

# SAVE SOIL

# Let's Make It Happen!

Save Soil is a unique global movement to inspire at least 60% of the world's electorate to support long-term government policies to revitalise soil. Most people are familiar with concepts like Climate Change, Carbon Emissions, Air Pollution and Water Scarcity, but very few talk about Soil Degradation.

Already, 52% of agricultural soil is degraded. The UN agencies are saying that by 2045, food production could fall by 40%, when there will be 9.2 billion mouths to feed on the planet.

To keep soil alive, we need to ensure at least 3-6% organic content in agricultural soil. In addition to raising awareness of the problem of soil extinction, Save Soil is also about building relationships and creating a platform to work with scientific experts, NGOs, and farmers, as well as supporting governments world-wide in developing soil policy.

Save Soil volunteers find exciting ways to simplify complex scientific data and share it with the public in 42 languages - in person and online.

In Switzerland, over 180 "Earth Buddies" help the public to engage with soil in situations as diverse as environmental festivals, schools, murals, music festivals and local markets. We participate in the events of national and international environmental organizations and the diplomatic community in Geneva.

Save Soil Handbooks offer practical, scientific policy recommendations for governments and 700+ sustainable soil management practices for farmers. Further expert input is welcomed.

So far, 81 nations have agreed to Save Soil.



March 21st, 2022

Sadhguru, founder of Save Soil, embarked on a grueling 30,000 km solo motorbike journey from London to South India, to generate support for the movement. He encountered extremes of weather, from snow and rain in Switzerland to Arabian sandstorms!

Sadhguru arrived in Geneva in April, with a packed schedule. He advocated soil regeneration at 2 large scale events - at the United Nations on 5th (below) and a public event on 6th at BFM (above) - and met many stakeholders. Swisstable is an official sponsor of Save Soil.



Save Soil was promoted on Geneva trams for weeks and the Jet d'Eau was lit up in Save Soil colours of blue and green to support Save Soil on April 6th, 2022.

"Incredible things can be done simply if we are committed to make them happen."  
- Sadhguru

**Nathalie Massé (@wheelsforsoil)**  
Inspired by Sadhguru's Save Soil event in Geneva, Nathalie, age 50, cycled to raise awareness of Save Soil, from Toulon (France) to Coimbatore (India):

- 7 months
- 8,000 km
- 10 countries
- 21.06.2022 - 29.01.2023



**Soil Day, Bern, December 5th 2022**  
Earth Buddies celebrated World Soil Day with a festive atmosphere outside Parliament in Bern.



**Sofia meeting**  
Guy Parmelin, Bern, November 28th 2022



**Soil themed choral concert and conference,**  
Lutry, June 21st 2022



**Lausanne**  
Objectif Terre, Lausanne, June 11th 2022



Geneva



**Vision Arts Festival, Crans Montana,**  
July 31st 2022  
16 mural/graffiti artists created wall art approx 4 x 2.6m on the theme of "Save Soil."



Crans Montana



Simplon Pass



**Shankra Trance Music Festival, Lostallo**  
July 13th-17th 2022



Losone



Bellinzona



Lostallo



Music

The joyful spirit of the Save Soil movement often brings music to our events, whether it's trance in Lostallo, a choir in Lutry, a flashmob with dancing in Locarno, Bastien Baker with Sadhguru in a vineyard or teaching our famous Save Soil Jig at the WHO's "Walk the Talk" event in Geneva!

Schools in Losone and Bellinzona contributed to Sofia's collection of hands prints.



**Sofia Amelie Zuger - Incredible Save Soil Ambassador**  
Aged 10, much too young to vote, Sofia has taken a commitment to find 1,000 children who will show their support of soil by giving their hand print.

On reaching 500+ she received recognition from Simonetta Sommaruga and was invited to meet Federal Councillor Guy Parmelin in Bern. She has been on the front pages of two newspapers.

Follow Sofia's story on Twitter: @MnicaSofaPrez1

**Hands for Sofia**



**Swiss Youth Outreach**  
The Earth Buddies' "Uni Tour" in spring 2022 touched cities across Switzerland. In Bern, a Soil Slam was held and a Save Soil workshop was conducted during Sustainability week. Schools have contributed to Sofia's challenge.



**Sadhguru brought Save Soil to the World Economic Forum, Davos, May 2022**

Davos



Get informed and involved!



## Save Soil Milestones in 2022



The International '4 per 1000' Initiative to mitigate climate change and increase food security through soil regeneration signed an MoU with Save Soil.



Save Soil has the support of eminent soil, agriculture and climate scientists such as Dr. Rattan Lal, Dr. Jean-Francois Soussana, Dr. Jo Handsman, Dr. Johan Rockstrom and Dr. Elaine Ingham.



Nine major UN agencies support the movement: UNCCD, UNFCCC, UNEP, UN FAO, WFP, WHO, UNESCO, UN SDG Lab and Global Soil Partnership.



At the World Economic Forum in Davos, May 2022, Sadhguru advocated for Save Soil.



Sadhguru presented a 3-pronged strategy to safeguard soil health and support farmers at COP15 - UNCCD.



There were over 600 individual pieces of media coverage of the Save Soil movement in Europe in 2022.



World Soil Day 2022 was recognised with an expert round-table hosted by Sadhguru and included:

Dr. Claire Chenu (EJP Soil),  
Dr. Paul Luu (4p1000),  
Prof. Rosa Maria Poch (FAO),  
Dr. Alisher Mirzabaev (University of Bonn),  
Muralee Thummarukudy (G20 Global Initiative - UNCCD)  
Gabe Brown (Soil Health Academy, USA).



SaveSoil.org

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