



**BestCities**  
GLOBAL ALLIANCE



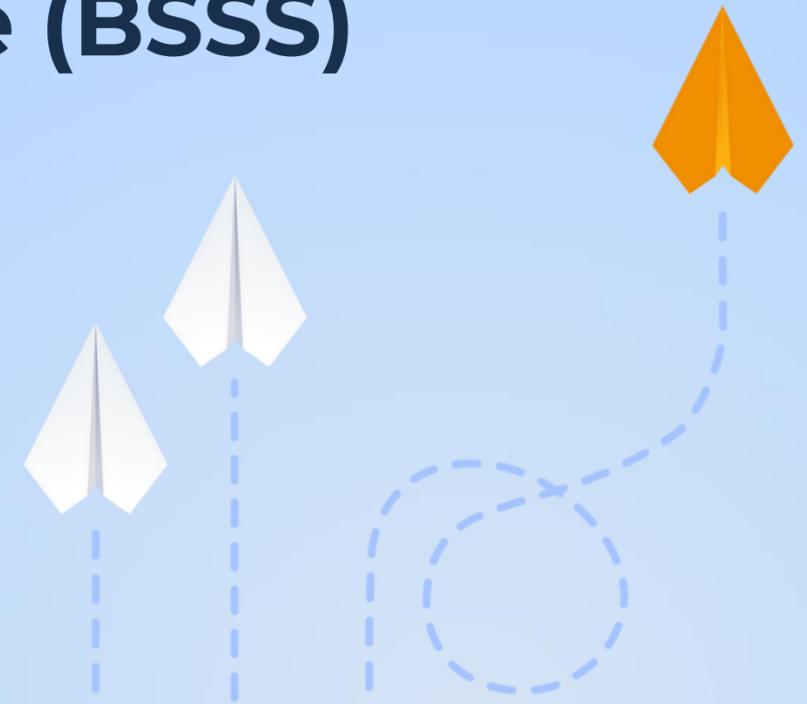
**INCREDIBLE IMPACTS PROGRAMME**  
The **big** difference

# Incredible Impacts Award 2023 Finalist



**BRITISH SOCIETY**  
**OF SOIL SCIENCE**

**British Society Of Soil Science (BSSS)**





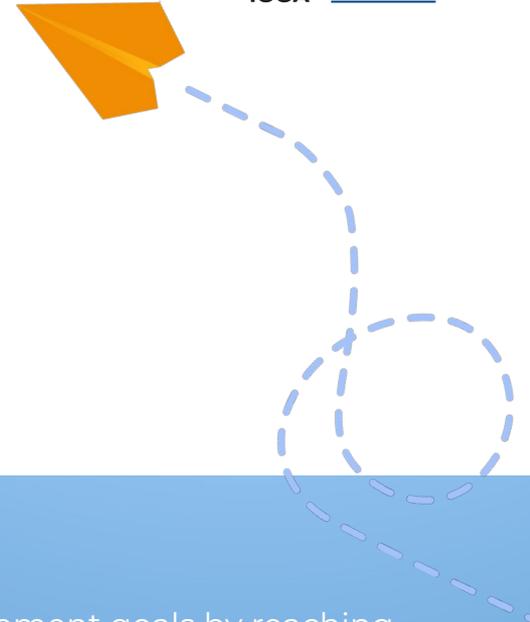
## British Society Of Soil Science: Environmental Education

The BSSS made remarkable strides and attained significant milestones by implementing its environmental education initiatives during the World Congress of Soil Science. The primary goal was to forge a lasting impact, both at a local and global level. The success of their endeavours during the congress was a testament to their dedication. Through engaging workshops, informative seminars, and interactive programs, the BSSS incited positive change and created a ripple effect within the local community and across international borders.

**22nd World Congress of Soil Science:** July 31 – August 5 2022

### Objectives:

- Engage 3,000 residents with soils, working with local organisations
- Conduct the first environmental impact assessment in the sector to reduce BSSS's environmental impact and share findings internationally
- Integrate two strands of culture and environment to leave a lasting local and global legacy



## Event Highlights

- BSSS collaborated with local entities such as Glasgow Convention Bureau, SEC, and Cranfield University for support of initiatives
- Introduction of innovative elements including distribution of educational books to schools, art displays, science experiments, and community workshops



## Impact

- BSSS exceeded public engagement goals by reaching over 10,000 individuals from the local community
- Generation of a financial surplus shared between IUSS and BSSS, and observed an increase of global reach and social media engagement
- BSSS was recognized and awarded across various events and platforms, affirming the success of their environmental and cultural initiatives



## Future Plans

- Expansion of the Soil Science Loan Boxes program to create new boxes, produce educational content in multiple languages, and track impact
- Seek funding to expand educational outreach programs including video content, additional boxes, translations, and tracking tools
- Planning of a listening bench project to educate and engage individuals about the scientific and cultural significance of various landscapes





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# INCREDIBLE IMPACTS PROGRAMME

## The **big** difference

**Celebrating long-lasting impacts of association meetings**



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