



TROPICAL FOREST ALLIANCE

**DAVOS ANNUAL MEETING 2020
PARTNER SOCIAL MEDIA TOOLKIT**



SOCIAL MEDIA PARTNER TOOLKIT

Deforestation is devastating the planet's climate, biodiversity, and people. Nearly half of the world's trees are lost to agricultural commodity production. To meet the Paris Agreement targets and achieve the Sustainable Development Goals (SDGs), we must shift to sustainable agriculture practices and remove deforestation from commodity production.

During the World Economic Forum Annual Meeting in Davos from 21—24 January 2020, we will soft launch the Collective Action Agenda developed by the Tropical Forest Alliance community. The Agenda provides a framework for decisive action and invites key actors to scale their efforts while engaging in collective action to realize a #ForestPositive future.

Let's use this critical moment to engage a wider climate-conscious audience to show that without collective action we cannot solve the deforestation challenge. Collective action is needed to transition to sustainable agriculture while cleaning up our supply chains ultimately halt deforestation. Together, it is possible. Be the movement. Be #ForestPositive.

TOGETHER FOR A #FORESTPOSITIVE DECADE.

Visit our website for more #ForestPositive stories to share: tropicalforestalliance.org

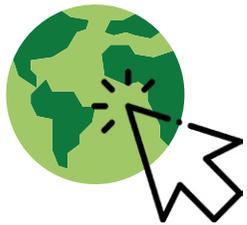
FOLLOW OUR THREAD

We invite you to share content related to the #ForestPositive movement. To facilitate your engagement, we have created the social media assets and hashtags for both Twitter and LinkedIn.

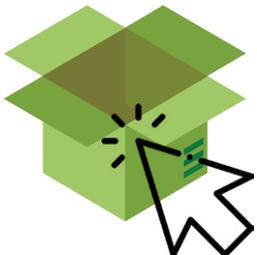
Twitter @tfa_Global
#ForestPositive
#wef20

FOR MORE INFORMATION CONTACT

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TROPICALFORESTALLIANCE.ORG



ACCESS ALL ASSETS

#FORESTPOSITIVE
COLLECTIVE ACTION ASSETS FOR LINKEDIN

#2 Demand Side Country Action

For a cohesive and sustainable world, we all have a role to play to reduce #deforestation. It's only by #collective action that we can ensure a sustainable & #ForestPositive future. @World Economic Forum #wef20



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#4 Multistakeholder Collective Action

What does collective action look like in practice? @Justin Adams sums it up in this blog: bit.ly/35tDYeR

#Collective action takes three forms:

1. Shared action to realise individual and institutional goals.
 2. A community of purpose to transcend competing interests
 3. Partnerships to ensure accountable governance
- @World Economic Forum #wef20



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#FORESTPOSITIVE COLLECTIVE ACTION TWEETS

#1 Civil Society Action

Civil society plays a  role in guiding companies regarding best practices & analysing the connection between trends in #deforestation and company actions. A #ForestPositive future is possible through #collective action! @wef #wef20



... BUILDING GREATER ALIGNMENT ON MONITORING AND REPORTING FRAMEWORKS TO ENHANCE TRANSPARENCY AND ACCOUNTABILITY.



#ForestPositive

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#2 Demand Side Country Action

We all have a role to play in reducing #deforestation and contributing to a #sustainable world through #collective action. #ForestPositive @wef #wef20



... ADVANCING DEMAND-SIDE MEASURES AND BUILDING AWARENESS & ACTION IN EMERGING MARKETS.



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#3 Forest Frontier

#Smallholder producers & #indigenous peoples have a crucial role to play in protecting our #Forests.

It's only by working together that we achieve a #ForestPositive future. @wef #wef20



... PUTTING PEOPLE AT THE CENTRE OF FOREST MANAGEMENT & ACTING FOR THE BENEFIT OF CURRENT AND FUTURE GENERATIONS.



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#4 Multistakeholder Collective Action

All stakeholders must work collectively together to place us onto a #ForestPositive path.

What this looks like in practice? @JustinCMAAdams perfectly sums it up: bit.ly/35tDYeR @wef #wef20



... GOVERNMENTS, BUSINESSES & CIVIL SOCIETY WORK TOGETHER WITH PRODUCERS AND INDIGENOUS PEOPLES.



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#5 Consumer Action

Through collective #ForestPositive action, consumers from global and local markets  can accelerate efforts to end deforestation. @wef #wef20



... DEMANDING POSITIVE ACTION FOR FORESTS AS CONSUMER.



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