



COP27 COMMUNICATIONS TOOLKIT, WorldFish



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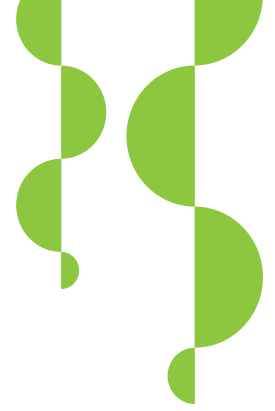
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WorldFish social media

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Introduction

About the toolkit

Marine and freshwater resources provide millions of impoverished people across the world with livelihoods and a range of critical ecosystem services. Aquatic food systems are unique and complex, transcending long distances and multiple territorial waters. Moreover, climate-resilient aquatic foods have a key role to play in transforming the world's food systems. But climate change is damaging these ecosystems and could harm those who rely on aquatic food systems for their livelihoods, security, and income.

With the 2022 United Nations Climate Change Conference (COP27) taking place later in November, it is crucial to ensure that aquatic foods are placed at the center of climate discussions.

This COP27 Communications Toolkit provides key messages, sample social media posts, media advisory, graphic cards, and everything you need to know about WorldFish at COP27.

The WorldFish team is encouraged to use this toolkit to...

- **INCREASE** the visibility of our research and innovation
- **LEVERAGE** growth opportunities through structured engagement
- **INFLUENCE** existing narratives on fisheries and aquaculture
- **CREATE** a coherent narrative around our research and innovations in climate-resilient aquatic food system
- **PROMOTE** your work in the lead-up to and during COP27
- **CONTRIBUTE** to global discussions
- **AMPLIFY** the importance of climate-resilient aquatic foods and the range of solutions which exist

About WorldFish

Mission:

To end hunger and advance sustainable development by 2030 through science and innovation to transform food, land and water systems with aquatic foods for healthier people and planet.

Vision:

An inclusive world of healthy, well-nourished people and a sustainable blue planet, now and in the future.

Approach:

WorldFish provides holistic thinking and scientific evidence to transform aquatic food systems for healthy people and the planet.

About COP27

COP27 is taking place from 6-18 November 2022, in Sharm El-Sheikh, Egypt.

This year's theme is **'Together for Implementation'** – an allude to Egypt's COP27 Presidency's vision to move from negotiations and planning to action.

The focus areas at COP27 this year are:



Aquatic foods at a glance

Key statistics on aquatic foods:

- Tropical fish catch is expected to **decline by 40%** globally by 2050 unless actions to curb CO2 emissions are taken.
- The **weight of ocean plastic** will exceed the weight of all fish by 2050.
- Production of aquatic foods has a **lower carbon footprint** compared to the production of crops and livestock.
- 1 in every 2 workers in the aquaculture sector are women.
- Just 66% of fish stocks are within **biologically sustainable levels**, compared to 90% in 1990.
- **800 million people** depend on small-scale fisheries and aquaculture for their livelihoods.
- **204 million tons** of aquatic food will be produced by 2030.
- 3.3 billion people obtain 20% of their animal protein from aquatic foods.
- Two billion people suffer from the **triple burden of malnutrition**.
- 90% of all small-scale fishers live in **low- and middle-income countries** in the Global South.
- 50% of the total global catch come from **small-scale fisheries**.
- **35% of the global catch from capture fisheries and aquaculture is lost or wasted, amounting to \$22.5 billion in annual loss of discarded fish.**

WorldFish focus areas

Spotlight on: Nutrition

Two billion people worldwide suffer from malnutrition, a preventable yet life-threatening condition. Aquatic foods are rich in the vitamins, minerals, healthy fats and nutrients essential to human health and brain development, particularly in the first 1000 days of a child's life. WorldFish research helps communities to produce, access and consume safe and nutritious aquatic foods for better health and wellbeing.

Spotlight on: Climate

Climate change will have wide-reaching impacts on aquatic foods, either directly by affecting harvest quantities and efficiency, or indirectly by influencing the market price of fish or the costs of goods and services required by the sectors. Business as usual, with no effort to curb greenhouse gas emissions, predicts that some tropical countries will catch up to 40% less fish. WorldFish research will continue to show how aquatic foods are a low-emission ingredient in the recipe for healthier and more sustainable diets.

Spotlight on: Sustainability

Nourishing 9.8 billion people by 2050 without costing the Earth requires major changes to how we produce food. The ocean and related aquatic food systems can provide over six times more food than they do today. We are working to protect our fragile wild fish stocks and marine ecosystems, while developing innovations to make aquaculture more efficient and sustainable.

Spotlight on: Economy

The Blue Economy looks beyond the ocean as solely a tool for economic growth and aims to improve human well-being and social equity while reducing environmental impact. Together with its partners, WorldFish is generating clean, equitable and inclusive growth, new and better jobs and innovations to meet the global goals of the 2030 Agenda for Sustainable Development.

Spotlight on: Gender

Women face additional hardship thanks to deeply ingrained social norms and expectations. Closing this gender gap in aquatic food systems is central to achieving gender equality, boosting production, reducing poverty and hunger, and enhancing nutrition security. WorldFish is working towards societal transformation to rebalance opportunities for women and men in fish-dependent households and carry out research to empower women in their daily lives.

Spotlight on: COVID-19

COVID-19 has tested the world's food systems to the limit. WorldFish is identifying vulnerabilities within aquatic food systems and opportunities to respond, adapt and build resilience. Working closely with the public and private sectors, WorldFish is developing innovations to mitigate the impacts of COVID-19 on the nutrition, health and incomes of the most vulnerable.





About WorldFish projects

WorldFish's [projects](#) are a unique opportunity to build climate-resilient aquatic food systems through collaboration with partners and donors and scaling up the capacity of local communities.

This includes:

- **Scaling up the capacity of local communities** to transition into a climate-resilient aquatic food systems future that creates jobs, reduces costs for households and small-scale fishers and farmers, and strengthens livelihood security.
- **Partnering with local governments and communities** to set up innovative approaches for aquatic food systems, such as reducing food loss and waste.
- **Equipping local communities** to safeguard the vital roles of aquatic foods in the natural environment while ensuring small-scale fishers and farmers are well placed to embrace new innovations, technologies and practices that thrive in a climate resilient aquatic food systems future.
- **Supporting local adaptation and mitigation** through working with local communities in developing Regional Climate Change Adaptation Strategies (RASs) to address the challenges and opportunities that climate change brings.



Photo credit: Kyaw Min Khang/WorldFish





WorldFish at COP27

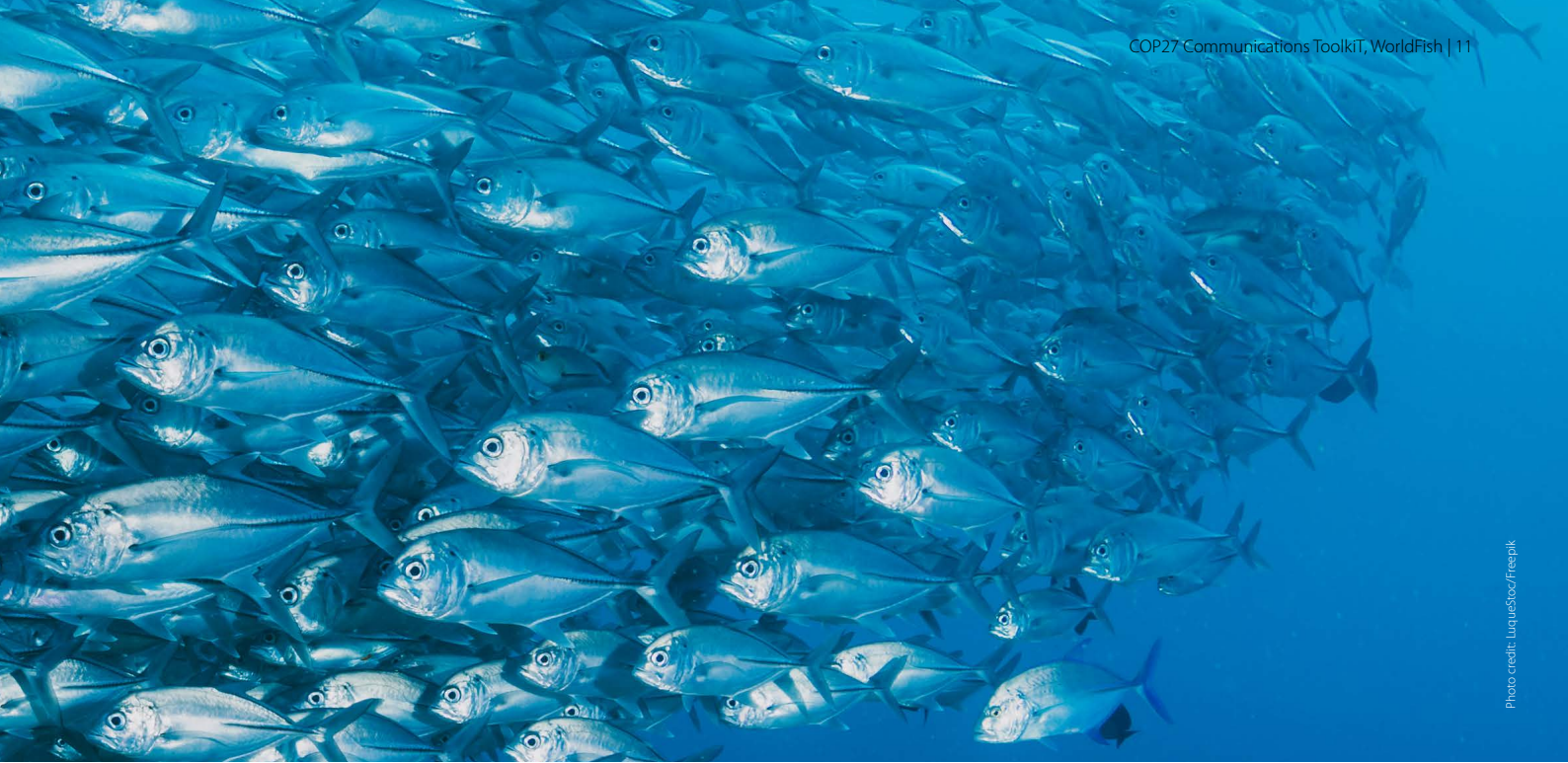
The road to COP27 – why is WorldFish at COP27?

1. **Increase the visibility** of our transformative, diverse and inclusive research and innovations in aquatic food systems that have been scientifically proven to drive climate adaptation and mitigation opportunities in low-and-middle-income countries, especially in Africa.
2. **Leverage growth opportunities** through structured engagement with government agencies, community representatives, research institutes, civil society groups who are interested to collaborate and/or fund our successful research and innovations in Asia and the Pacific for the purpose of scaling to poor and vulnerable African countries.
3. **Influence existing narratives** on fisheries and aquaculture (not just from the production side i.e., sustainable, resource-efficient, and climate-smart.) but to a more holistic understanding of aquatic food systems that take into account:
 - a. an 'integration' of 'transformation of food, land and water systems', with climate – resilience, adaptation and mitigation.
 - b. the nexus of nutrition, gender, youth inclusion, loss and waste, public health, and livelihoods.
4. **Create a coherent narrative** around our research and innovations in climate-resilient aquatic food systems.

WorldFish tagline

Transforming climate-resilient aquatic food systems for shared prosperity.





COP27 key messaging

Aquatic food systems have the potential to reduce emissions, but they are also the most at-risk from climate change.

- The impacts on aquatic ecosystems, though less visible than those on land, are mounting from ocean acidification to rising water temperatures and increased aquatic species migration. Communities reliant on fish and other aquatic foods are also facing changing yields, prices, and resources availability.
- Without action to curb greenhouse gas emissions, it is estimated that tropical countries will catch up to 40 per cent less food harnessed from diverse water systems.

Aquatic foods support resilient and healthy communities worldwide.

- The sector not only provides nutrition – with 3.3 billion people obtaining their animal protein from aquatic foods – but it also helps build livelihoods. Around 800 million people rely on aquatic foods for livelihoods, food, and nutrition.
- Fish is among the world's most valuable items of global trade, worth 164 billion USD in 2018. Climate-proofing aquatic food systems is essential to protecting the food, nutrition and economic security, and resilience of the most poor and vulnerable.

WorldFish's work is already helping to deliver safe, nutritious and sustainable foods.

- An international, non-profit research and innovation organization, WorldFish has worked for more than 45 years to provide scientific evidence to transform aquatic food systems.
- WorldFish is driven by the aim to provide safe, nutritious and sustainable aquatic foods and equitable livelihoods while protecting diverse aquatic ecosystems.

To better adapt to climate change and protect the lives and livelihoods of small-scale fishers, we must champion aquatic food innovations.

- The most exposed to the impacts of climate change are also those in greatest need of new tools, techniques and technologies.
- WorldFish is working to build climate resilience through aquatic food systems across Asia, Africa and the Pacific, leveraging the diversity of aquatic foods to climate-proof the future for small-scale producers.

WorldFish's climate-resilient innovation success stories in Asia, Africa and the Pacific

Egypt

In Egypt, WorldFish is implementing climate-smart sustainable systems to reduce greenhouse gas emissions while increasing productivity in aquatic food systems to achieve food security. In particular, the **Advancing Climate Smart Aquaculture Technologies (ACLISAT)** project improved pond designs to make the use of water more efficient by stimulating growth. The project resulted in improved climate-smart technologies in arid land aquaculture, as well as capacity building and upscaling of enterprises. Another project – the **In-Pond Raceway Systems Technology (IPRS)** innovation saw WorldFish introduce a system that recycles water in ponds such that water current is created, pumping waste out and reducing GHG emissions. Lastly, given the growing importance of aquaculture as an affordable and nutritious source of animal protein among Egyptians, life cycle assessment is helping to benchmark the environmental performance of best management practices and genetic improvements. The 9th generation of the Abbassa tilapia strain has helped to reduce environmental impacts by up to 35%, and has genetically improved tilapia reduced eFCRs overall, resulting in both environmental and monetary improvements.

Malawi

Briquettes are blocks of organic waste used for burning, but these can be expensive and harmful to a person's health. In Malawi, WorldFish developed a technology that uses briquettes from agricultural leftovers, which, when used to smoke fish, uses less firewood and reduces the exposure of fish to bacteria. The **Desira** project helped increase profit margins for farmers and can support afforestation efforts.

Zambia

In Zambia, WorldFish helped to implement **Integrated Agriculture Aquaculture Systems**, a circular approach that reduces waste and increases productivity. For example, farmers can use manure

from livestock to fertilize fish ponds and farm residues can also be used as supplemental feed for livestock. Conversely, pond sediments such as nutrient-rich mud can be used as fertilizers for certain crops. This project led to higher productivity in smallholder agriculture in Zambia, as well as reduced production costs.

Nigeria

To reduce post-harvest losses and improve waste management in Nigerian aquaculture, WorldFish launched the **Lean Production Systems**, a first-of-its-kind concept that applies lean management techniques and tools to improve efficiency in aquaculture. The project improved efficiency in production and processing, built the capacity of farmers and triggered more in-depth thinking around identifying waste in the production system.

Also in Nigeria, WorldFish led an innovative project for **solar tent fish drying**. This climate-smart technology uses solar energy, is easy to install, and is economically viable. This climate-smart technology can reduce post-harvest losses, create new value-added fish products, increase aquaculture supply chain actors' income and create employment opportunities.

Cambodia

In Cambodia, WorldFish helped to launch a **Community Fish Refuge**, which is a natural and/or man-made public pond for wild aquatic species. This innovation saw up to 481 hectares conserved, as well as increased fish productivity, food and nutrition security. Overall, the Community Fish Refuge ponds was able to adapt to fluctuations in rainfall, flooding, as well as dry seasons, meaning aquatic foods were available to the community.

Myanmar

The Arakan Mountain region of Myanmar suffers from low rainfall, meaning fish farmers face water-resource challenges on their farms. WorldFish launched a **climate-smart aquaculture** innovation to help farmers to adapt reduced water accessibility by creating a fish smoking kiln using sawdust. The project saw fish production increase in water deficit areas, improved household incomes as well as reduced health risks associated with an adapted fish smoking kiln. The Seeding the Future project, also in Myanmar, involved creating **micronutrient-rich fish powder** in the face of fish scarcity, which many in Southeast Asia rely on for their food and nutrition security. By supplementing this protein intake with a powder during periods of fish scarcity, malnutrition was reduced in a number of communities, especially for women and children.

Bangladesh

With the livelihoods of many small-scale fisheries communities at risk due to dependency on the aquatic food sector, WorldFish has supported **seaweed farming** as a natural-based alternative. Seaweed requires inexpensive infrastructure and minimal feed to sustainably farm it, all while absorbing carbon emissions. Together with partners, WorldFish supports seaweed farming for 400 coastal fisheries households in Bangladesh. In addition to seaweed farming, WorldFish also supported other climate-smart aquaculture technology innovations such as the **In Pond Raceway System** project and the **Bottom Clean Raceway Systems**, both of which helped to create systems to increase fish productivity in ponds.

India

In India, together with the Government of Odisha in the eastern part of the country, WorldFish designed a farming scheme where women are the primary stakeholders. This scheme is gender-sensitive, economically profitable, nutritionally sensitive and environmentally sustainable. The **Women Self Help Groups** programme has strengthened women-led institutions for fish farming in the community.

The Pacific

Although reefs in Timor-Leste have healthy fish stocks, some species are at risk of overfishing. In addition, fisheries are small with most fishers using paddle canoes to access narrow reefs. **PeskAAS** is a sophisticated data collection system for small-scale fisheries in the world containing a dashboard to help track fishing activities. In Timor-Leste, this has helped small-scale fish farmers have access to knowledge about the number and type of fish caught by individual boats in near real-time. Putting this important data in the hands of fisheries officers, researchers and local shareholders help them to better understand the contribution of the sector to local livelihoods and food and nutrition security.



COP27 social media

COP27 social media handles:

 Facebook: [@COP27Egypt](#)

 Twitter: [@Cop27P](#)

 LinkedIn: [COP27 Egypt](#)

 Instagram: [@cop27_egypt](#)

Hashtags: [#COP27](#) | [#TogetherForImplementation](#) | [#JustAndAmbitious](#) | [#ClimateChange](#)

UNFCCC (UN Climate Change) handles:

 Facebook: [@UNclimatechange](#)

 Twitter: [@UNFCCC](#)

 LinkedIn: [UN Climate Change](#)

 Instagram: [@unclimatechange](#)

 YouTube: [UN Climate Change](#)

 Flickr: [UNclimatechange](#)

Others:

- UN Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLLS) | Twitter: [@UNOHRLLS](#) | [#SIDs](#) | [#LDCs](#)
- UN Environment Programme | Twitter: [@UNEP](#)

Twitter handles of WorldFish country offices which are parties to the UNFCCC:

Egypt

- Ministry of Foreign Affairs: [@Egyptmfa](#)
- Ministry of Environment: [@EGY_Environment](#)

Nigeria

- Federal Ministry of Environment: [@FMEnvng](#)
- Ministry of Foreign Affairs: [@NigeriaMFA](#)
- Department of Climate Change: [@fmeclimateng](#)

Tanzania

- Ministry of Foreign Affairs: [@mfa_tanzania](#)

Zambia

- Ministry of Foreign Affairs: [@ZambiaMFAIC](#)
- Ministry of Green Economy and Environment: [@ZambiaMGEE](#)

Malawi

- Ministry of Foreign Affairs: [@ForeignMalawi](#)
- Environmental Affairs Department: [@EAD_Malawi](#)

Bangladesh

- Ministry of Foreign Affairs: [@BDMOFA](#)

Cambodia

- Office of Cambodian Prime Minister: [@PeacePalaceKH](#)
- Ministry of Environment: [@EnvCambodia](#)

India

- Ministry of External Affairs: [@IndianDiplomacy](#)
- Ministry of Environment, Forest and Climate Change: [@moefcc](#)



Sample social media posts: General

Twitter:

#DYK that around 800 million people worldwide rely on #AquaticFoods for livelihoods, food and nutrition?

Aquatic #FoodSystems play an integral role in supporting resilient & healthy communities.

Learn more @WorldFishCenter

worldfishcenter.org/COP27 | #AquaticFoods4Climate

The impacts of #ClimateChange on #AquaticFoods are mounting.

💡 But #innovation can help...

- 👉 Reduce #GHG emissions
- 👉 Enhance livelihoods

Learn more about how @WorldFishCenter is working to transform aquatic #FoodSystems.

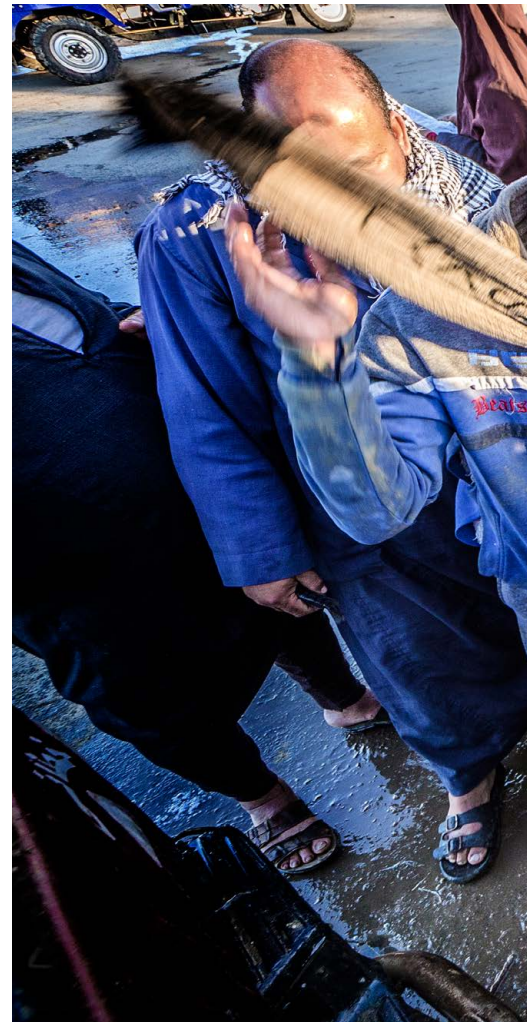
worldfishcenter.org/COP27 | #AquaticFoods4Climate

Those most exposed to rising temperatures are those whose livelihoods must be protected the most.

Aquatic food innovations must be championed for #ClimateChange adaptation!

Learn how @WorldFishCenter is leading the way.

worldfishcenter.org/COP27 | #AquaticFoods4Climate





Facebook/LinkedIn:

Aquatic food systems play an integral role in supporting resilient and healthy communities worldwide. Did you know that around 800 million people worldwide rely on [#AquaticFoods](#) for livelihoods, food, and nutrition?

But the impacts of [#ClimateChange](#) on aquatic foods are mounting, and those most exposed to the impacts of rising temperatures are also those whose livelihoods need to be protected the most.

The [\[insert WorldFish Center Facebook/LinkedIn handle\]](#) is championing aquatic food innovations to not only reduce greenhouse gas emissions, but safeguard the livelihoods of all that rely on aquatic foods.

Learn more:
worldfishcenter.org/COP27

[#AquaticFoods4Climate](#)



Sample social media posts: COP27

COP27-specific posts

Twitter:

#ClimateAdaptation and mitigation and sustainable aquatic #FoodSystems go hand in hand 🤝

#AquaticFoods must be at the core of discussions at @Cop27P 🌊

#TogetherForImplementation | #JustAndAmbitious | #COP27 | #AquaticFoods4Climate

worldfishcenter.org/COP27

The low carbon footprint of #AquaticFoods makes sustainable aquaculture key to tackling #ClimateChange.

Aquatic #FoodSystems can accelerate global climate action! 🐟

#TogetherForImplementation | #JustAndAmbitious | #COP27 | #AquaticFoods4Climate

worldfishcenter.org/COP27

Tropical fish catch is expected to 📉 by 40% by 2050 unless #GHG emissions 📉

But the solution to #ClimateAdaptation and mitigation lies in #AquaticFoods!

#TogetherForImplementation | #JustAndAmbitious | #COP27 | @Cop27P | #AquaticFoods4Climate

worldfishcenter.org/COP27

Facebook/LinkedIn:

Unless actions to curb greenhouse gas emissions are taken, it is estimated that tropical fish catch could reduce by 40% globally by 2050.

With its low carbon footprint, the #AquaticFoods sector is key to tackling #ClimateChange, and climate adaptation and mitigation efforts go hand in hand with sustainable aquatic #FoodSystems.

Without one, we cannot achieve the other, which is why aquatic foods must be at the core of discussions at [insert COP27 Facebook/LinkedIn/Instagram handle].

#TogetherForImplementation | #JustAndAmbitious | #COP27 | #AquaticFoods4Climate

Learn more about [insert WorldFish Center Facebook/LinkedIn/Instagram handle]:
worldfishcenter.org/COP27





Sample social media posts: Nutrition

Twitter:

2 billion people suffer from #malnutrition globally. 🇺🇸

#AquaticFoods are rich in nutrients and hold the key to better health and well-being for all.

Learn more about how @WorldFishCenter is helping communities produce & access nutritious aquatic foods.

worldfishcenter.org/COP27

#Malnutrition is life-threatening but preventable!

#AquaticFoods are rich in...

- ✔ Vitamins
- ✔ Minerals
- ✔ Healthy fats
- ✔ Nutrients

Find out more about how aquatic #FoodSystems can improve health and well-being.

worldfishcenter.org/COP27

Facebook/LinkedIn:

Two billion people suffer from malnutrition globally. Rich in vitamins, minerals, healthy fats and nutrients, #AquaticFoods hold the key to better health and well-being for all.

Find out how aquatic #FoodSystems can improve health and well-being, and what [insert WorldFish Center Facebook/LinkedIn handle] is doing to help communities produce and access nutritious aquatic foods.

worldfishcenter.org/COP27 | #AquaticFoods4Climate



Sample social media posts: Climate

Twitter:

#ClimateChange will have wide-reaching impacts on #AquaticFoods 🌡️
But the aquatic foods sector is a low-emission ingredient in the recipe for healthier and more sustainable diets.

Learn more @WorldFishCenter

worldfishcenter.org/COP27 | #AquaticFoods4Climate

The #aquaculture sector contributes less than 5% of the emissions associated with food production.

But #ClimateChange is impacting the #AquaticFoods sector & aquatic food production must be put on a low emissions pathway. 🐟

Learn more @WorldFishCenter

worldfishcenter.org/COP27

Facebook/LinkedIn:

#AquaticFoods contribute less than 5% of the emissions associated with food production, but still, #ClimateChange is having wide-reaching impacts on the sector.

Aquatic foods is a low-emission ingredient in the recipe for healthier and more sustainable diets.

Find out more about the [insert WorldFish Center Facebook/LinkedIn handle]

worldfishcenter.org/COP27 | #AquaticFoods4Climate



Sample social media posts: Sustainability

Twitter:

The ocean and aquatic [#FoodSystems](#) have the potential to provide over 6x more food than they do today.

To unleash the sector's full potential, [@WorldFishCenter](#) is developing innovations to make aquaculture more sustainable!

worldfishcenter.org/COP27 | [#AquaticFoods4Climate](#)

Nourishing 9.8 billion people by 2050 without costing the earth requires major changes to how we produce food.

The [#AquaticFoods](#) system can help. Here's how:

worldfishcenter.org/COP27 | [#AquaticFoods4Climate](#) | [@WorldFishCenter](#)

Facebook/LinkedIn:

Nourishing 9.8 billion people by 2050 without costing the earth requires major changes to how we produce food. And the answer may lie in the [#AquaticFoods](#) sector, as, together with the ocean, has the potential to provide over six times more food than they do today.

To unleash the sector's full potential, [\[insert WorldFish Center Facebook/LinkedIn handle\]](#) is developing innovations to make aquaculture more sustainable!

worldfishcenter.org/COP27 | [#AquaticFoods4Climate](#)



Sample social media posts: Economy

Twitter:

The [#BlueEconomy](#) can not only foster economic growth but it can...

- ➔ Improve well-being
- ➔ Reduce environmental impact

Find out more:

worldfishcenter.org/COP27 | [#AquaticFoods4Climate](#) | [#AquaticFoods](#)

A sustainable [#BlueEconomy](#) can generate clean, equitable and inclusive growth, employment opportunities, and protect the environment.

The [#AquaticFoods](#) sector holds the key to a sustainable future!

Learn more about [@WorldFishCenter](#)

worldfishcenter.org/COP27 | [#AquaticFoods4Climate](#)

Facebook/LinkedIn:

A sustainable [#BlueEconomy](#) can generate clean, equitable and inclusive growth, employment opportunities, protect the environment, and even improve well-being.

The [#AquaticFoods](#) sector holds the key to a sustainable future!

Learn more about [\[insert WorldFish Center Facebook/LinkedIn handle\]](#)

worldfishcenter.org/COP27 | [#AquaticFoods4Climate](#)



Sample social media posts: Gender

Twitter:

Closing the [#GenderGap](#) in aquatic [#FoodSystems](#) is crucial to....

- ✔ Achieve gender equality
- ✔ Reduce poverty
- ✔ Boost production
- ✔ Enhance nutrition security

Find out more about the importance of [#AquaticFoods](#).

worldfishcenter.org/COP27 | [#AquaticFoods4Climate](#)

[#AquaticFoods](#) support resilient and healthy communities worldwide.

And closing the [#GenderGap](#) in aquatic [#FoodSystems](#) can help us achieve this!

Learn more about [@WorldFishCenter](#)

worldfishcenter.org/COP27 | [#AquaticFoods4Climate](#)

Facebook/LinkedIn:

[#AquaticFoods](#) support resilient and healthy communities worldwide. And closing the [#GenderGap](#) in aquatic [#FoodSystems](#) is crucial not only to achieve gender equality, but reduce poverty, boost production, and enhance nutrition security.

Through innovation and research, [\[insert WorldFish Center Facebook/LinkedIn handle\]](#) is taking steps to close this gap!

Learn more:

worldfishcenter.org/COP27 | [#AquaticFoods4Climate](#)



Sample social media posts: COVID-19

Twitter:

#COVID19 has tested the 🌍 #FoodSystems to the limit, including #AquaticFoods.

@WorldFishCenter is developing innovations to mitigate the impacts of the pandemic on the nutrition, health & incomes of those in need.

Learn more:

worldfishcenter.org/COP27 | #AquaticFoods4Climate

800 million people depend on small-scale fisheries and aquaculture for their livelihoods.

But the recent #COVID19 pandemic has threatened this.

@WorldFishCenter is working to support those in need through research and innovation

worldfishcenter.org/COP27 | #AquaticFoods4Climate

Facebook/LinkedIn:

800 million people globally depend on small-scale fisheries and aquaculture for their livelihoods. But #COVID19 has threatened this and tested the world's #FoodSystems to the limit, including #AquaticFoods.

[insert WorldFish Center Facebook/LinkedIn handle] is developing innovations to mitigate the impacts of the pandemic on the nutrition, health and incomes of those in need.

Learn more:

worldfishcenter.org/COP27 | #AquaticFoods4Climate



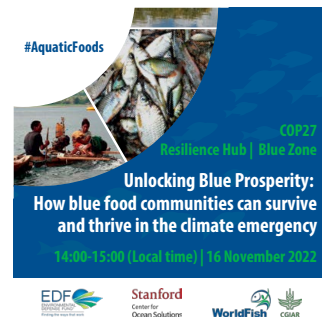
Graphic cards

The following graphic cards can help amplify your social media posts. View or download the graphics [here](#).

General promo cards:



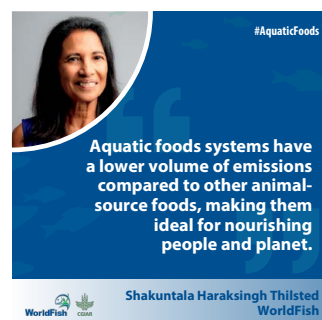
Event cards:



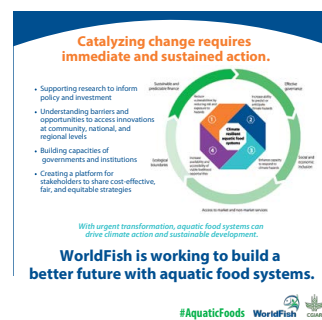
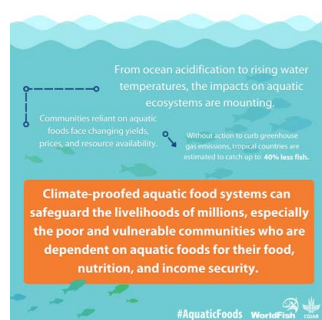
Speaker cards:



Quote cards:



Infographic cards:



Communications tools: Media

Sample media advisory



[Title of media advisory]

WHAT: [1-2 paragraphs here on what specifically the media advisory is announcing, for example, an event, report launch, new WorldFish innovation or data being released. Do NOT reveal any embargoed material here.]

WHEN: [Insert date and time – with time zone indicated – here]

WHERE: [Insert information here about where it is taking place]

WHO: [Insert information here about who is organizing it and/or who is participating in the launch.]

The following spokespeople are available by appointment for an interview:

[List 3-5 spokespeople]

- [Spokesperson name, job title]
- [Spokesperson name, job title]
- [Spokesperson name, job title]
- [Spokesperson name, job title]
- [Spokesperson name, job title]

WHY: [2-3 paragraphs here to set the scene, provide context, and explain the importance of the event, report launch, new data, etc.]

Ends

For more information or for interview requests, contact:

[First name, last name]

[Name of affiliated company/organization]

[Email address]

[Phone number]

About

WorldFish is a leading non-profit research and innovation institution focused on aquatic foods for food system transformation for healthy people and planet. WorldFish works across 20 countries in Asia, Africa and the Pacific to address sustainable development challenges through holistic aquatic food systems solutions.

<https://www.worldfishcenter.org/>

Sample press release structure

Contact:

[First name, last name]

[Phone number]

[Email address]

[FOR IMMEDIATE RELEASE or UNDER EMBARGO UNTIL DATE, TIME]

[Title of press release - highlight the most newsworthy or important aspect of your launch]

[Sub-title of press release - optional to add additional context here]

[Date, location] – [Paragraph 1: Provide the ‘who, what, where, why, when’ of your launch. Do not hold back this information in a press release – include it first]

[Paragraph 2: More context, an important detail, or a spokesperson quote]

[Intersperse up to three quotes – the first one ideally by paragraph 3 – throughout the press release to bring the news to life]

[Paragraph 3-5: Additional body paragraphs to provide more detail. Attempt to appeal to different themes, regions or sectors to make the press release appealing to a broad set of journalists.]

[Paragraph 6: Add an additional spokesperson quote or several. Always provide their full name, title and organization.]

[Paragraph 7: Provide additional background statistics or context that is already in the public domain at the end of the release. Do not hold back your most important information for the end here as a ‘reveal’ – include it at the top.]

ENDS

Notes to editors

[1-2 paragraphs here with information for journalists, such as press availabilities, a link to publicly available photos/videos (with credits) for use in media coverage, how to RSVP/attend the event, etc.]

For more information and interview requests, contact:

[First name, last name]

[Phone number]

[Email address]

About

WorldFish is a leading non-profit research and innovation institution focused on aquatic foods for food system transformation for healthy people and planet. WorldFish works across 20 countries in Asia, Africa and the Pacific to address sustainable development challenges through holistic aquatic food systems solutions.

<https://www.worldfishcenter.org/>



Media brief structure

[Name of spokesperson and name of outlet]
[Time and date]

Context: The media briefing is intended to help prepare spokespeople for interviews:

- [1-2 bullet points on the purpose of the media briefing, for example, insights on a latest WorldFish innovation or WorldFish at COP27]

[Note here whether the media briefing is on or off the record.] **The journalist should be reminded of this at the beginning of the call.**

Background: [2-3 sentences providing background information on the spokesperson]

Recent articles: [2-3 articles typically written by the journalist carrying out the interview]

Recent events: [2-3 recent events relevant to the interview]

Talking points:

Talking point 1

- Sub point 1
- Sub point 2
- Sub point 3

Talking point 2

- Sub point 1
- Sub point 2
- Sub point 3

Talking point 3

- Sub point 1
- Sub point 2
- Sub point 3

Talking point 4

- Sub point 1
- Sub point 2
- Sub point 3

Talking point 5

- Sub point 1
- Sub point 2
- Sub point 3

ENDS



Relevant events/key moments

COP27 Thematic Days

- 7 November | World Leaders Day
- 8 November | World Leaders & Sustainable Diets Day
- 9 November | Finance Day
- 10 November | Science / Youth & Future Generations Day
- 11 November | Decarbonization Day
- 12 November | Adaptation & Agriculture Day
- 14 November | Gender Day / Water Day
- 15 November | Ace & Civil Society / Energy Day
- 16 November | Biodiversity Day
- 17 November | Solutions Day

WorldFish COP27 events:

CGIAR Food Pavilion

- Theme: Putting agrifood systems at the heart of the COP27 Agenda

WorldFish at COP27

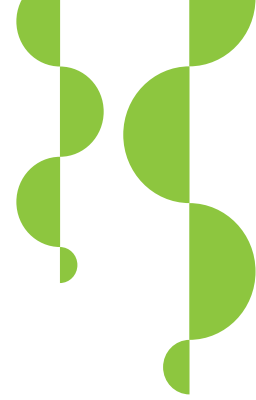
- Theme: Transforming climate-resilient aquatic food systems for shared prosperity

UN International Days:

- 11 February | International Women and Girls in Science Day | [#WomenInScience](#)
- 8 March | International Women's Day | [#WD2022](#)
- 22 March | World Water Day | [#WorldWaterDay](#)
- 8 June | World Oceans Day | [#WorldOceansDay](#)
- 28 July | Earth Overshoot Day | [#MovetheDate](#)
- 12 August | International Youth Day | [#YouthDay](#)
- 15 October | International Day of Rural Women | [#RuralWomensDay](#)
- 16 October | World Food Day | [#WorldFoodDay](#)
- 17 October | International Day for the Eradication of Poverty | [#ZeroHunger](#) [#PovertyEradication](#)

Additional resources

- [WorldFish COP27 Narrative](#)
- [WorldFish 2030 strategy](#)
- [WorldFish 2030 Strategy Executive Summary](#)
- [WorldFish Annual Report 2021](#)
- [WorldFish Branding guidelines](#)
- [WorldFish Style guide](#)
- [Video and photo guidelines](#)



Glossary

Aquaculture	The farming of aquatic animals (such as finfish, crustaceans, molluscs, etc.) and aquatic plants (mostly algae) using or within freshwater, sea water, brackish water or inland saline water.
Aquatic foods	Animals, plants and microorganisms that are farmed in and harvested from water, as well as cell- and plant-based foods emerging from new technologies.
Aquatic food systems	The complex web of all the elements (environment, people, inputs, processes, infrastructures, institutions, etc.) and activities that relate to the production, aggregation, processing, distribution, preparation, consumption and disposal of food products that originate from wild and capture fisheries, aquaculture and/or cell- and plant-based alternatives emerging from new technologies, and parts of the broader economic, societal and natural environments in which they are embedded. It encompasses the entire range of actors and their interlinked value-adding activities from production all the way to consumption, as well as the outcomes of these activities, including those related to nutrition, public health, food security, social and economic prosperity, and environmental sustainability.
Blue economy	An emerging but contested concept which encourages better stewardship of “blue” resources from both freshwater and marine spaces, including the ocean, seas, coasts, mangroves, lakes, rivers, and underground water. It encompasses a range of productive sectors, including fisheries, aquaculture, tourism, transportation, shipbuilding, energy, bioprospecting, and underwater mining and related activities. It aims for improvement of human well-being and social equity, while significantly reducing impact on the environment.
Fisheries	The sum of activities leading to harvesting fish through wild capture or through aquaculture production in saltwater or freshwater. A fishery is typically defined in terms of the people involved, species or type of fish, area of water or seabed, method of fishing, class of boats, purpose of the activities, or a combination of the foregoing features.
Healthy and sustainable diets	Diets with low environmental impacts that contribute to food and nutrition security and to healthy life for present and future generations. They are protective and respectful of biodiversity and ecosystems, culturally acceptable and accessible, economically fair and affordable, and nutritionally adequate, safe and healthy—all while optimizing natural and human resources.
Impact	A fundamental and durable change in the condition of people and their environment brought about by a project or intervention.
Innovation	The process of introducing and taking to scale new ideas, products, services and solutions capable of facilitating impact.
Innovation system	The interlinked set of people, processes, assets and social institutions that enable innovation.
Ocean economy	The sum of the economic activities of ocean-based industries, together with the assets, goods and services provided by marine ecosystems. The interdependency of ocean-based industries and marine ecosystems combined with increasingly severe climate change threats to the health of the ocean have led to growing recognition of the need for an integrated approach to sustainable use and management of the ocean in ways that keep it healthy, productive, safe, secure and resilient.
Research	Generation and communication of data, information and knowledge on an empirical basis.
Science	Rigorous hypothesis-based research.
System	A set of interacting entities and processes that form a complex whole.
System transformation	A major shift in the governance and functioning of a system that brings about significant positive change for the majority of people in the system.



Citation

This publication should be cited as: WorldFish. 2022. COP27 Communications Toolkit, WorldFish. Penang, Malaysia: WorldFish. WorldFish communications toolkit: 2022-29.

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About WorldFish

WorldFish is an international, not-for-profit research organization that works to reduce hunger and poverty by improving aquatic food systems, including fisheries and aquaculture. It collaborates with numerous international, regional and national partners to deliver transformational impacts to millions of people who depend on fish for food, nutrition and income in the developing world.

The WorldFish headquarters is in Penang, Malaysia, with regional offices across Africa, Asia and the Pacific. The organization is a member of CGIAR, the world's largest research partnership for a food secure future dedicated to reducing poverty, enhancing food and nutrition security and improving natural resources.

For more information, please visit www.worldfishcenter.org