



Food and Agriculture  
Organization of the  
United Nations

# 14<sup>th</sup> Working Session of the Intergovernmental Technical Panel on Soils (ITPS)

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INTERGOVERNMENTAL  
TECHNICAL PANEL ON SOILS

11 - 13 May 2021 | Virtual meeting



# WSD 2020-21

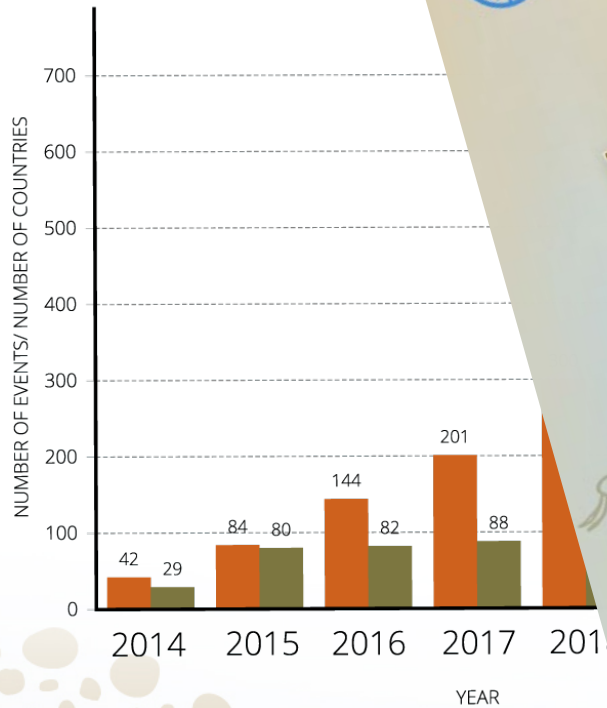
- ❑ **Develop and prepare key messages** targeting wide audience (FAO official languages + other languages)
- ❑ **Develop and launch the campaign** (3rd quarter 2021) with communication toolkit
- ❑ **Propose activities** such as contest, competitions, soil labs...
- ❑ **Encourage WSD events**, exchange ideas and liaise continuously with event organizers
- ❑ **Strive to work and engage with new partners and new countries** (media, private sector, schools, etc. ...)
- ❑ **Alert our audience** with special announcements & newsletters
- ❑ **Strive to disseminate** to a very large audience
- ❑ **Involve press and media**
- ❑ **Monitor success and analyse data**
- ❑ **Compile report** post-WSD





# Key figures 2020

## Number of Events



Reference period: World Soil Day 2014 - 2019



Food and Agriculture Organization of the United Nations

5 DECEMBER 2020

# World Soil Day



Keep soil alive, protect soil biodiversity

CAMPAIGN REPORT



**+500** articles reached  
**891 million** people



Over **308 million** social media accounts reached



**+ 16** languages and thousands download of campaign material



**4 millions** page views on fao.org

<http://www.fao.org>

[campaign-materials/en/](http://www.fao.org/campaign-materials/en/)



NOVEMBER 2021

# Soil Day

Salinization,  
productivity



## Theme for World Soil Day 2021

**Halt soil salinization,  
boost soil productivity**

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# This year challenges

- Not all countries have salinity issues
- Alternatives for countries without SAS issues (water and irrigation)
- We have to do better each year
- As every year, we need to engage with new actors
- Activities (booklets by kids for kids, video contest to share testimonies and showcasing how to tackle SAS, activities for schools)

**Please help and provide  
ideas & suggestions**

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