

CATALYSING CHANGE WEEK 2021

3-7 May 2021

Overview Document



TABLE OF CONTENTS

- 3 WHAT IS CATALYST 2030?
HOW DOES CATALYST 2030 HOPE TO CONTRIBUTE?
WHO ARE THE CATALYST 2030 MEMBERS?
- 4 WHAT IS CATALYSING CHANGE WEEK?
- 5 WHAT ARE THE OBJECTIVES OF THE CATALYSING
CHANGE WEEK 2021?
- 6 THE CATALYST 2030 AWARDS
- 7 WHO CAN PARTICIPATE?
- 8 HOW CAN WE WORK WITH YOU TO MAKE YOUR
SESSIONS HAPPEN?
HOW WILL WE MAKE SURE THE CATALYSING CHANGE
WEEK DELIVERS ON ITS AIMS?
- 9 HOW DO MEMBERS AND FINALISTS GET INVOLVED?
- 11 APPENDIX 1 - CATALYSING CHANGE TIME TABLE
- 12 APPENDIX 2 - SUGGESTED SESSION STRUCTURE

INTRODUCTION

What is Catalyst 2030?

Catalyst 2030 was launched at the World Economic Forum (WEF) in January 2020. It is a global community of social entrepreneurs, innovators, and funders who believe that the Sustainable Development Goals (SDGs) can only be achieved by its 2030 target deadline through collective action and bold new strategies.

However, countries have largely fallen behind schedule. According to the Social Progress Index, the SDGs will not be realised until 2082. New estimates suggest that the global COVID-19 pandemic will set the clock back a further ten years.

How does Catalyst 2030 hope to contribute?

We are united in the belief that the SDGs are achievable – and should be achieved – by 2030, even in the face of the pandemic. However, this will only be possible if we pool our efforts and adopt a systems change approach – meaning that we want to change systems by tackling social problems at its root causes. Across the globe Catalyst 2030 members are radically transforming social innovation ecosystems, and are driving systems change interventions at all levels. Our mission as an organization is to catalyse collaboration across sectors, and in this way unleash our collective potential for global collaborative systems change. Our vision is to achieve the SDGs by 2030 through the unprecedented mobilisation of social entrepreneurs, partners and resources.

Who are the Catalyst 2030 members?

The growing network of Catalyst 2030 includes more than 900 social entrepreneurs, other social innovators, and supporters working in more than 180 countries. Our community includes leading social entrepreneurs recognised by the Ashoka, Echoing Green, Schwab and Skoll Foundations, as well as other global networks. Together, these individuals and organisations manage and oversee funding totaling \$2.2 billion. Collectively, we impact the lives of two billion people around the world. Our work touches on all the SDGs, as well as 90% of the SDG targets.

Our network is rapidly expanding to include governments, funders, bilateral and multilateral institutions, as well as others seeking to realise the SDGs.

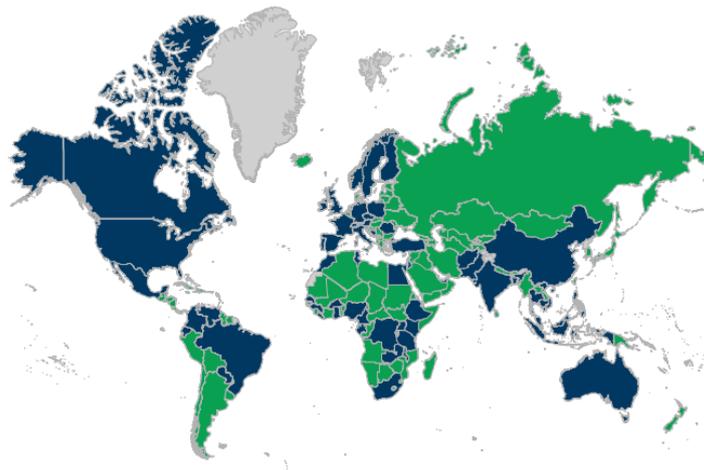
Catalyst 2030 operates globally to achieve the SDGs by 2030



541
member
organizations

71
member origin
countries

180
countries
served



■ Country served by a Catalyst 2030 member
■ Country with a Catalyst 2030 member

>2 bn¹
people reached
directly

>39,000
full-time employees

>2.2 bn USD
annual spend
on programs

All 17
SDGs covered

1 including double counting if people are reached directly by more than one partner
Source: Catalyst 2030

INTRODUCTION

What is Catalysing Change Week?

Catalysing Change Week is an annual Catalyst 2030 event over which we intensify our activities by bringing together 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 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 virtual sessions that drew more than 4,000 individuals. Together, participants represented over 1,600 organisations across 131 countries globally.

What will happen at Catalysing Change Week 2021?

Catalysing Change Week 2021 will build on the success of last year's event.

The programme will feature five days of online 'Catalysing Change' sessions. Social innovators will share their systems change work with other participants, and create partnerships across countries, regions and sectors.

We encourage all our Catalyst 2030 members and awards finalists to propose and host sessions that they would consider of interest and value. (See more on page XX.) We also urge them to identify opportunities that could lead to synergies and partnerships with other members. The week will be led by the Catalyst 2030 network and coordinated by the Secretariat.

We invite you to join us from 3-7 May 2021 so that you can

Connect. Celebrate. Accelerate.

What is 'Connect. Celebrate. Accelerate'?

These are the themes of Catalysing Change Week 2021, and ties 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 sessions will be structured around these three key themes.

What is systems change?

Systems change addresses root causes rather than symptoms by altering, shifting, and transforming structures, customs, mindsets, power dynamics and rules through collaboration across a diverse set of actors. The aim is to achieve lasting improvement of societal issues on the local, national, and global levels.

INTRODUCTION

What are the objectives of the Catalysing Change Week 2021?

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. More than this, we aim to change mindsets of current policy makers, funders and leaders, and will urge them to give social innovators a seat at decision-making tables.

For the week we have six clear objectives, in line with our Theory of Change (ToC) :

01

Celebrate

We believe in celebrating positive systems-change models. Over Catalysing Change Week, we will celebrate the work and achievements of the Catalyst 2030 Awards finalists, those who embrace best practices in accelerating change in the ecosystem. These models of best practice are in keeping with recent findings from the [Embracing Complexity](#), and [New Allies](#) reports.

02

Build

Among other recommendations, the [Crisis to Systems Change](#) report highlighted the need for world leaders to commit to systems change work, and to give social entrepreneurs a seat at global decision-making tables. Our objective is to streamline these findings into practical policy recommendations, which can later be shared at the G7 and G20 meetings and at the High-Level Political Forum.

03

Showcase

We will showcase ongoing initiatives from the 15 cross-cutting Issue-based groups within Catalyst 2030. The objective will be to demonstrate the abundance of practical problem-solving abilities within the network.

04

Bring the voice of people to the conversation

Catalyst 2030's Theory of Change pointed to the urgent need to change dominant cultures in which top-down approaches are the norm. In response, at Catalysing Change Week, we will strive to bring to the fore the voices of those people usually left out of conversations. This will be achieved by sharing early indicators from the [People's SDG Report](#), which looks at the meeting of SDG targets from the perspectives of communities served by Catalyst 2030 members.

05

Accelerate

In response to early indicators from the [People's SDG Report](#), we will accelerate our efforts to achieve the SDGs by 2030. This will be done by drafting policy recommendations that can be adopted across the globe.

06

Learn

We want to engage the Catalyst network to build skills and capacity, share and co-create knowledge, nurture connections across differences, and advance advocacy efforts.

INTRODUCTION

The Catalyst 2030 Awards

What are the Catalyst 2030 Awards?

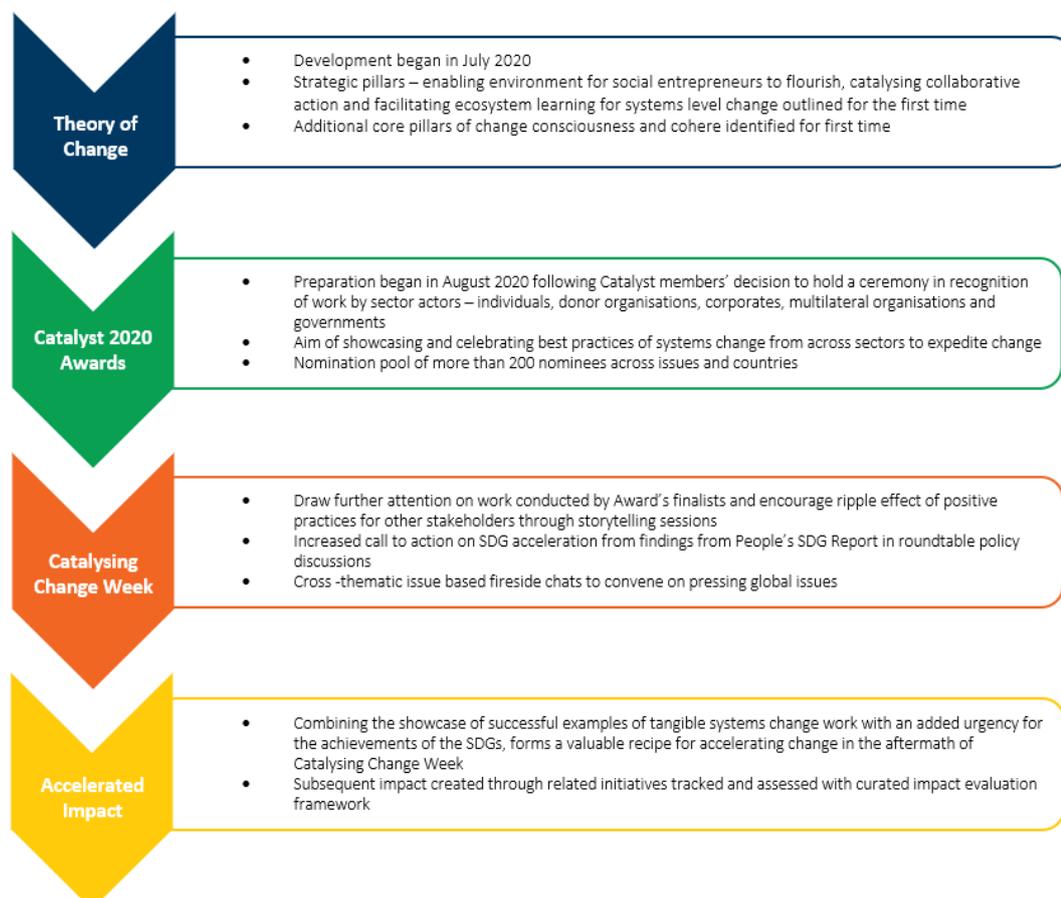
On 25 March 2021, we presented the first annual Catalyst 2030 Awards. The Awards celebrate the remarkable allies who, in working hand in hand with social entrepreneurs, enable collaborative and transformative efforts to achieve the SDGs. These actors include individuals, donor organisations, corporates, multilateral organisations, and governments. They have in common an appreciation that many of the traditional models of funding and supporting social entrepreneurs are no longer sufficient. They recognise that new collaborative, co-creative ecosystems are needed if we truly are to move the dial on the SDGs.

On what basis were finalists for the Awards selected?

The criteria for the Catalyst 203 Awards were drawn from recommendations made across our reports: Embracing Complexity; Getting from Crisis to Systems Change; and New Allies. We then invited Catalyst 2030 members to nominate allies that they believe are as committed to systems change as they are.

What do we hope to achieve through the Catalyst 2030 Awards?

It is our hope that the Awards will make real and lasting impacts on the social innovation ecosystem by encouraging allies to imagine bold new ways to support social entrepreneurs. In the diagram below, we outline how such impact will be generated and nurtured during and after Catalysing Change Weeks. Principally, this impact will arise from an improved understanding of the conditions that best allow social entrepreneurs and their allies to thrive. This understanding will then be translated into tangible policy recommendations and programmes that can be implemented globally. We will track the progress of these initiatives using our impact evaluation framework.



GETTING INVOLVED

How do we want Awards finalists and members to contribute to the Week?

We invite both members of Catalyst 2030 and finalists for the Catalyst 2030 Awards to:

01

Co-create a virtual session where they can showcase their work

02

Use the event to platform the work of their Working or Issue-based Groups

03

Optimise their engagements with decision-makers to bring greater attention to the policy and structural changes that are necessary to truly catalyse change

Who can participate?

Everyone is welcome to participate in Catalysing Change Week 2021. However, only Catalyst 2030 members and Catalyst 2030 Awards finalist can host sessions. All sessions will be co-created with the membership. The Secretariat will facilitate and organise the sessions.

GETTING INVOLVED

How can we work with you to make your sessions happen?

How members and finalists structure their sessions, and what they want participants to get out of their sessions, is entirely up to them. Catalyst 2030 will be delighted to assist in brainstorming the best ways to bring the sessions to life. We encourage everyone to think creatively and inclusively!

Here are some starter ideas:

- Use a film screening to spark dialogue and debate, and to encourage action.
- Host a workshop to come up with some big thinking and collaborative problem-solving alongside our global community of innovators.
- Be sure to bring unheard voices to the fore in panels, discussions and fireside chats.
- Showcase your work, innovations and collaborations to inspire similar actions around the world.
- Test your research findings to co-create meaningful recommendations.

Storytelling sessions

- Social innovators share their stories and initiate partnerships.

Roundtables: Policy Salons

- Social innovators and possibly donors are grouped according to their expertise on SDG issues. During these sessions, they co-create core recommendations for systems change that can help scale issue-based solutions.

Fireside chats/ Celebration sessions

- The issues raised and solutions proposed will be enhanced with the concerned policy makers/ leaders and how they can jointly co-create solutions.

Films

- Using a film screening to start dialogue and debate and to lead to action

Closed Door Salons

- Closed unlisted conversation with a small, selected audience - tentatively including dialogues with donors.

Issue-Based Workshops

- Hosting workshops to ideate big thinking and collaborative problem-solving with our global community of innovators

Keep in mind that we do not always need grand objectives and large audiences. Small curated groups like salons with the right people may work just as well and be as productive. You may also opt for a closed-door session.

Tentatively, we will also host 15-minute mindfulness and wellbeing sessions throughout each day, to serve as a break from the programme.

How will we ensure the Catalysing Change Week delivers on its aims?

The Catalysing Change Week will be an inclusive week. We will invite our membership and external stakeholders to take part in discussions with the aim to **Connect**. **Celebrate**. **Accelerate**. All feedback is welcome. We are in a sustained process of learning and co-creating the event with you. We will continuously monitor the progress of the event and ensure that our aims – as set out in our Theory of Change – are achieved.

GETTING INVOLVED

How do members and finalists get involved?

To get involved, here are the key considerations:



1: How do you co-create your session?

We encourage you to co-create a session with the Catalyst 2030 team, and that each session is centered around any of the three themes: [Connect](#). [Celebrate](#). [Accelerate](#).

We invite you to keep the following in mind:

- Consider your key objective and outcome?
- Who are your partners and your main audience?
- When do you want to have your session?
- How would you like to draw attention to your session?
- How do you wish to conduct your session?

2: How do you submit your session?

You can sign up via [this link](#).

- The form will ask you to block off a period of time over which your session and the necessary pre-session preparations will take place.
- Time blocks will be either 1 hour or 1.5 hours.
- Sessions will be held on the Hopin/Zoom platform (TBD).
- Multilingual sessions are welcome.

Based on your session content and audience, you may choose to make a one-minute “teaser”. There will be an option to upload this teaser in your submission form.

The video should end with Catalyst 2030 branding and include the following points:

- An introduction of yourself and your organisation
- The topic of your session
- Which theme(s) your session will respond to: [Connect](#). [Celebrate](#). [Accelerate](#)?
- How are you working to collaboratively to accelerate change?

Please share the video with the Catalyst 2030 Secretariat so we can distribute it via our social media channels.

3: What is the process after you have booked your session?

After you have submitted your session, the Catalyst 2030 team will review and provide suggestions. If other participants are focusing on similar topics, we will link you with them. All sessions will be confirmed by 10 April 2021 (TBD).

GETTING INVOLVED

How do members and finalists get involved? (Continued)

4: How can your session be publicised before the event?

Catalyst 2030 will be promoting Catalysing Change Week and your session via our social media channels.

To enhance the visibility and audience of your session, you will need to promote your own session in the appropriate networks. Please tag Catalyst 2030 in your social media posts so we can retweet and repost. Some other ways of promoting your session:

- Invite key stakeholders and networks.
- Invite existing and potential donors.
- Invite your teams, friends and family.
- Ask them to spread the word about your and other sessions.

A detailed social media press toolkit will be sent by April 10. This can be used to craft messaging around your session.

5: How will your event be publicised during Catalysing Change Week?

Publicity on social media and other platforms will be ongoing throughout the week. We urge participants to share posts about their sessions to their own network(s) as well. Catalyst 2030 team members will provide close support during the sessions. In addition, Catalyst 2030 banners will be provided as backgrounds at sessions to assist in the branding of the event. Recordings of each session will be uploaded on YouTube if participants' consent has been secured.

6: Beyond the Week

Catalysing Change Week is one step along the path to change we want to see. We will continue advocacy beyond the week and liaise with governments and multilateral entities such as the G7 and G20. Further, we will be working on the People's SDG Report, which will incorporate the inputs you make throughout the week. You can continue your collaborative journey in and with our membership community.

APPENDIX 1

Catalysing Change Time Table

All timings are in CET. Please use the time converter [here](#).

Time slots	Monday 3 May	Tuesday 4 May	Wednesday 5 May	Thursday 6 May	Friday 7 May
09.00 – 10.00		x4	x4	x4	x4
10.30 – 11.30		x4	x4	x4	x4
15.00 – 16.00		x4	x4	x4	x4
16.30 – 17.30	Opening session: H.M. Queen Mathilde	x4	x4	x4	x4
18.00 – 19.00	x4	x4	x4	x4	x4
19.30 – 20.30	x4	x4	x4	x4	x4

APPENDIX 2

Suggested session structure (Continued)

10 min	Moderator shares his/her presentation on the topic. Include other speakers (if applicable). Policy recommendations (if applicable).	Moderator & speakers
5 min	Moderator and speakers curate a policy recommendation. [Directs each question to a specific speaker by name to avoid cross talk. Can ask others to build on this].	Moderator & speakers
5 min	Moderator shifts to audience. Do you have any questions about objectives/session outcomes? How we will curate the same in the break our sessions? (if applicable) Please raise your hand if you have a question. There is a <i>Raise Hand</i> icon at the bottom of the participant's section of Zoom. [Calls on participants and asks them to unmute themselves to ask questions. Directs question to specific speaker first to avoid cross talk.]	Moderator
15 min	Breakout sessions: (If applicable) You're about to be sent to a breakout room. (If under 15 people, no breakout sessions.) There should be between 3-5 people per group. Please first agree who will take notes and will report back out to the larger group. [Set up common Google Doc for note-taking and share.] Questions: [Helper to share these questions in the Zoom broadcast.] [Helper to give 5-min, 1-minute warning via broadcast.]	Moderator Helper facilitates link to google doc
10 min	Return to full session: Let's hear from each group. Please raise your hand if you were the notetaker your your group. Please keep feedback to 3 minutes each. We'll look for common themes across the group.	Moderator
6 min	Closing: Any next steps Thank you to speakers and moderator, participants and helper!	Moderator



CATALYST 2030

Collaborating to achieve the SDGs