges. Therefore, the overall objective of the campaign is to recognize the urgent need, at all levels, to raise awareness and promote sustainable soil management, using the best available scientific information and drawing on all dimensions of sustainable development.

Key messages

Clear and concise key messages are the heart of inbound marketing. They form the basis of communication materials and stories that are generally factual with some embellishment to better explain the core message of the campaign. They include: (1) incorporating useful information or data into a narrative; (2) explaining why the public should interact with the campaign topic; (3) using an emotional and engaging style.

An extract of the key messages:

- Soil is home to more than one quarter of our planet's biodiversity. Yet, we know only 1% of this universe.
- Almost 50% of terrestrial biodiversity lives or spends part of their life in soils.
- Soil contains the most diverse terrestrial communities on the planet. Soil organisms work 365/24/7 in a coordinated effort to sustain life on earth.
- There are more organisms in 1 gram of healthy soil than there are people on Earth.
- Species richness is an essential component of a healthy soil, which in turn produces more nutritious and safer food.
- Ninety-five percent of the food we eat comes from the soil. But 33% of the earth's soils are already degraded and over 90% could become degraded by 2050.
- The global population will reach almost 10 billion by 2050. Soil organisms support plant growth and improve agriculture production. Through sustainable management of soil could produce up to 58% more food.
- Land and soil degradation pose a major threat to global food security and to the achievement of the Sustainable Development Goals (SDGs) – compromising the well-being of at least 3.2 billion people around the world.
- Soil organisms are a source of medicines and support human health. Soil is a vast and natural pharmacy. Most of the antibiotics that we take to help us fight infections are made using soil microorganisms.
- Soil organisms contribute to the remediation of soil pollution by breaking down contaminants.
- Soil organisms play a key role in climate change adaptation and mitigation by storing carbon in the soil.
- Soil biodiversity is a nature-based solution to many of the global challenges we are currently facing. However, it is in great danger from unsustainable soil management practices, erosion, pollution, and surface sealing and urbanization, among others.
- The cost of inaction is estimated at EUR 50 billion per year and could reach EUR 14 000 billion in 2050.

Read [here](#) an example of storytelling for WSD.

Campaign materials and products

The WSD 2020 campaign officially started in September 2020³. The launch usually includes a short implementation guide to support countries, organizations, and individuals in using the campaign materials,

³ Starting from January 2020, a number of activities paved the way to 5 December. Among them the [Global Symposium on Soil Biodiversity](#) on 10-12 March 2020, (postponed to 19 – 22 April 2021). The [web story](#) "Innovation in understanding soil: How a breakthrough in soil analysis could change our food systems for the better" (22 April 2020). The [webinar](#) "Towards the implementation of the International Code of Conduct for the Sustainable Use and Management of Fertilizers" (19 May 2020). The [webinar](#) "RECSOIL – Recarbonization of global soils (17 June 2020). The [webinar](#) on the "Launch of the Global Soil Doctors Programme" (5 October 2020). The

participating in global contests, and/or organizing *ad hoc* events. A full [visual identity package](#) is created for the campaign including posters, web banners, buttons, backdrops, gadgets. Visual guidelines ensure that consistency across countries and activities. The [website](#) together with the [Trello board](#) improve the capacity of FAO's local offices to participate and maximize global impact, and enable governments, schools, the private sector and other partners to do the same.

This year, 35 original communication materials (posters, infographic, social media cards, gifs, leaflet, stories multimedia) have been produced until 5 December and have been uploaded on the World Soil Day campaign website in the 6 UN official languages (+Italian) for easy sharing with external partners. At the request of some countries, the GSP Secretariat provided *ad-hoc* translations in additional languages⁴. From Kazakh to Persian, Malagasy and Portuguese, this year 16 languages were used to communicate the campaign. The material, available in different formats, was downloaded 10 000 times, an increase of 25% compared to the previous year⁵.



- A 2-page [Get involved guide](#) providing information on the communication package and tips on how to mark World Soil Day (March 2020)

TEDxRoma - Countdown: "Soil and Agriculture: Friends or Enemies of Climate Change?" (10 October 2020): TEDxTalks [Ronald Vargas, GSP Secretary](#) and [youtube video](#). The launch of the [Armenian Soil Information System \(ArmSIS\)](#) (4 December 2020).

⁴ World Soil Day is a global campaign with a broad and varied target audience. Multilingualism is key to engaging a global, multi-sectorial target audience and mobilizing a critical mass to participate in celebrations every year. The WSD campaign has a dedicated team that assist FAO offices and other partners in the adaptation of WSD material into local languages. This method has produced tangible results, with a steady increase in the number of languages each year. The WSD team either processes this material in FAO's Publishing Workflow System to make it available on FAO.org or adds it to the WSD Workspace.

⁵ Each material and/or product was advertised on the following channels (depending on its scope): (1) FAO.org homepage; (2) WSD website; (3) Soil website; (4) Global Soil Partnership website; (5) Biodiversity webpage and symposium website; (6) Facebook ; (7) Twitter ; (8) Instagram; (9) LinkedIn; (10) Weibo; (11) Wechat; (12) Youtube; (13) Flickr; (14) Land&Water Twitter; (15) GSP Facebook page; and (16) Ronald Vargas, Global Soil Partnership's Twitter account.



- [Posters](#) on soil biodiversity:
 1. Soil biodiversity, the hidden world beneath our feet
[AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#) | [Catalan](#) | [Portuguese](#) | [Slovenian](#)
 2. Soil biodiversity: a nature-based solution
[AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#) | [Catalan](#)
 3. Drivers of soil biodiversity loss
[AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#)
 4. What can you do to stop soil biodiversity loss
[AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#)



- [Photo and video-time lapse contest](#) on soil biodiversity (April – June 2020)⁶
[highlight](#) and [promotional video](#) for social media



- Webinar on [soil biodiversity as a nature-based solution](#) (22 May 2020)



- International Soil Prizes: call for application launched
 1. [Glinka World Soil Prize](#) and [highlight](#)
 2. [King Bhumibol WSD Award](#) and [highlight](#)

⁶ The winners of the [Photo and video contest](#) were announced on 30 September 2020 after the 1-week public voting on social media [photo gallery](#). An [highlight](#) was published.



- [Book contest on soil biodiversity for children](#) (August – November 2020) in partnership with the IUSS⁷ [highlight](#)



- **TikTok videos** (August – December 2020):
 1. [Soils are more than just dirt](#) (FAO), [It's alive..](#) (FAO)
 2. [Casey Shultis](#) (partner's Ecotok influencer)



- [WSD logo and visual guidelines](#) (August – December 2020) available in 100 languages



- [Communication package](#): Poster, web banners, backdrops, gadgets, t-shirts template;
- **Activity book for kids**: SoILAB experiments in [EN](#) | [ES](#) | [IT](#)
- [Soil painting tutorial](#)
- [Soil challenge Badge](#) (YUNGA collection) [AR](#) | [CH](#) | [ES](#) | [FR](#) | [RU](#) | [Italian](#) | [Portuguese](#)

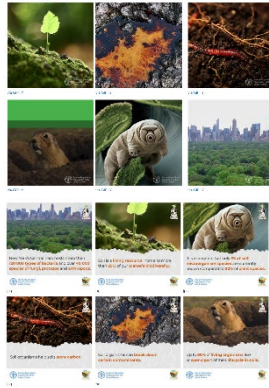


- Interactive [World Soil Day map of events](#) [highlight](#)

⁷ The winners of the [Book contest on soil biodiversity](#) for children were announced on 4 December 2020 and an [highlight](#) was prepared. The proceedings of the contest are under production.



- [Animation - 5' 3D video](#) “Keep soil alive”
in [AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#) | [Thai](#) | [Portuguese](#) | [Italian](#) and [highlight](#)
- [Animation](#)
60” social media version of the 3D video “Keep soil alive, Protect soil biodiversity”

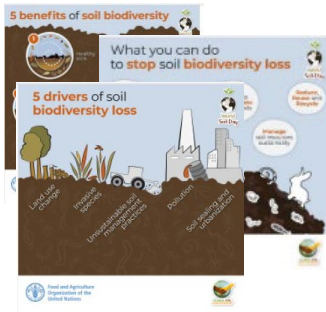


- [Did you know? Cards](#) and [animated GIF](#) for social media:
 1. New York's Central Part host more than 120 000 types of bacteria and over 40 000 species of fungi, protozoa, and arthropods in [AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#)
 2. Soil is a living resource, home to more than 25% of our planet's biodiversity in [AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#)
 3. It is estimated that only 1% of soil microorganism species are currently known compared to 80% of plant species in [AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#)
 4. Soil organisms help soils store carbon in [AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#)
 5. Soil organisms can break down certain contaminants in [AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#)
 6. Up to 90% of living organisms live or spend part of their lifecycle in soils [AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#)

Also available in [Portuguese](#). The GIF were also made available in [AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#)



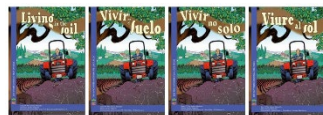
- [Web story on soil biodiversity](#) “[It’s alive! Soil is much more than you think](#)” (22 September 2020)
- [Web story](#) “[Soil should have rights too](#)” by Dr Rattan Lal (December 2020)



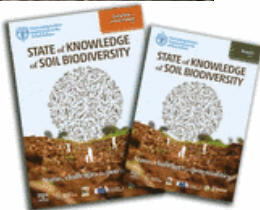
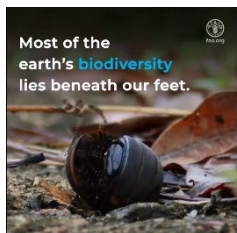
- [Social media cards](#) (October 2020):
 1. 5 benefits of soil biodiversity
[AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#) | [Portuguese](#) | [Thai](#)
 2. 5 drivers of soil biodiversity loss
[AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#) | [Portuguese](#)
 3. What can you do to stop soil biodiversity loss
[AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#) | [Portuguese](#)



- [Infographic](#) “Soil is alive” printable in separate A4 cards formats (November 2020)
[highlight](#)



- The comics “[Living in the soil](#)” (November 2020)
in [EN](#) | [CH](#) | [ES](#) | [Catalan](#) | [Galician](#) | [Italian](#) | [Polish](#);



- [Promotional video](#) - 60” versions “Soil biodiversity 101” in 6 languages, broadcast on TV channels worldwide, over 500,000 views (November 2020) in [AR](#) | [CH](#) | [EN](#) | [FR](#) | [RU](#) | [ES](#)
- **Mission:** Keep soil alive animation for children (November 2020) in [EN](#) | [Ukraine](#) and [highlight](#)
- **State of knowledge on soil biodiversity:** Status, challenges and potentialities
[Main report](#) | [Summary for policy makers](#) (4 December 2020) and [highlight](#)
- **FAO press release** “[New FAO report highlights the role of soil organisms in ensuring sustainable agri-food systems and mitigating climate change](#)”

Other popular content, successfully placed by FAO Offices in different media, included: podcasts on soil and biodiversity, the [interview](#) with [Dr Diana Wall, a soil scientist](#) on soil biodiversity, the [video message](#) of **Ms Elizabeth Maruma Mrema**, Executive Secretary of the Convention on Biological Biodiversity, and the [speech](#) of **Mr Qu Dongyu**, FAO Director General during the WSD official ceremony. An external communication package was pooled for FAO offices, communication focal points and social media managers in the field, while materials for FAO Intranet, such as “Did you know?”, pop-ups, and articles were shared internally before 5 December.

International soil prizes

GLINKA WORLD SOIL PRIZE



The winner of the latest edition of the prize is **Mr Luca Montanarella**, European Commission. The [Glinka World Soil Prize](#) is named after Konstantin Glinka, an eminent Russian soil scientist known for his work on the geographical distribution of soils. **The prize honours distinguished individuals or organizations that promote sustainable soil management and the protection of soil resources, which have a direct impact on people’s well-being.** Launched in 2016, the Prize comes in the form of a USD 15 000 check and a Glinka gold-plated medal.

The Glinka ceremony took place during the annual WSD celebration, during which Mr Montanarella delivered a keynote lecture. This year’s Soil Champion has had a long and distinguished career in the field of soil science.

For nearly 30 years, he has focused on the crucial role of soils for food security, climate change mitigation

and adaptation, and human well-being. He is recognized as an active promoter of soil awareness in Europe and worldwide. Throughout his career, he has contributed to increasing the visibility of soils within the policy-making community and the public. Mr Montanarella has worked at the **interface between science and policy, supporting the transfer of scientific knowledge on soils into policy making** with different stakeholders. This year's laureate has been instrumental in making soils relevant to the new **European Soil Protection Act, European Green Deal and the recently launched European Soil Observatory.** As a strong advocate of soil protection for sustainable development, he contributed to the inclusion of soil in the **Rio+20 negotiations** and to the explicit recognition of sustainable soil management for the achievement of the Sustainable Development Goals (SDGs).

For six years, he chaired the **Intergovernmental Technical Panel on Soils** and led the efforts of the first ever **Report on the Status of the World's Soil Resources.** He paved the way for a number of successful new initiatives, including the establishment of the **FAO Global Soil Partnership.** Furthermore, he has published **European and global soil atlases** that have had a great impact at the political level, but also with the public. Currently, Mr Montanarella leads the portfolio of soil-related projects of the European Commission's Joint Research Centre and the implementation of the **EU Soil Observatory.** With more than 200 publications, he is a renowned soil scientist and a very effective ambassador for sustainable soil management worldwide. His victory also highlights the European Commission's contributions to the preservation and enhancement of soil resources globally.

The GSP Secretariat also wanted to recognize **Ms Lydie Stella Koutika, Republic of the Congo and Dr Wiwat Salyakamthorn, President of the World Soil Association of Thailand, respectively ranked second and third for this year's Glinka.** Their outstanding achievements and dedication are fundamental for the promotion of sustainable soil management practices and advancing the soil agenda⁸.

KING BHUMIBOL WORLD SOIL DAY AWARD



The [King Bhumibol World Soil Day Award](#) acknowledges individuals or institutions that raise public awareness of soils by organising successful and influential World Soil Day celebrations. The award, sponsored by the Kingdom of Thailand, is named after King Bhumibol Adulyadej of Thailand for his lifelong commitment to raising awareness of the importance of sustainable soil management

and rehabilitation for food security, poverty alleviation and more. **It comes in the form of a USD 15 000 check.**

⁸ This year, the Selection Committee received 10 excellent applications from 10 countries. Former winners of the Glinka World Soil Prize included Instituto Geografico Augustin Codazzi (IGAC) in 2016, Argentine No Till Farmers Association (Aapresid) in 2017, Dr Rattan Lal in 2018, and Dr Xu Minggang in 2019. Check the 3 human-interest stories gathered from the field about Soil Heroes - [Glinka World Soil Prize's](#) first three classified and the video on the [Glinka World Soil Prize](#).

Out of 24 candidates from 15 countries, the Selection Committee decided to award the King Bhumibol World Soil Day Award for 2020 to the Indian Council of Agricultural Research (ICAR) for its commitment to raising awareness of the importance of healthy soils. During the ceremony that took place in Bangkok in January 2021. Her Royal Highness, Princess Maha Chakri Sirindhorn of Thailand officially presented the prize to ICAR, India.

ICAR is the organisation responsible for the coordination, guidance and management of agricultural research and education in India. In this capacity, ICAR oversees one of the largest networks of agricultural research and education institutes in the world, covering the whole country in the fields of horticulture, soil science, fisheries and animal sciences among others. The organisation is under the auspices of the Department of Agricultural Research and Education, within the Indian Ministry of Agriculture. In the framework of World Soil Day 2019 “Stop soil erosion, Save our future”, **ICAR organised its "Soil Health Awareness Week" (1-7 December 2019) with more than 13 000 people**, including scientists, government institutions, officials, students, farmers and the general public, who participated in the **social media campaign "SOIL – Our Mother Earth"**.

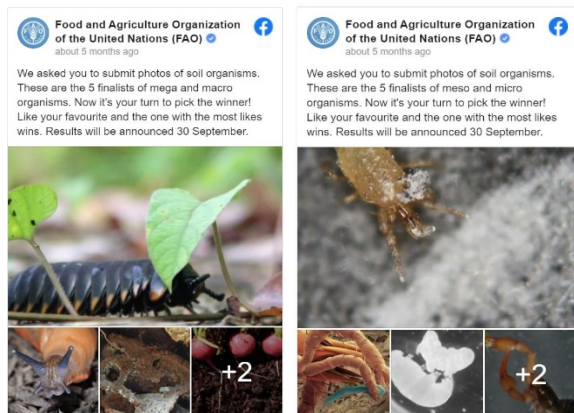
ICAR organised interactive sessions in universities, educational activities in schools, exhibitions, screenings, field visits and training sessions throughout the week to reach the largest number of soil stakeholders and individuals in the country. **ICAR placed particular emphasis on youth by raising their awareness of importance on soils for food security and climate change mitigation** through quizzes, debates and on-site demonstrations. The institution reported through major national media outlets that many students seemed motivated to pursue soil studies as a future profession.

The Selection Committee also recognized the **Malaysian Society of Soil Science (MSSS), the Austrian Soil Science Society and the Asociación Argentina de Consorcios Regionales de Experimentación Agrícola (AACREA)**. The memorable celebrations organised in the respective countries had a tangible impact on raising awareness of soil in all sectors⁹.

⁹ Launched in 2018, former winners of the King Bhumibol World Soil Day Award included Practical Action in Bangladesh in 2018 and the Costa Rican Soil Science Society (AACCS) in 2019. Check the 3 human-interest stories gathered from the field about Soil Heroes - [King Bhumibol World Soil Day Award's](#) first three classified and the video on the [King Bhumibol World Soil Day Award](#).

Activities

PHOTO AND VIDEO CONTEST ON SOIL BIODIVERSITY



FAO and the GSP launched a [photo and video contest on soil biodiversity](#)¹⁰. The competition was divided in two main categories: **Mega & Macrofauna** (e.g. Toads, moles, beavers, rabbits, badgers, earthworms, termites, ants, millipedes, woodlice..) and **Meso & Microfauna** (e.g. Small invertebrates such as tardigrades, mites, insects like collembolans, diplurans and proturans, bacteria, protozoans, fungi, nematodes...). For both categories, competitors could submit between April and June either high definition pictures or short time lapse taken through any device, including a microscope.

The Secretariat received more than 700 entries from 60 countries. On Facebook, FAO shared the finalists shortlisted by the jury to let the public vote for the best entry for a few days (7-9 September 2020). The public voting totalized 7 000 likes, almost 1 000 comments and 693 shares. **The winners were: Ms Akshara Samarasuriya from Sri Lanka for "[Secret colony of termites under the soil](#)" and Mr Eric Palesvsky from Israel for "[Soil predatory mite feeds on the nematode](#)".** Ms Samarasuriya, category mega & macrofauna, received the highest number of votes. Her incredible photo of a secret colony of termites under the soil, triggered 3000 likes, 332 comments, and 207 shares. Similarly, Eric Palesvsky, category meso & microfauna, took a terrific picture of a soil predatory mite feeding on a nematode, which received 599 likes, 29 comments, and 30 shares. **Both winners were awarded a prize of USD 500.** Learn [more](#)

BOOK CONTEST ON SOIL BIODIVERSITY

In order to involve soil scientists and creatives from around the world in an effort to educate and raise awareness on soils among children between the ages of 6 to 11, **the International Union of Soil Sciences (IUSS) and FAO GSP launched the '[Scientific book contest on soil biodiversity for children](#)'**¹¹.

¹⁰ The main objectives were to: (1) Promote and give visibility to the importance of the soil organisms; (2) Raise awareness on the urgency of protecting soil biodiversity; (3) Stimulate engagement and participation of a wider broader audience on social media. The Jury shortlisted 5 entries for each category based on the following criteria: (1) Creativity/originality; (2) Informational content; (3) Technical proficiency; and (4) Artistic and visual impact.

¹¹ This joint FAO – GSP – IUSS activity was promoted in a coordinated way on digital and social media platforms. It was successful in: (1) Promoting scientific knowledge and give visibility to the importance of soil biodiversity; (2) Raising awareness of the urgency of protecting soil biodiversity; (3) Stimulating educational activities, engagement and participation of young people and schools in soil science. Each author and/or group of authors could only submit one original entry in English and in free genre literary (i.e. scientific literature for children, storyboards, comic strips, poetry, activity booklets, pop-up booklets, foldables). The book, in PDF format, should have been a maximum of 16 pages in length. Contestants were asked to develop short scientific texts (max 3 000 words), facts (duly referenced) and images/illustrations/hand drawings in high definition to better present scientific knowledge on soil biodiversity for a young audience. Submission were accepted between August and November 2020.



The organizers invited all those interested in soils and biodiversity - soil scientists, researchers, professors, teachers, classrooms, individual students, soil practitioners, designers, photographers or experts from any professional background - to submit their **freestyle booklet proposal based on the WSD 2020 motto: "Keep soil alive, protect soil biodiversity"**. Submission had to represent the vital role that soils and biodiversity play in sustaining human welfare, ensuring future agricultural productivity and environmental sustainability. **IUSS and GSP received over 97 book from 75 countries for the contest.** The winners were announced on World Soil

Day.

JiaJia Hamner (freelance, United States) and Sharada Keats (Global Alliance for Improved Nutrition, United Kingdom), won first prize with "[The science & spectacle of Soil Life by Roly Poly](#)". Katelyn Lutes and Benjamin Ellert (Agriculture & Agri-Food Canada) won second prize with "[Soil biodiversity. What's most important?](#)". Claudio Lucas Capeche, Julia Franco Stuchi, Milena Pessoa Pagliacci, Fabrício de Martino, Alexandre Abrantes Cotta de Mello, Antonio Augusto Bianchi, Maya Stuchi Tedjini, Kelita Carlos Andrade (Embrapa Solos, Brazil) won third prize with "[The home of life. I am a living soil](#)".

The winner received a cash prize of 1 000 USD. The second and third prize received respectively 500 USD.

SoiLAB ACTIVITY BOOK FOR CHILDREN



It's no secret that children generally love to find a dirt patch and make mud and dig in or romp around in it. While they might have fun playing in it, they may be surprised to learn that soil is the basis of life and growth. This [SoiLAB Activity Book](#) has been designed to give children an insight into soil knowledge. Practitioners, youth leaders and teachers can support children's learning by offering opportunities for them to learn how to operate a range of tools safely, to encounter new

creatures, plants and objects in their natural environments and in real life situations, and to undertake more than 5 practical experiments. Children learn that without soil, we would not be able to grow crops or other useful plants, support livestock, or have materials to build shelter. Healthy, biodiverse soils also store and filter water, recycle nutrients and help us cope with the negative effects of climate change by storing large amounts of carbon.

Campaign impact assessment

Events (official and worldwide)

Due to the outbreak of the COVID-19 pandemic, this year's WSD marked the first-ever virtual WSD ceremony. **Over 4 000 participants joined the celebration via the Zoom platform** (watch here the [recordings](#)) and [webcast](#).

World Soil Day 2020 official celebration



FAO Director-General, **Mr Qu Dongyu**, opened the 7th World Soil Day digital ceremony, which included live interventions and video messages from **Ms Elizabeth Maruma Mrema** - Executive Secretary of the Convention on Biological Diversity, H.E. Alexandra Valkenburg, Ambassador, Head of EU Delegation Holy See, UN Rome based agencies, San Marino, Order of Malta, and **H.E. Victor Vasiliev** - Permanent Representative of the Russian Federation to FAO, as well as thousands of soil fans. The ceremony included a keynote speech by this year's Glinka Laureate, **Mr Luca Montanarella** from the European Commission, with an interactive Q&A session. **H.E. Thanawat Tiensin** - Permanent Representative of the Kingdom of Thailand to FAO, announced the winner of the King Bhumibol WSD award. **Ms Rosa Cuevas Corona**, FAO GSP, launched the report "[State of knowledge of soil biodiversity: status, challenges and potentialities](#)" and its summary for policy makers. The report is the result of a coordinated effort of the FAO's Global Soil Partnership and its Intergovernmental Technical Panel on Soils, the Convention on Biological Diversity, the Global Soil Biodiversity Initiative, and the European Commission. **Mr Kostiantyn Viatkin** presented the Armenian Soil Information System (ArmSIS). **Ms Laura Bertha Reyes Sanchez**, President of the International Union of Soil Science (IUSS), presented the winners of the book contest on soil biodiversity for children and stressed the importance of the initiative by stating that "Soils in the hands of future generations". An **interactive quiz** challenged attendees and presenters' knowledge of soil biodiversity. The webinar was interpreted into the 6 FAO official languages and webcast. **Fossick project** closed the webinar with a live performance. See the official photogallery [here](#). Learn [more](#).

Live performance – Underneath by Fossick project



The WSD 2020 official ceremony ended with a spectacular live concert by **Fossick Project**, a duo formed by illustrator **Cecilia Valagussa** and singer-songwriter **Marta Del Grandi**. The two artists stage a contemporary form of shadow theatre inspired by endangered animal species and the diversity of the world's landscapes and offer a reflection on environmental issues and climate change.

Extract from the lyrics:

“A universe that I can barely describe in words
Lives under my feet, underneath.
It's alright to feel overwhelmed by the greatness of it all
A million alien eyes are blinking at the bottom of the earth”

Their live act **“Underneath”** consists of **Marta's lyrics and sound and Cecilia's analog animation on the overhead projector**, on which she manually moves puppets drawn on scraps of colored film sheets, and other materials such as sand, water and small objects. Marta writes alternative-pop songs that combine catchy melodies with electronic sounds and samples. Watch the performance [here](#). See Annex I.

Other official celebrations

Other official celebrations marked this year's WSD: from the UN headquarters in New York (US) to Bangkok (Thailand) Dhaka (Bangladesh), Moscow (Russia), Rome (Italy), Abu Dhabi (United Arab Emirates). **Four FAO regional offices, 5 sub-regional offices, and more than 13 FAO country offices around the world and liaison offices** actively joined the campaign. Namely, the FAO Regional Office for Asia and the Pacific (Bangkok), the FAO Regional Office for Latin America and the Caribbean (Santiago de Chile), the FAO Regional Office for Asia and the Pacific (Bangkok), the FAO Regional Office for North America (Washington), the FAO Regional Office for West Africa (Senegal) and the FAO country offices, including FAO Belize, FAO Costa Rica, FAO Ecuador, FAO Dominican Republic, FAO Guatemala, FAO Guinea, FAO Kazakhstan, FAO Laos, FAO Myanmar, FAO Tajikistan, FAO Thailand, FAO Uganda, FAO Ukraine, and FAO Liaison Office in New York and for the Russian Federation. Learn [more](#)

Events and activities around the world

FAO offices and partners have found novel ways to mark this year's WSD. **More than 780 events and activities in 105 countries** were uploaded on the [WSD interactive map](#), including those carried out by our official 'partners' (municipalities, private sector companies, mainstream and specialized media, academia and more) who used their influence and networks to make WSD an international success.

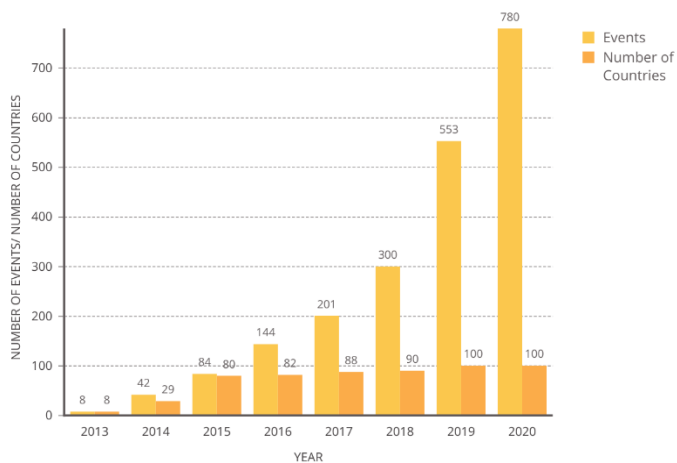


These events included a wide variety of celebrations, from workshops, round-tables, broadcasts, conferences, youth gatherings, farmers' markets, soil painting challenges, sit-ins, vermiculture and soil composting workshops, and soil fairs, but also parades, soil run fund-raising, webinars, quiz contests to, comic-making sessions, concerts and live performances, and WSD logo

drawing tutorials.

As a result, WSD has become a permanent fixture on the calendar in a growing number of countries. Since 2013, both the number of events and the countries involved have steadily increased, reaching a peak in 2020 (Figure 1).

NUMBER OF EVENTS - 2013-2020

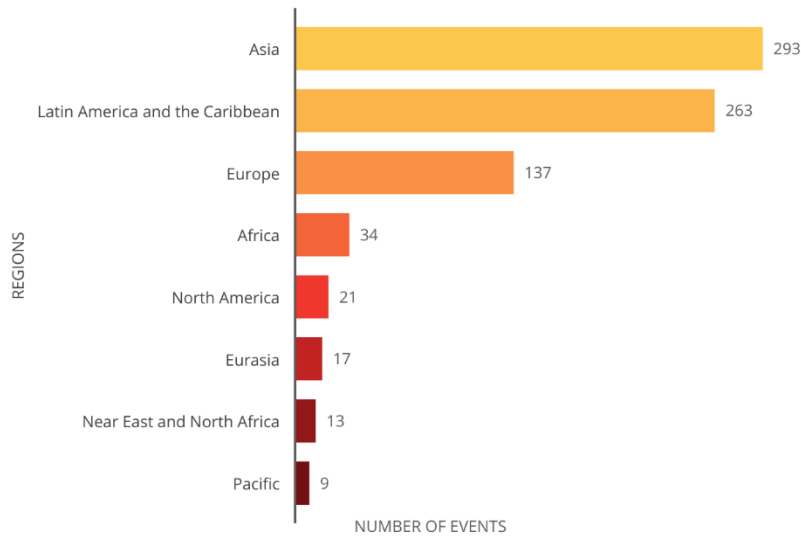


Reference period: World Soil Day 2013 - 2020

Figure 1: Number of WSD events and countries 2013 - 2020

WSD was celebrated in all regions, also thanks to the support of the GSP Regional Soil Partnerships. As of the date of the report, more than 293 events have been registered in Asia, 263 in Latin America and the Caribbean and 137 in Europe (figure 2).

WSD EVENTS PER REGIONS



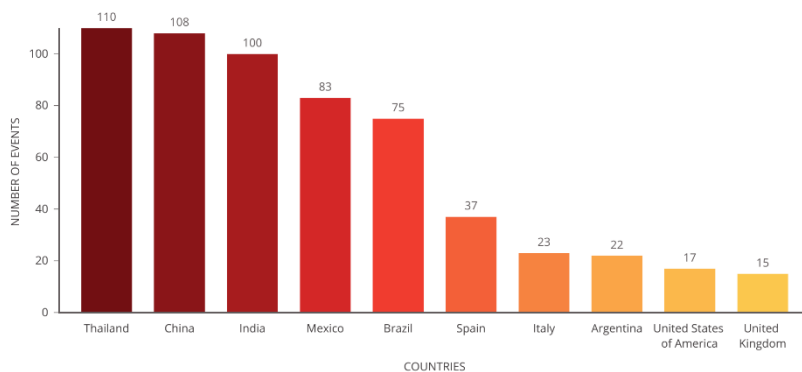
Reference Period : December 2020

Figure 2: WSD events per regions

The campaign reached millions of people in **Thailand with 190 events, followed by China (108), India (100) and Mexico (83)**. The top 10 countries and the number of events are shown in Figure 3.

Check out the World Soil Day Flickr [photo gallery](#). See some snapshots in Annex III.

TOP 10 COUNTRIES PER WSD EVENTS



Reference Period: December 2020

Figure 3: Top 10 countries per number of WSD events

Media coverage

The campaign succeeded in reaching new audiences and creating awareness of soil resources. **WSD 2020** enjoyed very solid coverage - reaching 891 902 490 million users, almost 2 out of 10 people globally. National and local newspapers covered 5 December with over 500 articles, advertising further the launch of the first

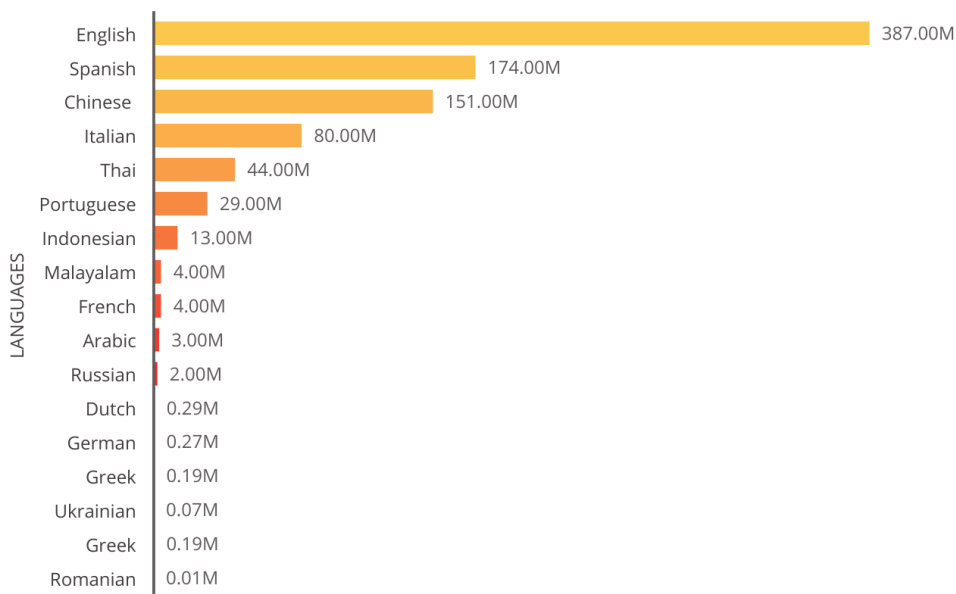
ever “State of Knowledge of Soil Biodiversity”. [The Guardian](#) and EFE (in many Spanish-speaking media, like [Infobae](#), [El Comercio](#), [Diario de Yucanan](#)) quoted Ronald Vargas from the FAO, stressing that soil organisms play a crucial role in our everyday lives “by working to sustain life on Earth”.

Quoting the FAO DG, [Xinhua](#) writes that “Soil biodiversity is under threat. Many indicators point to declines in soil health and ecosystem services provided by soils are at serious risk” while [UN News](#) quotes DDG Maria Helena Semedo as saying that data and information on soil biodiversity “are necessary in order to efficiently plan management strategies on a subject that is still poorly known.”

The theme of the WSD 2020 “Keep soil alive, protect soil biodiversity” was at the centre of various leading international outlets, including India’s [NDTV](#) and [Hindustan Times](#), Italy’s [Huffington Post](#) and [La Repubblica](#) (which also hosted a column by FAO’s GW Ambassador [Carlo Petrini](#)- article beyond paywall), [Vatican News](#) and [Osservatore Romano](#), the UK’s [Independent](#), [Science Magazine](#), [Prensa Latina](#), and more. Comments, and additional coverage often related to local celebrations have also been detected in [Argentina](#), [Brazil](#), [Bangladesh](#), [Chile](#), [Iran](#), the [Emirates](#), [Jordan](#), [Mexico](#), [Saudi Arabia](#), [Senegal](#), [Spain](#), [Switzerland](#), [Tanzania](#), [Thailand](#), [Turkey](#), [Zimbabwe](#) and more.

PTI News wire “ICAR bags global award from FAO for creating awareness about soil health” was published in [The Deccan Herald](#), [Times of India](#), [The Economic Times](#), among others. PR issued by FAIRA on World Soil Day event, co-hosted by FAO and Iran’s Ministry of Agriculture, was published in [IRNA](#), [Fars News agency](#), [Mehr news agency](#), [IranNews daily](#) .

WSD 2020 MEDIA REACH - LANGUAGES (MILLION)

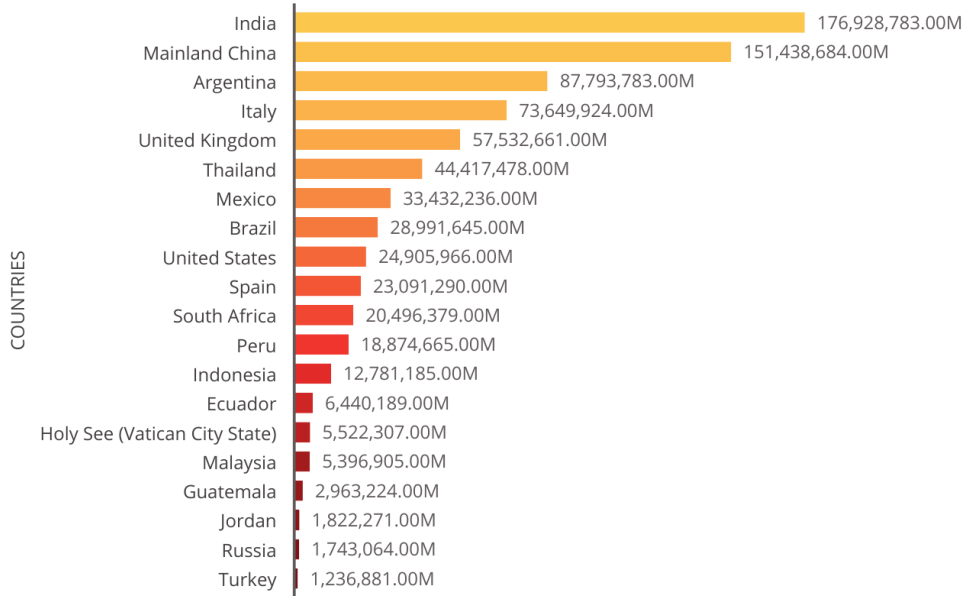


Reference Period: 4 - 7 December 2020

Figure 4: WSD 2020 media reach per language (million)

English (387M), Spanish (174M) and Chinese (151M) were the most widely used languages in the world to cover WSD, as shown in Figure 4.

MEDIA REACH - TOP 20 COUNTRIES



Reference period: 4 - 7 December 2020

Figure 5: Media reach. Top 20 countries

This year, India, China and Argentina were the top three countries with the most extensive media coverage of World Soil Day and soil biodiversity. See Figure 5 on the top 20 countries in terms of media reach.

மண்ணின் பல்லுயிர்த் தன்மையே பருவ நிலை மாற்றத்துக்கான தீர்வு

விஜயநகரம், டிச. 15: மண்ணின் பல்லுயிர்த் தன்மையை பாதுகாப்பதே பருவநிலை மாற்றத்தின் சவால் எதிர்கொள்ள சிறந்த வழி என்றார் ஜப்பான் பேராசிரியர் கிகிகாரா.

உலக மண்வள நாளை முன்னிட்டு, புதுக்கோட்டை மாவட்டம், விஜயநகரம் வட்டம், குடுமி யாண்டவையில் உள்ள வேளாண் கல்லூரி அரங்கில், பல்லுயிர்த் தன்மை பாதுகாப்பு தொடர்பான பன்னாட்டுக் கருத்தரங்கில் காலொலி முறையில் ஜப்பான் பேராசிரியர் வேளாண் தொழில் நுட்பப் பல்வகை, இணை பேராசிரியர் முனைவர் கிகிகாரா பங்கேற்று மேலும் பேசியது.

மண்ணின் பல்லுயிர்த் தன்மையை பாதுகாப்பதே பருவநிலை மாற்றத்தின் சவால் எதிர்கொள்ள சிறந்த வழி. சூழலியல் முக்கியத்துவம் உணரும் இத்தகருணத்தில் பல்லுயிர்த் தன்மை பாதுகாப்பதற்கு மண்ணின் உயிர்ப்புத்

தன்மை அவசியம் என்றார் அவர். தொடர்ந்து பெங்களூரு இந்நிய வேளாண் ஆராய்ச்சிக் கழகத்தின் தொடக்ககலை ஆராய்ச்சி நிறுவன முதன்மை விஞ்ஞானி முனைவர் செல்வக்குமார் பேசுகையில், மண் வளமே முதன்மை என்பதை வலியுறுத்தினார். முன்

னதாக பேசிய கல்லூரி முதன்மை யர் முனைவர் தி. செல்வகுமார் மணி உடலுக்கு தோல் போன்று, பூமிக்கு மண் என்றார். பழிர் மேலாண்மை துறைத் தலைவர் முனைவர். பே.ப. மகேந்திரன் வர வேற்றார். முனைவர் இரா. ஜெகதீஸ்வரன் நன்றி கூறினார்.

விஜயநகரத்தில் நடைபெற்ற விழாவில், காலொலி முறையில் பங்கேற்ற ஜப்பான் பேராசிரியர் கிகிகாரா.

The event organizers reported that many radio broadcasts, commercials, and print articles were carried on WSD 2020, especially in India.

World Soil Day 2020 in the press

The main highlight on World Soil Day in the **media** follows.



UN News

Contribution of life in soil 'remains largely underestimated', says UN agriculture agency

4 Dec 2020 - Even though soil organisms play a crucial role in boosting food production, enhancing nutritious diets, preserving human health, and combating climate change, the real contribution of these tiny life forms remains largely underestimated, the UN agriculture agency (FAO) said.

Photo: ©FAO/Manan Vatsyayana

Read the full article: [here](#)



FAO News

New FAO report highlights the role of soil organisms in ensuring sustainable agri-food systems and mitigating climate change

4 Dec 2020 - World Soil Day event celebrated the unsung "food heroes". Soil organisms play a crucial role in boosting food production, enhancing nutritious diets, preserving human health, and combating climate change, but their contribution remains largely underestimated.

Photo: ©FAO

Read the full article: [here](#)



UN Stamps

World Soil Day stamps

4 Dec 2020 - On 5 December 2020, UNPA will issue a personalized stamp sheet celebrating World Soil Day. The stamp sheet consists of ten US\$ 1.20 denominated stamps with the illustrations composed in soil to reflect the indispensable role of soil in sustaining all lives on earth.

Photo: ©UN

Read the full article: [here](#)



FAO story

It's alive! Soil is much more than you think. Soil biodiversity is the foundation for human life

5 Dec 2020 - When we go about our daily routines, most of us are unaware that beneath our feet lies an outstandingly diverse community of plants, animals and microbes that makes up our soils. Soils are more than just "dirt" - they're a major reservoir of global biodiversity.

Photo: ©Africa Studio/shutterstock.com

Read the full article: [here](#)



FAO Story

Soils should have rights too. A pioneer in soil research and Conservation Agriculture, Dr. Rattan Lal paved the way in one of FAO's key areas of work

1 Dec 2020 - Growing up on a small farm in India, Dr. Rattan Lal experienced much of the hardship faced by today's smallholder farmers. He explains, "We never missed it because that was the way everybody lived."

Photo: ©Ohio State University/K. Chamberlain Read the full article: [here](#)



UNCCD News

World Soil Day 2020: Keep soil alive, protect biodiversity. A statement by the UNCCD Executive Secretary Ibrahim Thiaw

5 Dec 2020 - Plants, animals and humans – all forms of life on Earth depend on healthy soil. Soil is the basis of all terrestrial ecosystems, supporting our food and water security while playing an important part in reducing the impacts of climate change, yet its status and its biodiversity are often overlooked.

Photo: ©UNCCD

Read the full article: [here](#)



UNCCD News

World Soil Day 2020

12 Jun 2020 - FAO World Soil Day 2020 event "World Soil Day 2020: Keep Soil Alive. Protect Soil Biodiversity" will take place virtually from 13:15 to 14:30 (New York time).

Photo: ©UNCCD

Read the full article: [here](#)



IAEA News

World Soil Day 2020: IAEA & FAO lay the groundwork to ‘Keep soil alive, Protect soil biodiversity’

4 Dec 2020 - Soil, the ubiquitous living resource beneath our feet, is alive with organisms that work in a coordinated effort to sustain life on Earth.

Photo: ©IAEA

Read the full article: [here](#)



BBC

Why soil is one of the most amazing things on Earth

3 Dec 2020 - Soil is underappreciated. But it's vital in so many ways. Here's a look at the magic of soil.

Photo: ©Flock London in partnership with the Royal Society

Read the full article: [here](#)



New York times

How Selfish Are Plants? Let’s Do Some Root Analysis. A new model further untangles the complex strategy games playing out under our feet.

14 Dec 2020 - Imagine you’re a pepper plant. You need water and nutrients. Luckily, you can grow roots that grab that stuff from the soil and pipe it back to you. So far, so good.

Photo: Illustration by Jonathan Bartlett, Animation by Andrew Rodriguez

Read the full article: [here](#)



New York times

The Social Life of Forests. Trees appear to communicate and cooperate through subterranean networks of fungi. What are they sharing with one another?

2 Dec 2020 - As a child, Suzanne Simard often roamed Canada’s old-growth forests with her siblings.

Photo: ©Brendan George Ko

Read the full article: [here](#)



The Guardian

Global soils underpin life but future looks 'bleak', warns UN report It takes thousands of years for soils to form, meaning protection is needed urgently, say scientists

4 Dec 2020 - Global soils are the source of all life on land but their future looks "bleak" without action to halt degradation, according to the authors of a UN report.

Photo: ©Zsolt Czeglédi/EPA

Read the full article: [here](#)



Xinhuanet - 腾讯新闻客户端

土这种物质，可太冤了

4 Dec 2020 - 在科罗拉多州大章克申附近的大峡谷，盐通过地下水或者人类的过度浇灌残留在地表，使干燥的土壤变白。

Photo: ©Jim Richardson/ NAT GEO image collection.

Read the full article: [here](#)



NDTV

World Soil Day 2020: What We Can Do To Stop Soil Pollution

4 Dec 2020 - World Soil Day 2020: Soil is home to more than one-fourth of the Earth's biodiversity. World Soil Day on December 5 is one of the key dates on the UN calendar when outreach activities globally try to bring governments, businesses, non-profit groups, scientists and the people on the same page.

Photo: ©NDTV

Read the full article: [here](#)



The Independent

Let's stop treating soil like dirt – all life relies on the ecosystems under our feet. Instead of pouring chemicals into the world's magnificent muddy habitats, let's protect them

5 Dec 2020 - In his collection of verse The Soil Never Sleeps, Adam Horovitz refers to the power of the "microscopic multiverse" where "all the sciences work as one".

Photo: ©Getty/iStock

Read the full article: [here](#)



National Geographic

Soil. Obviously it is a substance that is not less important than air and water. While these two are regarded as pure symbols by people, soil has become synonymous with "dirt".

4 Dec 2020 - Near the village of Gourga in Burkina Faso, a man stands barefoot on the ground of Yacouba Sawadogo's farm.

Photo: ©Jim Richardson/ NAT GEO image collection.

Read the full article: [here](#)



Financial times

The superpowers of soil

6 Nov 2020 - Healthy humus makes for beautiful plants, helps reverse damage to the earth and is good business too.

Photo: ©Getty images.

Read the full article: [here](#)



Financial times

Scientists probe soil biodiversity's effect on crops and carbon. Farmers of the future will have smart tools to assess what lives below the surface

23 Jan 2020 - The most enjoyable science activity of my middle years at school involved soil biodiversity. We poured jugs of mustard water on to squares of grass and earth — and counted how many earthworms and other invertebrates escaped. Photo: ©Mashe. Dreamstime.com

Read the full article: [here](#)



Infobae

La biodiversidad del suelo, una solución natural a muchos retos de Humanidad

4 Dec 2020 - La biodiversidad del suelo puede ser una solución natural a muchos de los retos que afronta la Humanidad, desde la producción de alimentos hasta el almacenamiento del agua, pasando por la fijación del carbono o la obtención de medicinas.

Photo: ©EFE/JAVIER FUENTES/Archivo. Read the full article: [here](#)



La Nación

Día Mundial del Suelo: los objetivos de dos empresas ligadas al agro para ayudar a cuidarlo

5 Dec 2020 - Desde 2014, el 5 de diciembre de cada año se celebra el día Mundial del Suelo (WSD) cuando la ONU designó esa fecha a propuesta por la FAO.

Photo: ©Archivo.

Read the full article: [here](#)



La Nación

Día Mundial del Suelo: cómo es la pérdida de biodiversidad año tras año

5 Dec 2020 - Día Mundial del Suelo se celebra cada 5 de diciembre como un medio para reforzar la importancia de un suelo sano y abogar por la gestión sostenible de sus recursos.

Photo: ©Archivo.

Read the full article: [here](#)



360doc个人图书馆

土壤与生态系统健康：从性质研究到分区管理

5 Dec 2020 - 万物土中生，土壤是人类社会可持续发展的物质基础，土壤生态系统的健康关乎人类福祉。本文从我国土壤资源的空间格局出发，分析土壤性质与污染物活性之间的关系，探讨土壤污染区域差异的原因，最后指出因地制宜、分区管理是实现土壤生态系统健康发展的必由之路。

Photo: ©Archivo. Read the full article: [here](#)



The Conversation

Food and clean water start with soil biodiversity: learning more about it is urgent

7 Dec 2020 - Although soils are vital for agriculture, biodiversity and clean water, this below-ground world is often overlooked.

Photo: ©Shutterstock

Read the full article: [here](#)



ANSA

Fao, cerimonia virtuale per la Giornata mondiale del suolo. Sarà presentato primo rapporto sulla biodiversità del suolo

3 Dic 2020 - Sarà presentato il 4 dicembre il primo rapporto sulla biodiversità del suolo, nel corso della celebrazione della Fao per la Giornata mondiale del suolo che ricorre ogni anno il 5 dicembre. Quest'anno il tema è "Manteniamo il suolo vivo, proteggiamo la biodiversità del suolo".

Photo: ©ANSA/EPA

Read the full article: [here](#)



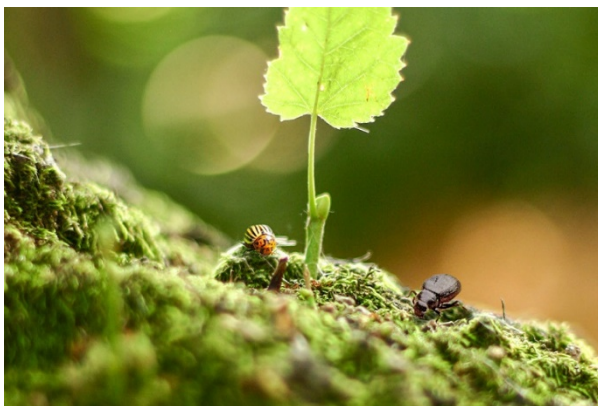
Huffington post

Fao: "Uccidere il suolo limita lo sviluppo di farmaci e vaccini". Appello per l'agroecologia. La rigenerazione del terreno arriva a valere 774 euro l'anno a ettaro

4 Dic 2020 - Fatichiamo a rendercene conto perché è la base che ci sostiene, il nostro punto di riferimento primario. Eppure il suolo è fragile. Perché è una pelle viva e noi la stiamo urticando.

Photo: ©Getty images

Read the full article: [here](#)



Science

There's an ecosystem beneath your feet—and it needs protection, new report says

4 Dic 2020 - Reach down and scoop up some soil. Cupped in your hands may be 5000 different kinds of creatures—and as many individual cells as there are humans on the globe.

Photo: ©FAO/Matteo Sala

Read the full article: [here](#)

Le Monde

« La sécurité alimentaire est sous la menace de la dégradation des sols »

17 Jun 2020 - Tribune De l'état des sols dépendent les biens que nous consommons, l'occulter serait fatal.

Read the full article: [here](#)

La Repubblica

Giornata mondiale del suolo, task force dell'Onu per salvarlo. La biodiversità della microfauna e microflora assicura raccolti e vivibilità del Pianeta

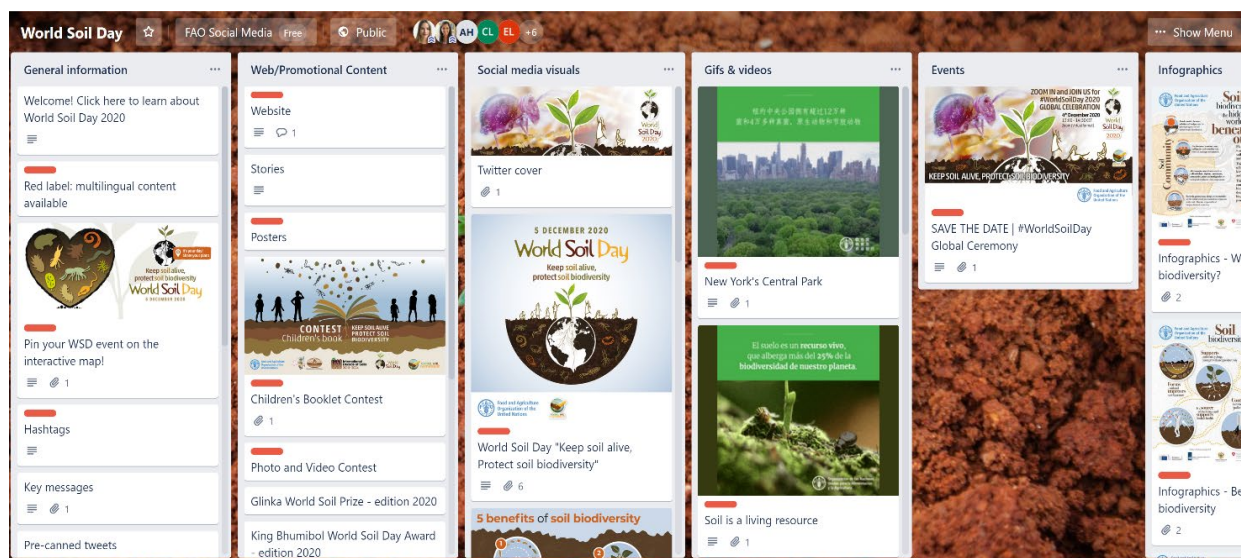
4 Dic 2020 - Sotto i nostri piedi, vive in gran segreto un quarto dell'intera biodiversità terrestre.

Read the full article: [here](#)

Please consult the [full list of press articles](#) - organized by country, reach, article name, source and date – online and in Annex II.

Social media engagement

On social media, the content of #WorldSoilDay and #SoilBiodiversity reached over **308 million accounts with 200 multilingual posts on 5 December**. This is the total number of potential accounts that were exposed to all the FAO messages (in all languages) related to soils and soil biodiversity. **More than 190 multilingual posts were disseminated through major corporate social media channels** between 4-7 December. The top social media post was on Twitter, receiving more than 800 retweets, 1.4k likes and 41 200 views.



The WSD was also covered on social media by FAO's regional, sub regional and country offices across the world, by the Land and Water Division's twitter account - which tweeted live during the official ceremony -, and by the GSP social media channels, including the twitter account of Ronald Vargas (GSP Secretary), especially from 3 to 7 December 2020. A comprehensive [Trello board](#), with FAO materials, was shared with all partners.

To celebrate the day on 5 December, and the event on 4 December, a new video was created on raising awareness of the importance of protecting soil biodiversity.

- All FAO tweets are available [here](#).

The video has been produced in English and 5 other languages. It has been widely promoted on all channels and has been viewed more than 500 000+ times so far.



The World Soil Day video has been produced in collaboration with FAO corporate communication

- Twitter
- Facebook
- LinkedIn
- YouTube
- Instagram

Two videos, containing information on the WSD, were produced and posted on the FAO's [TikTok](#) account. The videos have been viewed nearly 42 000 times as of 9 December 2020.



A tweet was shared on the Director-Generals' Twitter account and live tweets were sent from FAO's Land & Water account during the official WSD celebrations.

FAO Director-General QU Dongyu @FAODG

The theme of #WorldSoilDay 2020 is soil biodiversity.

Our soils host 1/4 of the world's biodiversity & are the foundation of our agri-food systems. Biodiversity is the basis of food diversity.

Let's show reverence to nature & protect our soils!

9:00 AM · Dec 5, 2020 · Twitter Web App

77 Retweets · 5 Quote Tweets · 212 Likes

Qu Dongyu
Director-General,
Food and Agriculture Organization
of the United Nations

#WORLDSDAY

STATE OF KNOWLEDGE
of SOIL BIODIVERSITY

Stakes, challenges, opportunities

Food and Agriculture
Organization of the
United Nations

Qu Dongyu
Director-General,
Food and Agriculture Organization
of the United Nations

#WORLDSDAY

Food and Agriculture
Organization of the
United Nations

The most successful social media post was on Twitter, thanks to the extensive influence marketing carried out by the Digital Team.

FAO @FAO

Most of the 🌍's biodiversity lies beneath our feet!

#SoilBiodiversity helps 🌱

- grow our food
- develop new medicines
- fight climate change

We need to protect this precious resource.

#WorldSoilDay

Most of the earth's biodiversity lies beneath our feet.

10:57 AM · Dec 4, 2020 · Twitter Media Studio

The most successful GSP Facebook's WSD post was on 5 December 2020 and reached 63.3K people with an engagement rate of 4K. See [here](#). The popular British rock band Coldplay also shared a post that had huge follow-up with 10k likes and over 270 comments.

Coldplay · Follow

5 December 2020 · 🌐

#WorldSoilDay

Soil is life. Please consider watching Kiss the Ground Movie and following ClientEarth. PH See less

0:03 / 1:30

Like Comment Share

10K · 274 comments

05/12/2020 13:39	Did you miss the yesterday #WorldSoilDay celebration? You are			1.7K		79 80	
05/12/2020 05:00	🐛🐛🐛 HAPPY WORLD SOIL DAY Most of the 🌍's biodiversity			63.3K		1.7K 2.3K	
04/12/2020 15:16	!!The "State of knowledge of soil biodiversity" report is officially			27.1K		1.3K 1.1K	
04/12/2020 11:10	🐛 HAPPY WORLD SOIL DAY 🐛 We celebrate our soils all year			7K		294 345	
04/12/2020 10:27	In the framework of the #WorldSoilDay celebration, FAO			2K		49 156	
04/12/2020 05:00	🐛 World Soil Day Celebration 🐛 Today, we recognize our soil and			13.6K		274 583	
03/12/2020 16:00	Are you eager to join us in celebrating the #WorldSoilDay			3.4K		144 125	
03/12/2020 07:00	#Soil organisms are a source of medicines, support human health,			15.1K		223 575	

On the popular Chinese social media platform Weibo, WSD-related topics reached 8.3 million accounts.

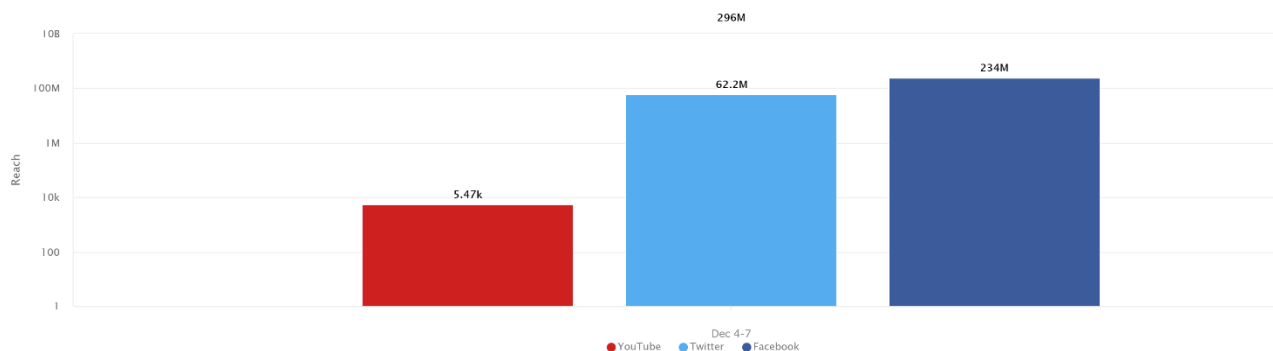


Figure 6: Potential viewers exposed to all messages disseminated through corporate social media accounts

Figure 6 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.

Figure 7 below provides the FAO social media coverage on WSD related content by country. The heat map highlights the area where the FAO posts originated. Most of them came from Italy (45 posts), and the United States (18 posts).

FAO social posts by Country

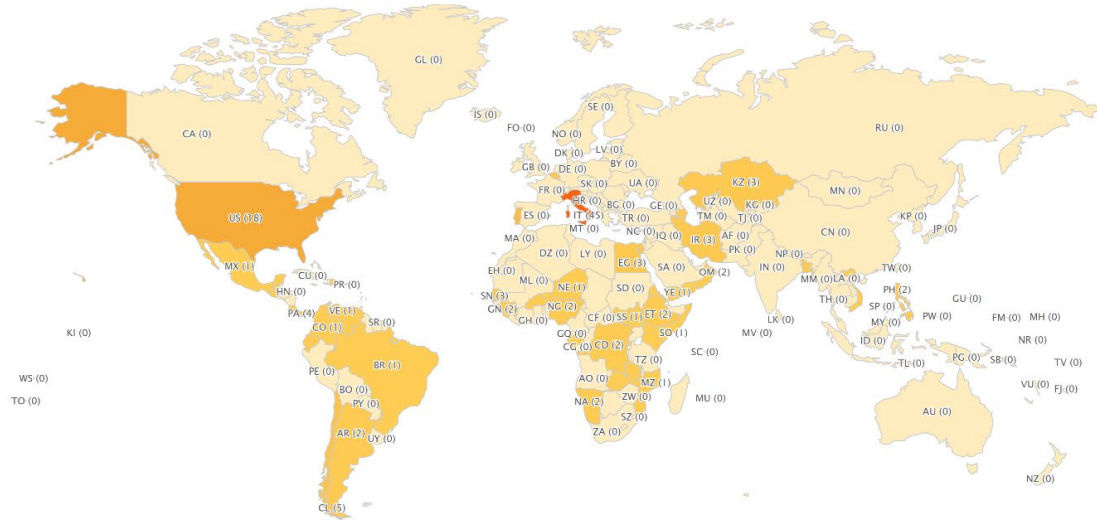


Figure 7: Heat map. FAO social media coverage on WSD related content by country

This heat map represents FAO’s social media coverage by country on WSD-related content. It provides an overview of how coverage of a topic is broken down by regional areas. The colour saturation helps to understand in which country a topic is trending. NOTE: Due to the limitations of the tools themselves, the origin of the posts is provided only from the main platforms (Twitter, YouTube and Facebook) and does not include data from Instagram, LinkedIn, Tik Tok, Weibo and WeChat.

Figure 8 below, on the other hand, provides social media coverage from WSD-related content mentions. The heat map 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, as shown in the figure.

Mentions on FAO by Country

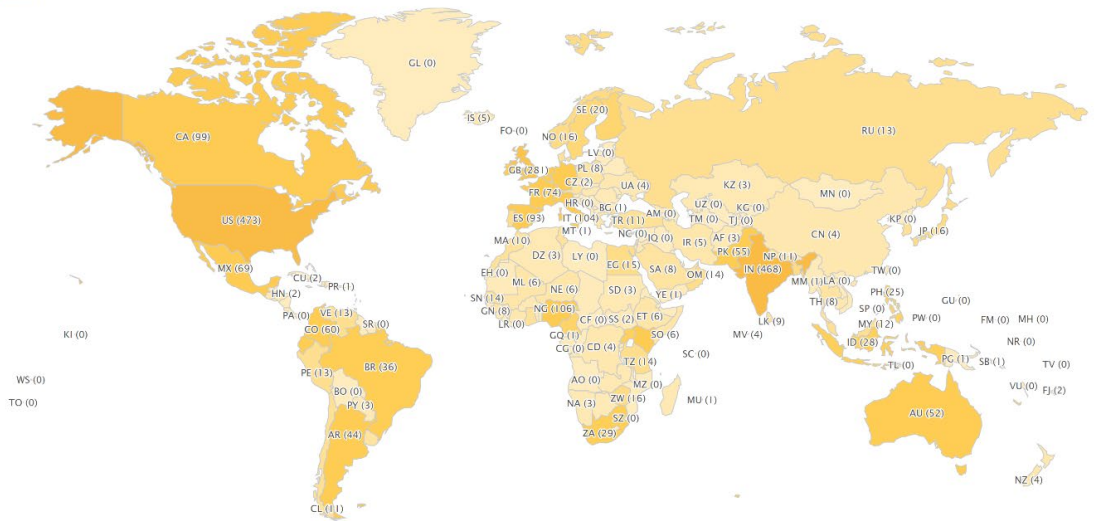


Figure 8: Heat map. Social media coverage from WSD-related content mentions

This heat map represents the coverage of social media posts by country from other accounts that have shared FAO content on a WSD-related topic. It provides an overview of how coverage of a topic is broken down by regional areas. The colour saturation helps to understand in which country a topic is trending.

Major WSD 2020 pick-ups by partner accounts: **over 5 490 accounts shared FAO content, below are major mentions.** The coverage of the day was picked up by numerous accounts such as [AminaJMohammed](#), [agriculture_ie](#), [albaladiya](#), [lajornadaonline](#), [IPBES](#), [Coldplay](#).

By @AminaJMohammed
(275.2K followers)



By @agriculture_ie
(20.8K followers)



By @Coldplay
(23.2M followers)



By @albaladiya
(219.4K followers)



By @lajornadaonline
(2.5M followers)

By @IPBES
(64K followers)





6:10 PM · Dec 4, 2020 · Twitter Web App



7 Dec 2020 · 15:23 www.pikaso.me

Other pick-ups:

- CGTN (112M followers)
- China Xinhua News (86.7M followers)
- United Nations (13.2M followers)
- Hindustan Times (7.8M followers)
- Saudi Gazzette (2M followers)
- Senator Imee R. Marcos from Philipine (1.3M followers)
- Husqvarna (1.1M followers)
- UN Climate Change (765K followers)
- Panasonic Corporation (754K followers)
- Alexander Verbeek (258K followers)

Website metrics

On the FAO website

During the campaign, **FAO's soil-related websites had a total of about 4 million page views**. Over **200 000 new users visited the WSD related content** on fao.org between 4-7 December. Web traffic **increased 4 times more than the usual average** compared to previous weeks.

The World Soil Day (WSD) website was updated with new content related to the 2020 theme "Keep soil alive, Protect soil biodiversity" such as: new materials for the 2020 campaign, a new thematic 3D parallax on the homepage, the new book contest, and all the activities carried out worldwide and for the WSD awards and prizes. In total, **over 33 900 total users visited the WSD-related content on fao.org between 4-7 December, 31 600 of them specifically visited the WSD website.**

Through its website, World Soil Day 2020 (#WorldSoilDay) and its campaign aims to raise awareness of the importance of maintaining healthy ecosystems and human well-being: **Website URL:** [العربية](#) | [中文](#) | [English](#) | [Français](#) | [Italiano](#) | [Русский](#) | [Español](#)

Moreover, other FAO corporate web pages dedicated to WSD on fao.org were updated with new content and promoted during the campaign, including FAO's soil-themed stories, the virtual event webcast page, and the Director-General's speech. A new FAO story "Soil should also have rights - A pioneer in soil research and conservation agriculture, Dr Rattan Lal led the way in one of FAO's main areas of work" was published on 1 December to mark the celebration and read by thousands of readers in all UN official languages. The story complemented the FAO soil biodiversity story "It's alive! Soil is more than you think", launched in September 2020 and republished on 4 and 5 December 2020.



Newsletters and special announcements reaching more than 17 000 people (+50% compared to 2019) were released during the campaign from September to December 2020:

- Newsletter #29 on soil biodiversity [here](#) (30 September 2020);
- [Special announcement](#) on World Soil Day “Keep soil alive” and [highlight](#) (18 November 2020);
- [Special announcement](#): SAVE THE DATE | World Soil Day Ceremony (1 December 2020);
- [Happy World Soil Day 2020 | Keep soil alive, protect soil biodiversity](#) (5 December 2020).

The map below shows 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.** The top 10 countries are listed below the map.

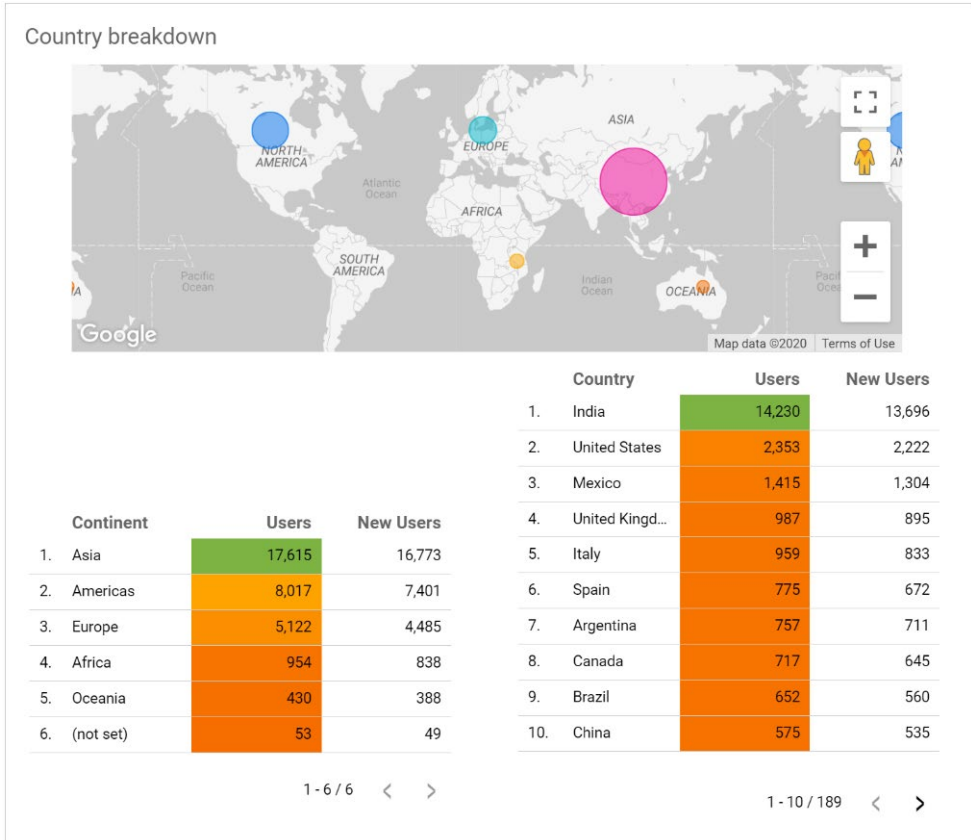


Figure 9: This chart shows the traffic on the WSD website divided by "Continent" and by "Country".

The chart below shows the share of the web traffic by different sources. 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 (see the note in the figure 2).

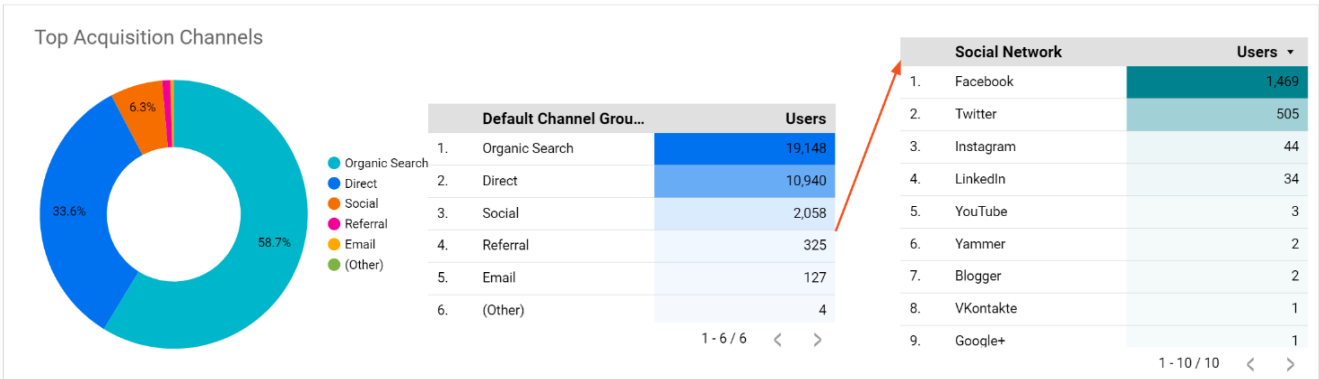


Figure 10: Acquisition channels. The chart shows the main share of the web traffic by different sources

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 11 and 12 present statistics in terms of gender and age groups.

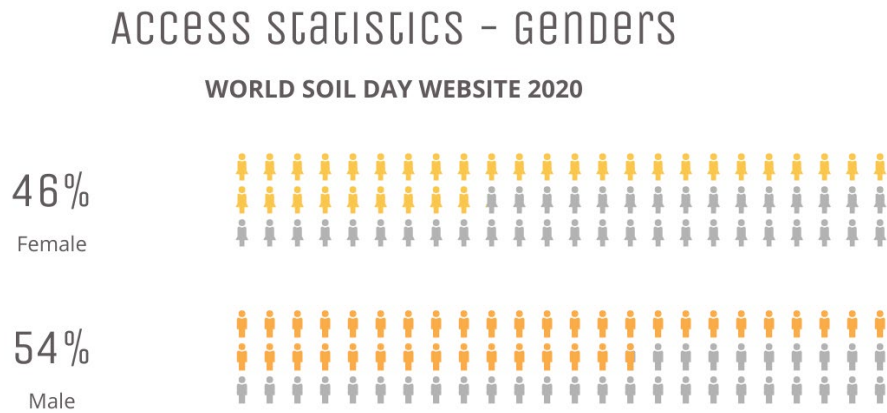
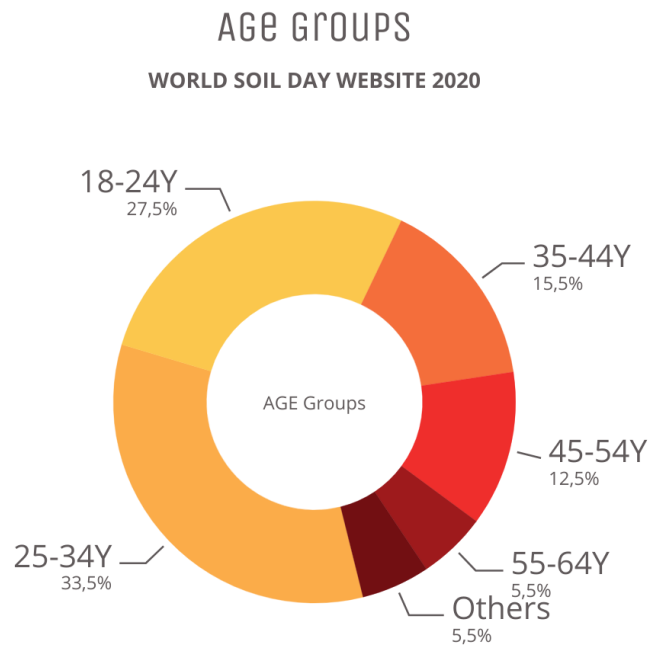


Figure 11: Access statistics. Genders on the WSD 2020 website

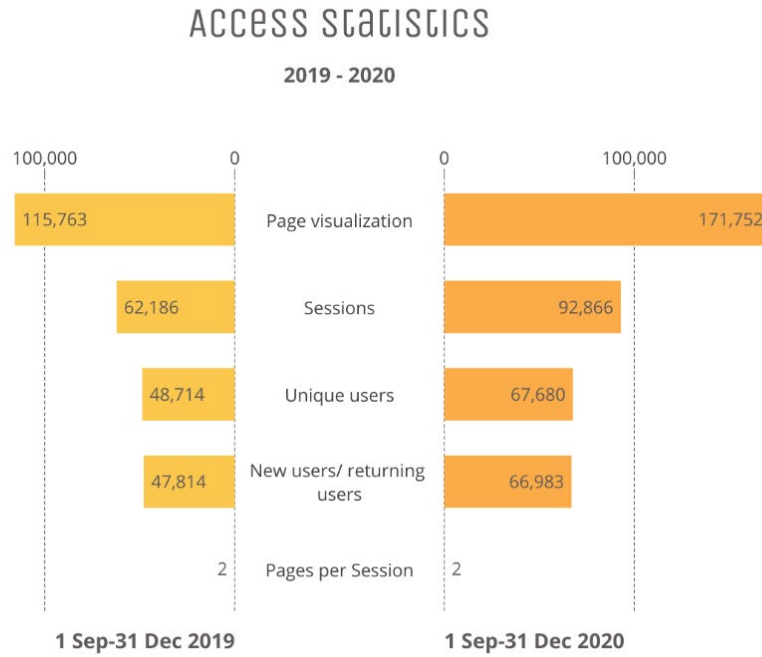


Source: Google Analytics 2020

Figure 12: Access statistics. Age groups for the WSD 2020 website

Figure 13 presents the access statistics for World Soil Day by comparing the months of September and December 2019 to the same period in 2020 in terms of page visualizations, sessions, unique and returning

users, new users and pages per session. Figure 14 compares the traffic resources between the two reference years.

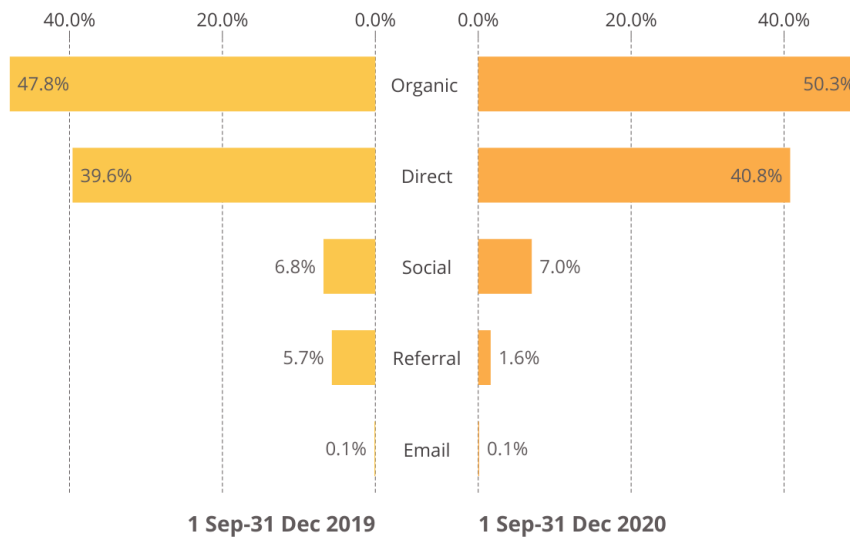


Source: Google Analytics 2020

Figure 13: Access statistics. WSD 2019 vs WSD 2020 for visualizations, sessions, returning users, new users etc.

ACCESS STATISTICS

WORLD SOIL DAY WEBSITE - TRAFFIC RESOURCES



Source: Google Analytics 2020

Figure 14: Access statistics. WSD 2019 vs WSD 2020 for traffic resources

Conclusion: at a glance

This report used a number of **key data and evidence sources** including a review of the **communication materials produced, the activities performed** and the **underlying rationale for the campaign**. An analysis of different types of **engagement metrics and key performance indicators** followed. All of these aggregate numbers - worldwide events, content/video views, global/local media coverage, social media, total website visitors, provided concrete evidence of user engagement in the campaign. In general, the campaign has shown that soils are an important part of the global debate on agriculture, climate and the environment, where calls to action center on behavioral change and ecosystems restoration.

During the campaign, the Secretariat observed the following:

- 1) **An improved brand recognition and recall** - people successfully associated FAO with 'World Soil Day';
- 2) **An increased brand-term search** in terms of direct search on search engines;
- 3) **An enhanced content resonance**, both in terms of the number of downloads from the website, use, and sharing of the campaign material on social media and in terms of media coverage;
- 4) **A higher share of voice**, representing the percentage of people talking about #WorldSoilDay and #Soilbiodiversity who also spoke about FAO, confirmed last year's expectations of 90%, including those mentioning WSD;

- 5) **Regarding the viral effect, the campaign ranked highly** in terms of the most commonly discussed topics in the area - trended on 5 December - with a good engagement rate - number of interactions (clicks, shares, likes, reposts, etc.) per social media post;
- 6) **An increased number of people referring directly to FAO during the campaign**, as well as the number of social media messages referring to or tagging the campaign, allowed WSD to have an above-average reach, associated with a generally positive sentiment measured by a semantic text analysis tool.

All of the above allows to conclude that - despite the limited resources available - **the enthusiasm and positive results of the celebration itself allowed for greater visibility than past WSD editions**, confirming that the campaign's model and strategy are effective. However, the recurring challenge is always to engage more people for **World Soil Day 2021 'Halt soil salinization, Boost soil productivity'** by reinforcing the digital and media strategy, planning new activities and exploring innovative tools to strengthen the campaign model and improve the effectiveness of future campaign efforts.

ANNEX I: Underneath Live performance – Fossick Project

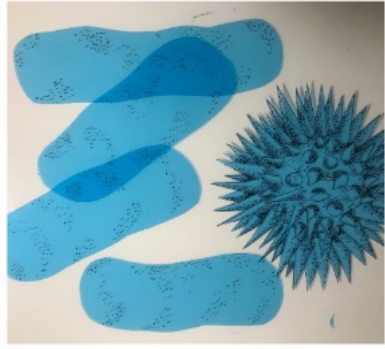
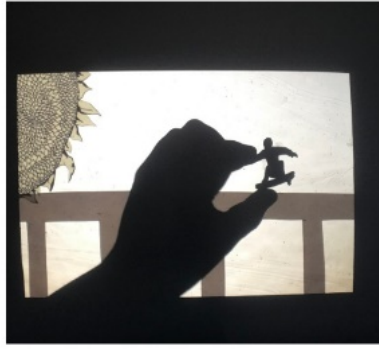
Lyrics

*Do you feel it? It could be tomorrow,
The air is changing with the sunbeams
These summer days will be over real soon
I gotta soak it all in and photograph it all in my head.
A circle ends, a new one's beginning
Flowers droop and lean on each other*

*Mystery of all thing and beyond
A universe that I can barely describe in words
Lives under my feet, underneath.
It's alright to feel overwhelmed by the greatness of it all
A million alien eyes are blinking at the bottom of the earth
The smallest and the biggest living things breathe*

*And rumble through the tunnels underneath.
A hidden world that holds the keys to the mystery of all things
Molecules of oxygen in these roots, this labyrinth
Just thinking of the power of each one seed
I'd lose myself completely underneath.*





ANNEX II: Media coverage – List of articles

Full list of articles covering World Soil Day and soils in general between 4 and 7 December 2020.

ARGENTINA

La biodiversidad del suelo, una solución natural a muchos retos de Humanidad
Infobae | 04-Dec-2020

Día Mundial del Suelo: dos empresas del agro cuentan cómo lo cuidan
Lanacion.com | 05-Dec-2020

Día Mundial del Suelo: cómo es la pérdida de biodiversidad año tras año
Lanacion.com | 05-Dec-2020

Biodiversidad: sólo se conoce el 1% de los microorganismos subterráneos
Tn.com.ar | 05-Dec-2020

Los desafíos forestales para la próxima década en la región
Misiones Online | 04-Dec-2020

Hoy se conmemora el Día Mundial del Suelo: ¿Cuál es la importancia de tener un suelo sano?
Misiones Online | 05-Dec-2020

“El cuidado del suelo debe ser el desafío interinstitucional de Entre Ríos”
Radio Nacional Argentina | 05-Dec-2020

Diario de Radio Nacional 05/12/2020
Radio Nacional Argentina | 06-Dec-2020

La biodiversidad de los suelos es ignorada, pero es fundamental para alimentar al planeta
Revista Virtual PRO | 06-Dec-2020

05 de diciembre: Día Mundial del Suelo
El Fenix Digital | 05-Dec-2020

El 5 de diciembre se celebra el día mundial del suelo
TodoAgro.com.ar | 04-Dec-2020

FERTILIZAR celebra el Día Mundial del Suelo
El Regional Digital | 05-Dec-2020

Día Mundial del suelo, el recurso clave para la alimentación y la protección del medio ambiente
Futuro Sustentable | 04-Dec-2020

Fertilizar celebra el Día Mundial del Suelo
Agrositio.com | 03-Dec-2020

FERTILIZAR CELEBRA EL DÍA MUNDIAL DEL SUELO
AgroNoa | 04-Dec-2020

El Ministerio de Producción participó de la charla “Hablando de suelos”
Agencia de Noticias San Luis (ANSL) | 08-Dec-2020

Así fue el cierre de la 4ta edición de "Así son los suelos de mi país"
Agrofy News | 04-Dec-2020

AUSTRALIA

World Soil Day highlights role of soil biodiversity in boosting food production and nutrition
Mirage News | 04-Dec-2020

World Soil Day 2020: IAEA & FAO lay groundwork to ‘Keep soil alive’
Mirage News | 04-Dec-2020

AUSTRIA

World Soil Day 2020: IAEA & FAO lay the groundwork to ‘Keep soil alive, Protect soil biodiversity’
International Atomic Energy Agency | 04-Dec-2020

“Keep soil alive” — FAO calls for action to preserve soil biodiversity
World News Monitor | 04-Dec-2020

Quotes of the Day from Xinhua World News, Dec. 5
World News Monitor | 05-Dec-2020

BANGLADESH

Decreasing soil fertility will hurt productivity in the long run
The Business Standard | 05-Dec-2020

Razzak emphasises sustainable soil management
New Age - The Outspoken Daily | 05-Dec-2020

Emphasis on soil biodiversity for future food security
The Financial Express BD | 05-Dec-2020

Soil biodiversity imperative for future food security
The Financial Express BD | 05-Dec-2020

Bangladesh needs to better soil health for future food security
The Financial Express BD | 06-Dec-2020

‘Sustainable production can ensure food security’
Daily Sun | 05-Dec-2020

Let’s keep soil alive, protect soil biodiversity
The Daily Observer | 04-Dec-2020

Govt conscious to maintain soil quality
Bangladesh Post | 05-Dec-2020

BELGIUM

Entretien avec Daniel Tanuro autour de « Trop tard pour être pessimistes ! Écosocialisme ou effondrement »
CADTM French | 03-Dec-2020

Openingsrede gouverneur Cathy Berx 2020 – onze (Antwerpse) bodem, dé hefboom voor een circulaire economie
Cartoon-Productions | 04-Dec-2020

BRAZIL

Dia Mundial do Solo ressalta papel da biodiversidade para produção alimentar

UOL Notícias | 05-Dec-2020

Dia Mundial do Solo: a importância de manter o solo vivo
eCycle | 06-Dec-2020

Artigo: Por que o solo é tão importante quanto a água e o ar?

Embrapa | 04-Dec-2020

Dia Mundial do Solo tem livro premiado pela FAO

Embrapa | 05-Dec-2020

Dia Mundial do Solo tem livros premiados pela FAO

Embrapa | 05-Dec-2020

Terra, algo se move. Artigo de Carlo Petrini

Instituto Humanitas Unisinos | 07-Dec-2020

Dia Mundial do Solo: a importância de manter o solo vivo

MSN Brasil | 04-Dec-2020

Mantenha o solo vivo, FAO pede ações para preservar biodiversidade do solo

XINHUA Português | 06-Dec-2020

Dia Mundial do Solo: Desmatamento e queimadas estão entre as principais causas da degradação do solo

Segs.com.br | 07-Dec-2020

05 de Dezembro - Dia Mundial do Solo

Amambai Notícias | 05-Dec-2020

Artigo Embrapa: Por que o solo é tão importante quanto a água e o ar?

Rural Pecuária | 04-Dec-2020

Dia Mundial do Solo – A riqueza que vem do chão

Portal Plural | 04-Dec-2020

Dia Mundial do Solo - A riqueza que vem do chão

AU Online | 04-Dec-2020

Dia Mundial do Solo: a riqueza que vem do chão

JE Acontece | 05-Dec-2020

Dia Mundial do Solo

Conselho Regional de Biologia CRBio01 | 07-Dec-2020

Por que o solo é tão importante quanto a água e o ar?

Safraes | 04-Dec-2020

Dia Mundial do Solo ressalta papel da biodiversidade para produção alimentar

ContextoExato | 06-Dec-2020

Dia Mundial do Solo tem livros premiados pela FAO

Agencia Br | 05-Dec-2020

El Día Mundial del Suelo destaca la función de la biodiversidad del suelo para impulsar la producción de alimentos y la nutrición

Honduras en Línea - Pnewswire | 05-Dec-2020

Dia Mundial do Solo – 5 de dezembro: Desmatamento e queimadas estão entre as principais causas da degradação do solo

VIDA e NATUREZA | 05-Dec-2020

DIA MUNDIAL DO SOLO

PLANETA FM 102.7 | 04-Dec-2020

BURKINA FASO

Burkina Faso : La journée internationale des sols célébrée à Ouagadougou - L'Actualité du Burkina Faso 24h/24

Burkina24 | 06-Dec-2020

CANADA

Global soils underpin life but future looks 'bleak', warns UN report

Yahoo! News Canada | 04-Dec-2020

Celebrating soil on World Soil Day

RealAgriculture | 05-Dec-2020

Día Mundial del Suelo: Un ente vivo que está enfermo

The Conversation Canada | 05-Dec-2020

CHILE

Día Mundial del Suelo: su preservación es una de las claves del futuro

LA IZQUIERDA DIARIO | 05-Dec-2020

COCOS (KEELING) ISLANDS

Contribution of life in soil 'remains largely underestimated', says UN agriculture agency

Sponsored | 06-Dec-2020

COLOMBIA

El suelo vivo. Hoy es el Día Mundial del Suelo.

Boyaca Radio | 05-Dec-2020

La biodiversidad de los suelos es ignorada, pero es fundamental para alimentar al planeta.

Boyaca Radio | 06-Dec-2020

¿Por qué Chile necesita una Ley de Suelo?
4 diciembre, 2020
Industria, Agroindustria y Alimentos

revistaquímica | 04-Dec-2020

El Día Mundial del Suelo 2020
2020 Descripción de los Eventos

revistaquímica | 04-Dec-2020

CUBA

Campaña por mayor biodiversidad en Día Mundial del Suelo

Prensa Latina | 04-Dec-2020

Presentan estudio sobre estado mundial de la biodiversidad del suelo

Prensa Latina | 04-Dec-2020

Experto italiano gana Premio Mundial del Suelo Glinka 2020

Prensa Latina | 04-Dec-2020

FAO promotes campaign for greater biodiversity on World Soil Day

Prensa Latina |04-Dec-2020

Campaign for greater biodiversity on World Soil Day

Prensa Latina |05-Dec-2020

DOMINICAN REPUBLIC

El Día Mundial del Suelo destaca la función de la biodiversidad del suelo para impulsar la producción de alimentos y la nutrición

Portal Notitemas |05-Dec-2020

El Día Mundial del Suelo destaca la función de la biodiversidad del suelo para impulsar la producción de alimentos y la nutrición

MercaProductos |05-Dec-2020

EL SALVADOR

El Día Mundial del Suelo destaca la función de la biodiversidad del suelo para impulsar la producción de alimentos y la nutrición

Notipagina - Prnewswire |05-Dec-2020

FRANCE

Journée mondiale des sols : Le BUNASOLS et ses partenaires prônent des écosystèmes et un bien-être sains

Le Faso.net |06-Dec-2020

“Mantengamos vivo el suelo, protejamos la biodiversidad del suelo” rurales elpais |07-Dec-2020

C'est la Journée mondiale des sols

Afrique Agriculture |03-Dec-2020

La Journée mondiale des sols : l'importance de la biodiversité des sols pour la production alimentaire et la nutrition mise en lumière lactuacho |07-Dec-2020

Contribution of life in soil 'remains largely underestimated', says UN agriculture agency

Biotech-365 - PRNewswire |05-Dec-2020

Ils mesurent l'état de santé des sols agricoles

LaFranceAgricole |04-Dec-2020

Claude et Lydia Bourguignon, agronomes : « Il faut remettre de la connaissance et de la science naturelle dans l'agriculture »

Charlie Hebdo |04-Dec-2020

Une plate-forme scientifique sur la cartographie des sols en Afrique

COMMODAFRICA |01-Dec-2020

Letter from animals to reconfined humans: earthworm

Charlie Hebdo |01-Dec-2020

GEORGIA

World Soil Day Celebrated on 5th of December

Finchannel.com |05-Dec-2020

GERMANY

Weltbodentag: Digitale Technologien für den Blick in den Boden

Informations Dienst Wissenschaft |04-Dec-2020

World Soil Day: Digital technologies for looking into the soil

Informations Dienst Wissenschaft |04-Dec-2020

Weltbodentag: Digitale Technologien für den Blick in den Boden

Gabot.de |07-Dec-2020

Weltbodentag: Digitale Technologien für den Blick in den Boden

Kommunalwirtschaft |04-Dec-2020

IEU Environment Telegram 4 December 2020

IEU Monitoring |05-Dec-2020

GHANA

New FAO report highlights the role of soil organisms in ensuring sustainable agri-food systems and mitigating climate change

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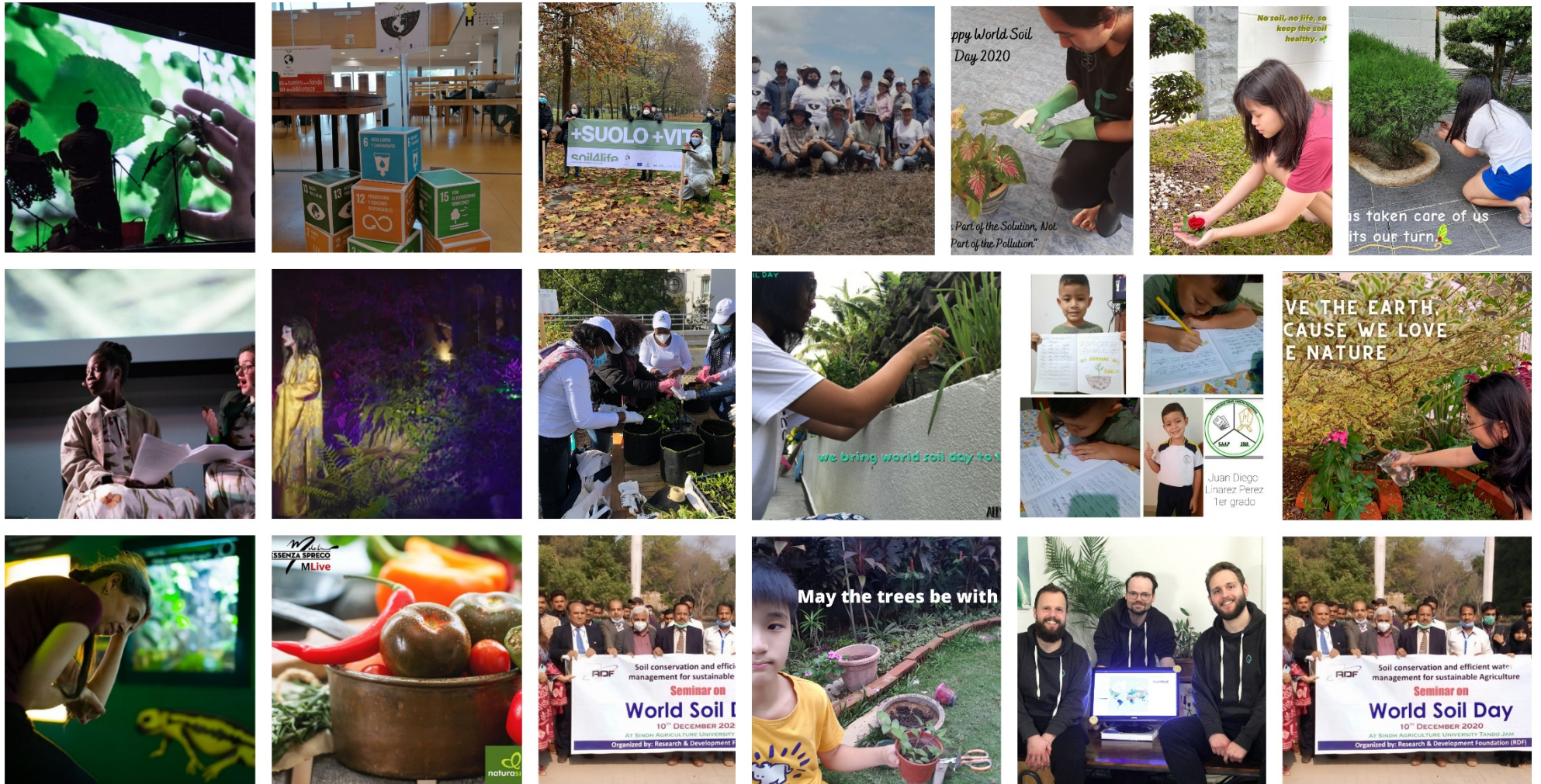
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ANNEX III: WSD celebrations – Photos from across the world







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.



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