

March 15, 2018

IUSS Selection Committee for the Global Soil Icon Contest



Dear members of the Selection Committee,

It is our pleasure to submit the icon, entitled ***“Love, nurture, and respect our soil. Let’s celebrate together!”*** for the IUSS Global Soil Icon contest. This icon shows the role of soil in sustaining all terrestrial life including humanity. The person embodied in the tree is rooted in soil of all the continents and produces her food (fruits) whose colour is derived from the soil. Soil is not depicted literally but its life-support function is instead emphasized. The icon highlights the close intertwining between the primary productivity of terrestrial ecosystems and humanity’s welfare and shows that soil is the foundation of our existence on this planet. The icon also has an optimistic outlook, which is much needed to revive hope and interest in protecting our natural resources. The leaves are waving in the sky in a celebratory fashion and the fruits have a full, glowing shape. Love, nurture, and respect the soil and it will feed us all and give us reassurance and reasons for celebrating a healthy and sustainable life on our planet.

NOTE: We’ve included the illustration to reinforce the fact that the icon retains all details and its intended message at all possible sizes.

Please find attached the PDF vector format in both colour and black & white formats.

This design arose from collaboration between a graphic designer (Mr. Lascu) and two soil scientists (Drs. Grand and Krzic) working on two different continents.

Sincerely yours,

Gabriel Lascu, Graphics | Multimedia | Photography Coordinator for UBC

Address: University of British Columbia, Centre for Teaching, Learning and Technology, 1170-2329

West Mall, Vancouver, BC, V6T 1Z4, Ph: +1(604) 822-9847. Email: vancouvergabriel@gmail.com

Websites: www.blogs.ubc.ca/gabriel | www.vangabriel.com

Dr. Stephanie Grand, a pedologist at the University of Lausanne in Switzerland and working on fundamental processes of pedogenesis, principally in mountain and tropical soils.

Stephanie's address: University of Lausanne, Institute of Earth Surface Dynamics, CH-1015 Lausanne, Switzerland. E-mail: stephanie.grand@unil.ch, Ph: +41 21 692-3517

Dr. Maja Krzic, a soil scientist at the University of British Columbia, Vancouver, Canada and working on soil quality assessments in grassland, crop and forest ecosystems. Maja also integrates research and teaching through application of multimedia and information technology.

Maja's address: University of British Columbia, Faculty of Land and Food Systems, 2357 Main Mall, Vancouver, BC V6T 1Z4, Canada. E-mail: maja.krzic@ubc.ca, Ph: +1(604) 822-0252