

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!

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 | @avivapl

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 | @avivapl

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 & @avivapl!

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](#) | [@avivapl](#)

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

That's ¹ 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 [@avivapl](#), [@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 [@avivapl](#) 

Find out more  gendersmartinvesting.com/climateletter

#GenderSmartCOP27 | #GenderEquality

[#GenderSmartCOP27](#)

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](#) | [@avivapl](#)

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

Organisation	Twitter Handle	LinkedIn Handle
30% Club	@30percentclub	@30% Club
Aviva	@avivapl	@Aviva
The David Rockefeller Fund	@TheDRFund1	
The European Investment Bank	@EIB	@European Investment Bank (EIB)
Generation Foundation	@GenerationFndt	@The Generation Foundation
Generation Investment Management		@Generation Investment Management
Gulf International Bank	@GulfIntlBank	@Gulf International Bank
Hesta	@HESTASuper	@HESTA
Legal and General Investment Management	@LGIM	@Legal & General
Oliver Wyman	@OliverWyman	@Oliver Wyman
Private Infrastructure Development Group	@PIDGorg	@The Private Infrastructure Development Group
Roy and Patricia Disney Foundation		@Roy and Patricia Disney Family Foundation
Trillium Impact Partners		
Wallace Global Fund	@WallaceGlobal	@Wallace Global Fund
WWF UK	@wwf_uk	@WWF-UK