Gender-smart = Climate-smart

COP27 Open Letter

Social Media Toolkit
About this toolkit

We can’t solve the climate crisis without involving women. To build resilience and equality, leaders must mobilise gender-equitable climate finance at COP27.

This social media toolkit provides sample posts for Twitter and LinkedIn to support a call to action coordinated by Aviva’s Women in Finance Climate Action Group, GenderSmart & 2X Collaborative ahead of COP27 to ensure that climate finance is designed and deployed with a gender lens.

The call to action is embargoed and not for external sharing or publication until 00.01 GMT on Monday, November 7. Once the embargo lifts, the call to action will be published online at gendersmartinvesting.com/climateletter, and can be promoted publicly via social media channels.

Download all the graphics here!

Want to share your support? Use the customisable quote card template! Here’s how:

1. Open this link.
2. Upload your image.
3. Drag the image over the sample image until it snaps into place.
4. Add your name and organization.
5. Share with your networks!

#GenderSmartCOP27
Sample Twitter Posts

As #COP27 gets underway, we’re calling for gender equality to be enshrined in climate finance💡

Join us 👉 gendersmartinvesting.com/climateletter

#GenderSmartCOP27 | #GenderEquality | @gendersmartIS | @avivaplc

Women are hardest hit by climate change yet underserved by #ClimateAction🌍

That’s why #COP27 climate finance must be designed and deployed with a gender lens🔎

Learn more 👉 gendersmartinvesting.com/climateletter

#GenderSmartCOP27 | @gendersmartIS | @avivaplc

We’re calling on decision-makers at #COP27 to:

👩‍💼 Improve women’s inclusion
👩‍💼 Integrate gender into climate policy
👩‍💼 Use gender metrics
👩‍💼 Improve representation

…alongside @GenderSmartIS, @2XCollaborative & @avivaplc!

Join us 👉 gendersmartinvesting.com/climateletter

#GenderSmartCOP27
Sample Twitter Posts

#DYK that increased financial inclusion of women can:

⚡ Power the low-carbon transition
🌍 Support resilience to #ClimateChange

That’s why #GenderEquality must be enshrined in climate finance!

Learn more: gendersmartinvesting.com/climateletter

#GenderSmartCOP27 | @gendersmartIS | @avivaplc

#DYK that private equity & venture capital funds with gender-balanced senior investment teams generate up to 20% higher returns?

📈 That’s 1️⃣ reason why we’re calling on leaders at #COP27 to enshrine #GenderEquality in climate 👉 gendersmartinvesting.com/climateletter

#GenderSmartCOP27

Gender-smart finance is climate-smart finance 💡

Join the call for #COP27 to enshrine gender equality in climate finance with @avivaplc, @EIB, @LGIM, and more!

Read the call to action 👉 gendersmartinvesting.com/climateletter

#GenderSmartCOP27 | @gendersmartIS

We’re joining calls for urgent action to ensure #ClimateFinance has a gender lens alongside @GenderSmartIS, @2XCollaborative, and @avivaplc 🤝

Find out more 👉 gendersmartinvesting.com/climateletter

#GenderSmartCOP27 | #GenderEquality
Sample LinkedIn Posts

Women and girls are both disproportionately impacted by #ClimateChange and integral to a just transition.

With #COP27 and #COP15 set to direct trillions of dollars towards global challenges, we’re calling for urgent action at COP27 to ensure #ClimateFinance has a gender lens.

Read more in our call to action: gendersmartinvesting.com/climateletter

#GenderSmartCOP27 | @gendersmartIS | @avivaplc

Women are disproportionately affected by the impact of climate change, and their inclusion is integral for a just transition. That’s why gender-smart finance is climate-smart finance.

Join us in the urgent call for COP27 to ensure climate finance has a gender lens, alongside @Aviva, @European Investment Bank (EIB), @Legal & General, and more.

Learn more: bit.ly/3sZYrWI

#GenderSmartCOP27
## Signatories

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<tr>
<th>Organisation</th>
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<tr>
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