



Save Soil Video Drop

- We seek your support in creating a 30-90 second support video for the movement.
- Please use landscape mode if recording on a phone camera.
- Together, we can share your video on social media at the start of Sadhguru's Save Soil journey in March.
- You are welcome to include the points below:

Key Phrases to Use:

1. **“Living Soil”**: Soil is a living system. It contains and nurtures trillions of living organisms from plants, animals, fungi to protozoa, archaea and bacteria. It's time to bring a deep sense of empathy, reverence and understanding towards Soil.
2. **“Save Soil, our very body”**: We are all ultimately made from Soil. Soil is the womb of the Earth. In recent years, the biodiversity in Soil has suffered considerably from human activities. At the same time, dramatic loss of human microbiome diversity has been observed, leading to disease and illness. Soil health and human health are intricately connected. What we do to our Soil, we are doing to our very bodies.
3. **“Conscious Planet”**: This is the unifying name of the movement. Most problems we face today arise from the fact that we, human beings, are largely acting out of our compulsive nature. Humanity must transcend compulsiveness and move towards consciousness.
4. **“Let's make it happen”**: As a closing call to action, this is an acknowledgement that we created these issues, and now also need to take responsibility to resolve them.

Example Script Elements | *Choose any of the following content pieces to make your custom script*

Intro Examples:

- Hey what's up everyone, *[name]* here. I wanted to share with you an important topic that concerns everyone. Soil.
- Hi everyone, *[name]* here. I want to speak to you about our world's soil, which is going extinct at an alarming rate.

Introducing the Soil Crisis:

- Our soil is facing extinction.
- According to the UN, 90% of Earth's Soils could be degraded by 2050 unless we act now.
- The UN FAO estimates that we only have 60 years of soil left.

- The UN FAO reports that 52% of the world's agricultural soils are already degraded
- The World Economic Forum estimates that food production could fall by 40% in 20 years if soil extinction is not prevented.
- 12 million hectares of topsoil are lost every year across the world. That's almost the size of the entire nation of Greece

Why Should You Care? - Choose an aspect you'd like to highlight

- **Nutrition:**
 - Soil, health and human health are intricately connected. As a [role: singer, athlete, entrepreneur], my body depends on the highest quality of food to perform at its best.
 - Especially when it comes to our food, it's shocking to learn that fruits, vegetables, and grains like wheat have half the micronutrients they used to. ([TIME](#))
 - 60% of the world's population is deficient in nutrients like iron due to lack of nutrients in food and soils. If it's not in the soil, it's not in our food. ([TIME](#))
 - A study on nutrients in food concluded that we would have to eat 8 oranges to get the same amount of Vitamin A as our grandparents did with one orange, because soil depletion has caused massive drops in nutrient levels in food. ([Scientific American](#))
 - The average mineral content of calcium, magnesium, and iron in cabbage, lettuce, tomatoes, and spinach has dropped 80-90% between 1914 and 2018 in the US. ([NCBI](#))
- **Food Shortages:**
 - Imagine a world population of 9 billion with mass food shortages. That's not a pleasant picture. We have to make soil health a top priority.
 - 95% of the food we eat comes from the soil, but in America alone, 50% of our topsoil has already been lost. ([FAO](#))
 - Climate change, and food and water scarcity can result in 1.5 million people from Central America and Mexico attempting to migrate to the USA, by 2050. ([NYT](#))
- **Biodiversity**
 - One teaspoon of bare or tilled soil contains more microorganisms than there are people on Earth. ([Nature](#))
 - 87% of life on the planet depends on soil. ([PNAS](#))
 - Soils are home to over a quarter of all living species on earth. ([FAO](#))
- **Climate change**
 - If the world's soils are not revitalized, they could release 850 billion tonnes of carbon dioxide into the atmosphere due to global warming. This is more than humanity's emissions in the last 30 years combined. ([Science Daily](#))
 - Revitalizing soil can reduce humanity's current annual Greenhouse Gas emissions by 25-35%, according to UN estimates. ([UNEP](#))
 - 50-70% of the carbon stored in farm soils have already been lost. ([UNEP](#))

Call To Action

- Sadhguru, I truly appreciate your work to address soil health and wish you the very best as you make an epic journey across 24 nations and 30,000 km to bring people together for the Save Soil movement.
 - It's time that we unite to Save Soil and create a Conscious Planet. Please raise your voice with me. Let us make it happen!
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Sources

1. **UN CCD** - [Keep Soil Alive & Protect Biodiversity](#)
2. **UN FAO** - [Healthy Soils are the Basis for Healthy Food Production](#)
3. **Time** - [What if the World's Soil Runs Out?](#)
4. **World Economic Forum** - [Food Security & Why it Matters](#)
5. **Nature** - [A Call for Governments to Save Soil](#)
6. **The Guardian** - [The world needs topsoil to grow 95% of its food – but it's rapidly disappearing](#)