

Save Soil Movement





Supporters



Dr. Jane Goodall



His Holiness,
the Dalai Lama



Maria Helena
Semedo (FAO)



David Beasley
(WFP)



Klaus Schwab



Will.i.am



Maluma



Tom Brady



Jesse Williams



Deepak Chopra



Tony Robbins



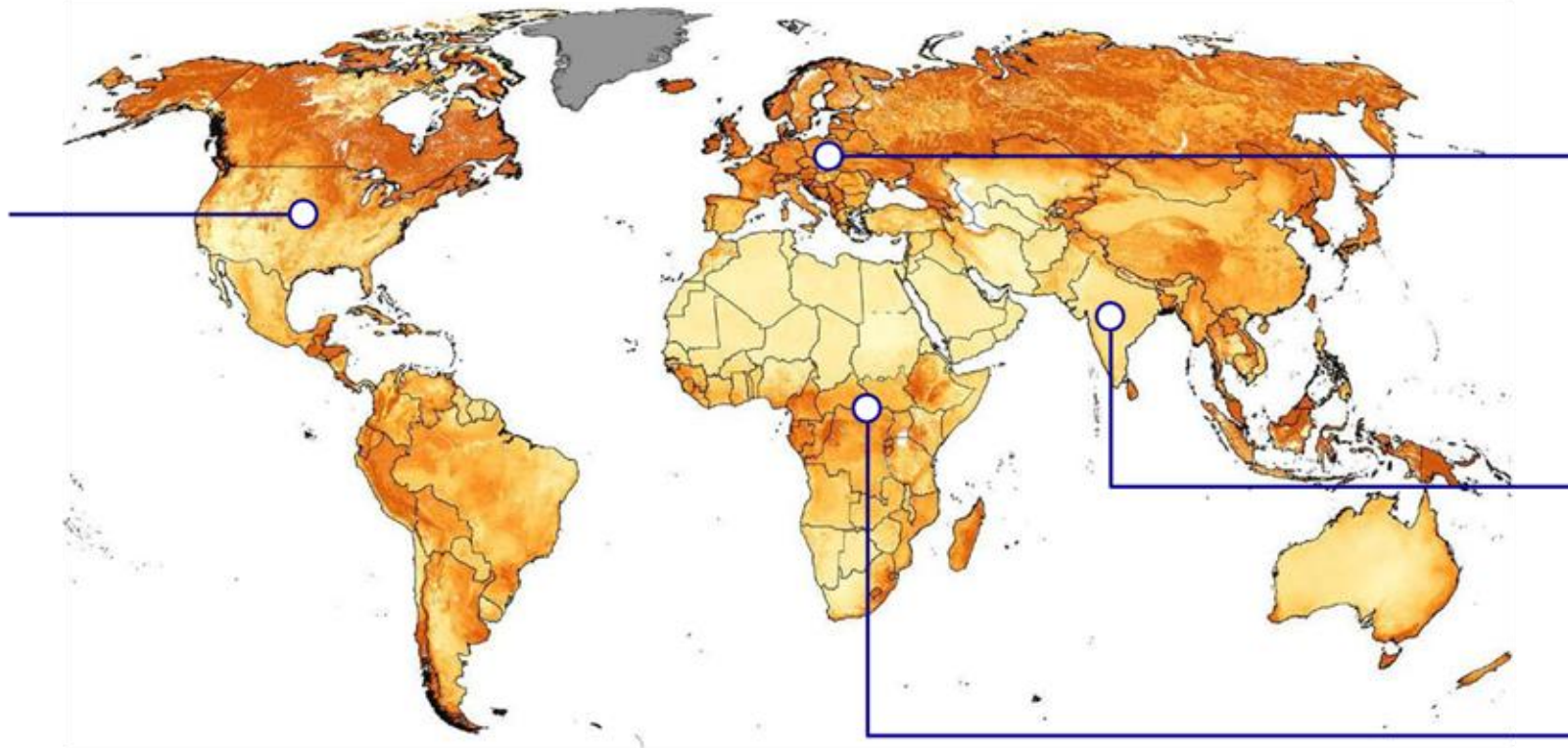
Marc Benioff

Supporting Organizations:



The United States has lost **50%** of its topsoil

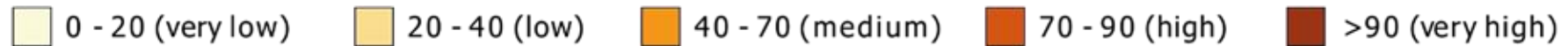
52% of the world's agricultural soil has already degraded



In European agricultural nations, **74%** of soil has less than **2%** organic content

40% of Asia's soil is degraded

45% of Africa's land is desertified



Map S.5 GLOBAL SOIL ORGANIC CARBON, 2019 (tonnes/ha)

Note: The three largest SOC stocks are found in boreal moist regions (130.5 Pg of carbon) followed by cool temperate moist regions (98.8 Pg of carbon) and tropical moist regions (80.4 Pg of carbon).
Source: FAO, 2019, modified to comply with UN, 2021.

We should act now!

Here are a few 2050 projections:

**Crop yields could fall 50%
in certain regions due to
climate change and soil
extinction**

- UNFAO

**50% of agricultural land
in Latin America and the
Caribbean could become
desert**

- UNFAO

**Food and water scarcity
could force over 1 billion
people to leave their
homes and migrate**

- UN



Issue: Loss of organic content in soil turns it into sand



Solution: Increase organic content in soil to a minimum of 3-6%

Ways to increase the organic content in soil:

- ▶ Bring agricultural land under vegetation and shade
- ▶ Enrich the soil through plant litter and animal waste



Living Soil

▶ Soil is by far the most biologically diverse part of Earth

▶ A teaspoon of soil can contain more organisms than there are humans living on Earth

▶ The organisms interact with one another and with plants and small animals forming a web of biological activity which plays a key role in nutrient cycling



800 million people already suffer from **chronic hunger**. (WHO, 2019)

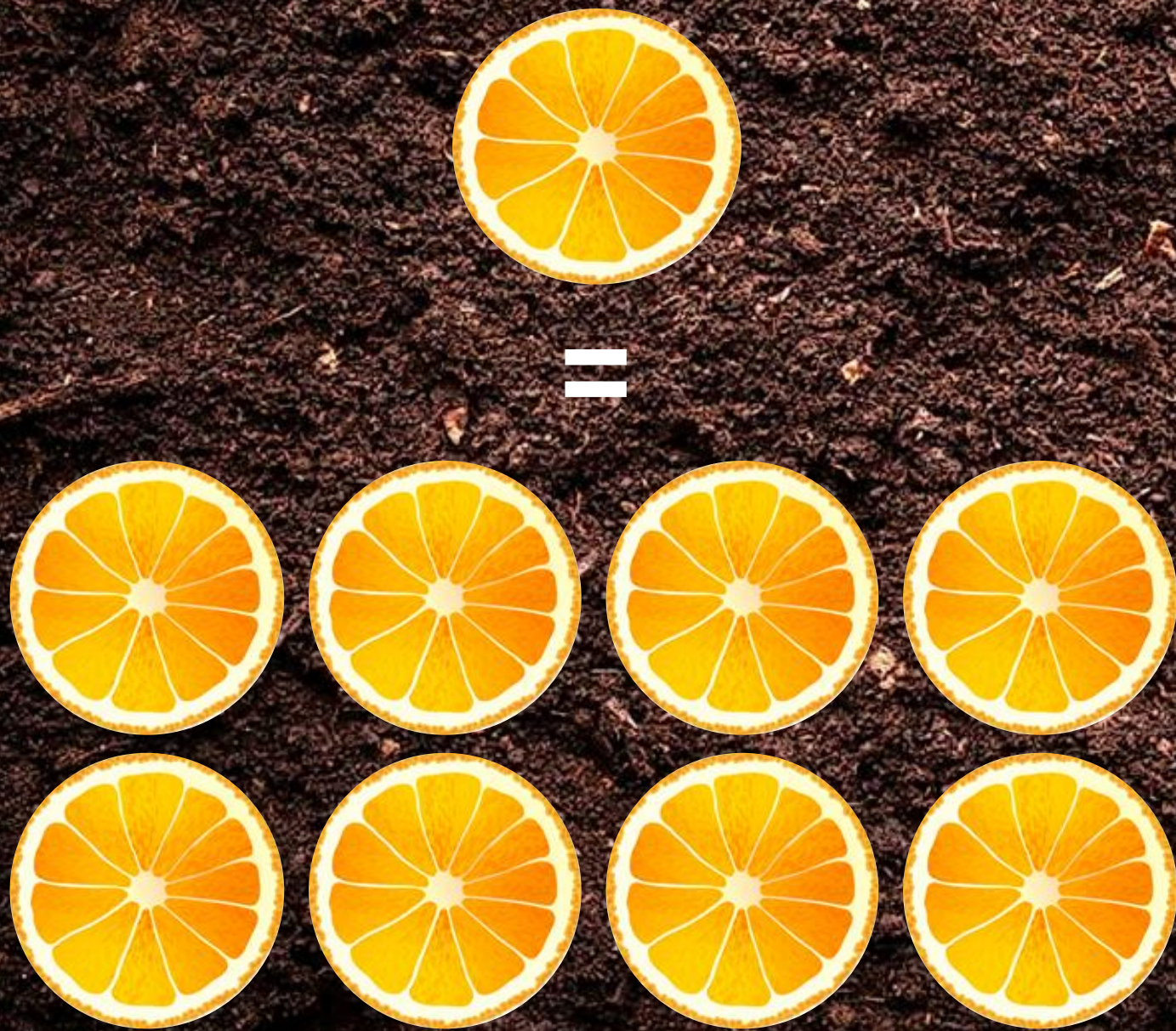


By 2050,

90% of Earth's soil could be degraded (UNCCD, 2020)



World's **population** will be well over **9 billion** (UNCCD, 2020)



Our
grandparents
got as much
vitamin A
from one
orange as we
do today
from eight

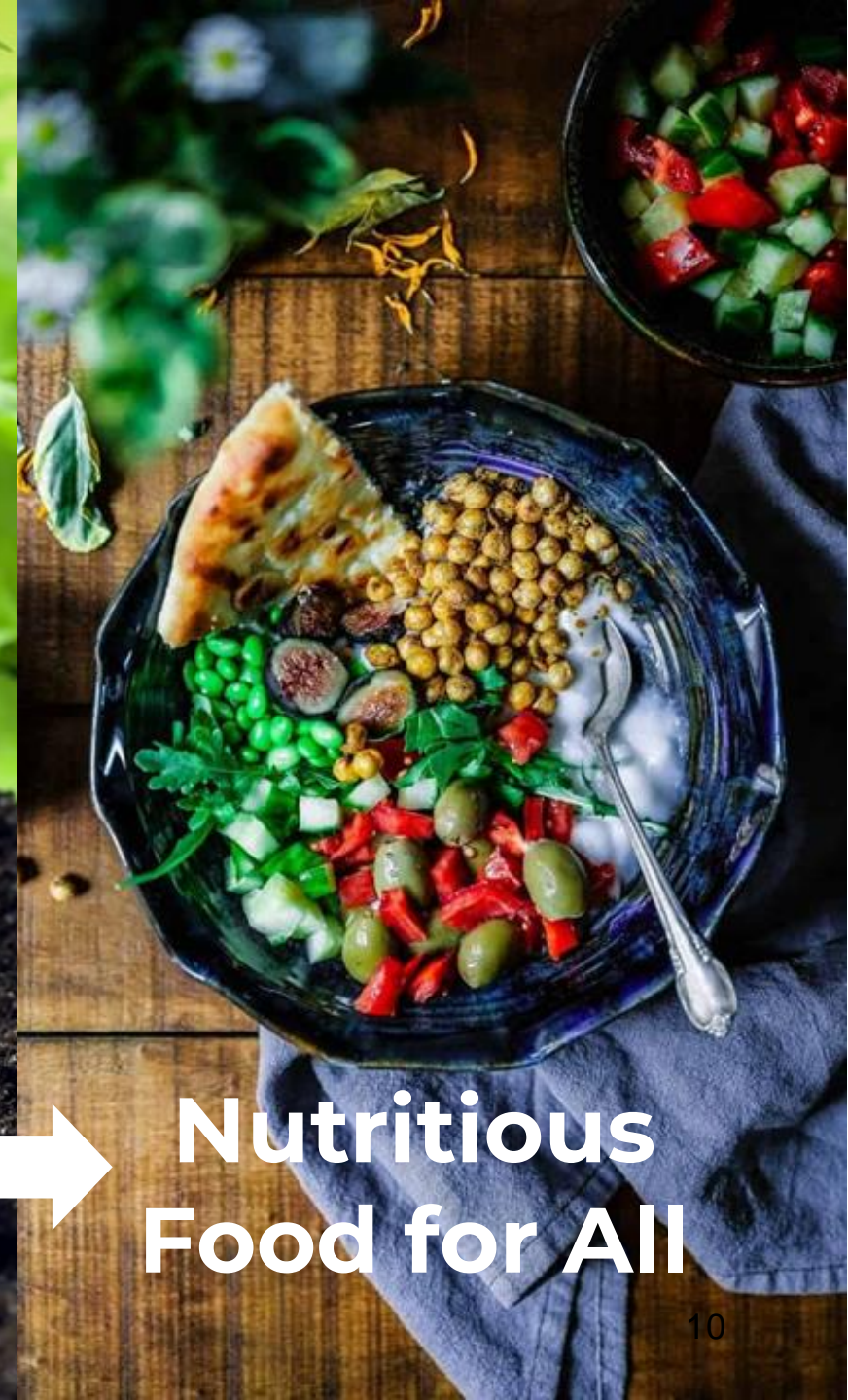
(Scientific American 2011)

1914

2018



Your salad is
90% less
nutritious
than it was
100 years ago
(Scientific American)



Healthy soil



**Healthy &
increased crop
yields**



**Nutritious
Food for All**

How to Save Soil

Bring land under vegetation and shade. Plant litter will increase the soil's organic matter

Reviving soil will increase incomes of **75% of the world's poor who rely on agriculture.**

- World Bank



Improving soil raises crop production by 20-40%

- IUCN



Increasing soil organic carbon (organic matter) can halt the rise of CO₂ in the atmosphere.

- Consortium of Int'l Agricultural Research Centers



Reduce water scarcity for 600M people by improving soil carbon to increase **water reserves by 37 trillion liters.**

- IUCN



Can Healthy Soil reverse **Climate Change**?





SAVE SOIL

Save Soil seeks to inspire **3.5 billion people** to encourage their governments to adopt **policies to revitalize soil health.** Increase organic content in soil to a minimum of 3% - 6% as a global policy change

Save Soil Addresses

12 sdgs

of the 17 total United Nations Sustainable Development Goals



The World's Biggest Ecological Movement to Save Soil



**30,000KM
Journey**

through 26
countries
started March 21st

**1 lone
Motorcyclist**

Sadhguru, visionary
and humanitarian



193 Countries
to be touched
with UN Support

25 Events

with global influencers



Journey updates: <https://www.consciousplanet.org/events>

Our History

Project Launched

1998



2006

Guinness World Record
852,587 trees planted in a single day

2007

UN ECOSOC accreditation and beginning of active UN engagement



2010

Received India's Highest Environment Award



2017

Progress update
35 million trees planted
70,000 farmers engaged in tree based agriculture

Rally for Rivers Launched

Support from 162 Million people

Indian Govt Adopts RFR's Policy Recommendations to Save India's rivers and soil

Indian Govt Undertakes Revitalization of 13 rivers based on DPRs of the RFR movement

2019

Rally for Rivers Cauvery Calling Launched

World's largest farmer driven eco-restoration project

Committed to revive soil and water through tree based agriculture covering a massive 83,000 sq km area.

2.42 billion trees to be planted in 12 years
5.2 million farmers to be enabled
UNCCD accreditation

2020 2021

Cauvery Calling Update

125,000 farmers adopted tree-based agriculture, which enriches the soil and improves water retention

Proven to increase farmers' income 300 – 800% in 5 – 7 years
62 million trees planted
UNEP accreditation (2020)
IUCN Accreditation (2020)



Support the Movement

SAVE SOIL

SaveSoil.org



Spread the Word

Share Save Soil with students, influencers, clubs, organizations, newsletters, faculty and administration



Organize Events

Raise awareness through events on campus - watch parties, dance challenges, art exhibitions, marathons, open mikes etc.



Social Media

Post about how your how your university is participating and follow the Save Soil journey





LET US MAKE IT HAPPEN

Join the movement

Action Now - savesoil.org