



SOIL MEDIA KIT

FOR INDIVIDUALS AND INFLUENCERS

JANUARY 2026

SOILSCAPE

Spreading Open and Inclusive Literacy and Soil Culture through Artistic Practices and Education

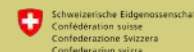


Picture by Yannix Brix - Photo montage by Facundo Lucas and Bibiana Morales ©



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Swiss Confederation

Federal Department of Economic Affairs, Education and Research EAER, State Secretariat for Education, Research and Innovation SERI

This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

WHAT YOU WILL FIND IN THIS GUIDE

Inspiring insights and ready-to-use resources to power your social media content on soils

01 Introduction

Welcome words, some context on soil communication, your role in the Soil Orchestras and Soil Festivals.

02 Ready to use materials and goodies for you

#Hashtags, social media challenges, icon packages, a gallery of pictures, infographics.

03 Who we are

A brief introduction of who we are, what we've been working on and what we're up to.

04 Terms of use for content and imprint

Some considerations when using these materials.



WELCOME TO THE SOILSCAPE INFLUENCER KIT

Because soils need storytellers like you

This media kit is your creative companion for putting soil in the spotlight, conscious about disasters and degradations, but not with doom, but with voice, vision, and vibe.

Who is this for?

This kit is specially designed for content creators, digital storytellers, artists, influencers, and everyday communicators who want to make a difference while doing what they love. Whether you speak through reels, posts, illustrations, podcasts, or dance videos, this is for you.

Why does soil matter to creators?

Because your morning coffee, your climate anxiety, your wellness rituals, your next picnic, and even your favorite skincare trends, they all begin in soils. Soil is the invisible force behind 95% of our food¹, a carbon sink mightier than the atmosphere², and a silent guardian against floods, droughts, and disease.

When you talk about soils, you're talking about life, culture, beauty, and survival. And that's a story your audience deserves to hear.

What is SOILSCAPE?

SOILSCAPE is a European project that brings together artists, scientists, educators, and changemakers across Europe to amplify soil literacy. It supports creative soil actions, offers toolkits (like this one!), runs Soil Festivals, and connects over 400 individuals in a powerful cultural movement rooted in the ground beneath our feet.



How can you collaborate?

Use our hashtags. Remix our ideas. Join a Soil Challenge. Come to a festival. Tag @soilscape.project. Reach out. Or simply start a conversation that makes people feel soils. Every view, like, share, or whisper can shift how people relate to our soils.

Let's co-create soil awareness that is hopeful, poetic, visual, and totally you.

1. <https://www.fao.org/newsroom/detail/soils-where-food-begins/en>

2. Global Carbon Budget 2020 <https://essd.copernicus.org/articles/12/3269/2020/>

DEFINITIONS FROM THE SOILSCAPE GLOSSARY

What is soil?

Soil is the diverse and multifunctional skin of the earth that develops at various timescales across landscapes at the interface of geology, climate, life forms and their ecosystems, with a variable imprint of humans.

In the soil, the solar energy absorbed by plants acts through countless living organisms to organise weathered rock and organic matter, together with water and air, into unique life systems.



Picture by Daniel Schwindt

What is soil literacy?

The complex of attitudes, behaviours and competencies required to make sound decisions that prevent soil degradation and promote soil health and regeneration, and just helps a good human nature relation. In essence, it aims at people's competence and willingness to deal directly with the soil in a sustainable way, and to assess and positively channel the indirect effects on soil of their decisions.



Photo montage by Facundo Lucas- on picture by Michaela Braun ©

SOILSCAPE

A cultural move that needs your voice: Soil Orchestras

Help soils go viral through creativity, community & culture

Soils are not just the ground beneath your feet, they are the foundation of life, health, food, and our future. Yet, despite all it does, soil remains invisible to most people's eyes and feeds no trends. SOILSCAPE wants to change that, and you can be part of it.

We're building something big: **a European-wide net of people and groups** that brings together artists, scientists, educators, and cultural changemakers to celebrate and protect soils through powerful, creative stories.

At the heart of this are the Artistic and Cultural Soil Orchestras, creative hubs in 8 countries where several hundred people are co-creating experiences that make people care about soils like never before.

Here's where you come in

As an influencer, you know how to make people feel something: laugh, cry, click, share. That's the power we need for soils.

Join us to bring your unique voice, visuals, and style to a movement that matters. Whether you're a storyteller, video maker, painter, dancer, or foodie, there's a place for your creativity here.

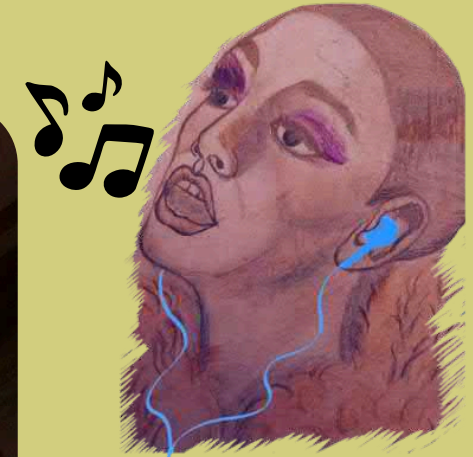
What's happening already

From France to Finland, from Italy to Bulgaria: creative soil hubs are already up and running. The first festivals are coming in 2026. But this isn't just about showing up, it's about showing the world what soil means, through your lens, through your eyes.

Whether you collaborate with us on content, join a Soil Orchestra, or just remix what we offer, we want you in the story.



Facundo Lucas



SOILSCAPE



Facundo Lucas

OUR FIRST SOIL FESTIVALS: FRANCE & PORTUGAL, 2026

Coming in 2026, and you're invited to be part of it

In 2026, SOILSCAPE will host two pioneering Soil Festivals, and not just for scientists or farmers, but for everyone who wants to connect to the living world beneath our feet in a new way.

A new way of celebrating soils

These aren't your typical academic conferences. Think art installations, live performances, immersive experiences, touch-and-feel workshops, nature walks, and many artistic surprises, all designed to turn soil into sensation.

Why this matters for creators?

Because these festivals are immersive, social, visual, and 100% content-friendly. Whether you want to shoot a reel, host a panel, launch a collab, or just experience something real and raw, this is your chance!

🔊 Want to co-create something? You can.

🗨️ Want to perform or present? Let's talk.

We welcome content creators from across Europe to bring soil culture to life, online and on site.

Proposed Activities Include:

- Workshops to observe, touch, and handle soil
- Theatre plays and performances
- Poetry readings and storytelling
- Exhibitions of paintings, sculptures, and photographs



Image taken from Google Earth. October 2025

“Came for the experience and stayed for the art and soil science”



20–26 of April 2026
Porto, Fundação de Serralves Park



22 & 23 of May 2026
Angers, Pays de la Loire

PORTUGAL

Location: Fundação de Serralves Park, Porto
20–26 April 2026



Proposed Activities: pedagogical workshops, field trips, guided tours, thematic visits, independent activities, green market, talks, shows, movies, etc.

The BioBlitz is the largest awareness-raising event for biodiversity protection held in Portugal. It is a flagship educational and scientific event in the field of education and awareness for the environment, biodiversity and sustainability which, over a week in spring, seeks to showcase the fauna and flora of Serralves Park and raise awareness among the educational community and the general public about the importance of biodiversity. It does so through exploratory, scientific, artistic and cultural methodologies, promoting a contemporary narrative for sustainability inspired by the 2030 agenda's sustainable development goal "Life on Land".

In 2026, the 12th edition of the BioBlitz features a special programme dedicated to the theme of soil, bringing together science, art and citizen participation, and addressing topics such as soil biodiversity, erosion, conservation, sustainable agricultural practices and the vital role of soil in ecosystem health, among others. This edition reinforces the role of soil as a central element for the planet's future, a living, largely invisible resource that is essential for the preservation of biodiversity.



Picture by: Lola Studio ©



Picture by: Lola Studio ©



Picture by:
António de Carvalho ©

FRANCE

Location: Angers
22 & 23 May 2026



Proposed Activities: workshops to observe, touch, and handle soil, plays (theatre), performances, readings and poetry, exhibitions of paintings, sculptures, photographs, etc.

Join us for the First Soil Festival in France!

Come celebrate the living world beneath our feet at the very first Soil Festival, open to everyone: families, artists, farmers, scientists, dreamers, and nature lovers alike!

Through a rich and playful program, we'll explore the many faces of soil — its textures, mysteries, and stories — and rediscover our deep connection to this precious ground of life.

Come share, learn, and create together, because soil is not just dirt, it's our common ground!



Picture by AFES ©



Picture by AFES ©



Picture by AFES ©

HASHTAGS

Hashtags are powerful tools for communication and engagement on social media.
We would like to suggest some for your social media presence:

GENERAL

#SOILSCAPEPROJECT

#EU #HORIZONEU

#SOIL #SOILHEALTH #MISSIONSOIL #SOILSCIENCE

#SOILLITERACY #SOILEXPERTS #SOILHEROES

#HUMANSOILRELATIONS #SOILMANAGEMENT

#SOILPOLICY

#SOILLITERACYPORTAL #SOILFESTIVAL #SOILINTELLIGENCE

#SOILBIODIVERSITY #BIODIVERSITY

#SOILAWARENESS

#SOILISALIVE



Picture by: Lola Studio ©
Montage by Facundo Lucas

“5 THINGS SOILS DO FOR YOU TODAY”

Soil Representation:

We often look at soils through a human-first lens: focusing on what we can take from it and how much it can give us. But there’s another, more inspiring way to see it: imagine soil as a living community with its own needs, rhythms, and wellbeing. So, what if we flipped the script for a moment? Instead of asking what soil can do for us, let’s ask: What does the soil fauna need to thrive? What makes their world healthy, balanced, and alive, and what happens when we take too much?



Bibiana Morales ©

Narrative Angles You Can Use

- Soil = Life: Everything begins here. Use it as a metaphor for origins, cycles, rebirth.
- Soil = Connection: Between people, plants, animals, and generations.
- Soil = Creativity: Art and growth emerge from the same ground.
- Soil = Resistance: A quiet, ancient force holding up the world.
- Soil = Home: From mud pies to memory gardens, we all have a soil story.

Choose Emotion, Not Alarm!

We believe in inspiration over guilt. Climate anxiety is real, but hope is powerful.

Your content can:

- Celebrate tiny actions (gardening, composting, learning)
- Remind people of beauty and joy in nature
- Show how soil is already in their lives (food, health, beauty, culture)
- Encourage curiosity and love for the Earth

VIDEO SHORT CONCEPTS FOR SOCIAL MEDIA CHALLENGES

These are suggestions that can serve as inspiration, feel free to execute them as you please!



1. THE MORNING ROUTINE

Concept: Link everyday rituals to soil's hidden work

Opening shot: Influencer making morning coffee, tying shoes, checking the weather.

Voice-over:

"Before your day even starts, soil's already been working for you."

- Filters the water for your coffee.
- Grows the beans and grains on your table.
- Stores the carbon hinders the air becoming all too hot.
- Holds the rain, so your city doesn't flood.
- Anchors every tree and flower you'll see today.

Closing shot: Influencer touches the ground, smiling:

"Soils do a lot more than we think. Let's give them something back."

#SoilsSpeak #SoilscapeProject #NatureIsNow



Photo montage by Facundo Lucas

2. THE HIDDEN SUPERHERO

Concept: Animate or dramatize soil as an unseen everyday hero

Opening shot: "Meet your daily superhero, and no, it's not your coffee."

Cools you down: Soil provides plants with water, enabling them to significantly cool the microclimate.

Feeds you: Most of your food starts here.

Protects you: Absorbs heavy rain and prevents floods.

Supports life: Supports biodiversity that keeps ecosystems balanced.

Closing shot: Show soil zoom-in (show a soil profile and its micro fauna).
"The real hero? It's right under your feet."



Photo montage by Facundo lucas

3. WHAT IF SOILS TOOK A DAY OFF?

Concept: A playful “what if” scenario

Opening shot: Influencer wakes up to chaos — wilted plants, muddy floods, no food.

Voice-over:

“What if soils took a day off?”

Cuts of failed breakfast, no veggies, cloudy water, collapsed potted plant.

“No soils, no breakfast. No soils, no clean water. No soils, no planet as we know it.”

End with:

“Luckily, they never stop working, but it’s time we start helping.”

#SoilsSpeak #SustainabilityStartsHere



Photo montage and picture by Facundo Lucas

4. THE FEEL-GOOD CHALLENGE

Concept: Interactive format — invite followers to join.

Opening shot: Influencer kneeling outdoors with hands in the ground.

“Here’s a 30-second challenge: touch the soil and say thank you for one thing it gives you today.”

Influencer starts:

“Thank you for my food. Thank you for clean water. Thank you for flowers. Thank you for grounding me.”

Encourage followers:

“Now it’s your turn, share yours with #SoilsSpeak.”



Photo montage and drawing by Facundo Lucas

5. THE SOUND OF SOIL

Concept: Artistic/ASMR-style reel blending sound and texture

Opening shot: Close-ups of soil being touched, watered, walked on.
 Layer sounds: rain, footsteps, roots cracking, soft breathing, ch crunching noise of soil animals.

Text overlay or whisper voice:

“Listen... Soil breathes.

Soil holds.

Soil feeds.

Soil heals.

Soil remembers.”

End with the logo + tagline:

“5 things soils do for you, every single day.”

#SoilscapeProject #SoilASMR #HiddenPowerhouse



Photo montage, pictures, and drawing by Facundo Lucas

BONUS: PRODUCTION & TONE TIPS

Develop your own challenge, here some inspiration: “Soil & Food: A story of connection.”

Use metaphors in your communication, for example: “Soil is the earth’s memory,” “We all grow from the same ground” . To find out more about the power of metaphor we invite you to have a look at our other press media kits.

Keep each video under 60 seconds. Combine macro shots of soil with everyday human actions (eating, walking, touching, watering). Maintain hopeful, sensory, and poetic tone — less “doom,” more “connection.”

Include text overlays for accessibility.

Show your artistic side, be bold! Drawings, paintings, songs, there is no limit for your creativity!



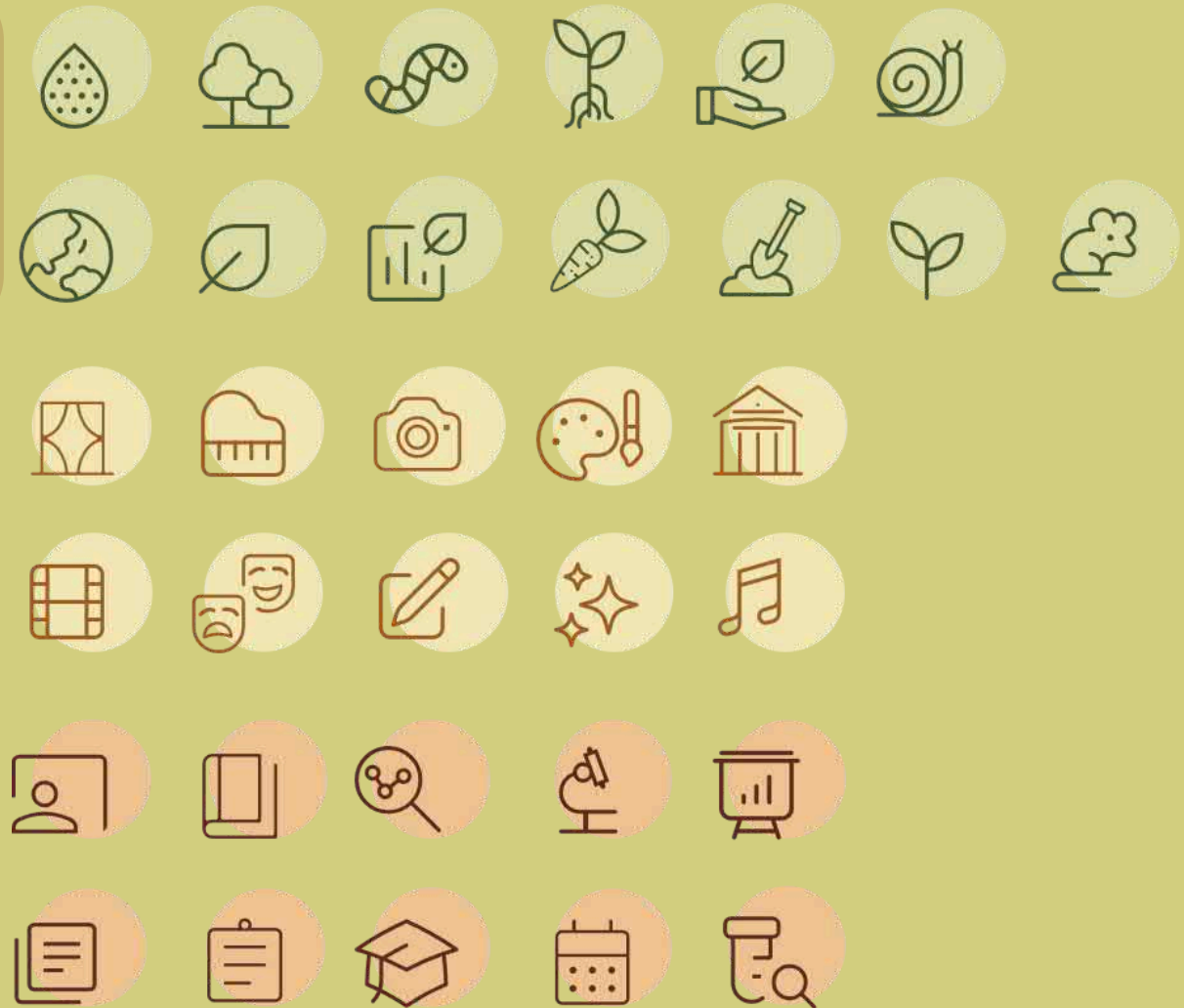
Photo montage and drawings by Facundo Lucas

ICONS

Soilscape would like to offer you some icons to use in your soil communication journey.

You can download them [HERE](#). Please note that this icon set must always be accompanied by the included License document, and you are also required to share it with any third parties or partner organizations with whom you distribute the set.

Please remember to mention soilscape when you use them.



GALLERY

SOILSCAPE would like to offer you some images to download and use for your soil communication. The following images were part of the webinar series [\(Re\) connect to soil](#). ([YouTube video](#))

Note: The authors agree that the picture may be made publicly available for download from the SOILSCAPE website and, if properly credited, used by others for media and communication purposes related to soils.



[Title: Mahmoud's soil](#)
[By: Mahmoud Aminu](#)
[Download here](#)



[Title: Growing](#)
[By: Ana Rios](#)
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[Title: l'appel du sol](#)
[By: Henri Robain](#)
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[Title: Sounds of soil](#)
[By: Shai Erev Levi \(Founder of the Soil Health Cooperative Lab\)](#)
[holds the rights, with credit to : Rami Shlush /](#)
[Haaretz Newspaper](#)
[Download here](#)



[Title: Explaining a soil experiment in theater.](#)
[By: Tim Zulauf](#)
[Download here](#)

SOILS...WHAT DO YOU SEE?



Drawings and photo montage by: Facundo Lucas



This SOILSCAPE visual analysis shows that people's perceptions of soils are far from being fixed in stereotypes like often depicted in popular media. Instead, they reflect a rich mix of knowledge and experience, of emotional, cultural and experiential layers. It also varies depending on people's background.

Soil... what do you see?



BURNT
OUT

JUST
DIRT?

POOR LITTLE
THING

LOST
RESILIENCE

PROPER
WORK?

BELONGING

HIDDEN
GIANT

COMMUNITY
SUPPORTED

CRADLE OF
BIODIVERSITY

NATURE LOVE

The way we perceive our soils ... is framed by our outer and inner nature



Funded by
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Project funded by

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
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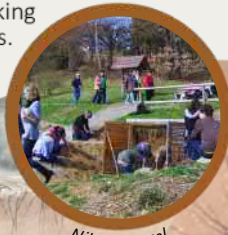
Federal Department of Economic Affairs,
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Research and Innovation SER

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This infographic presents different human perceptions of soil and nature, combining different 'objective' and 'subjective' perceptions in the eyes of the beholders. On the left we see the "wounded skin of the earth", sad erosion. Right we see soil that is in good condition, full of life and capable of self-regulation. No soil image is 'neutral', so awareness is needed for their use in the media. The images on the canvases show a polarity between degraded and healthy soil in artistic representation, while the smaller surrounding photos point to the diversity of perceptions and imagination.

Children and Teachers

- Soil literacy can be fostered through arts-based learning, making science creative and engaging for students.
- Soil serves as an educational medium, historically and today, e.g., through school gardens, called the “classroom beneath our feet.”



Nikola Patzel



Facundo Lucas

Rural populations

- People relate soils to local landscapes and familiar elements (e.g., olive groves, vineyards, forests).
- Soils are understood contextually, through what grows on them and their role in rural customs.
 - Rural soil festivals help reinforce cultural connections to the land.



Canva

Farmers

- Farmers see soil as both a productive resource and a living ecosystem essential for food and biodiversity.
 - They face a tension between stewardship and productivity, fearing degradation and climate impacts.



Canva

Forester

- Some view soil as a forest’s memory, preserving traces of ecological and human history.



Canva

Soil–Climate Actors

- Stakeholders link soils to climate regulation, carbon storage, water retention, and drought resilience.
- In Southern Europe, desertification is seen as both a scientific and emotional concern, prompting calls for artistic storytelling to raise



WWF Germany climate campaign ©

Biodiversity experts

- Soils are seen as a living ecosystem or “web of life.”
- They are viewed as biodiversity hotspots that regulate ecosystems and climate.



Sergio Ibáñez Pascual ©



Sue and Pete Hill

Scientific communicators

- Soil communication must balance scientific accuracy with public accessibility.
- “Soil health” is a debated but influential metaphor; scientists prefer emphasizing soil’s multifunctionality.
- Art–science collaborations foster emotional, narrative-driven communication.

Policymakers and people from public administration

- “Soil health” is a popular metaphor in EU soil policy; “soil security” frames soils as a protected asset.
- Rising soil literacy offers an interdisciplinary, holistic approach, promoting integration of knowledge into consistent, sustainable behaviours and environmental policy.



Frederic Köberl in Unsplash ©

Civil society organization representatives

- Soil literacy thrives where arts, science, and civil society intersect.
- Soil functions as a social connector, linking diverse disciplines and communities around land and environment.



Canva

Urban and peri-urban dwellers

- In urban areas, soils can be seen as “hidden wellbeing infrastructure”, providing greenness, cooling, and health benefits.



Canva

Artists related to soil

- Artists treat soil as a “stage of life”, highlighting interconnection, fragility, and beauty.
- Language-specific terms like “terra” or “Erdboden” reflect soil as a hidden stage, which art can reveal and make visible.

SOIL THROUGH DIFFERENT EYES:
PERCEPTIONS, HABITS, AND BELIEFS

WHO WE ARE



SOILSCAPE Spreading Open and Inclusive Literacy and Soil Culture through Artistic Practices and Education

5 Ways Art and Science Join Forces to Protect Europe's Soils

SOILSCAPE brings together artists, Cultural and Creative Industries (CCIs), soil scientists, educators, and civil society organizations to cultivate soil literacy across Europe. By blending creative practices with scientific knowledge, the project invites citizens and professionals to rediscover soils as cultural, ecological, and social foundations.

1. Turning Soil into a Cultural Experience

Through collaborations between artists and soil experts, SOILSCAPE uses creative methods to explore human–soil relations and make soil knowledge more engaging and accessible.



2. Connecting a European Community of Soil Champions

The project builds a network of 120+ partners in 8 countries and involves at least 320 individuals, strengthening cooperation between CCIs, CSOs, schools, institutions, and local actors.



3. Supporting Local Initiatives with Resources and Training

SOILSCAPE provides financial and technical support to organizations, artists, schools, and institutions, including 28 third-party arts-and-soils initiatives and 80 soil literacy certifications.



4. Creative Communication at Multiple Scales

A multilingual, multi-actor strategy includes a soil literacy portal, innovative communication tools, and two editions of national soil festivals across Europe, with outreach extending globally through UNESCO and the Coalition for 4 Soil Health.



5. A Four-Step Path from Reflection to Long-Term Impact

The project unfolds through:

- Contemplation (mapping perceptions and narratives),
- Preparation (designing people-centric strategies),
- Action (implementing creative activities), and
- Sustainability (extending and replicating results in 30 regions by 2028).



Coordinator: [L'Association Française pour l'Étude du Sol \(AFES\)](#)

Contact: info.soilscape@afes.fr

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Hashtags are powerful tools for communication and engagement on social media. We would like to suggest some for your social media presence:

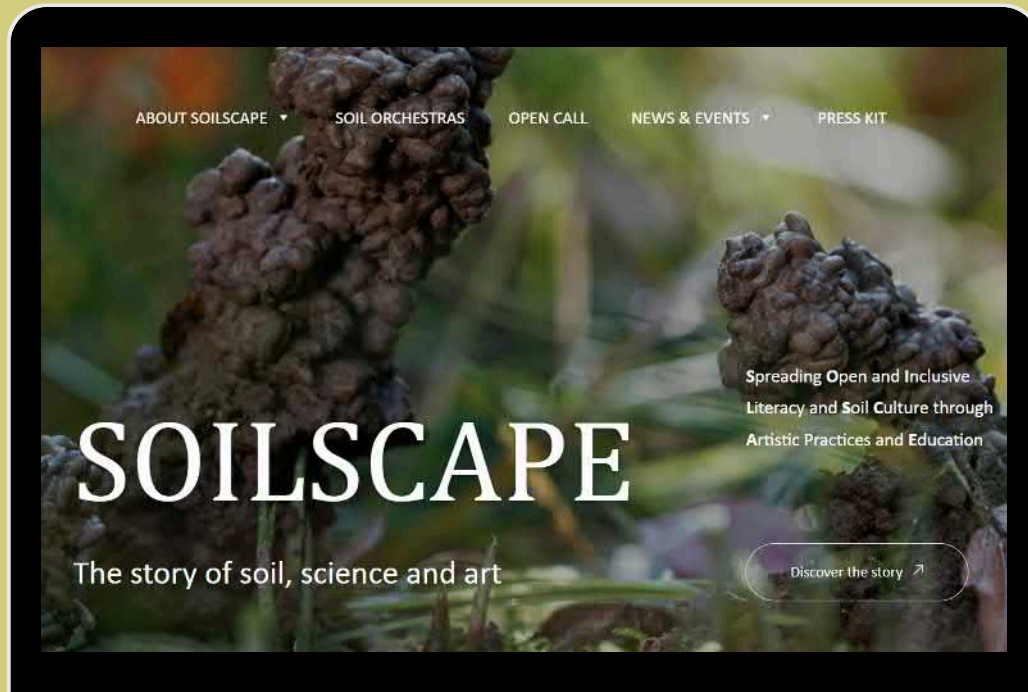
#soilscapeproject
#EU #HorizonEU
#soil #SoilHealth #MissionSoil #SoilScience
#SoilLiteracy #SoilExperts #SoilHeroes
#HumanSoilRelations #SoilManagement
#SoilPolicy
#soilliteracyportal #soilfestival #soilintelligence
#soilbiodiversity #biodiversity
#SoilAwareness
#SoilsAlive

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The SOILSCAPE media kits contains AI generated images in “watercolour style”, all others are AI free.
The country flags displayed are from Flaticon.com
Mock-ups from canva.com for the shapes of smartphones, and laptops were used.



Bibiana Morales

PROJECT'S PRESENCE - SOILSCAPE ON SOCIAL MEDIA



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Contact: info.soilscape@afes.fr