

## Greenest Challenge - Day 15

**Team Name:** GreenTech

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**School:** Pontifical Catholic University of Peru

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### THINK

Using synthetic pesticides can significantly harm soil health. These chemicals disrupt soil microbial communities, killing beneficial bacteria and fungi that keep soil fertile and support plant growth. When these vital organisms die, the soil loses its natural structure and ability to retain nutrients, threatening biodiversity, water quality, and food security.

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### CHALLENGE

#### Awareness Campaign: “Living Soil, Healthy Future”

##### Goal:

Educate our community about the negative effects of synthetic pesticides on soil, human health, and biodiversity, while promoting organic, sustainable alternatives.

##### Key Messages:

- Synthetic pesticides kill essential soil life.
- Healthy soil sustains healthy ecosystems and people.
- Organic land care restores soil vitality and biodiversity.

##### Safer Alternatives:

- Use compost, mulch, and native plants.
- Apply Integrated Pest Management (IPM) methods.
- Replace chemical pesticides with natural biological controls.

##### Action Steps for Campus or Parks Offices:

- Phase out synthetic pesticide use.
- Implement organic pilot zones with soil health monitoring.
- Train grounds staff in regenerative land care.
- Post educational signage in pesticide-free areas.

##### Community Involvement:

- Organize informational events or talks about soil life.
  - Encourage students to join sustainability projects.
  - Partner with local environmental organizations to expand impact.
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### POSTER DESIGN

**Title:** *Living Soil, Healthy Future*

**Main Idea:** Synthetic pesticides destroy life beneath our feet—damaging soil microbes, pollinators, and biodiversity.

##### Visual Elements:

- Split image: healthy soil full of roots and life vs. barren soil after pesticide use.
- Graph showing “Over 70% of studies report harm to soil organisms.”
- Icons illustrating effects on soil life, water, and human health.

##### Call to Action:

*Protect Soil. Protect Life. Support Organic Land Care.*

# LIVING SOIL, HEALTHY FUTURE



What we spray affects what we grow.

**The Problem:**  
Synthetic pesticides kill more than pests



- They destroy soil life—worms, beetles, and microbes that keep our soil fertile and plants strong.
- Over 70% of studies show pesticides harm vital soil organisms, weakening ecosystems from the ground up.



**Global Soil Degradation**

33% Of the world's soil is degraded.

96% of our food comes from soil.

**Impact on Food Security**

**The Solution**



- Compost and mulch for soil health
- Native plants and natural pest control
- Integrated Pest Management (IPM)

**Choose Organic Land Care**

Support campuses that go pesticide-free and adopt organic, regenerative practices.



Protect soil. Protect life.

#PGC2025

## SAMPLE LETTER TO ADMINISTRATOR

**Subject:** Promoting Organic Land Care on Campus

Dear DARS-PUCP Team,

We write on behalf of **GreenTech**, a student group from the Pontificia Universidad Católica del Perú (PUCP) participating in the international sustainability competition **Project Green Challenge 2025** organized by *Turning Green*.

As part of the “Greenest Challenge,” our team created an awareness campaign on the harmful effects of synthetic pesticides and the importance of transitioning to organic, regenerative land care practices. We share with you our educational poster (attached) as part of our outreach effort to inspire reflection and encourage pesticide-free management of green areas, in line with PUCP’s commitment to sustainability and social responsibility.

Thank you for your time and for your continued work toward a more sustainable campus. We remain available for collaboration or future initiatives aligned with this vision.

Sincerely,

**GreenTech Team**

### Propuesta de sensibilización sobre el uso de pesticidas sintéticos – Grupo GreenTech (PGC2025)



**AMANDA VALERY GOMEZ FLORES** <amanda.gomez@pucp.e...> 22:15 (hace 0 minutos)



para dars ▾

Estimado equipo de la Dirección Académica de Responsabilidad Social – DARS PUCP:

Reciban un cordial saludo.

Nos dirigimos a ustedes en representación del grupo GreenTech, conformado por estudiantes de la PUCP que participamos en el concurso internacional “Project Green Challenge 2025”, una iniciativa de *Turning Green* que promueve la sostenibilidad y la acción ambiental en comunidades educativas.

En el marco del Día 15 del reto (“Greenest Challenge”), hemos desarrollado una campaña de sensibilización sobre los impactos del uso de pesticidas sintéticos en la salud del suelo y la biodiversidad, inspirada en el trabajo de la organización *Re:Wild Your Campus*.

El objetivo de esta acción es promover prácticas de manejo orgánico y sostenible de áreas verdes en los campus universitarios, en línea con el compromiso de nuestra universidad hacia la sostenibilidad y la responsabilidad social.

Adjuntamos a este correo una infografía informativa elaborada por nuestro equipo, que resume los principales hallazgos y propone acciones concretas para fomentar una transición hacia el cuidado responsable de los suelos y espacios naturales de la PUCP.

Agradecemos profundamente su tiempo y consideración, y quedamos a su disposición para cualquier comentario o posibilidad de colaboración futura en torno a la gestión sostenible del campus.

Atentamente,  
Grupo GreenTech

1 archivo adjunto • Analizado por Gmail ⓘ Añadir a Drive

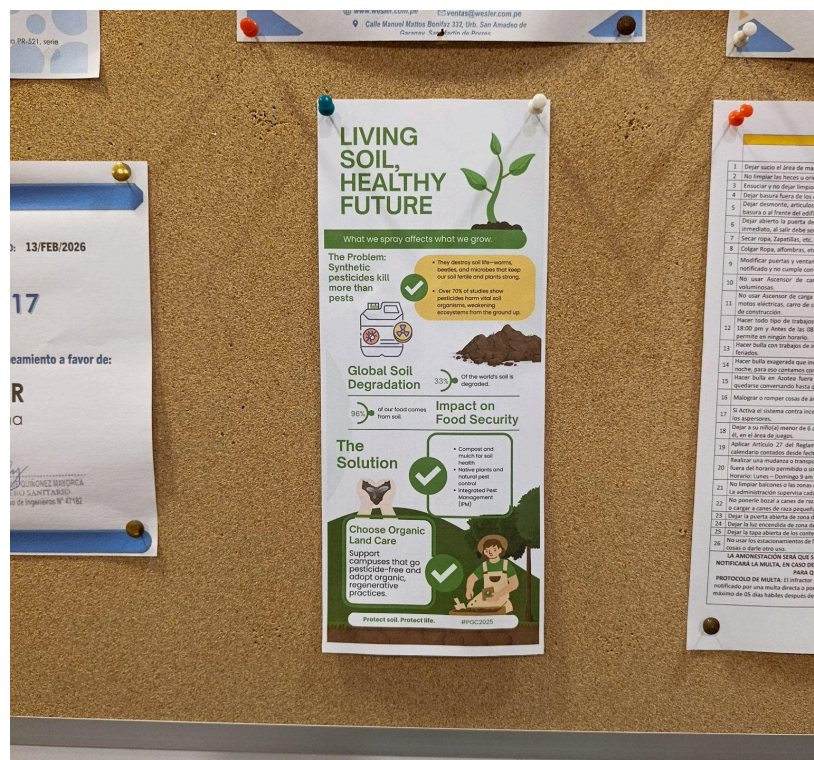
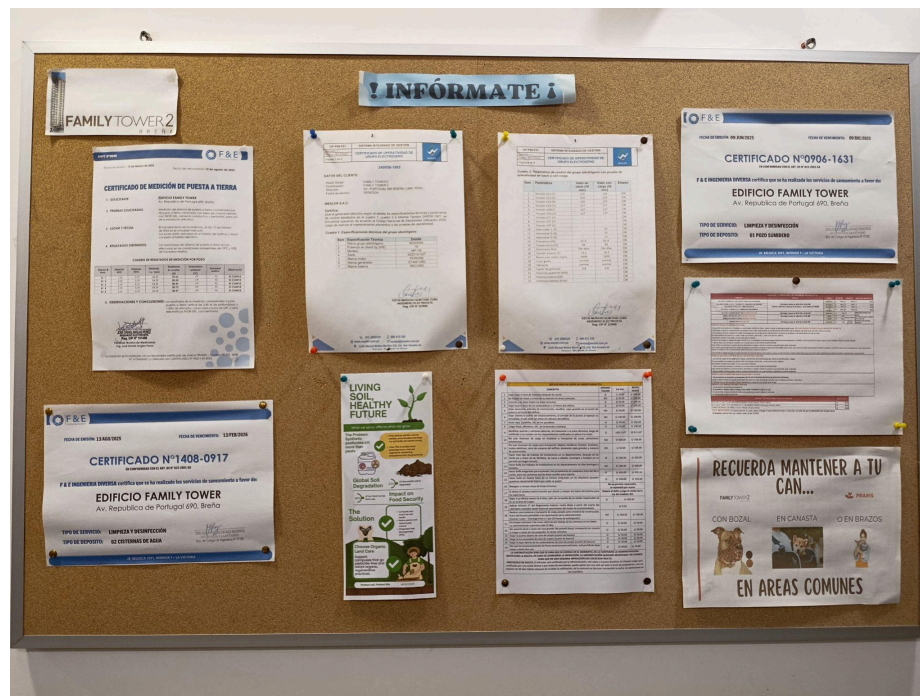




# SPREAD THE WORD

## Poster Distribution:

1. **Physical Location:** Shared on the main bulletin board of our residential condominium.



2. **Digital Platforms:** Shared through the **personal Instagram accounts** of all GreenTech team members, extending reach beyond the university community and promoting broader awareness about soil health and pesticide-free living.

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## INSTAGRAM POST

Using synthetic pesticides can significantly harm soil health. They disrupt soil microbial communities, killing beneficial bacteria and fungi that keep soil fertile and support plant growth.

Re:Wild Your Campus is working to remove synthetic pesticides and transition to organic land care on U.S. college campuses. Let's protect our soil, our health, and our future.

@TurningGreenOrg @rewildyourcampus @localleadership  
#PGC2025

### Post link:

[https://www.instagram.com/p/DP2v1rbDUo8/?img\\_index=1&igsh=NWhub3o5bjlvNm9p](https://www.instagram.com/p/DP2v1rbDUo8/?img_index=1&igsh=NWhub3o5bjlvNm9p)

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## REFLECTION

Through this challenge, our team learned that soil is not just “dirt” — it is a living ecosystem essential to all life. The destruction caused by synthetic pesticides goes far beyond plants, affecting the entire web of biodiversity and even human health.

By researching the work of **Re:Wild Your Campus** and creating our own campaign, we realized that awareness is the first step toward change.

From a simple poster in a residential building to online engagement, we reached hundreds of people and sparked conversations about sustainable land care.

Our goal is to continue promoting pesticide-free practices within and beyond PUCP, protecting the life that begins beneath our feet.