



**SAVE
SOIL**

The World's Biggest Ecological Movement to Save Soil



**30,000KM
Journey**
through
23 Countries

**1 lone
Motorcyclist**

Sadhguru, visionary
and humanitarian



193 Countries
to be touched with
UN Support

25 Events
with global influencers



**3.5 Billion
People**
to be reached



Save Soil - Conscious Planet

The Conscious Planet Movement to Save Soil seeks to mobilize the public and Governments of all nations to establish lasting policies that revitalize soil and ecology.

This will be launched by:



Sadhguru will take on an arduous 30,000km journey from the UK through Europe & the Middle East to India, connecting with world leaders, media, influencers and public along the way, inspiring all towards Saving Soil.



Change the narrative towards Saving Soil, by inspiring at least 3.5 billion people through the journey, events, and extensive social media outreach to support Government **leadership to drive national policy changes** towards raising the organic content of soil.

About the Cause - Why Save Soil?

Our Soil is Going Extinct

By 2050, 90% of Earth's soil could be degraded, unless we act now.

UNCCD, 2020



52% of world's agricultural soil already degraded

UN Food and Agriculture Org



Degraded lands are also often less able to hold onto water, which can worsen flooding.

World Wide Fund

We could only have 60 years of soil left

UN predicts



US has lost 50% of its topsoil.

Magazine of the Smithsonian Institution

Food production could fall by 30% in 20 years if soil extinction is not prevented.

World Economic Forum



To sustain agriculture, the minimum organic content in soil **should be 3%**. Loss of organic content and carbon turns **soil into sand.**



62% of Indian agricultural land **has less than 0.5%** organic content.

Government of India

Soil depletion has robbed food of its nutrients:

60% protein drop in Indian vegetables.
87% drop in mineral nutrients in US vegetables.

Indian Institute of Soil Science, Syracuse University - New York



75-85% of soil in major EU agricultural nations has less than 2% organic content.

European Environment Agency, National Institute for Agricultural and Food - Spain, Tuscia University - Italy



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



Eliminate Water Scarcity for 600M people
- Improving Soil Carbon will increase water reserves by **37 trillion liters**

- IUCN



Our Track Record



162 Million
people supported
Rally for Rivers 2017
Movement



62 million trees
planted till
date (2021)



Multiple UN
Accreditations



National Water Award



125,000 farmers
adopted
tree based
agriculture



Guinness World Record
for most
saplings planted
in a single day
(852,587 saplings)

Our History

Project
Launched

1998



2006

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



UN ECOSOC accreditation
and beginning of active UN engagement

2007



2010

Received India's Highest Environment Award



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

2017



Rally for Rivers Launched

Support from 162 Million people

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

DPRs underway to **revitalize 13 rivers** based on RFR policies

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

2019

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)



A photograph of Sadhguru, a spiritual leader, speaking at a conference. He is wearing a white turban with a purple band and a red and blue shawl over a grey kurta. He has a long white beard and is holding a microphone to his mouth. He is gesturing with his right hand. In the background, several people are seated at a long table, listening attentively. The setting appears to be a formal conference or meeting.

Our Reach

Sadhguru is a frequent speaker at the **World Economic Forum** and **United Nations Agencies**.

He has been a keynote speaker at **TED, Google, Microsoft, Global Citizen Live, World Bank, MIT, Harvard, and Oxford**

Social Media Following

isha
23.6M
Website
visitors

21.8M
subscribers*



6.4M
followers



25M
followers*



3.7M
followers



2.5
Billion
Views on
Social Media
in the last 1 year

**Includes 21 language platforms*

**Facebook includes Rally for Rivers followers*

A reach Bigger than the Grammys!

Sadhguru has also established major events, including **Mahashivratri**, a festival that in 2021 drew more views **online** than the **Grammys!**



	ARTIST	VIEWS		ARTIST	VIEWS
1	Mahashivratri 2021 with Sadhguru/ various Artists	20,320,326	6	Saxsquatch	162,720
2	Grammy Awards Premiere Ceremony/ Various Artists	13,529,130	7	Andy Frasco's I Wanna Dance With Somebody/ Psychedelic Leprechaun Special	160,021
3	FMS Mexico Jornada 8/ Various Artists	732,146	8	Deana Martin	155,483
4	Circle/Opry Live/ Jimmie Allen/ Sam Bush/ Sara Evans/ Riders in the sky	587,947	9	DJ Knight	128,858
5	Bandsintown Live/ Int'l Women's Day/ Kitsuné Musique/ SheSaid.So	177,930	10	Todd Snider	124,800

Sadhguru's Interactions



Save Soil Supporters



His Holiness
the Dalai Lama



Will I Am



Deepak Chopra



Tony Robbins



Marc Benioff



Klaus Schwab



Samantha Prabhu



David Beasley (WFP)



Maluma



Maria Helena
Semedo (FAO)



Tom Brady



Jesse Williams



Juhi Chawla



Mouni Roy

Save Soil Supporters



United Nations
Convention to Combat
Desertification



Official Partner

"This remarkable and ambitious global movement is instrumental to sensitizing the world to the importance of protecting land and soil. I am honoured to support this initiative and UNCCD will happily collaborate."

- Ibrahim Thiaw

Executive Secretary UNCCD



"I request all of you to come together and join the Conscious Planet Movement to Save Soil."

- Jane Goodall



"The World Economic Forum provides its full support to the Conscious Planet initiative. Every citizen of the world is asked to take part in this living soil initiative. Let us make it happen."

- Klaus Schwab

Chairman WEF



**Partnerships still
in progress:**

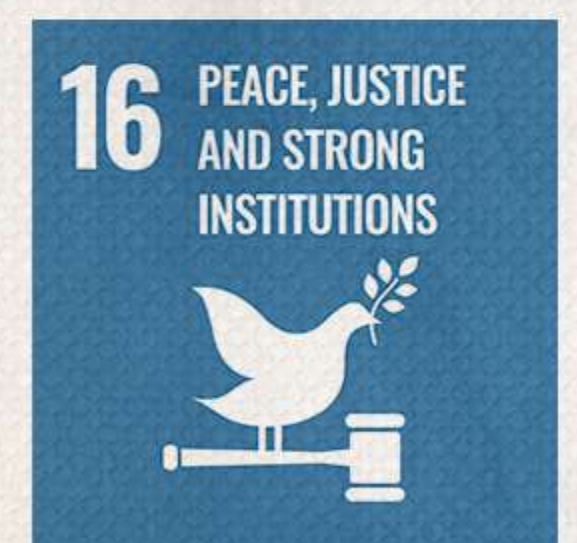
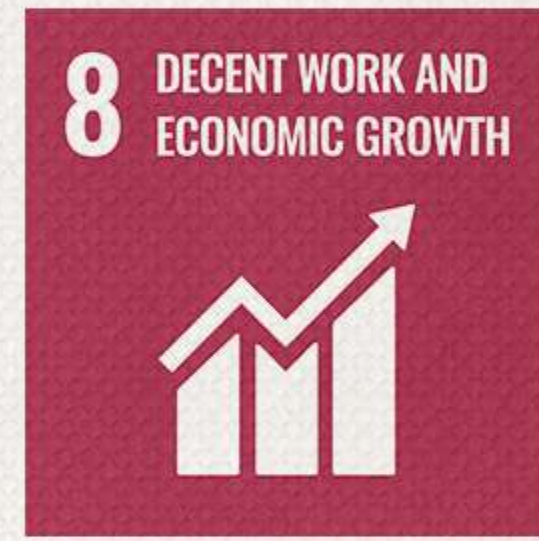
World Economic Forum
World Food Program (WFP)

UNEP
Global Citizens Forum

Food and Agriculture Organization of the UN (FAO)
Azerbaijan Aliyev Foundation

Conscious Planet - Save Soil Addresses

12 SDGs



Save Soil Journey Timeline

Dec
2021



Media Events

Feb
2022



Journey Kick off
in London, UK and
Social Media
Influencers wave

Apr
2022



Journey enters
Middle East,
social media
wave continues

Jun
2022

Conscious Planet
Launch



Jan
2022

Music Wave
CP Anthem Launch



Mar
2022

CP Anthem
Music Video Launch,
1 million volunteers
mobilized



May
2022

World Environment Day,
Journey enters India,
concludes at Cauvery
River



...and this is just the beginning of the Save Soil Movement!

The Journey Route



* route subject to change

UK
Netherlands
Germany
Czech Republic
Austria
Slovenia
Italy

Switzerland
France
Belgium
Poland
Slovakia
Lithuania
Latvia

Russia
Ukraine
Romania
Bulgaria
Oman
Israel
Jordan

Bahrain
Saudi
Arabia UAE
India

Conscious Planet - Save Soil Ways you can participate!

You can come forward as volunteer for **10 minutes a day for 100 days** and support the following:



Amplification of Save Soil content over social media



Reaching out to at least 10 more people a day to join the Conscious Planet Save Soil social media handles



Further online/offline activities according to interest/availability

Volunteer your Time

We plan to engage large number of volunteers to reach

3.5 billion people

and spread the message of

#SaveSoil

The volunteers will be given the title of **"Earth Buddies"**



Conscious Planet - Save Soil
Ways your company can contribute!

Involve your Organization

Circulate Save Soil awareness materials amongst company employees through email, messages, social media, etc.

Share awareness messages to customers and followers.

Offer employee time and skills towards the movement.

**Partner with
Conscious Planet
Save Soil Movement**

Companies can contribute through CSR (Corporate Social Responsibility) and Grants

Bring in Key Advisors and Contributors for high level impact

Sponsorship opportunities available for companies offering Events, Online, and On Ground Visibility.



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*“No matter how much wealth,
education, and money we have,
our children cannot live well
unless we restore the soil and water.
Conscious Planet, the only way
forward.”*

Sadhguru

