

# CGIAR SCIENCE WEEK 1–5 July, 2024 | Nairobi, Kenya

With science we can

# **Promotional Pack**

At CGIAR's inaugural Science Week, we'll be demonstrating the science and partnerships that are transforming the world's food, land, and water systems today. We'll be showcasing the latest development in agricultural R&D, hosting roundtable conversations with experts, governments, and partners, and inviting participants on CGIAR facility and field tours.

We appreciate your support in spreading the word about CGIAR Science Week. You'll find below promotional material to help promote the event, including assets for Social Media, Email Marketing, and Print. Stay tuned for more, coming soon!

Registration: https://cgiar.org/science-week Questions? campaigns@cgiar.org

## Social Media

## **Download Social Media Assets**



## **Suggested Messages**

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Register here: <u>https://cgiar.org/science-week</u>.

Like @CGIAR, I believe that #WithScienceWeCan feed the world in a way that protects people's health without harming the planet . Join me at #CGIARScienceWeek to explore how we can create a sustainable and food-secure future . Learn more and register: <u>https://cgiar.org/science-week</u>.



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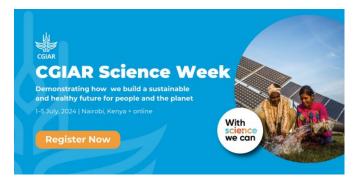


For decades, @CGIAR has been innovating to nourish both people and planet. Now, they are tackling the biggest threat to our ability to feed the world: climate change. Join us at #CGIARScienceWeek in July and help design a sustainable, food-secure future. <u>https://cgiar.org/science-week</u>.

#WithScienceWeCan create sustainable solutions to the urgent food and climate crises. I'm looking forward to attending #CGIARScienceWeek to help transform our food, land and water systems so that we can nourish both people and planet. Register now: <u>https://cgiar.org/science-week</u>.

## Newsletter assets

#### **Newsletter Ads**



#### Download graphics via Canva

## **Newsletter Copy**

Climate change is wreaking havoc on the world's food, land, and water, causing record levels of hunger and malnutrition. Simultaneously, our current approach to growing, processing, trading, and consuming food is contributing to the problem. Without urgent action to transform our agriculture and food systems, millions more lives and livelihoods will be lost on an increasingly devastated planet.

Recognizing the urgency of these crises, CGIAR is convening the world's leading scientists and thinkers at the intersection of agriculture and climate for its inaugural Science Week in Nairobi, Kenya and online, from 1-5 July 2024. Building on CGIAR's 50+ years of leading agricultural research and innovation, the gathering will inspire action and investment in sustainable food systems that nourish both people and planet. Attendees will participate in a variety of programming, from an exposition showcasing the latest developments in agricultural R&D to tailored panel discussions, roundtable conversations, and CGIAR facility tours.

Join us in reimagining a sustainable and food-secure future for the world. Secure your spot here: <a href="https://www.cgiar.org/news-events/event/cgiar-science-week/">https://www.cgiar.org/news-events/event/cgiar-science-week/</a>



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## **Print Materials**

Flyer for print: <u>Download here (PDF)</u>

(Please think about the environment and only print as many as you can distribute)

