

OPEN CALL

ONLINE CRASH COURSE COMPETITION

Becoming a Soil Ambassador?



youth
Soil&Media
experts pairs

**SOIL SCIENTIFIC COMMUNICATION IN NEW MEDIA OUTLETS
ONLINE CRASH COURSE & COMPETITION**

7 Soil Lab Activators, SLA, of the UE Project SOILTTRIBES are going to select in their countries

10 PAIRS

10 YOUTH SOIL SCIENTISTS & 10 YOUTH MEDIA EXPERTS

WHO	WHY
Youth Soil Scientists & Media under 35	• Raise awareness in soil issues communication learning by doing from each other • Improve communication skills to create new ways to tell stories about soil • Finding solutions that will impact both research and public awareness

WHEN	WHAT
• JUNE 2026 - call for application • OCTOBER 20th 2026 - deadline for submission • NOVEMBER 2026 - admission of the 10 pairs • NOVEMBER 16th 2026 - crash course Kick-off • NOVEMBER - MARCH 5th 2027 - online crash course • MARCH - APRIL 2027 - selection of the winning PAIR • APRIL - JUNE 2027 - SLA award ceremony • JUNE - DECEMBER 2027 - SoilTribes festival across EU	 Winning PAIR will receive an Award: 2,500 € for travel, accommodation and meals refund to take part in the SLA Award Ceremony and in the SoilTribes final Festival across EU

HOW →



SoilTribes
Rooted
in action

Establishing, activating,
and empowering global
ecosystems to restore
soil values, roles, and
connectivity through
science, technology,
and creative expression.



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Index

1. Abstract.....	3
2. Who can apply and participate?	4
3. When and how to apply?	5
4. Why this crash course and competition?	Errore. Il segnalibro non è definito.
5. What will you achieve?	6
6. Results and award.....	7

1. Abstract

Young Soil Scientists Meet News Outlets - Science Communication Competition participating to the on-line Crash-course.

Soil education is at the heart of global sustainability. By improving how we communicate soil science, we can inspire action towards improving soil health and security - an issue that impacts everyone, from local communities to global stakeholders.

We are looking for 10 pairs of young people, 10 young scientists and 10 young media experts who can apply to free open call related to create new ways of soil communication in new media outlets.

Pairs will co-work learning each other bringing on board their background.

The **communication piece** produced during the Crash-course will allow Pairs to take part to the final competition.

Don't miss out on this opportunity to make a lasting impact!



2. Why this crash course and competition?

Soil education is crucial to our future. Our goal is to equip young scientists with the skills to communicate effectively, inspiring real changes in how people connect with soil science. Through this crash course, you will:

- Learn by doing from each other: You'll collaborate in pairs - soil scientists will work with media professionals - to learn how to communicate their research, while media professionals will dive deep into soil science to improve their understanding of key issues.
- Raise awareness: Gain media literacy and become better equipped to share and communicate critical soil issues with diverse audiences.
- Improve communication skills: Learn how to convey complex soil science topics in ways that everyone can understand and engage with.

Each soil scientist and each media expert will bring their own background on board.

The Crash Course is all about learning together, creating new ways to tell stories about soil, and working towards solutions that will impact both research and public awareness.

3. Who can apply and participate?

Are you passionate about soil science or media? This is your chance to make a real impact! We're looking for **young soil scientists and media professionals** to join our online Crash Course and contest, helping to bridge the gap between soil science and communication to the public.

For Young Soil Scientists:

We're inviting **10 talented young soil scientists to apply for the on-line Crash-course**. If you're a recent graduate, in your final year of MSc studies, a PhD student or fresh PhD grad, or a young professional (under 35), you could be the perfect fit. We welcome applicants from diverse soil-related fields, including (but not limited to):

- Agronomy, Forestry, Pedology
- Geology, Soil Ecology, Soil Engineering
- Soil Chemistry, Soil Microbiology
- Environmental Monitoring & Protection
- Soil Management & Conservation
- Architecture, Landscape Architecture & Built Environment Technologies & Earth Observation Land Monitoring
- Sustainable Land Management & Planning, Urban planning

For Young Journalists & Media Professionals:

We're also looking for **10 passionate journalists and media professionals** to join us! If you're an MSc final-year student, a recent graduate, a PhD student or fresh PhD grad, or under 35 years

old, and have experience or interest in media or communication, this is your opportunity to shine. We're open to applications from fields such as (but not limited to):

- Journalism (print, broadcast, digital, investigative)
- Digital Media, Public Relations, Marketing, Podcast
- Visual & Performing Arts, Land Art
- New Media Sociology, Communication for Business
- Political Communication, Creative Industries
- Media Strategies and Technologies,
- Storytelling Narratives

Co-working PAIRS

Co-working in PAIRS - a soil scientist with a media professional - you will teach each other while creating compelling media contents on key soil challenges during the 40 hours on line Crash-course.

You, media professionals, will guide **young soil scientists** in translating complex scientific language into media-friendly formats and you, soil scientists, will give media professionals a better understanding of the science behind soil issues and solutions.

The Course will provide a Building Collaborative Learning Platform, as a support for producing your outcome: a video message and social postcard serving to effectively communicate the importance of soil health for a sustainable future.

You will create a long-lasting partnership, acting as Soil Ambassadors, spreading soil science to the broader public, stakeholders, and decision-makers, and inspiring action to protect and restore soil health.

A Do-it-yourself Guide with Soil&Media Sources, Materials and Links will be provided to the participants at the beginning of the Crash-course.

4. When and how to apply?

Ready to join us? **The call for application opens soon (June - October 2026).**

More information and links will be communicated during the launch of open call.

The selection process will be handled by a Board Commission (composed of experts in soil science and media), who will assess applications based on your experience and passion for soil science communication.

Note: The Commission may consider applicants with diverse profiles for a more dynamic collaboration.

For any doubts and questions, you can send us an email to:

davide.cerati@polimi.it

5. What will you achieve?

Becoming Soil Ambassadors!



Participants in this program will work on real communication activities - creating content like video messages, podcasts, and social media posts, with the opportunity to access materials, sources, and more.

Become the new generation of Soil Ambassadors, using your voice and knowledge to:

- **Increase awareness:** Educate stakeholders and the public on the importance of soil, emphasizing the connection between soil health, security, and everyday life.
- **Mobilize action:** Work to engage both urban and rural communities in protecting and restoring soil health through meaningful communication.
- **Inspire change:** Use your skills to lead the way in raising awareness and encouraging action on soil issues, ultimately contributing to a healthier, more sustainable future for all.

6. Results and award

At the end of the Crash Course, you'll have created **a communication piece (as short video and/or podcast, and a Social Postcard)** that will be part of the final competition. This will showcase the innovative ways you've learned to communicate about soil science.

The Winning PAIRS (one for each country/SLA) will receive an **award**.

It consists in receiving **2.500,00 € reimbursement** funds for travel, accommodation and meals to take part in the SLA Award Ceremony and in the SoilTribes final Festival across EU, from **June to December 2027**.



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