



## Africa Think Tank Summit

10<sup>th</sup>  
Anniversary  
Celebration

**The Africa Think Tank Summit (10th Anniversary Celebration)**

***"Evidence-Based Strategies for Sustainable Climate Financing in Africa"***

8 - 11 October 2024, Abidjan Cote d'Ivoire

# Social Media Kit



# Contents

- 3** 1. Introduction
- 5** 2. The Africa Think Tank Summit
- 7** 3. Hashtags
- 8** 4. Social Media Posts
- 11** 5. Key Messages
- 12** 6. Visual Assets
- 12** 7. Live Updates
- 12** 8. Call to Action



# 1. Introduction to the social media toolkit

Welcome to the official social media toolkit for the Africa Think Tank Summit 2024, themed ***“Evidence-Based Strategies for Sustainable Climate Financing in Africa.”***

As Africa faces the increasing impacts of climate change, sustainable and effective financial solutions are critical to safeguarding the continent’s future. This summit brings together thought leaders, policymakers, researchers, and development experts to explore innovative, data-driven strategies that can unlock climate financing and support resilience across Africa.

This social media toolkit is designed to help you engage with the event, amplify key messages, and encourage meaningful conversations around climate financing and sustainability in Africa. Whether you are a partner, speaker, or attendee, this kit provides ready-made resources to share on your social media platforms, including suggested posts, hashtags, graphics, and more.

***Together, let’s spread the word, raise awareness, and work toward actionable solutions for Africa’s climate finance challenges!***

**Fatou Diouf**

*Head of Communications and Influencing, ACBF*



# How to Use This Kit:



## Hashtags

Use the recommended hashtags to join the conversation and increase visibility.



## Visuals

Download and share the provided banners, logos, and infographics to enhance your posts.



## Pre-written Posts

Copy and paste or personalize the suggested posts for your audience.



## Engagement

Tag the event organizers, speakers, and critical partners to foster a community of discussion.

***Let's lead the conversation on sustainable climate finance and make this year's summit!***

# 2. The Africa Think Tank Summit (ATTS): A Decade of Influence

The 10th ATTS, scheduled from 8 to 10 October 2024, will be a platform for African think tankers, policymakers, researchers, private sector leaders, and development partners to converge and explore strategies for mobilizing sustainable climate finance. The Summit's agenda will include panel discussions, interactive workshops, and networking sessions that will explore key topics such as:



## **Innovative Financing Mechanisms**

Exploring new instruments for climate finance that can be scaled across the continent.



## **Strengthening Institutional Capacity**

Discussing how to enhance the resilience and capability of African institutions to manage climate finance effectively.



## **Policy and Regulatory Frameworks**

Evaluating frameworks that can incentivize sustainable investments and overcome barriers to accessing climate finance.



## **Leveraging Africa's Carbon Markets**

Exploring pathways to drive investment, sustainability, and economic growth.



## By the end of this event, participants will:

- Gain a deeper understanding of the climate finance landscape and its challenges.
- Discover innovative financing instruments that can be replicated and scaled up across the continent.
- Learn about effective strategies for strengthening institutional capacities and enabling policy environments.
- Establish new connections and collaborative opportunities to advance climate finance solutions.
- Secure high-level commitments and actionable roadmaps to translate recommendations into tangible initiatives and investments.

The insights, best practices, and commitments generated from this event will be widely disseminated to policymakers, think tanks, private sector, and development partners, informing and catalyzing future climate finance initiatives in Africa. Ultimately, the 2024 Africa Think Tank Summit aims to be a catalyst for transformative change, paving the way for a more sustainable and resilient future for the continent.



# 3. Hashtags

**To create an engaging conversation and track interactions, use branded and general hashtags such as:**

#AfricaThinkTankSummit2024

#ATTS2024

#ClimateFinancingAfrica

#SustainableFinance

#EvidenceBasedSolutions

#GreenAfrica

#ClimateActionAfrica

#CapacityDevelopment





# 4. Social Media Posts

Whether you are attending in person or following online, use our sample social media posts on different platforms to engage, share, and spotlight important topics.





## Twitter (X) Posts



### Post 1:

"Excited to join the #AfricaThinkTankSummit2024! We're discussing evidence-based strategies for #SustainableFinance in Africa. Together, we can build a #GreenAfrica! Visit [africathinktanksummit.org](https://africathinktanksummit.org) to learn more about the event. #ATTS2024"

### Post 2:

"How can Africa secure financing for climate resilience? Join experts and policymakers at #AfricaThinkTankSummit2024 to explore #ClimateFinancingAfrica strategies that work. Visit [africathinktanksummit.org](https://africathinktanksummit.org) to learn more about the event. Don't miss out!"

### Post 3:

"The future of Africa's green economy depends on the right financial strategies! Learn about evidence-based solutions at the #AfricaThinkTankSummit2024. Visit [africathinktanksummit.org](https://africathinktanksummit.org) to learn more about the event. #SustainableFinance #ClimateResilience"

Download the accompanying Twitter visuals here: <https://bit.ly/4dhv1rV>

## LinkedIn Posts



### Post 1:

"The Africa Think Tank Summit is bringing together thought leaders, policymakers, and development practitioners to discuss 'Evidence-Based Strategies for Sustainable Climate Financing in Africa.' Let's collaborate to shape the future of Africa's green economy. Join the conversation at #AfricaThinkTankSummit2024! For more information, visit [Africathinktanksummit.org](https://africathinktanksummit.org) #SustainableFinance #ClimateActionAfrica"

### Post 2:

"Africa needs innovative, data-driven solutions to secure the climate financing necessary for its sustainable future. At this year's #AfricaThinkTankSummit2024, we'll explore how evidence-based strategies can unlock new pathways for financing climate resilience. Join us in making a difference. #GreenEconomy #ClimateFinance"

Download the accompanying LinkedIn visuals here: <https://bit.ly/4dhv1rV>

# Facebook Posts



## Post 1:

“Exciting conversations are happening at this year’s Africa Think Tank Summit! We’re focusing on evidence-based strategies for sustainable climate financing in Africa. From policy to implementation, experts are gathering to share insights on how to secure financing for the continent’s climate resilience. To learn more about the summit, visit [Africathinktanksummit.org](https://Africathinktanksummit.org) #AfricaThinkTankSummit2024 #SustainableFinance #ClimateActionAfrica”

## Post 2:

“Africa’s future depends on the climate strategies we develop today. This year’s Think Tank Summit will highlight practical, evidence-based solutions for financing green initiatives across the continent. Let’s be part of the solution! To learn more about the summit, visit [Africathinktanksummit.org](https://Africathinktanksummit.org) #AfricaThinkTankSummit2024 #GreenEconomy”

**Download the accompanying LinkedIn visuals here: <https://bit.ly/4dhv1rV>**

# Instagram Posts



## Image 1:

“How can Africa secure financing for a sustainable future? Join us at #AfricaThinkTankSummit2024 to learn about innovative, evidence-based strategies for sustainable climate financing. For more information, visit [Africathinktanksummit.org](https://Africathinktanksummit.org) #GreenAfrica #ClimateResilience”

## Image 2:

“Collaborating for change! Africa’s leaders are coming together to create lasting solutions for climate financing. For more information, visit [Africathinktanksummit.org](https://Africathinktanksummit.org) #AfricaThinkTankSummit2024 #SustainableFinance #ClimateActionAfrica”

**Download the accompanying LinkedIn visuals here: <https://bit.ly/4dhv1rV>**



# 5. Key Messages for social media

These key points can be used to create more personalized posts or respond to questions on social media:



Capacity building remains a central focus for achieving development agendas on the continent.



Knowledge is integral to developing evidence-based strategies for sustainable climate financing.



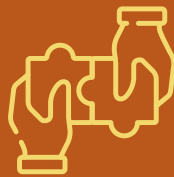
Think tanks play a key role in shaping and influencing Africa's development narrative, contributing to the continent's growth.



Africa is at the forefront of the climate crisis and is uniquely positioned to lead on sustainable climate finance initiatives.



Evidence-based strategies can help Africa access and manage climate financing more effectively.



Collaboration between governments, financial institutions, and think tanks is crucial for ensuring sustainable climate funding.



The Africa Think Tank Summit provides a platform for African thought leaders to explore innovative financial strategies for climate resilience.



Addressing climate finance challenges requires a blend of policy innovation, data-driven approaches, and grassroots involvement.

# 6. Visual Assets

Visuals are a powerful tool for conveying the Summit's theme and engaging your audience. Here are some visual assets that you may use with your posts.



Banners for social media platforms (Twitter, Facebook, LinkedIn, Instagram)



Infographics on climate finance challenges in Africa and solutions being discussed at the summit.



Speaker Headshots and Quotes for social sharing.



## 7. Live Updates during the Summit

Use Facebook Live, Instagram Stories, or LinkedIn for live updates during the summit. Share behind-the-scenes expert interviews and key panel discussions.



## 8. Call to Action (CTA):

**Make sure each post has a strong CTA:**

"Register now to attend the #AfricaThinkTankSummit2024!"  
"Join the conversation on sustainable climate finance!"  
"Don't miss out on this important event for Africa's future!"



**To stay informed and participate in this transformative journey,  
follow updates on the Africa Think Tank Summit website and ACBF  
social media platforms.**



[www.Africathinktanksummit.org](http://www.Africathinktanksummit.org)



[Comms@acbf-pact.org](mailto:Comms@acbf-pact.org) | [Atts2024@acbf-pact.org](mailto:Atts2024@acbf-pact.org)



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