Social Media Tool Kit

WorldFish celebrates Earth Overshoot Day

22 August 2020

Dedicated Hashtags	CGIAR Hashtags	Companion Hashtags
#EarthOvershootDay #movethedate	#FISH_CRP #OneCGIAR	#nofoodwaste #sustainablefood #sustainablefishing #protectoceans #sustainableaquaculture

Key Twitter Mentions

FISH CRP	@FISH_CRP
CGIAR	@CGIAR
CGIAR Research Program on Climate Change, Agriculture and Food Security	@CGIARClimate
Roots, Tubers and Bananas	@RTB_CGIAR
CIMMYT	@CIMMYT
Essam Yassin Mohammed	@EYMohammed

General Tweets:

1. #DYK - #EarthOvershootDay is the day when humanity's use of Earth's resources exceeds its regenerative capacity for the year. August 22nd marks 2020's #EarthOvershootDay and together, we must #movethedate to sustain the planet's remaining resources for the rest of the year. Explore our page: https://bit.ly/3j0fu4a

2. This year's #EarthOvershootDay is on August 22nd before humanity must rely on borrowed resources from tomorrow to continue sustaining our livelihoods and food availability. Learn how to #movethedate with climate-resilient food systems. Watch the video:https://youtu.be/5HXu8tIyWdM

Content-specific Tweets:

3. This #EarthOvershootDay, explore our study with @SRUC, @FAOFish and @CargillAnimal on understanding aquaculture's contribution to global GHG emissions and how they can be mitigated: https://go.nature.com/2EhoUZO

4. #DYK – In 2017, global aquaculture is accounted for only 0.49% of anthropogenic GHG emissions compared to livestock agriculture. Despite low emissions, impacts from feed-production and

transportation still contribute to climate change. Read our study to understand more: https://go.nature.com/2EhoUZO @SRUC @FAOFish @CargillAnimal #EarthOvershootDay

5. As aquaculture production intensifies to sustain global food security and nutrition, we recognized the need to mitigate climate-impacts and improve resource-efficiency. Our partnership with @SRUC, @FAOFish and @CargillAnimal was the first big step to #movethedate. Learn more: https://go.nature.com/2EhoUZO #EarthOvershootDay

6. Aquaculture is one of the main consumers of fishmeal production resources. Discover how @FISH_CGIAR #movethedate on #EarthOvershootDay by supporting the sustainable growth of aquaculture through food systems innovation and research in alternative fishmeal protein: https://bit.ly/31ad2lp

7. Explore @FISH_CGIAR research on the integrated agriculture-aquaculture (IAA) systems that can provide climate-efficient solutions for small-scale farmers facing food system challenges in lower-income countries. #EarthOvershootDay #movethedate

- Watch: https://bit.ly/3gbXRwf
- Read: https://bit.ly/2FJss85

8. How can we maintain resource availability for years to come but still sustainably feed 10 billion people by 2050? Start by joining us this #EarthOvershootDay and support our initiatives to #movethedate through nutrient-recycling and reducing waste and loss in aquaculture production value chains. Read our report: https://bit.ly/3aHVUXl

9. #DYK – Child malnutrition in #Cambodia is estimated to cost USD 266 million or 1.7% GDP annually. Through rice field fisheries integration, @USAID funded @FeedtheFuture #Cambodia project aims to sustain fish stock and maximize nutrition outcomes for infants and young children. #EarthOvershootDay

- Watch: https://bit.ly/3iXMNoc
- Read: https://bit.ly/322WOK4

10. Learn how the ACliSAT project can #movethedate and empower fish farmers with climate-smart and resource-efficient aquaculture technologies in water-deficient conditions in #Egypt: https://bit.ly/2YjtkXd #EarthOvershootDay

11. #DYK – Our carp poly-culture projects in #Bangladesh and #Nigeria have high productivity and low climate-impact due to improved waste and loss management throughout the fish value chain. Curious? Read our project brief: https://bit.ly/3aGnxjl #EarthOvershootDay

12. In #Bangladesh, hilsa fish sources are suffering from habitat degradation and overfishing. Discover how @USAID funded ECOFISH project is supporting coastal fishing communities using sustainable best practices to mitigate climate impacts: https://bit.ly/2EgzLTY #EarthOvershootDay

13. Tropical fisheries have an important role in supporting dependent communities and economies. Unfortunately, they are severely affected by climate impacts on ecosystems and fish sources. Read our latest review on: https://go.nature.com/2QbfiSZ #EarthOvershootDay

14. Remember this year's #EarthOvershootDay by learning how to #movethedate with our latest review of climate change impacts on tropical fisheries ecosystems and their implications for sustainable development of global aquaculture. Read more: https://go.nature.com/2QbfiSZ

15. Dual threat of climate change and #COVID-19 calls for urgent responses to food system disruptions in developing countries. Read our case study with @CIMMYT on creating pathways for climate-resilient and sustainable food systems in #Bangladesh: https://bit.ly/3aEICed #EarthOvershootDay

16. #DYK - Solomon Islands had no #COVID-19 cases as of June 1st. However, food security and national income are still affected by movement restrictions and climate impacts. Our study highlights six ongoing initiatives to overcome this. Read more: https://bit.ly/3aFnAfq #EarthOvershootDay

17. To progress the #SDGs, sustainable food systems must be inclusive of women. Explore WorldFish's gendered approach to better conservation and management of ecosystem services in the Barotse Floodplain: https://bit.ly/3278MCy #EarthOvershootDay

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1. This Earth Overshoot Day, learn how sustainable management policies and practices can include aquaculture and fisheries and how they can support the global transition to more sustainable food systems in this message by @WorldFishCenter's Director General, Gareth Johnstone: https://www.worldfishcenter.org/earth-overshoot-day-2020/

2. This EarthOvershootDay, read the analysis report on #COVID-19 price-shocks that threaten food and nutrition security of vulnerable communities in #India and the pipeline initiatives to overcome it: https://bit.ly/3gg0opf