International Women’s Day 2020
Twitter Social Media Tool Kit

Campaign hashtags
#GenerationEquality
#IWD2020

Additional hashtags
#OneCGIAR
#GenderInAg

Key Mentions
@WorldFishCenter
@FISH_CGIAR

Director General Statement – Mail Chimp

This #IWD2020, we are highlighting our work to improve gender imbalances, increase awareness & importance of gender equality, & transform gender research in smallscalefisheries & aquaculture. Read more from our DG @GarethWorldFish: https://on.cgiar.org/2VQUGU3 #GenerationEquality

#IWD2020 marks 25yrs since the Beijing Platform for Action was adopted to remove the system barriers that hold women & girls back from equal participation in all areas of life. Today we celebrate #GenerationEquality with #OneCGIAR & @CGIARgender: https://on.cgiar.org/2VQUGU3

Together with @FISH_CGIAR, we are perfectly positioned to contribute significantly to the vision of #OneCGIAR through our pioneering #gender transformative research & its importance for #SDG2 through increased consumption of aquatic foods. Read more: https://on.cgiar.org/2VQUGU3

At FISH and @WorldFishCenter, women make up 62% of management positions, almost double that of 10 years ago! Our Director General, @GarethWorldFish shares more gender highlights for #IWD2020 http://bit.ly/32UYwNy #GenderInAg @CGIARgender #GenerationEquality

Women play key roles in fish agri-food systems as:
- Farmers
- Fishers
- Entrepreneurs

Yet despite their contribution & influence on nutrition & wellbeing, women's work is valued less. We need #GenerationEquality for the benefit of all: https://on.cgiar.org/2VQUGU3 #IWD2020
Blogs

**Emerging Scientist - Sarah Freed**
In the lead up to #IWD2020, read about Sarah Freed's experience as an emerging scientist with WorldFish Cambodia [http://bit.ly/2x6k5Pm](http://bit.ly/2x6k5Pm) #genderinag #generationequality @FISH_CGIAR @CGIARgender

We spoke with @WorldFishCenter's emerging scientists, Sarah Freed about her research and aspirations. Read her Q&A in the lead up to #IWD2020 [http://bit.ly/39r7tR4](http://bit.ly/39r7tR4) #genderinag @CGIARgender @CGIAR

**Cool Women of Malaita**
We are empowering womens’ groups in Solomon Islands through the introduction of solar-powered freezers. Read about the COOL women of Malaita this #IWD2020: [http://bit.ly/2JDDdZ5](http://bit.ly/2JDDdZ5)

Sustainable technology is helping to establish #GenerationEquality in Solomon Islands. Multigenerational womens’ groups are increasing their income through the use of solar-powered freezers. Learn more: [http://bit.ly/2JDDdZ5](http://bit.ly/2JDDdZ5) #IWD2020

**Supporting Next Gen (Female) Scientists**
Internships catapult careers for both women and men! This #IWD2020, learn how we’re supporting #GenerationEquality through our internship program: [http://bit.ly/39srNBk](http://bit.ly/39srNBk)

**Female Fisheries, Processors and Business Owners**
Globally, women play a vital role in ensuring the sustainability of rural households and communities, improving livelihoods and overall wellbeing. In celebration of #IWD2020, we want to share stories of women in #Fisheries & #aquaculture: [http://bit.ly/2T20ad8](http://bit.ly/2T20ad8)

**World Fish ‘Aha’ Moments**
We spoke with our staff about their own ‘Aha’ moments in #genderequality. Here’s what they had to say: [https://on.cgiar.org/2PRWxnZ](https://on.cgiar.org/2PRWxnZ) #IDW2020 #GenerationEquality @CGIARgender @FISH_CGIAR

‘Aha’ moments can come at any time, from a hand shake and a smile to a management meeting or being the only female representative. Hear from @WorldFishCenter staff about their #GenerationEquality 'Aha’ moment: [https://on.cgiar.org/2PRWxnZ](https://on.cgiar.org/2PRWxnZ) #IDW2020

CGIAR [Gender Platform](https://www.cgiar.org/gender/) Aha-Moments
It starts with us! @GarethWorldFish is featured in @CGIARgender’s ‘aha’ moments for #IWD2020 celebrations. Learn what has inspired our Director General: http://bit.ly/2PNdQ9w #GenderInAg #OneCGIAR @FISH_CGIAR

"My 'aha' moment came when I had established gender equality in the composition of the executive team at WorldFish, and we had our first meeting," says @GarethWorldFish in this @CGIARgender round up for #IWD2020. Read more: http://bit.ly/2PNdQ9w #GenderInAg #OneCGIAR

#OneCGIAR is working towards achieving #GenderEquality for a food-secure future. This #IWD2020, learn how we are all part of #GenerationEquality: http://bit.ly/2PNdQ9w @CGIARgender @CGIAR

On #IWD2020, @CGIAR leaders and scientists share their experiences on why #genderequality matters. Read more: http://bit.ly/2PNdQ9w @CGIARGender @FISH_CGIAR

#OneCGIAR = #GenerationEquality. Celebrate #GenderInAg with WorldFish and @FISH_CGIAR this #IWD2020! http://bit.ly/2PNdQ9w

Videos/ Webinars/ Sparks

Webinar

[Webinar] In the lead up to #IWD2020, join us for a discussion on moving ‘Towards Ocean Equity,’ on March 6 from 4pm GMT. Hear from speakers from @OregonState and @sthlmresilience and our very own Afrina Choudhury @WUR. Registration now open: http://bit.ly/38ooj1R @CGIAR

Tune in on March 6, from 4pm GMT, to hear from @WUR, @WorldFishCenter's Afrina Choudhury and speakers from @OregonState and @sthlmresilience on the #BluePaper, 'Towards Ocean #Equity.' Register now: http://bit.ly/38ooj1R #IWD2020

Video abstract on CBRM

Women and men engage in fisheries equally, but society recognizes and values women’s labor and knowledge less than men’s. This must change. Learn about our inclusive community-based management of coastal fisheries: http://bit.ly/2PpcPo8 #IWD2020 #WomensDay #GenerationEquality

The 4 components of #gender-inclusive participation in the Community-Based Fisheries Management Process means #women are: ☐️ Able to attend ☐️ Able to
understand □ Able to share □ Being understood Learn more: http://bit.ly/2PpcPo8
#IWD2020 #WomensDay #GenerationEquality

Projects

Integrating gender in Pacific coastal fisheries research: The Pathways project.

Gender transformative research critically examines and supports changes to constraining #gendernorms and dynamics. Learn more in our @aciaraustralia-funded analysis of the Pathways Project: http://bit.ly/3805WQL #IWD2020 #WomensDay

Thanks to support from @aciaraustralia, our researchers have been investigating the integration of gender in Pacific coastal #fisheries research. Check it out this #WomensDay: http://bit.ly/3805WQL #IWD2020

Publications

LINK

Can #climatesmart #aquaculture enable women’s empowerment in rural Bangladesh? @FISH_CGIAR joined forces with @CGIARclimate and @nuigalway to find out. Read the latest: http://bit.ly/37YE7rX #IWD2020 #WomensDay #GenerationEquality

This #IWD2020 learn how #climatesmart #aquaculture can enable women’s empowerment in rural Bangladesh. Read the latest from @FISH_CGIAR, @CGIARClimate and @nuigalway: http://bit.ly/37YE7rX #GenerationEquality

LINK

In the lead up to #IWD2020, read about the connections between women’s agency, household #foodsecurity and #women’s dietary diversity in urban Bangladesh. http://bit.ly/2x6MPHH @WorldFishCenter @CGIARgender @giz_gmbh @HelenKellerIntl
LINK

Our research aims to fill the gap of documentation and theoretical engagement with gender and #smallscalefisheries. Learn more this #IWD2020 □ http://bit.ly/32YCwJN #GenderInAg @FISH_CGIAR @CGIAR @UiTromso @UBO_UnivBrest

This study by @WorldFishCenter, @UiTromso & @UBO_UnivBrest examines the material, social and cultural realities of women and men in #smallscalefisheries. Read more about our work on #gender the lead up to #IWD2020: http://bit.ly/2TsP6f #GenderInAg @CGIAR @CGIARGender

LINK

In Malawi over 2 million people are employed or directly benefit from the fish value chain. This study looks at women’s contribution, and the challenges that negatively affect their engagement: http://bit.ly/2TFWbE #IWD2020 #GenderInAg @FISH_CGIAR @CGIAR @CGIARGender

LINK

A gender transformative agenda is required to facilitate changes to gender norms & remove barriers that preclude women from participating in the fishing industry. On #IWD2020 read more from @WorldFishCenter thanks to @ACIARAustralia & @IDRC_CRDI: http://bit.ly/39r0OX5 #GenderInAg

Our @ACIARAustralia & @IDRC_CRDI-funded study highlights the importance of a gender transformative agenda to facilitate changes to gender norms & to remove barriers for women’s participation in the fishing industry. Read more: http://bit.ly/39r0OX5 #IWD2020 #GenderInAg

Progress towards #SDG5 depends on understanding and reducing formal and informal barriers to women’s equality. This article investigates gender norms in Bangladesh and their implications for agricultural innovations and livelihoods: http://bit.ly/2wv0Nmy #IWD2020 @FISH_CGIAR


Understanding gender norms & relations and the implications for agency in coastal livelihoods paves the way for evidence-based policy & program improvements that will speed up the progress towards #SDG5 - #GenderEquality. Read more: http://bit.ly/2MG6D8X #IWD2020 @CGIARgender