

# Latin-American network for soil science teaching & learning

## CALL

### ¡Thus are Soils of my Nation®!<sup>1</sup>

Based on the FAO Global Soil Partnership and the International Decade of Soils, the program “Thus are Soils of my Nation” - an educational project of the Latin-American Soil Science Society and the **Latin-American network for soil science teaching & learning** - would like to invite the global soil community and the general public to participate in an awareness campaign about the value of the soil for life.

The goal is to create a "**Soil's Friends Virtual Network**", in which all people who are interested globally collaborate on diverse levels to educate and generate public awareness of the need to preserve the soil as an essential part of the environmental balance.

The campaign will be kicked off on Twitter using the hashtag #ElSueloEsVida; as a first step we are asking you to help us translate the hashtag into our different languages and dialects and send it to @LauraBReyesS or use the email lbrs@unam.mx; until April 30, 2016.

**#ElSueloEsVida, #LeSolEstLaVie, #DerBodenistLeben, #OSoloÉVida, #TheSoillsLife, #LurzoruaBiziaDa, ....**

Why all of them with the same hashtag?

Because it is the volume of traffic in Social Networks that can generate interest in the mind of a citizen.

Why #TheSoillsLife as hashtag?

Because our readers are citizens; we need the hashtag to be short and clear on what we are trying to say as well as about the soil's importance for citizens of all ages.

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<sup>1</sup> **Thus are Soils of my Nation**® is a UNAM Project developed in cooperation with the **Latin-American Soil Science Society (SLCS)**.



# teaching & learning

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The second stage will start on April 30 when we will share our hashtag in all the languages and dialects through the Web pages of the Latin American Society of Soil Science and our links with the IUSS and regional societies as the European Confederation of Soil Science Societies, the Africa Soil Science Society and the East and Southeast Asia Federation of Soil Science Societies.

Starting May 15, 2016 every participant can help us start a viral Twitter campaign in his/her own language with positive and informative messages about the soil as an essential element for life.

At a later stage and depending on the participation of the Soil Science community and the public response we will be able to generate, the "**Soil's Friends Virtual Network**" will be extended to other Social Networks diversifying our communication channels.

The volume of response will depend on our consistency over time and creativity of our messages; this will determine whether we achieve our goal of reaching the eyes and ears of the citizens so that they learn and care about the soil.

Without regard for divisions of Societies, countries or languages, we would like to invite everybody to participate in this educational and public awareness initiative. Let's launch this public awareness campaign and make soil science more accessible!

Cuautitlán Izcalli México, april 1st, 2016

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