



ACCELERATING INTO THE DECADE OF DELIVERY



TROPICAL FOREST ALLIANCE ANNUAL MEETING 2019 SOCIAL MEDIA TOOLKIT

The Tropical Forest Alliance Meeting 2019 will be held in Bogotá, Colombia from **6 – 8 May**. The event will be co-hosted by the government of Colombia and TFA Colombia Alliance, where 150 members will gather to accelerate efforts to reduce commodity-driven deforestation.

This year's theme, *A Forest Positive Future: Accelerating into the Decade of Delivery*, emphasises the importance of reshaping and advancing the forest agenda while catalysing collective action to end commodity-driven deforestation.

We invite you to share content related to the TFA Annual Meeting. To facilitate your engagement, we have created social media assets and hashtags for Twitter and LinkedIn.

[Social media assets can be found here](#)

TFA hashtag: #ForestPositive

Annual Meeting hashtag: #TFA19COLOMBIA

ASSETS FOR TWITTER

❖ General Event Tweets

<p>Forests are essential to diverting climate change and achieving the #SDGs. We're looking forward to joining @tfa2020 and leaders from government, business and civil society to achieve a #ForestPositive future and end #deforestation. #TFA19COLOMBIA bit.ly/2ImUMge</p>	 <p>TROPICAL FOREST ALLIANCE ANNUAL MEETING BOGOTÁ, 6-8 MAY 2019</p> <p>#FORESTPOSITIVE</p> <p>Link to asset</p>
<p>The @tfa2020 Annual Meeting is just around the corner! We'll be in #Bogota, May 6-8 together with other TFA members to reshape the #ForestPositive Agenda and take collective action to tackle #deforestation. #TFA19COLOMBIA bit.ly/2ImUMge</p>	 <p>TROPICAL FOREST ALLIANCE ANNUAL MEETING BOGOTÁ, 6-8 MAY 2019</p> <p>#FORESTPOSITIVE</p> <p>Link to asset</p>

❖ Countdown Tweets

<p><i>3 days left – May 3</i></p> <p>Assessing our trajectory. Catalysing collective action. Shaping the forward agenda. Only 3 days until we tackle these 3 topics at the @tfa2020 Annual Meeting in #Bogota. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2ImUMge</p>	 <p>DAYS TO THE TROPICAL FOREST ALLIANCE ANNUAL MEETING</p> <p>#FORESTPOSITIVE</p> <p>Link to asset</p>
<p><i>1 day left – May 5</i></p> <p>Tomorrow we'll be in #Bogota for the @tfa2020 Annual Meeting! We're joining other TFA members to fight commodity-driven tropical #deforestation. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2ImUMge</p>	 <p>DAYS TO THE TROPICAL FOREST ALLIANCE ANNUAL MEETING</p> <p>#FORESTPOSITIVE</p> <p>Link to asset</p>

❖ **10 Priorities Tweets** (optional for partners to use static or animated images)

<p><i>#1: Eliminating illegality from supply chains</i></p> <p>Imagine a world where #forests thrive and #deforestation is a thing of the past. When illegal forest clearance is removed from commodity supply chains, it is possible. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2T1hmNI</p>	 <p>Link to asset</p>
<p><i>#2: Developing and strengthening palm oil certification</i></p> <p>Imagine a world where #palmoil is produced sustainably, drastically reducing #deforestation in Asia and Africa. This is possible when consumers and companies buy only certified palm oil #ForestPositive #TFA19COLOMBIA @RSPOtweets Learn more: bit.ly/2UZSZEG</p>	 <p>Link to asset</p>
<p><i>#3: Scaling up pilot programmes of sustainable intensification of cattle grazing</i></p> <p>Imagine a world where we produce more #beef at higher profits without contributing to #deforestation. The answer lies in scaling sustainable intensification strategies. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2T1hmNI</p>	 <p>Link to asset</p>
<p><i>#4: Sustainably increasing smallholder yields in palm oil and cocoa</i></p> <p>Imagine a world where #palmoil smallholders are 85% more productive while sparing land from #deforestation. With technical and financial assistance, it's possible. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2VDPrya</p>	 <p>Link to asset</p>
<p><i>#5: Achieving sustainable soy production in South America</i></p> <p>Imagine a world where farmers can make a livelihood from #soy production without landscape conversion & #deforestation. This is what we are working towards. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2T1hmNI</p>	 <p>Link to asset</p>

#6: Implementing jurisdictional programmes

Imagine a world where tropical #forest jurisdictions produce commodities sustainably. Together, we can achieve better rural development with public and private sector support. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2ZKrXjh



[Link to asset](#)

#7: Addressing land conflicts, tenure security and land rights

Studies found #deforestation rates in South America are between 6 and 350 times lower in #forests where indigenous communities possess uncontested land rights. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2T1hmNI



[Link to asset](#)

#8: Mobilizing demand for deforestation-free commodities in emerging markets

Imagine a world where fast-growing #emergingmarkets demand #deforestation-free commodities. With cooperation across consumer and producer countries, we can achieve this. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2SAV6xj



[Link to asset](#)

#9: Redirecting finance towards deforestation-free supply chains

Imagine a world where we redirect existing financial flows towards #sustainable agricultural production to help reduce #deforestation. We can make this a reality. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2yJEnys



[Link to asset](#)

#10: Improving the quality and availability of deforestation and supply chain data

Imagine a world where high-quality and accessible #data is used and shared by governments and companies to better implement zero-deforestation commitments. Together, it's achievable. #ForestPositive #TFA19COLOMBIA bit.ly/2vpxw92



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ASSETS FOR LINKEDIN

❖ General Event LinkedIn

Preserving and restoring forests is critical to averting the most dangerous impacts of climate change and achieving the #SDGs. We're looking forward to joining @tfa2020 and other leaders from government, business and civil society to achieve a #ForestPositive future where commodity supply chains are #deforestation-free. #TFA19COLOMBIA Learn more about this year's event: bit.ly/2ImUMge



[Link to asset](#)

The @tfa2020 Annual Meeting is just around the corner! We'll be in #Bogota, 6-8 May together with other TFA members to reshape the #ForestPositive Agenda and take collective action to fight tropical #deforestation associated with the sourcing of commodities including palm oil, soy, beef, and paper and pulp. #TFA19COLOMBIA Learn more about this year's event: bit.ly/2ImUMge



[Link to asset](#)

❖ Countdown LinkedIn posts

3 days left – May 3

Assessing our trajectory. Catalysing collective action. Shaping the forward agenda. Only 3 days until we tackle these 3 topics in #Bogota at the **Tropical Forest Alliance** Annual Meeting where we'll be making progress against commodity-driven tropical #deforestation with other TFA members. #ForestPositive #TFA19COLOMBIA Learn more about this year's event: bit.ly/2ImUMge

[add tag for the Tropical Forest Alliance:
<https://www.linkedin.com/company/27173050/admin/>
[/1](#)



[Link to asset](#)

1 day left – May 5

Tomorrow, we'll be in #Bogota for the **Tropical Forest Alliance** Annual Meeting! We're joining other TFA members to work against commodity-driven tropical #deforestation and towards a #ForestPositive future. #TFA19COLOMBIA Learn more about this year's event: bit.ly/2ImUMge

[add tag for the Tropical Forest Alliance:
<https://www.linkedin.com/company/27173050/admin/>]



[Link to asset](#)

❖ **10 Priorities LinkedIn Posts** (optional for partners to use static or animated images)

#1: Eliminating illegality from supply chains

Illegal forest clearance is responsible for almost half of all tropical forest #deforestation. If existing forest laws were followed, we could save nearly 80 million hectares of natural forest in Brazil and Indonesia and substantially increase forest carbon stocks. Imagine a world where #forests thrive and illegal clearance becomes a thing of the past. It's possible when governments effectively enforce deforestation laws and companies monitor legal compliance in their supply chains. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2T1hmNI



[Link to asset](#)

#2 Developing and strengthening palm oil certification

Palm oil is a major cause of #deforestation, leading to an annual average forest loss of 300,000 hectares. Imagine a world where palm oil is produced sustainably. This is possible if consumer countries and companies increase the demand for certification while providing support and incentives to suppliers. Expanding and strengthening certification can help #sustainable supply chains succeed. #ForestPositive #TFA19COLOMBIA Learn more via the **Roundtable On Sustainable Palm Oil**: bit.ly/2UZSZEG



[Link to asset](#)

[add tag for the Roundtable On Sustainable Palm Oil:
<https://www.linkedin.com/company/roundtable-on-sustainable-palm-oil-rspo/>]

#3 Scaling up pilot programmes of sustainable intensification of cattle grazing

Beef production causes more #deforestation than soy, palm oil, timber, pulp and paper combined, and demand is only increasing. Imagine a world where we produce more #beef at higher profits without contributing to #deforestation. In South America, pilot programmes show that well-managed sustainable intensification methods can improve yields and profitability of livestock systems, while sparing land and reducing deforestation pressures. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2T1hmNl



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#4 Sustainably increasing smallholder yields in palm oil and cocoa

More than one-third of #palmoil is produced by smallholder farmers. Since 1990, expansion and production have grown by more than 800%, but yields have only increased by 3%. Why? Because producers lack access to credit, technology and training. Imagine a world where smallholder palm oil farmers achieve 85% productivity gains while sparing land from #deforestation. With good management practices, as well as technical and financial assistance, this is possible. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2VDPrya



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#5 Achieving sustainable soy production in South America

Between 1990 and 2010, #soy production destroyed approximately 29 million hectares of natural ecosystems in the Brazilian Cerrado. Global demand and production are increasing while company commitments and certification have failed. In fact, the global market share of certified soybeans is only 2%. Imagine a world where farmers can make a livelihood from soy without landscape conversion and #deforestation. Companies, civil society and governments need to support collaborative initiatives to ensure #sustainable soy production. This can only be solved by working together. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2T1hmNl



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#6 Implementing jurisdictional programmes

Just a 31% improvement in #sustainable beef production through certification at the jurisdictional level could protect 55 million hectares of forest in Brazil. Imagine a world where tropical #forest jurisdictions produce commodities sustainably. To achieve this, jurisdictional programmes need to be strengthened and accelerated with more public and private sector support. Together, we can achieve rural development while protecting our forests.

#ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2ZKrXjh

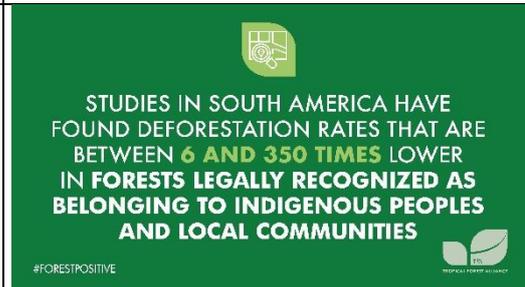


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#7 Addressing land conflicts, tenure security and land rights

In South America, #deforestation rates are between 6 and 350 times lower in #forests where local communities have equal rights to land ownership. Currently, in many tropical forest countries, uncertainty over land registration and titles hinders investment in more sustainable land practices. This can lead to #deforestation. Imagine a world where #forest protection is as simple as granting clear and uncontested land rights to local communities.

#ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2T1hmNl



[Link to asset](#)

#8 Mobilizing demand for deforestation-free commodities in emerging markets

Emerging markets are the largest importers of forest-risk commodities. This means it is essential to encourage companies and governments across developed and developing countries to cooperate and implement #sustainable agricultural supply chains. Imagine a world where fast-growing #emergingmarkets demand deforestation-free commodities, ensuring long-term supply of resources and #foodsecurity. Together, it is possible.

#ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2SAV6xj



[Link to asset](#)

#9 Redirecting finance towards deforestation-free supply chains

Annually, more than \$100 billion flows into the production of forest-risk commodities in tropical #forest countries. Only a small portion is specifically directed towards #sustainable activities. Imagine a world where we redirect existing financial flows towards sustainable agricultural production to help reduce #deforestation. We can make this a reality together. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2yJEnys



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#10 Improving the quality and availability of deforestation and supply chain data

Supply chain companies and other stakeholders are developing effective systems that use available information on #forest loss to support their zero-deforestation commitments. However, more data must be collected and publicly shared so that governments and companies can target and monitor their activities more effectively. Imagine a world where high-quality and accessible #data is successfully used to eliminate #deforestation. Together, it's achievable. #ForestPositive #TFA19COLOMBIA Learn more: bit.ly/2vpxw92



[Link to asset](#)

Follow our thread on Twitter @tfa2020 and use our hashtags on Twitter and LinkedIn:

- **TFA hashtag:** #ForestPositive
- **Annual Meeting hashtag:** #TFA19COLOMBIA

For more information, please contact Sharon Anderes, Communications and Campaigns Lead at Sharon.anderes@weforum.org.