



#PESTICIDEFREEFUTURE
#AGROECOLOGYNOW

SOCIAL MEDIA TOOLKIT

NO PESTICIDE USE WEEK

By [PAN Asia Pacific](#), December 2024

CONTEXT:

Forty years ago, the world witnessed the devastating Bhopal Gas Tragedy, a catastrophe that claimed over 20,000 lives and left a legacy of intergenerational trauma and chronic health issues for over half a million survivors. As we approach the anniversary of this industrial disaster, Pesticide Action Network Asia Pacific (PANAP) underscores the urgency of corporate accountability and systemic change in agriculture.

Pesticides are silent killers, linked to cancer, neurological disorders, and reproductive harm, while also devastating ecosystems, contaminating water, and threatening biodiversity. With 40% of insect species facing extinction, the environmental costs are catastrophic, jeopardising global food security.

Agroecology: A Vision for Resilience, Justice, and Sustainability

In this critical moment, agroecology emerges as a beacon of hope and an actionable pathway towards a safer, healthier, and more sustainable future. Agroecology integrates ecological and social principles into food and farming systems, combining traditional knowledge with scientific innovation to create practices that are not only sustainable but also equitable.

Agroecology offers transformative benefits by reducing pesticide-related health risks for vulnerable groups, empowering farmers with affordable, locally adapted practices, and fostering independence from costly chemical inputs. It restores the environment by regenerating soils, conserving water, and enhancing biodiversity, while also supporting sustainable livelihoods through improved yields, food security, and rural income opportunities. Additionally, agroecology strengthens climate resilience by enhancing soil health, sequestering carbon, and reducing agriculture's environmental footprint.





#PESTICIDEFREEFUTURE
#AGROECOLOGYNOW

An alternative world without pesticides is not just possible, it is essential. Across the globe, successful agroecological initiatives prove that farming without chemical inputs can produce sufficient, nutritious food while preserving natural resources. The evidence is compelling: sustainable agriculture works.

WHAT YOU CAN DO:

In the build-up to No Pesticide Use Week from December 3 - 10, we invite everyone to spread the word on the need to protect people, farmers, children and pollinators from harmful pesticides by posting the following on social media. **We encourage the participation of everyone including children and the youth!**

Use the hashtags

- #PesticideFreeFuture
- #AgroecologyNow
- #PollinatorsNotPesticides
- #ProtectOurChildren
- #WorldSoilDay
- #BeeEngagedWithYouth

Tag us on

- Facebook @panasiapacific
- Instagram @justpesticidefreeasia
- Twitter/X @panasiapacific
- Tiktok @panasiapacific

Additional tags @FAO @UNBiodiversity @UNEP



1. 📷 POST PLACARDS

Post our [social media placards](#) with one of the following calls:

- ***Agroecology is the Future: Sustainable Farming, Healthy Living!***
- ***Pesticides Kill More Than Pests: Save Lives, Ban HHPs!***
- ***Hold Corporations Accountable! No More Toxic Profits Over Lives!***

You can also [print the placards](#) and take selfies!

Feel free to add your own logos!

2. 📹 RECORD AND POST VIDEOS




Record and post videos with the following suggested script:

Script 1: This No Pesticide Use Week, join the call for a safer, healthier world demand corporate accountability and embrace agroecology!

Script 2: The time is now: say no to harmful pesticides and yes to a healthier, pesticide-free future!



KEY MESSAGES FOR PLACARD & VIDEO POSTS

MESSAGE 1:	MESSAGE 2:
<p> 40 years after the Bhopal Gas Tragedy, toxic pesticides still harm millions. It's time for accountability and agroecological transformation.</p> <p>Together, we can build a safer, sustainable future. </p> <p>#NPUW2024 #AgroecologyNow #CorporateAccountability</p>	<p> Pesticides kill more than pests—they cause cancer, harm ecosystems, and threaten global food security.</p> <p> Let's act now for a pesticide-free future. </p> <p>#StopHHPs #AgroecologyNow #ProtectOurPlanet"</p>
MESSAGE 3:	MESSAGE 4:
<p> Agroecology is the solution we need! It protects health, empowers farmers, restores ecosystems, and secures our food systems.</p> <p>Let's make the shift together! </p> <p>#AgroecologyNow #NoPesticides</p>	<p> 40% of insect species, including pollinators, are facing extinction due to toxic pesticides. Without them, food security and biodiversity are at risk.</p> <p>Let's protect pollinators with agroecology! </p> <p>#SaveTheBees #AgroecologyNow #NoPesticides</p>

3. USE OUR POSTERS

Use our [posters](#) if you are organizing events or awareness-raising activities!

Feel free to add your own logos! [Use editable version]



4. USE OUR SOCIAL MEDIA INFORMATIONAL CARDS

Use our social media cards/visuals with the following key messages:

Social media cards <small>(click on link in name to download visuals)</small>	FB/IG:	Twitter/X:
<p>1- 40 years of Bhopal tragedy</p>	<p>🌍 As we mark the 40th anniversary of the Bhopal disaster, let us honour the victims of Bhopal and advocate pesticide-free environments 🌱 and sustainable agricultural practices. 🌍</p> <p>#PesticideFreeFuture #AgroecologyNow #NPUW2024</p>	<p>🌍 As we mark the 40th anniversary of the Bhopal disaster, let's honour its victims and advocate for pesticide-free environments 🌱 and sustainable farming practices 🌍.</p> <p>#PesticideFreeFuture #AgroecologyNow #NPUW2024</p>
<p>2 - Agroecological transformation</p>	<p>Agroecology applies ecological 🌱 and social principles 🤝 to create sustainable and equitable food systems.</p> <p>It also empowers farmers by reducing their dependence on costly chemical inputs 🧪 and promoting locally adapted, sustainable practices 🌾.</p> <p>Agroecological practices 👉 https://ipam-global.org/home/</p> <p>#PesticideFreeFuture #AgroecologyNow #NPUW2024</p>	<p>Agroecology applies ecological 🌱 and social principles 🤝 to create sustainable, equitable food systems and empowers farmers to reduce chemical use 🧪.</p> <p>Agroecological practices 👉 https://ipam-global.org/home/</p> <p>#PesticideFreeFuture #AgroecologyNow #NPUW2024</p>



<p>3- <u>Bee & child harming pesticide</u></p>	<p>💡 Did you know? Chlorpyrifos, a highly toxic insecticide used in many crops, has been linked to brain damage, low IQ and other developmental problems in children.</p> <p>Studies show that chlorpyrifos is extremely harmful to bees as well. Honeybee larvae, when subjected to prolonged exposure to pollen contaminated with chlorpyrifos, displayed markedly reduced production of queens. Queen bees are the most crucial of all in the survival and functioning of a colony.</p> <p>Chlorpyrifos is almost-but not yet quite-in the list of pesticides that will be banned globally under the Stockholm Convention.</p> <p>#ProtectOurChildren and pollinators! Write your governments to ban chlorpyrifos today! Link to our policy brief 👉 https://bit.ly/chlorpyrifosbrief</p> <p>#PesticideFreeFuture #AgroecologyNow #NPUW2024 #PhaseOutHHPs</p>	<p>🧠 Chlorpyrifos, a highly toxic insecticide used in many crops, has been linked to brain damage in children</p> <p>🐝 Studies show that it is extremely harmful to bees as well</p> <p>Ban chlorpyrifos! 👉 https://bit.ly/chlorpyrifosbrief</p> <p>#AgroecologyNow #NPUW2024</p>
---	--	--



<p>4- <u>How pesticides poison bees</u></p>	<p>!! In the last decades, pesticides have emerged as a key catalyst behind the alarming decline in the population and species diversity of bees. 🐝</p> <p>Pesticides poison bees--both through direct and chronic exposure whereby even low doses cause massive harm. Here are just some of the ways how.</p> <p>Aside from directly impacting food production, pollinator decline leads to overall biodiversity loss--disrupting ecological processes and diminishing ecosystem resilience.</p> <p>But despite mounting evidence to the contrary, agrochemical giants like Bayer maintain that their pesticides are safe and do not harm bees. We know better!</p> <p>🗣️ Make your voice heard: #AgroecologyNow #NPUW2024</p> <p>More info: https://panap.net/resource/buzzing-bees-the-ecological-lifelines/?wpdmdl=6017&refresh=674e6ff32ac341733193715</p>	<p>!! In the last decades, pesticides have emerged as a key catalyst behind the alarming decline in bees. 🐝</p> <p>Direct and chronic exposure to pesticides cause massive harm. Here are just some of the ways how.</p> <p>#AgroecologyNow #NPUW2024</p> <p>More info: https://panap.net/resource/buzzing-bees-the-ecological-lifelines/?wpdmdl=6017&refresh=674e6ff32ac341733193715</p>
---	---	---

