

SEforALL Communications toolkit:

International Women's Day and March

People-Centered Accelerator activity

#SDG7AllEqual



OVERVIEW

To help create a global impact and raise awareness on our partners work and the People-Centered Accelerator, March has strategically been targeted as a month for the [Sustainable Energy for All \(SEforALL\)](#) communication channels to focus on gender equality and women's empowerment. We have chosen March to coincide with International Women's Day (IWD), March 8, with a broad range of communications activity that will happen throughout the month.

This activity will include a 'Twitter Takeover' during International Women's Day that highlights success stories and opportunities in empowering women within the energy sector, as well as a blog series from Accelerator partners, posts from SEforALL experts and regular, broader social media content outside of the takeover throughout the month of March.

Below you will find key information on social media engagement to share with #SDG7AllEqual - including links, images and draft posts. This document will be regularly updated, as we release more expert blogs and updates. Thank you in advance for any support you're able to give in helping us share our #SDG7AllEqual content.

Don't forget to follow and use #SDG7AllEqual in your posts so we can share them too. Images to support all the below posts are available [here](#).

TWITTER LIST

Want to follow People-Centered Accelerator partners on Twitter? We've made a list on the SEforALL Twitter page. Use it to follow all of the great organizations working on gender equality within sustainable energy: <https://twitter.com/SEforALLorg/lists/sdg7allequal>

TWITTER TAKEOVER

This 'Twitter Takeover' will include regular posts during IWD on March 8, 2018. We will start this activity at 12:00am CET (11:00pm GMT / 6:00pm March 7, EDT) for 24 hours with posts every two hours. A detailed table is shown below, with all images available in this [Google Folder](#).

DRAFT SOCIAL MEDIA POSTS

IMAGE TO POST WITH

This #InternationalWomensDay, @SEforALLorg is hosting a Twitter Takeover to celebrate all the work happening to support womens empowerment & equality in sustainable energy as we continue to #PressforProgress on #SDG7. Follow along using #SDG7AllEqual: https://buff.ly/2GYcvGp	#SDG7AllEqual
We're working with @SEforALLorg on the People-Centered Accelerator - advancing gender equality, social inclusion & women's empowerment in the sustainable energy sector to help become #SDG7AllEqual. On #InternationalWomensDay, find out more here: https://buff.ly/2GYcvGp	#SDG7AllEqual People-Centered Accelerator
"Gender equality & empowerment of women is key to the successful implementation of the #ParisAgreement": @PEspinosaC of @UNFCCC on @SEforALLorg People-Centered Accelerator→working to support gender equality in energy: https://buff.ly/2HZnKiS #InternationalWomensDay #SDG7AllEqual	#SDG7AllEqual UNFCCC
Equality in energy access delivers big results. When women are connected to energy, it creates a ripple effect in the local economy and supports #SDG7AllEqual. For every \$1 invested in @Solar_Sister entrepreneurs, it generates a 6x social return on investment #IWD2018	#SDG7AllEqual People-Centered Accelerator Partner Solar Sister animation
Going to the #SEforALLforum? These leading female experts will be there to discuss #SDG7AllEqual and how we can increase women's empowerment in energy. Find out how they're supporting #SDG7 & register now to join us in Lisbon: https://buff.ly/2F9Pi3x @SEforALLorg	#SDG7AllEqual Forum
.@Solar_Sister's #WEShine campaign is supporting #SDG7AllEqual by working with women in Nigeria & Tanzania to grow businesses, support communities and deliver energy solutions that reach the last mile. Their latest report has more: https://buff.ly/2D6bLfL #InternationalWomensDay	#SDG7AllEqual Solar Sister
Gender equality in the energy sector pays off. @SEforALLorg partner Reykjavik Energy is unlocking the power of equal opportunities & benefiting from a higher average return on equity. In 2011 they had 25% women in management, today its doubled to 51% #IWD2018 #SDG7AllEqual	Embed animation: Story 02 (in Google Drive)
.@rkyte365: "When it comes to closing the energy access gap, it is not a question of the world organizing to solve a problem for women, but of women organizing to solve a problem that has been ignored for too long" Read the #IWD2018 #SDG7AllEqual op-ed: https://buff.ly/2Fr8jyq	#SDG7AllEqual

"It is women who are driving change in the way that electricity services are delivered to people so that they are affordable, reliable and clean." Watch @SEforALLorg CEO & @UN SRSG @rkyte365's #InternationalWomensDay message asking us to #PressforProgress & become #SDG7AllEqual	Embed video: Rachel Kyte IWD message
"Collaboration creates new opportunities to tackle the great challenges of our time." @SEforALLorg partner Love for Life is supporting #SDG7AllEqual by working with women in the Amazon to bring them access to energy. Read their stories: https://buff.ly/2G5aMje #IWD2018	#SDG7AllEqual Love for Life
.@Letterebelight addresses basic lighting needs of vulnerable off-grid communities in sub-Saharan Africa, helping over 323,000 benefit with access to solar powered community health centers. Read how they're #SDG7AllEqual this #InternationalWomensDay: https://buff.ly/2DatN0I	#SDG7AllEqual Let there be light
"Cooking with modern fuels - like LPG - saves time and improves health. More girls can go to school and more women can join the workforce." Today on #IWD2018, over 3 billion people lack access to clean cooking. Find out more from @globalpg: https://buff.ly/2HfMq5B #SDG7AllEqual	#SDG7AllEqual GLPGP

BLOG SERIES

Below are draft social media posts for all blogs within the March series of content for International Women's Day. Please feel free to share from now and throughout the month.

- Women are helping drive the change we need in the energy sector – but we must support them to go further, faster - read the latest @SEforALLorg blog on the People-Centered Accelerator, supporting women's empowerment so we can become #SDG7AllEqual: <https://buff.ly/2D8J1TF> #SDG7

PARTNER CONTENT

To include any links, draft posts or other related partner content.

Solar Sister is promoting the WESHINE campaign this IWD. Digital resources are available in [this dropbox folder](#) -- and can be used to post with links back to the [WESHINE page](#) for inspiring stories about how investing in local women transforms communities with solar light and clean energy.

CONTACTS

For any help with the toolkit or questions, please contact Beth Woodthorpe-Evans on Beth@SEforALL.org