



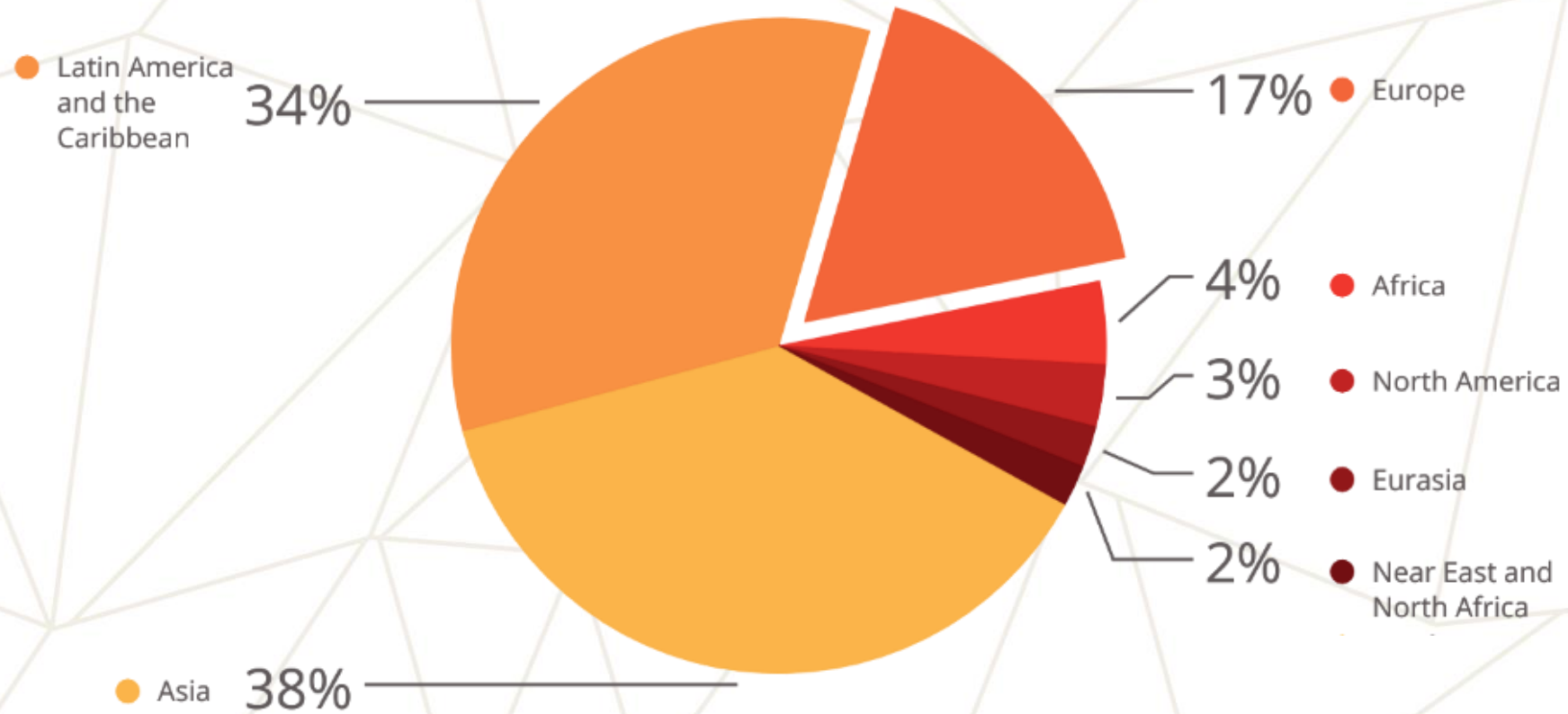
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8th European Soil Partnership Plenary Meeting

Virtual meeting | 24 June 2021



WSD2020: % OF EVENTS BY REGION

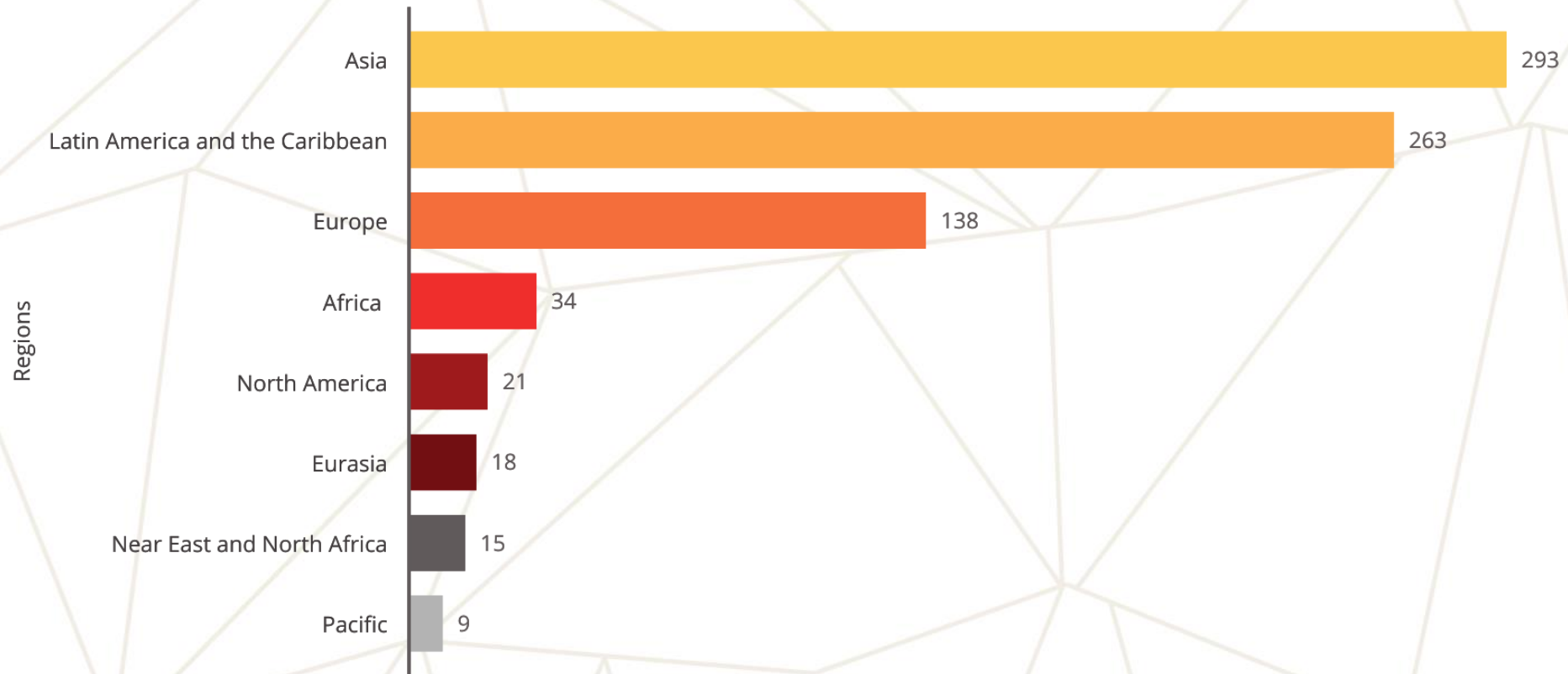


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NUMBERS OF WSD2020 events BY region

791 TOTAL NUMBER OF EVENTS



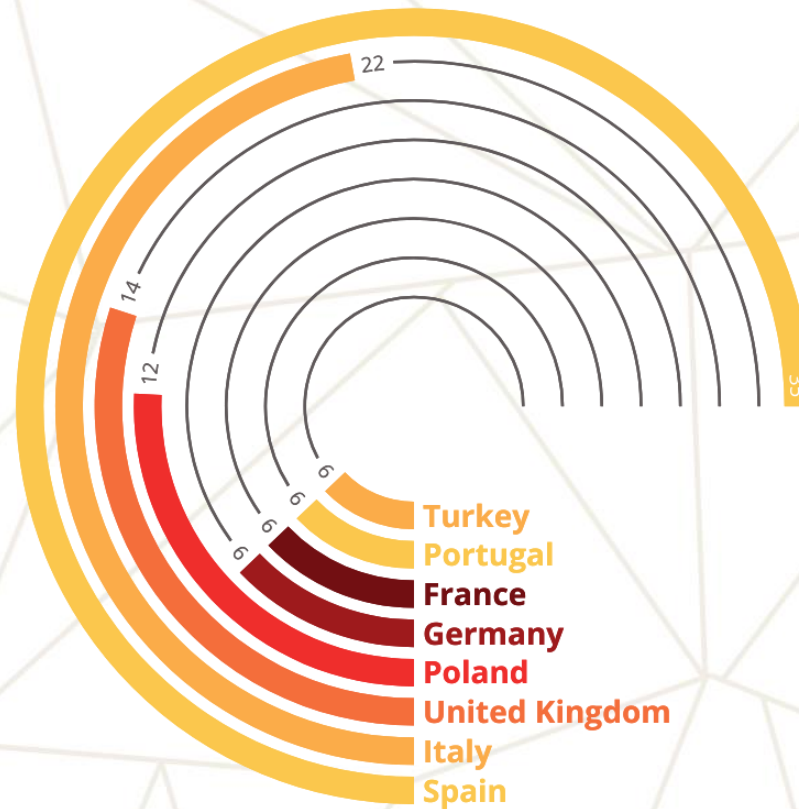
Reference: World Soil Day 2020 - Worldwide map of events

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TOP 5 COUNTRIES PER WSD2020 event

EUROPE AND EURASIA



Reference: World Soil Day 2020 - Worldwide map of events

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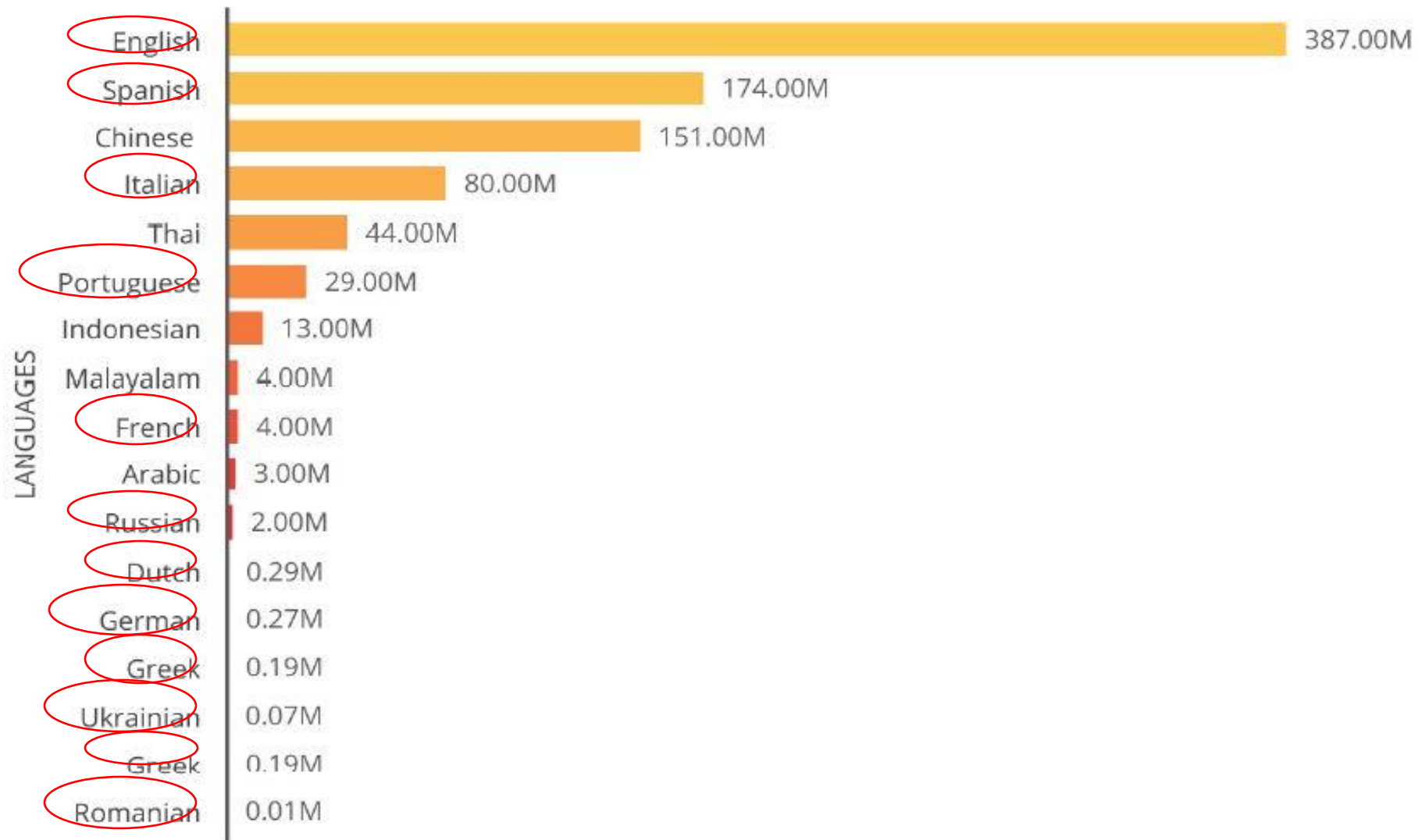


WSD2020 events in Europe and Eurasia



Reference: World Soil Day 2020 - Worldwide map of events

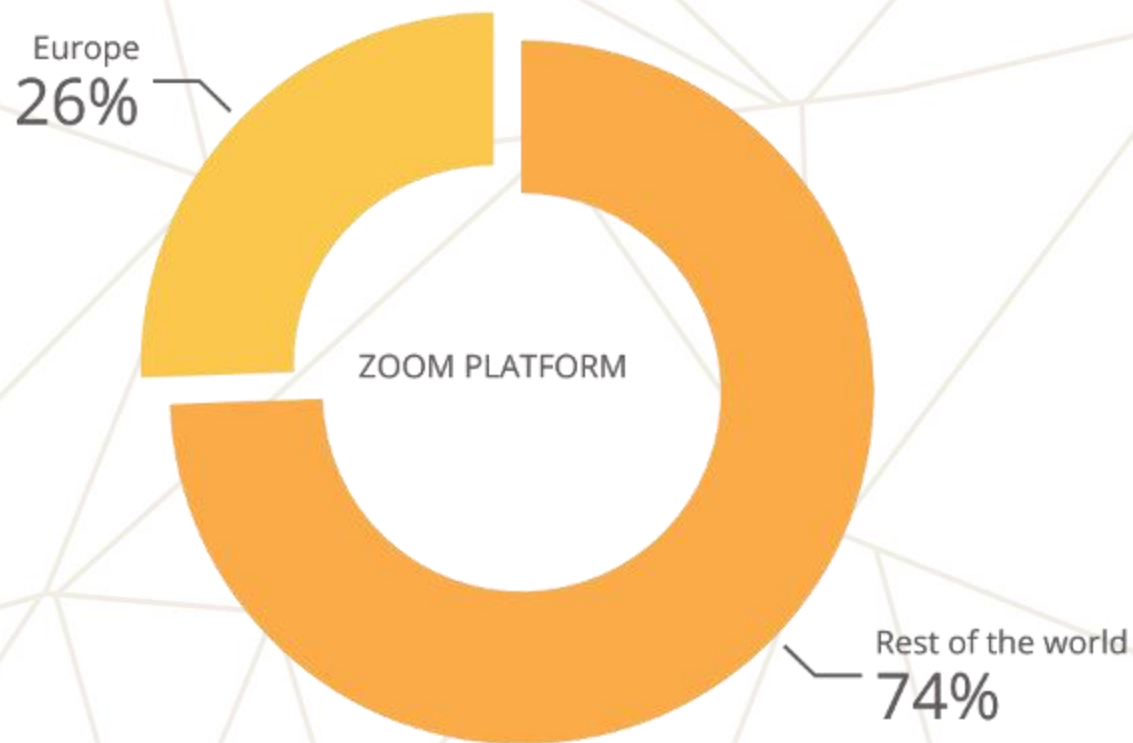
WSD 2020 MEDIA REACH - LANGUAGES (MILLION)



Reference Period: 4 - 7 December 2020

WSD2020 - Webinar Participation | 4 December 2020

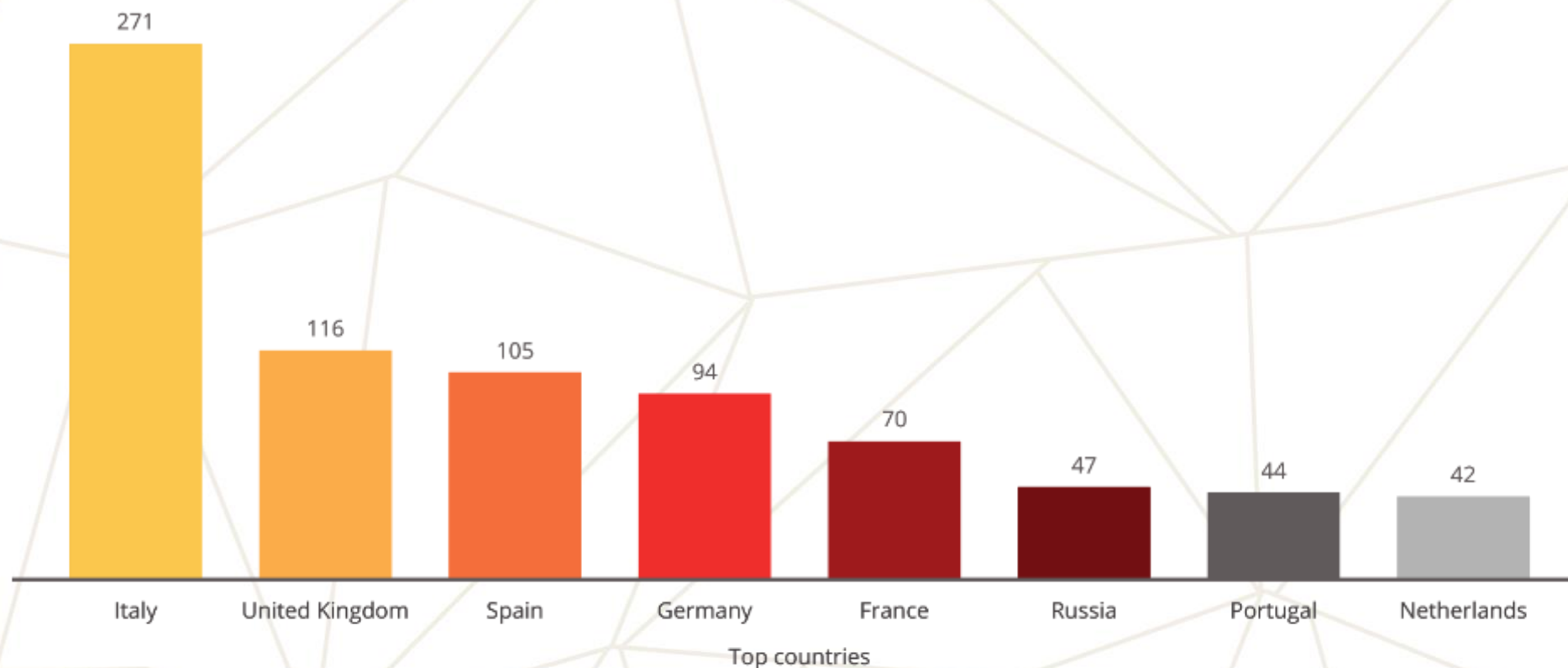
4785 TOTAL NUMBER OF PARTICIPANTS



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WSD2020 - TOP COUNTRIES | WEBINAR 4 DECEMBER 2020

PARTICIPATION FROM EUROPE



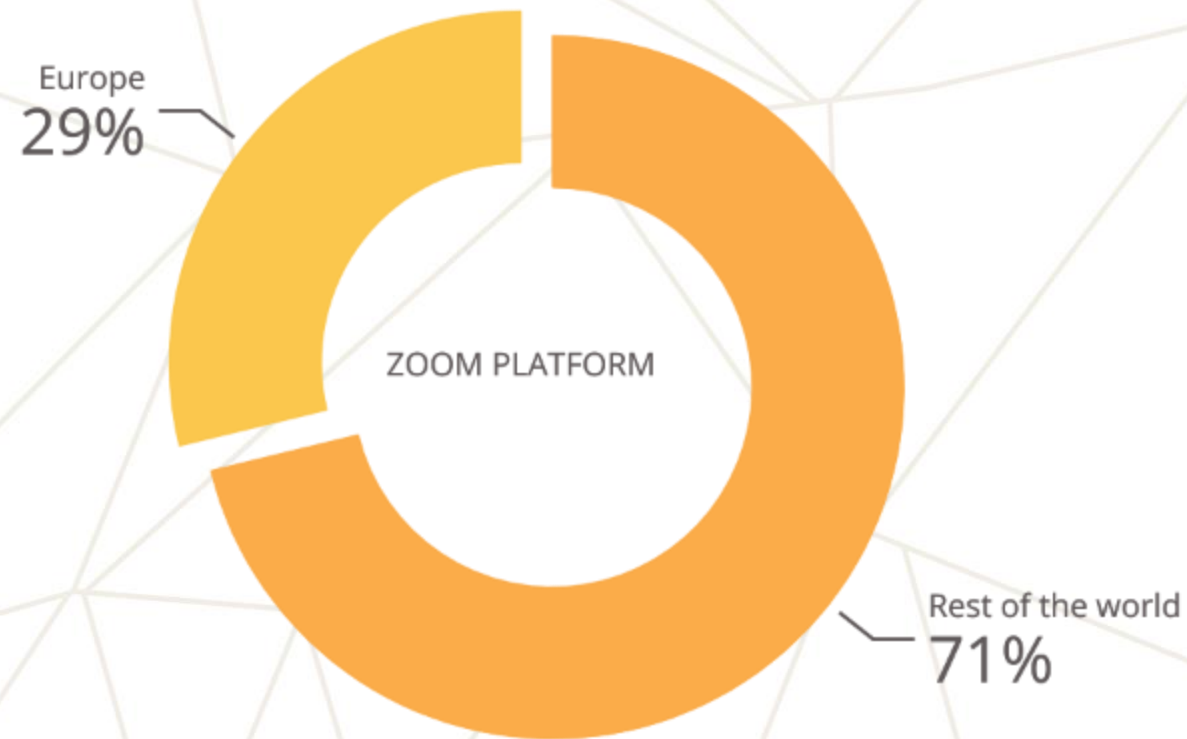
Reference: World Soil Day 2020 - WSD Campaign Report

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GSOBI21 - PARTICIPATION RATE

8837 TOTAL NUMBER OF PARTICIPANTS



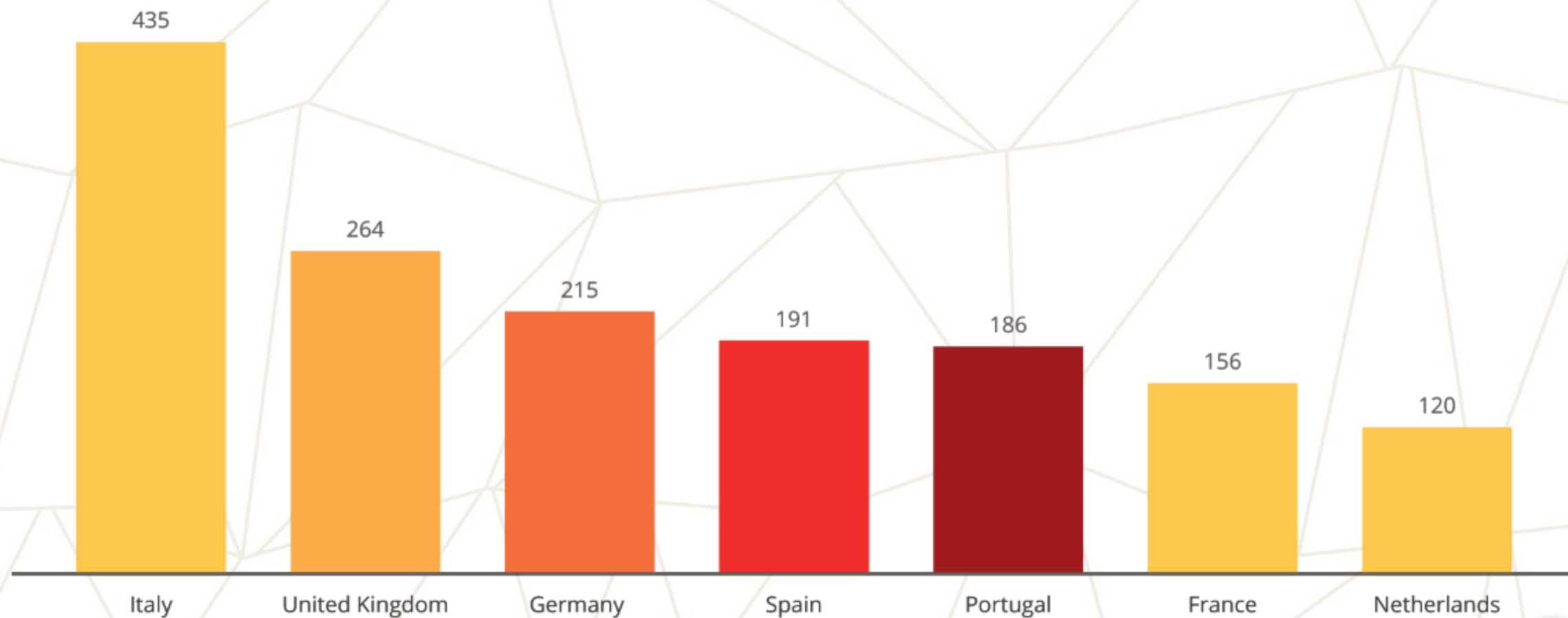
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Reference: Global Symposium on Soil Biodiversity (GSOBI21) - 19-22 April 2021 | Zoom Report



GSOBI21 - TOP COUNTRIES

PARTICIPATION FROM EUROPE



Top countries

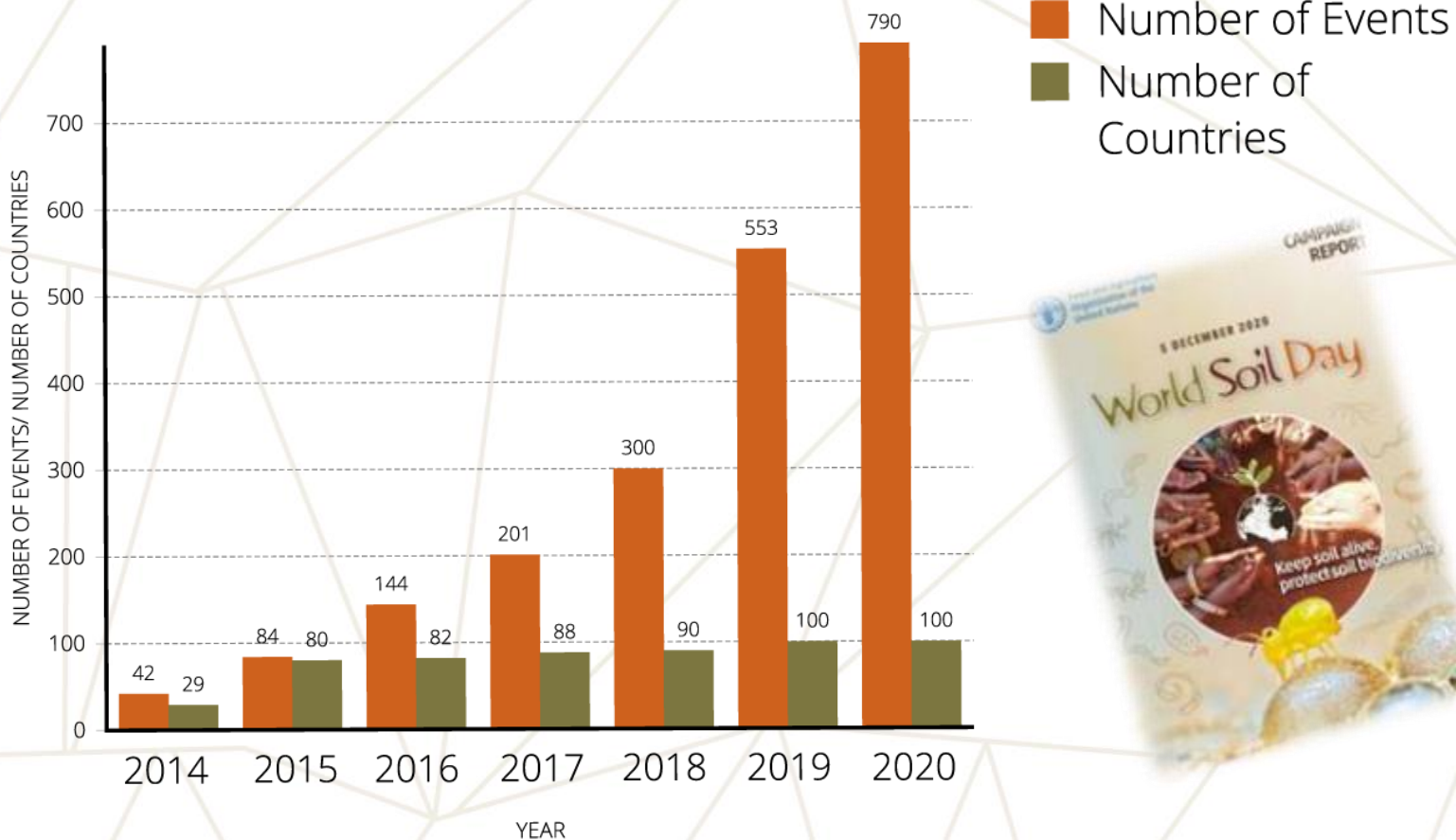
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Key figures WSD 2020

Number of Events 2014 - 2020



Number of Events
Number of Countries



+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/world-soil-day/campaign-materials/en/>

WORLD SOIL DAY 2021

Halt soil salinization, boost soil productivity



THIS YEAR'S CHALLENGE

- Not all countries have salinity issues
- Alternatives for countries without SAS issues (water and irrigation)
- We need to keep the upward trend
- As every year, we need to engage with new actors

**Please help and provide
ideas & suggestions**

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Our work over the next months...

- ❑ **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



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Call just opened!



Medal & USD
15 000 prize

HONORS INDIVIDUALS OR ORGANIZATIONS
COMMITTED TO SOLVING NATIONAL, REGIONAL OR
LOCAL PROBLEMS OF SOIL DEGRADATION



BEST CELEBRATION HELD IN THE
FRAMEWORK OF THE PREVIOUS YEAR'S
COMMUNICATION CAMPAIGN

Closing date: 10 September!

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