



**GENDER EQUALITY
IN RURAL AFRICA**
From Commitments to Outcomes
November 11-13 | Lomé, Togo

SOCIAL MEDIA TOOLKIT

ReSAKSS ANNUAL CONFERENCE

AND LAUNCH OF THE 2019 – 2020 ATOR

11-13 November 2019

Dear colleagues and partners,

As we are approaching the launch date for the 2019 Annual Trends and Outlook (ATOR) report, we are happy to share with you this social media toolkit. Please, feel free to use it to complement your social media campaigns around the launch of this new ATOR.

All proposed materials are yours to use freely!

Best,



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Event Hashtag:

#2019ReSAKSSConference

#ReSAKSSAnnualconference

Handles:

@IFPRI

@AUC_CAADP

@ReSAKSS

@IDRC

@AWARD

ATOR Hashtag:

#2019ATOR

#GenderEquality

#Financialinclusion

#equaLEADERS



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Messages for Twitter:

About ReSAKSS and the ATOR:

@IFPRI & @AUC are convening the #2019ReSAKSSConference 2 promote review & dialogue on the Comprehensive Africa Agriculture Development Programme #CAADP implementation among policymakers, dev partners, researchers, farmers'orgs, private sector from within & outside #Africa <https://bit.ly/2ritaSd>

This year #2019ReSAKSSconference is taking place in #Lomé, #Togo from 11-13 November 2019. The theme of the conference is "Gender Equality in Rural Africa: From Commitments to Outcomes. #2019ReSAKSS #GenderEquality <https://bit.ly/2ritaSd>

@ReSAKSS helps to inform the #CAADP implementation process through its flagship Annual Trends and Outlook Reports #ATOR which serves as the official CAADP M&E report, tracks progress on over 30 key CAADP indicators #2019ReSAKSSconference <https://bit.ly/2ritaSd>

The #2019ATOR is the flagship annual publication of @ReSAKSS and is released at the annual #2019ReSAKSSconference, hosted by the @AUC_CAADP and held in Lomé, Togo from 11-13 November 2019. <https://bit.ly/2ritaSd>

About the 2019 ATOR:

@ReSAKSS program & the #2019ATOR provide knowledge and research to guide implementation of #CAADP, the main vehicle for the achievement of the @_AfricanUnion commitments to agricultural transformation. #2019ReSAKSS <https://bit.ly/32tDEeu>

The 2019-2020 #ATOR takes an in-depth look at #GenderEquality and summarizes the available evidence of its implementation in #Africa and looks at its policy implications <https://bit.ly/32tDEeu> #2019ReSAKSSconference #GenderEquality



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The #2019ATOR helps fill knowledge gaps related to enhancing the role of #GenderEquality in reducing vulnerability & increasing resilience of women and youth in rural #Africa as the continent embarks on the implementation of the Malabo commitments & @AUC Agenda 2063. #2019ReSAKSS <https://bit.ly/32tDEeu> #GenderEquality #2019ReSAKSSconference

Key statements from the 2019 ATOR:

#2019ATOR ***Gender equality and effective leadership are intertwined.*** Effective #leadership cannot be achieved without considering #genderequality and inclusion of different groups in leadership. Download the full report here: <https://bit.ly/32tDEeu> #2019ReSAKSSconference #GenderEquality

#2019ATOR ***#Women continue to have less secure #landtenure than men and, despite recent gender-friendly regulatory, administrative, and institutional land reforms in several countries, access is decreasing in some places.*** Download the full report here: <https://bit.ly/32tDEeu> #GenderEquality #2019ReSAKSSconference

#2019ATOR The ongoing social, demographic, and economic changes within Africa, coupled with emerging land markets, make it imperative to reassess customary land tenure systems and to demand that government interventions be context and gender-specific. Download the full report here: <https://bit.ly/32tDEeu> #2019ReSAKSSconference #GenderEquality

#2019ATOR ***Financial inclusion can enhance women's economic prospects and allow them to better manage their lives.*** Women, however, often face gender-based supply-and-demand-side-related barriers that limit their access to financial services and products or the benefits from their use. Download the full report here: <https://bit.ly/32tDEeu> #2019ReSAKSSconference #GenderEquality

#2019ATOR Strategies for increasing women's financial services have tended to focus on fixing women,



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or on making women “bankable.” Instead, a more gender-transformative and sustainable approach is needed to ensure that financial institutions and the services they provide are “womenable”. Download the full report here:

<https://bit.ly/32tDEeu> #2019ReSAKSSconference #GenderEquality

#2019ATOR In Kenya's Agribusinesses, only 34/100 of women are financially included. Find more figures of Financial inclusion in Kenya's Agriculture Sector. Download the full report here: <https://bit.ly/32tDEeu> #2019ReSAKSSconference #GenderEquality

#2019ATOR **Banks need to be more gender responsive when providing financial services, which can be effective empowerment tools for women.** Download the full report here: <https://bit.ly/32tDEeu> #2019ReSAKSSconference #GenderEquality #Financialinclusion

#2019ATOR **Women's businesses are naturally interrupted on several occasions like maternity. This factor is to be considered when designing financial products.** Download the full report here: <https://bit.ly/32tDEeu> #2019ReSAKSSconference #GenderEquality #Financialinclusion

About the promotional videos:

Dr Jemimah Njuki and Dr Wanjiru Kamau-Rutenberg have delivered key messages for #GenderEquality in #Africa in a series of videos introducing the #2019ReSAKSS. Download the full report here:

<https://bit.ly/32tDEeu> #2019ReSAKSSconference #GenderEquality #Financialinclusion

“In Kenya only 34/100 of women in agriculture are financially included” shares Dr Jemimah Njuki, sr Programme Officer at @IDRC. Find out more <https://bit.ly/33uKQbM> #2019ReSAKSSconference #GenderEquality #Financialinclusion



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“Leadership talent is equally distributed at birth so the intersection of #gender #equality and #leadership is a particularly important one to make if we want to solve the urgent problems that the African continent is facing” shares in this video Dr Wanjiru Kamau-Rutenberg from @AWARD on the relevance of this year’s @IFPRI Annual ReSAKSS conference theme on #genderequality #2019RESAKSSconference. Listen to this impactful message: <https://bit.ly/36J5k2w>

“Instead of designing Generic Products, Financial institutions' focus needs to be more on how to make women bankable and how to make the financial services “womenable”, if they want to contribute to attaining more Gender Equality in Africa.” <https://bit.ly/2Cqktri> #genderequality #2019RESAKSSconference

For Facebook and LinkedIn:

Key findings from the 2019 – 2020 ATOR:

#2019ATOR: #Norms affect different facets of #agriculture—who can own and who cannot own different resources, who can do certain things and who cannot, and who makes decisions and who cannot. This in turn affects the #performance of the #agriculture sector. **In trying to bring about normative change, it is important to recognize that although some norms can shift quickly, a social norms approach requires deliberate investments of time and resources, #community mobilization, and engagement with community #leaders and #policymakers.** Download the full report here: <https://bit.ly/32tDEeu> #2019ReSAKSSconference #GenderEquality

An analysis of the current #trends in political #governance and #agriculture reveals persistent #gendergaps in political representation, in #agriculturalresearch and #innovationsystems, and in other positions of influence in many African countries. **This gender gap in leadership persists because of the failure to systematically integrate a gender**



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perspective in governance mechanisms, to promote strong and accountable leadership at all levels to address disparities in human capital and sociocultural constraints, and to tackle institutional deficiencies. Download the full report here: <https://bit.ly/32tDEeu> #2019ReSAKSSconference #GenderEquality