

SMALLHOLDER FARMERS ARE ANYTHING BUT SMALL

Launch Date: October 15, 2025 (International Day Of Rural Women)

Smallholder farmers produce 1/3 of the world's food and nearly 70% of Africa's, yet they receive less than 1% of climate finance. That's not just a funding gap it's a \$1 trillion missed opportunity.

Ahead of COP30, Project Dandelion is launching a global campaign—funded by the Gates Foundation and in collaboration with the International Fund for Agricultural Development's Gender Transformative Mechanism—urging leaders to increase investment in smallholder farmers. Demand investment where the impact is greatest.

NEVER UNDERESTIMATE A WOMAN WITH A SMALLHOLDER FARM

Share the campaign films with your networks, **starting on October 15** – International Day of Rural Women. Below is suggested post copy, but feel free to make it your own.

DOWNLOAD ASSETS HERE



POSTING ETHIOPIA - SUGGESTED COPY

Short Option: When given access to resources, women farmers deliver results. In Ethiopia, women's irrigation leadership has helped ensure water access is reliable all year long, increasing agricultural yields and incomes. Visit projectdandelion.com and use the widget to tell leaders at COP30 to invest where the impact is greatest. @projdandelion

International Day of Rural Women (Oct 15): Women smallholder farmers feed the world—but receive less than 1% of climate finance. That's not just a funding gap, it's a \$1 trillion missed opportunity. Go to projectdandelion.com and use the ONE-CLICK public pressure tool to demand leaders invest where the impact is greatest. #ProjectDandelion @Projdandelion #ruralwomen



POSTING INDIA - SUGGESTED COPY

Short Option: When given access to resources, women farmers deliver results. In India, women have become leaders in bamboo cultivation, creating climate-resilient, long-term livelihoods out of barren, depleted land. Visit projectdandelion.com and use the widget to tell leaders at COP30 to invest where the impact is greatest. @projdandelion

International Day of Rural Women (Oct 15): Did you know that women smallholder farmers feed the world—but receive less than 1% of climate finance? That's not just a funding gap, it's a \$1 trillion missed opportunity. Go to projectdandelion.com and use the ONE-CLICK public pressure tool to demand leaders invest where the impact is greatest. #ProjectDandelion @Projdandelion #ruralwomen

VISIT THE CAMPAIGN PAGE

Be sure to tag your organization, partners, and @projdandelion

Instagram: @projdandelion | Facebook: @projdandelion | X: @projdandelion | TikTok: @projdandelion
| LinkedIn: @projdandelion | BlueSky: @projdandelion.bsky.social

USE THE WIDGET TO SPEAK OUT

Go to projectdandelion.com/demand and use the ONE-CLICK public pressure tool to demand leaders invest where the impact is greatest.

GO TO THE CAMPAIGN PAGE

SPEAK

DEMAND INVESTMENT WHERE THE IMPACT IS GREATEST

@CGIAR knows smallholder farmers produce 1/3 of the world's food, and over 50% of them are women. If investment in them was prioritized, we'd unlock \$1 trillion in economic growth. Global leaders @COP30Amazonia must invest where the impact is greatest argue @ProjDandelion



TWEET

© WRTHY Widget

POST THROUGH THE CAMPAIGN

Please continue to post campaign films or graphics following International Day of Rural Women (Oct 15) through COP 30 (Nov 10-21). We've included suggested post copy, but feel free to make it your own.

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SUGGESTED POST COPY

Option 1:

Women smallholder farmers feed the world—but receive less than 1% of climate finance. That's not just a funding gap, it's a \$1 trillion missed opportunity. Go to projectdandelion.com and use the ONE-CLICK public pressure tool to demand leaders invest where the impact is greatest. **#ProjectDandelion @Projdandelion**

Option 2:

Smallholder farmers grow 1/3 of the world's food but get less than 1% of global investment. If investment matched their impact, we'd unlock \$1 trillion for the global economy. Visit projectdandelion.com and use the ONE-CLICK public pressure tool to tell leaders at COP30 to invest where the impact is greatest. **@Projdandelion**

Option 3:

Women farmers deliver results—but remain underfunded. With investment, they grow food security, reduce poverty & build resilience. It's time global finance caught up. As a partner of **@Projdandelion**, we call on leaders at COP30 to invest where the impact is greatest. **#ProjectDandelion**

AMPLIFY THE MESSAGE: DEMAND INVESTMENT WHERE THE IMPACT IS GREATEST.

Share your own stories of women leading in climate adaptation, repost @ProjDandelion, and support the network to build momentum before COP30.

