

# CATALYSING CHANGE WEEK 2021

3 -7 May 2021

#CatalysingChangeWeek #SDGs

**Connect. Celebrate. Accelerate.**

Communications Toolkit



## WELCOME TO THE CATALYSING CHANGE WEEK 2021 COMMUNICATIONS TOOLKIT

This toolkit contains recommendations, visuals, sample posts and copy to help promote Catalyst 2030's Catalysing Change Week 2021 (CCW2021).

### About Catalysing Change Week

At Catalysing Change Week 2021, we will unite experts, social innovators, and representatives from the private sector and governments to showcase, listen to and come to understand one another. We will also raise awareness of the outstanding practices in the field, and their potential to bring about change.

*Catalysing Change Week is organised by [Catalyst 2030](#).*

Catalysing Change Week is an annual event over which we intensify our activities by bringing together our key stakeholders. Social entrepreneurs, representatives from the private sector, funders, and other agencies involved in systems change gather to showcase their work and the best practices that can accelerate our work in pursuit of the SDGs. It is a collective effort to highlight issues of common concern and to advance practices of collaborative systems change. The Week serves as an opportunity to engage, to advocate and to stimulate learning across our entire ecosystem.

In 2020, Catalysing Change Week comprised 85 sessions that drew over 4,000 individuals. Together, participants represented more than 1,600 organisations across 131 countries.

**This year we will again feature more than 100 online sessions, spread over five days during 3-7 May 2021 and allowing participants to tap into the collective wisdom around systems change while forging partnerships across countries, regions and sectors.**

Included in the line-up of social innovators will be award winners and finalists from the recent [Catalyst 2030 Awards](#) who will bring their own distinct contributions to the programme.

### 3 key themes of Catalysing Change Week

Catalysing Change Week 2021 has three key themes, and they tie in directly with our own theory of change.

- Connect.** • As a core principle in our Theory of Change, we serve as honest brokers who foster connections between various stakeholders in our ecosystem. Our objective is to create an environment that enables collaboration and co-creation as we, together, seek to address the most pressing issues of our time.
- Celebrate.** • Celebration is a great way to encourage, inspire and re-energise each other as we go about our work. We showcase best practices, creating a ripple effect as other stakeholders adopt these practices in addressing their specific challenges.
- Accelerate.** • We bring key stakeholders together to create tangible outcomes for policy making. This is particularly relevant as we engage with governmental stakeholders. As outlined in our [Embracing Complexity](#), [Getting from Crisis to Systems Change](#) and [New Allies](#) reports, social entrepreneurs' collaborations with governments are key to bringing about change and achieving the SDGs at local, national, and global levels.

Our [virtual sessions](#), which will be recorded and remain accessible on our website, will be structured around these three key themes.

## 7 communication steps to promote your session

- 1 Email your network to invite them to join #CatalysingChangeWeek during 3-7 May 2021!
- 2 Send a newsletter blast about #CatalysingChangeWeek and your session/s! (See text for your newsletter below.)
- 3 Engage members of the press to highlight your session if necessary. (Press Release release available [here](#).)
- 4 Actively reach out to key people in the field or related fields. Invite them and tag them to your profile with [f](#) [in](#) [YouTube](#) @Catalyst2030 and [Twitter](#) [Instagram](#) @Catalyst\_2030 | #Catalyst2030
- 5 Link to media influencers who write about the issue that you are working on.
- 6 Blog about #CatalysingChangeWeek and connect with bloggers to get them involved!
- 7 Follow the 5 steps to promote your session on social networks for CCW2021. See Page 4.

### Text for your newsletter

For five days from 3 – 7 May 2021 you will have the opportunity to join us at Catalyst 2030's Catalysing Change Week. This free online conference offers the unique opportunity to engage with the world's most innovative changemakers as they collaborate, co-create and share best practices. We know that you share our goal of bringing about the changes that are needed to achieve the SDGs by 2030 and we invite you to join us at this unique event.

Join over 100 sessions! Please register to attend: [www.catalyst2030.net/ccwsessions](http://www.catalyst2030.net/ccwsessions)

Find out more: [www.catalyst2030.net/about-the-campaign](http://www.catalyst2030.net/about-the-campaign)

#CatalysingChangeWeek #SDGs #CatalysingChange #AcceleratingAction

Catalyst 2030 is a global movement of social entrepreneurs and social innovators who share the common goal of creating innovative, people-centric approaches to attain the Sustainable Development Goals (SDGs) by 2030. We have been part of this movement since 2020.

### Press Release

Make sure to engage media and press about #CatalysingChangeWeek and your session/s. Press release is available [here](#).

### Questions?

For more information, contact Lynne Smit at [lynne@lesacommunications.org](mailto:lynne@lesacommunications.org)



## 5 steps to promote your session on social networks

- 1 Download the image templates that we have prepared for you, including your session data, and share them.
- 2 Use in all your posts and publications:
  - the official hashtag of CCW2021 #CatalysingChangeWeek with additional hashtag #SDGs
  - and where possible, please add #CatalysingChange #AcceleratingAction and other hashtags that better help to promote your session topic: #sustainability #climatechange #water #cities #education, and many more.
- 3 Tag your panelists, partner organisations, and other stakeholders. It is the best way to invite them to participate and start a conversation.
- 4 Share and comment on the posts of other moderators, panelists, and organisations that are taking part in CCW2021.
- 5 Record a video of 30 seconds or less explaining what your session will be about. Share it by using:
  - the official hashtag #CatalysingChangeWeek
  - tag @Catalyst2030 on Facebook and LinkedIn, @Catalyst\_2030 on Twitter and Instagram.

We will reshare your posts!

### Connect with CCW2021

We encourage C2030 members, session presenters, organisers and participants to join us in spreading the word about Catalysing Change Week 2021 (CCW2021).

🌐 [www.catalyst2030.net/about-the-campaign](http://www.catalyst2030.net/about-the-campaign) | [www.catalyst2030.net](http://www.catalyst2030.net)  
Check out the CCW website page for additional information on sessions, FAQs, resources, Catalyst 2030, and more!

[f](#) [in](#) [YouTube](#) @Catalyst2030 and [Twitter](#) [Instagram](#) @Catalyst\_2030 | #Catalyst2030  
Follow us on social media @Catalyst2030 on [Facebook](#), [LinkedIn](#) and [YouTube](#) as well as @Catalyst\_2030 on [Twitter](#) and [Instagram](#) to engage through posts, likes, retweets and shares.

Use the official CCW2021 hashtag #CatalysingChangeWeek with additional hashtag #SDGs. Where possible, please include #CatalysingChange #AcceleratingAction

### Use sample social media posts and visuals

We have prepared social media posts which we encourage you to share, as well as a template that you can use on your own social media platforms and website. Also, we will be posting about the sessions each day during #CatalysingChangeWeek and encourage you to share, repost and like our posts, and we will do the same for you when you use the suggested hashtags.



### Sample visuals for CCW2021

You can access all of the posters and pictures, sized for the relevant platforms, in a Google Drive [here](#).



## Sample posts for PRE-CCW2021



Save the dates: 3-7 May 2021 for [#CatalysingChangeWeek](#) [#SDGs](#) bringing together the world's most [#innovative](#) [#inspiring](#) [#changemakers](#) to collaborate and co-create the solutions for the most pressing issues! Join: [www.catalyst2030.net/about-the-campaign](http://www.catalyst2030.net/about-the-campaign) [#CatalysingChange](#) [#AcceleratingAction](#)



Join [#CatalysingChangeWeek](#) during 3-7 May 2021 where [#experts](#) [#socialentrepreneurs](#) and representatives from the [#privatesector](#) [#governments](#) [#connect](#) on [#SDGs](#) [#CatalysingChange](#) [#AcceleratingAction](#) Register to attend sessions and learn more: [www.catalyst2030.net/about-the-campaign](http://www.catalyst2030.net/about-the-campaign) [#Catalyst2030](#)



Join [#CatalysingChangeWeek](#) organised by [@Catalyst2030](#) during 3-7 May 2021 bringing together the world's most innovative and inspiring [#changemakers](#) on [#SDGs](#)! Explore over 100 sessions and register to attend: [www.catalyst2030.net/ccwsessions](http://www.catalyst2030.net/ccwsessions) [#CatalysingChange](#) [#AcceleratingAction](#)



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5 days. 100+ sessions. Join [#CatalysingChangeWeek](#) by [@Catalyst2030](#) during 3-7 May 2021! Attend sessions by inspirational [#changemakers](#) who share best practices, develop solutions, collaborate and co-create in order to meet the challenges we face as we pursue the [#SDGs](#).



5 days. 100+ sessions. Join [#CatalysingChangeWeek](#) by [@Catalyst\\_2030](#) during 3-7 May 2021! Attend sessions by inspirational [#changemakers](#) who share best practices, develop solutions, collaborate and co-create in order to meet the challenges we face as we pursue the [#SDGs](#).

## Sample posts for DURING CCW2021



NOW HAPPENING! It's [#CatalysingChangeWeek](#) 2021 with over 100 sessions by inspirational [#changemakers](#) [#experts](#) [#socialentrepreneurs](#) [#governments](#) worldwide. Register! Attend sessions: [www.catalyst2030.net/ccwsessions](http://www.catalyst2030.net/ccwsessions) [#SDGs](#) [#CatalysingChange](#) [#AcceleratingAction](#) [@Catalyst2030](#) [#Catalyst2030](#)



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It's [#CatalysingChangeWeek](#)! Join discussions on [#SDGs](#) [#AcceleratingAction](#) & more! Register to attend [www.catalyst2030.net/ccwsessions](http://www.catalyst2030.net/ccwsessions) Get inspired, connect and learn from [#experts](#) [#changemakers](#) [#socialentrepreneurs](#) and others about solutions for the most pressing issues! [@Catalyst2030](#)



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To achieve [#SDGs](#) we need to work together! That's why [#CatalysingChangeWeek](#) is connecting [#changemakers](#) [#experts](#) [#socialentrepreneurs](#) [#governments](#) worldwide in over 100 sessions this week! Register: [www.catalyst2030.net/ccwsessions](http://www.catalyst2030.net/ccwsessions) [#Catalyst2030](#) [#CatalysingChange](#) [#AcceleratingAction](#)

## Sample posts for POST-CCW2021



What an action-packed [#CatalysingChangeWeek](#) 2021 worth remembering! Last week brought together innovative [#changemakers](#) [#experts](#) [#socialentrepreneurs](#) on [#SDGs](#) in over 100 sessions! See more: [www.catalyst2030.net/about-the-campaign](http://www.catalyst2030.net/about-the-campaign) [#CatalysingChange](#) [#AcceleratingAction](#) [@Catalyst2030](#)



What an action-packed [#CatalysingChangeWeek](#) 2021 worth remembering! Last week brought together innovative [#changemakers](#) [#experts](#) [#socialentrepreneurs](#) on [#SDGs](#) in over 100 sessions! See more: [www.catalyst2030.net/about-the-campaign](http://www.catalyst2030.net/about-the-campaign) [#CatalysingChange](#) [#AcceleratingAction](#) [@Catalyst\\_2030](#)