



Food and Agriculture
Organization of the
United Nations

15th Working Session of the Intergovernmental Technical Panel on Soils (ITPS)

itps

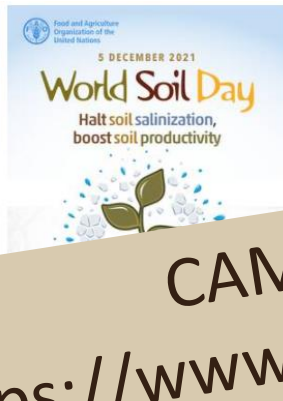
INTERGOVERNMENTAL
TECHNICAL PANEL ON SOILS

15 - 17 November 2021 | Virtual meeting





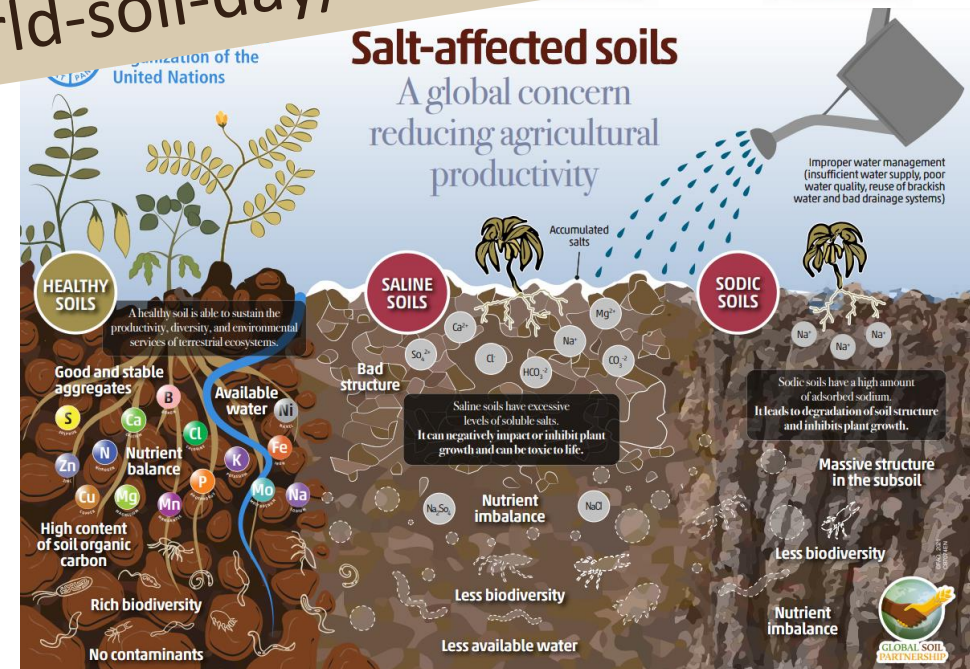
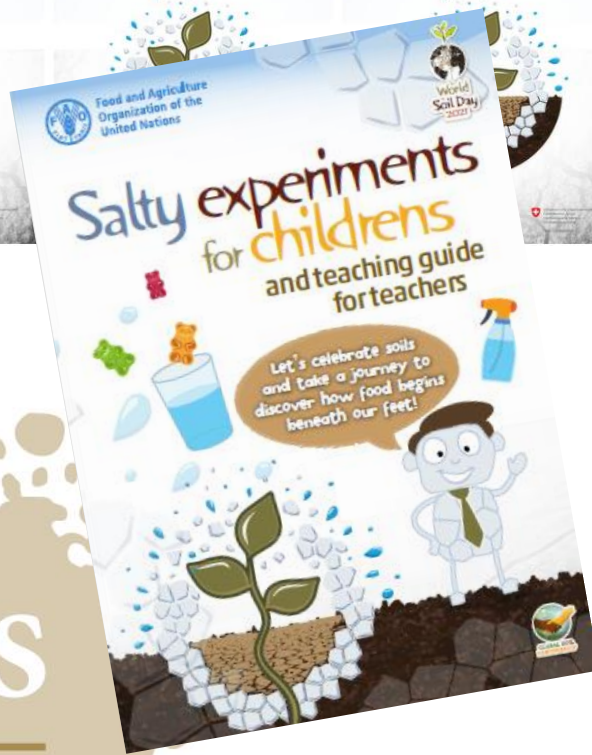
- Encourage WSD events & make sure to **register them on the map**
- We are working on a **special announcement**, please disseminate among your network
- Flexibility allowed given the specific topic. The event can focus on other relevant soil threat, but the SAS topic should be mentionned (through the use of the video, posters...etc)



Arabic | Chinese | English | French | Russian | Spanish



CAMPAIGN MATERIAL
<https://www.fao.org/world-soil-day/en/>



WSD2020, some figures



+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**

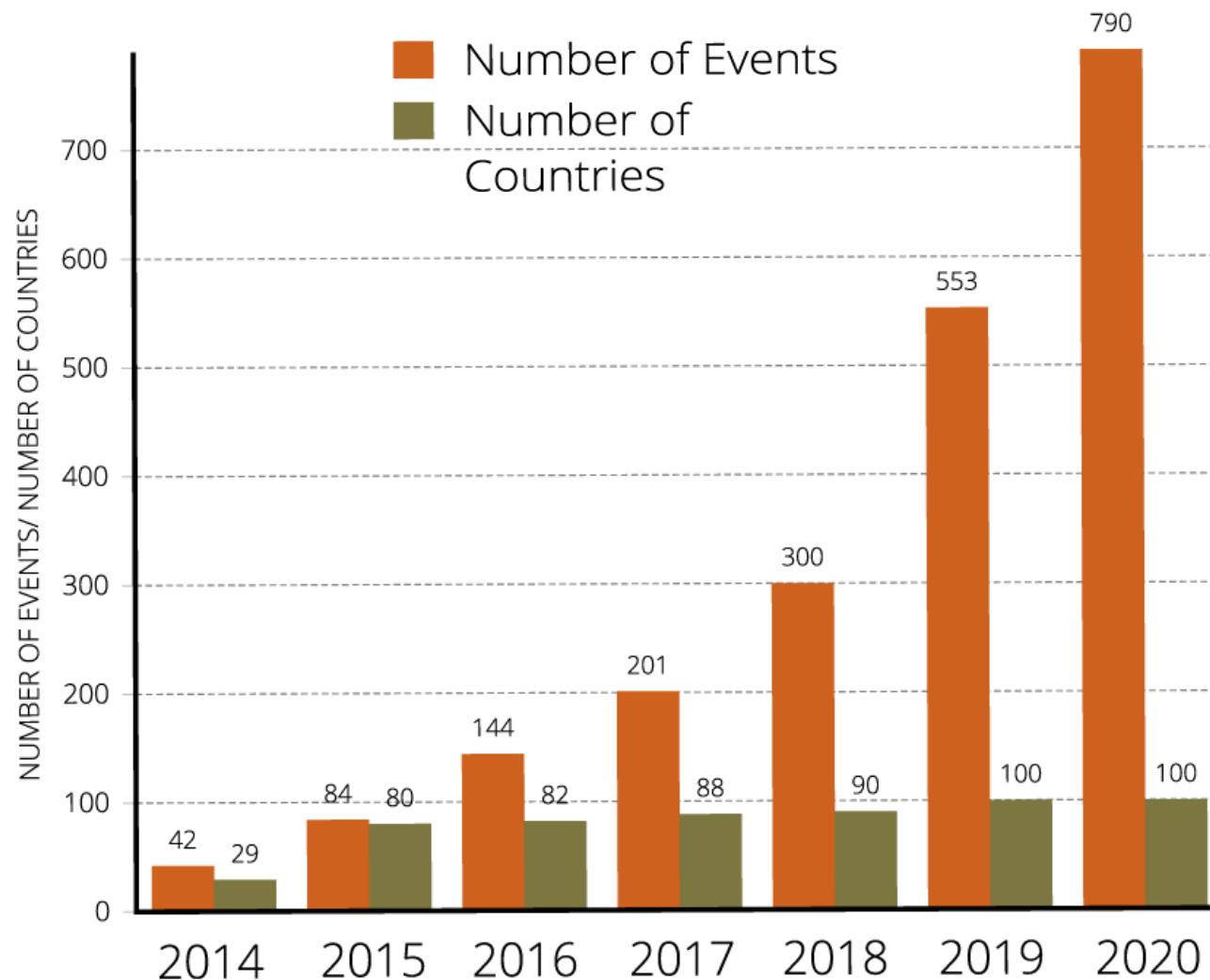


Over **16 languages** and
thousands download



+500 articles reached a potential
891 million people worldwide

Number of Events 2014 - 2020

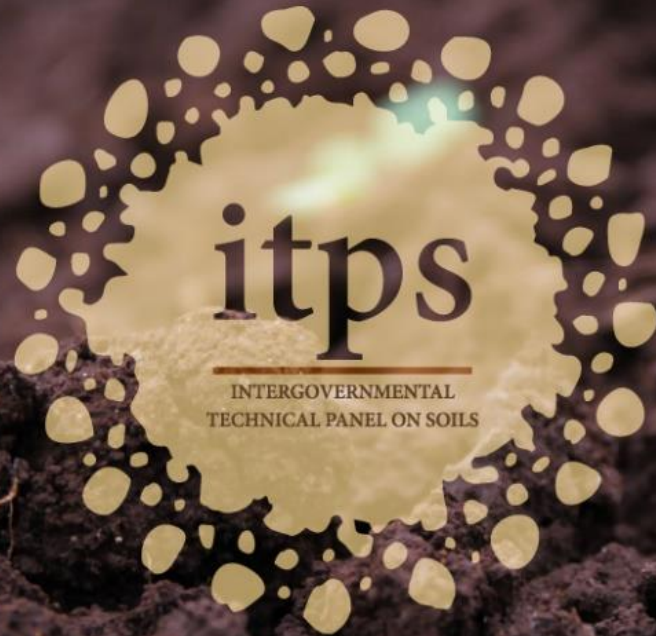


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