



# Catalysing Change Week Handbook 2022

Join the world's largest event led  
by social innovators and entrepreneurs

**9 - 13 May 2022**

Let's re-energise the SDGs  
**Amplify. Accelerate. Action.**

[www.catalysingchangeweek.catalyst2030.net](http://www.catalysingchangeweek.catalyst2030.net)

#CatalysingChangeWeek2022 #CCW2022 #LetsReenergisetheSDGs #SDGs

## Welcome to the CCW Handbook 2022

This handbook is for everyone interested in participating in Catalysing Change Week (CCW) 9-13 May 2022. The Handbook will help you plan your sessions/events and includes information about the campaign, ideas for activities, publicity and media tips as well as an overview of the available resources.

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## **About Catalyst 2030**

# What is Catalyst 2030?

Launched at the World Economic Forum in Davos in January 2020, Catalyst 2030 is a global movement of social entrepreneurs, innovators and funders. We believe that the Sustainable Development Goals (SDGs) can only be achieved by the 2030 target deadline through collective action and bold new strategies. Learn more at <https://catalyst2030.net/>

## Our mission

To catalyse collaboration across sectors, and in this way unleash our collective potential for global collaborative systems change.

## Our vision

To achieve the SDGs by 2030 through the unprecedented mobilisation of social entrepreneurs, partners and resources.



## Systems Change Approach

Systems change addresses root causes rather than symptoms by altering, shifting, and transforming structures, customs, mindsets, power dynamics and rules through the collaboration of a diverse network of social innovators. The aim is to achieve lasting solutions to pressing social challenges that people are facing at a local, national and global level. Learn more [here](#).

## Catalyst 2030 Members

Catalyst 2030's fast-growing movement includes more than 1600 *Systems Catalysts* (see definition below) who are working in 1175 member organisations in 195 countries. Ashoka, Echoing Green, Schwab Foundation and Skoll Foundation as well as other global networks, recognise leading social entrepreneurs within our community. Together, these individuals and organisations manage and oversee funding totalling \$2.2 billion. Catalyst 2030 members collectively impact the lives of two billion people around the world. Our work touches on all the SDGs and 90% of the SDG targets. Learn more [here](#).

## Systems Catalysts

We refer to our members as *Systems Catalysts*, rather than defining them by their profession or the sector in which they work. Whether they are social impact innovators, entrepreneurs, funders, lawyers, governments or bilateral stakeholders, Systems Catalysts are defined by their common sense of purpose, collaborative mindset, generosity of spirit and desire to achieve collective change. These characteristics evoke a shared commitment to change the systems that hold societal, economic, and environmental issues in place. **Systems Catalysts create solutions to the world's most pressing problems, regardless of their geographical location or profession.**

## Catalyst 2030's Theory of Change

To develop Catalyst 2030's Theory of Change, a task force of Catalyst members analysed our current reality, created the future we would like to see and developed a pathway to get there. Learn more [here](#).

# **About Catalysing Change Week**

# Catalysing Change Week FAQs

## What is Catalysing Change Week?

Catalysing Change Week (CCW) is the world's largest event led by social innovators and entrepreneurs to share knowledge, exchange ideas and accelerate collaborative systems change during more than 250 sessions and activities in a dedicated annual week. The week is coordinated by [Catalyst 2030](#), bringing together all systems catalysts, including social entrepreneurs, representatives from the private sector, governments, funders and others involved in systems change, to inspire change in support of achieving the SDGs.

These models of best practice are in keeping with the recent findings of the [Embracing Complexity](#) and [New Allies](#) reports. The Week serves as an opportunity to engage, advocate and stimulate learning across the entire social entrepreneurship ecosystem. Learn more [here](#).

### Looking Back

- |                         |                    |               |
|-------------------------|--------------------|---------------|
| • CCW2021: 120 sessions | 5,591 individuals  | 138 countries |
| • CCW2020: 85 sessions  | 4,000+ individuals | 131 countries |

## Goal of CCW

CCW enables participants to tap into collective systems change wisdom, while forging partnerships across countries, regions and sectors to advance the SDGs. Our goal is to **inspire change in the mindsets, culture and behaviours of current policymakers, funders and leaders and to empower social innovators and communities to effect change.**

## CCW2022 Theme “Let’s re-energise the SDGs”

Our theme for CCW is “**Let’s re-energise the SDGs.**” During the week, Catalyst 2030 aims to translate the events, sessions and activities of the week into real impact that results in systems change in the communities that our members serve globally. Access to quality healthcare, education, transport and employment are some of the pressing social challenges the SDGs are focused on resolving and which deserve to be “re-energised” to improve the lives of all. Read more about our theme on page 9.

## Our five key objectives

By participating in CCW members will:

1. **Intensify a collective effort to engage, advocate** and raise awareness of outstanding practices in the field and their potential to bring about change. More than this, we aim to change the mindsets of current policymakers, funders and leaders and to urge them to give social innovators a seat at decision-making tables.
2. **Learn about positive systems-change models**, build capacity and engage the Catalyst network. We will build skills and capacity, share and co-create knowledge, nurture connections and advance advocacy efforts. We believe in celebrating positive systems change models, in keeping with the findings of the [Embracing Complexity](#) and [New Allies](#) reports.

3. **Discover practical problem-solving approaches and opportunities** within the network and beyond. We will showcase ongoing initiatives of the Catalyst 2030 network and other stakeholders. Catalyst 2030 aims to demonstrate the abundance of practical problem-solving skills within our network and to create opportunities for collaboration.
4. **Empower unheard voices to enter the conversation.** Our [Theory of Change](#) pointed to the urgent need to change dominant cultures where top-down approaches are the norm. In response, the voices of people often excluded from important conversations will be brought to the forefront. Early indicators from the SDGs [People's Report](#), which explores how to meet the SDGs targets from the perspective of communities served by our members will be shared.
5. **Build systems change approaches** to strengthen political and community engagement. During CCW, we will create forums for participants to commit to taking specific collaborative action towards systems change that facilitates accountability and the tracking of progress.

Stakeholders will be encouraged to commit to taking action that advances practical policymaking. The "[Getting from Crisis to Systems Change](#)" report highlighted the need for world leaders to commit to systems change work and to give systems catalysts a seat at global decision-making tables. These findings will be streamlined into practical policy recommendations validated by in-field demonstrations of impact. We plan to share these findings at the G7 and G20 meetings.

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

### **What are the dates of CCW?**

CCW will be held from **9-13 May 2022**.

### **What happens during CCW?**

Many hybrid, offline and online sessions and events take place during Catalysing Change Week.

We urge everyone to identify opportunities that could lead to synergies and partnerships with other participants. The Catalyst 2030 network will organise and host events throughout the Week, while the Secretariat will coordinate the overall CCW event.

### **Who can participate in CCW?**

Everyone is welcome to participate in Catalysing Change Week 2022. However, only Catalyst 2030 members, Catalyst 2030 Awards winners and finalists may host sessions and/or events.

Catalyst 2030 members, Catalyst 2030 Awards winners and finalists are invited to propose sessions and events of interest that they would like to host during CCW2022. We encourage everyone to contact other Catalyst 2030 members to co-create sessions and submit session proposals on behalf of the collaboration. Members are also encouraged to plan local events and sessions in their country and region in collaboration with other Catalyst 2030 members. We suggest that members prioritise online interaction if local health authorities have discouraged in-person activities due to the COVID-19 pandemic.

## How can you take part in CCW?

To host sessions/events during CCW2022, you need to:

**STEP 1** - Submit a CCW Submission Form 2022 [here](#) by Tuesday, 15 March, 5pm CET.

Use the CCW Submission Form 2022 to submit a proposal for a session/event that you wish to host during CCW2022. These can be organised offline, online and/or in a hybrid format.

**STEP 2** - The Secretariat will contact you for any further information *(if applicable)*

**STEP 3** - The Secretariat will send you a confirmation via email

**STEP 4** - Plan, prepare and promote the sessions/events

**STEP 5** - Host the sessions/events during CCW2022

**STEP 6** - Follow-up with a call for action from CCW2022

## What is the CCW2022 timeline?

| 10 Feb - 15 Mar   | 15 Mar - 4 Apr  | 5 - 8 Apr  | 9 Apr - 9 May   | 9 - 13 May  |
|---|---|--|---|---|
| SUBMISSION<br>PROCESS   | REVIEWING<br>SUBMISSIONS  | CONFIRMING<br>SUBMISSIONS  | PROMOTING<br>SESSIONS, EVENTS &<br>ACTIVITIES   | CCW2022   |
| <ul style="list-style-type: none"><li>• Catalyst 2030 members, Catalyst 2030 Awards winners and finalists can submit sessions and events.</li></ul> | <ul style="list-style-type: none"><li>• The Secretariat is reviewing the submissions for sessions/events.</li></ul> | <ul style="list-style-type: none"><li>• The Secretariat will confirm sessions/ events.</li></ul> | <ul style="list-style-type: none"><li>• You are responsible for media promotion of your sessions/ events as the Secretariat will only be promoting the CCW2022.</li></ul> | <ul style="list-style-type: none"><li>• CCW2022 will take place during 9-13 May 2022.</li></ul> |



**CCW2022 Theme**  
**“Let’s Re-Energise the SDGs”**

# CCW2022 Theme

## CCW2022 Theme: “Let’s Re-Energise the SDGs”

**Why is it important?** The SDGs need re-energising to refocus the attention of systems catalysts on the urgent socio-economic challenges faced by people all over the world. The recent COVID-19 pandemic saw a shift in focus and a surge in awareness of the lack of health services in countless vulnerable communities. This often only led to short-term fixes, while excluding the other systemic challenges such as access to education, housing, transport, financial services and employment.

### Three Powerful Catalysers: Amplify. Accelerate. Action.

At CCW2022, three powerful catalysers are mixed to create catalytic reactions across the global community, leading to a more rapid achievement of the SDGs.



**Am – Amplify sessions/events** showcase Systems Catalysts’ work, amplify their voices and frontline experiences

**Ae – Accelerate sessions/events** create a space to connect Systems Catalysts across sectors - from innovators to policymakers - to bring about catalytic change

**Ac – Action sessions/events** advance progress through committed global action

CCW takes action in support of a movement that accelerates collaborative systems change. Members are encouraged to propose sessions that feature participants’ clear commitments to achieve specific action.

Systems change addresses root causes, rather than symptoms, by altering, shifting and transforming structures, customs, mindsets, power dynamics and rules, through the collaboration of diverse social networks. The aim is to achieve lasting solutions to socio-economic challenges on a local, national and global level. Learn more [here](#).

# **CCW2022 Sessions and Events**

# Guidelines for Proposing Sessions/Events During CCW2022

## Who can propose and host sessions/events?

We invite all Catalyst 2030 members, Catalyst 2030 Awards winners and finalists to propose and host sessions and events of interest during CCW2022. We encourage everyone to contact other Catalyst 2030 members to co-create sessions and submit the proposed sessions on behalf of the collaboration. Members are invited to plan in person activities at a local level, hybrid events and sessions in their country and region in collaboration with other Catalyst 2030 members.

**Please note.** Sessions with multiple participants that are co-created by different Catalyst 2030 members tend to be accepted over individual sessions.

## When will sessions/events for CCW2022 take place?

All online, offline and hybrid sessions and events take place throughout the CCW2022 during 9-13 May 2022.

**Please note:** When organising CCW2022 events and activities, it is important to always:

- Respect the national and local safety guidelines related to the COVID-19 pandemic.
- Prioritise online interaction when local health authorities have discouraged in person activities.

## What types of sessions/events can you host during CCW2022?

Please read the below inspiring activity ideas for examples of possible formats that sessions and/or events may take during CCW2022:

### Storytelling Sessions

- Social innovators share their stories and initiate partnerships.

### Policy Roundtable Discussions

- Social innovators and funders co-create recommendations for systems change that can help scale issue-based solutions.

### Fireside Chats / Celebration Sessions

- Challenges and solutions proposed will be highlighted and raised with the relevant policymakers and leaders, focusing on how solutions can be jointly co-created.

### Films

- Using a film screening to start dialogue and debate that leads to action.

### Closed Door Salons

- Closed, unlisted conversations with a small, selected audience, tentatively including dialogue with donors.

### Problem-Solving Sessions / Thematic Workshops

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

### Hackathon

- Designed as a sprint-like event, a good idea for problem-solving sessions.

### Mindfulness and Active Breaks

- Host 15-minute mindfulness and wellbeing sessions throughout each day, to serve as a break from the programme.

### In person regional and country events

- You can plan in person activities at the local level, hybrid events and sessions in your country and region with other Catalyst 2030 members. CCW2022 events and activities that can be organised at a local level include:
  - A CCW launch and/or closing event that your community attends
  - An official launch of a chapter
  - Social innovator and entrepreneur visits to universities to give guest lectures
  - Social entrepreneur visits to schools to talk about challenges and solutions
  - Government visits to projects/enterprises
  - Panel discussions with government officials, corporates, business leaders or UN representatives
  - Social entrepreneur meet and greet networking events
  - High-level whole of society roundtable discussions
  - A programme and/or project launch with the community or the government
  - A Tendrel forum launch together with other social impact leaders
  - Workshops, seminars and lessons
  - Visits to schools, universities and museums
  - Drawing, photo, video and essay competitions on the CCW2022 Theme “Let’s Re-Energise the SDGs” and other topics
  - Fairs and exhibitions
  - TV or talk show appearances

## What to consider when preparing a session/event proposal?

To prepare a session/event proposal, there are six key considerations:

### 1

#### Co-create your session/event

##### 1. How do you co-create your session/event?

You are encouraged to co-create a session/event with other Catalyst 2030 members.

##### 3 important considerations for session/event designers are:

- 1) Which of the CCW2022 objectives is the session/event most related to?  
Are you seeking primarily to **intensify, learn, discover, empower** or **build**?
- 2) What **specific objectives** do you have for your session/event?  
What contributions will your session/event make to CCW2022 and to Catalyst 2030 more broadly?
- 3) Is the session/event aligned with the CCW2022 Theme “Let’s Re-Energise the SDGs”? Which of the three catalysers best describes the **type** of session/event you envision?
  - **Amplify sessions/events** showcase Systems Catalysts’ work, amplify their voices and frontline experiences
  - **Accelerate sessions/events** create a space to connect Systems Catalysts across sectors - from innovators to policymakers - to bring about catalytic change
  - **Action sessions/events** advance progress through committed global action

Keep the following in mind:

- What are your key objectives and outcomes?
- What is your follow-up call to action?
- What will the outcomes of your session/event look like in one year?
- Who are your partners and your main audience?
- When do you want to host your session/event?
- How would you like to draw attention to your session/event?
- How do you wish to conduct your session/event? It is up to you to decide how to structure your session/event and to define what you want participants to gain. The Catalyst 2030 Secretariat will be delighted to assist in brainstorming the best ways to bring different sessions/events to life. Everyone is encouraged to think creatively and inclusively.

Here are some starter ideas for co-creating your session/event:

- Use a film screening to spark dialogue and debate and to encourage action as to how the SDGs can be re-energised.
- Host a workshop to come up with some big thinking and collaborative problem-solving, alongside our global community of innovators.
- Be sure unheard voices are at the forefront in panels, discussions and fireside chats.

- Go beyond "showcasing". Create opportunities for people to collaborate with you to maximise your impact. Ensure there is an explicit call to action and solicit a commitment to collaborate.
- Test your research findings to co-create meaningful recommendations.

## 2

### Submit your session/event

#### 2. How do you submit your session/event?

Fill out the CCW Submission Form 2022 [here](#). Please be aware that the CCW Submission Form is available in multiple languages.

Select date and time for your session/event

- We suggest planning sessions that are no longer than one hour.
- Feel welcome to host online, in person or hybrid event(s) during CCW2022. Your event programme may vary from a few hours to a multiple-day event. The length of the programme is entirely up to you.
- Sessions and online events will be held on Zoom.
- Multilingual sessions/events are welcome. If you wish to host a multilingual session, please get in contact with the Catalyst 2030 Secretariat for support and coordination.

## 3

### Prepare your session/event

#### 3. What is the process after you have submitted your session/event?

- After you have submitted your proposal, the Secretariat will review it and will email you with any additional questions and suggestions.
- The Secretariat will confirm your session/event via email.
- Create a Zoom link for your session and share it with your contact person in the Secretariat.
- If you need support with Zoom, the Secretariat can share details to a Zoom account that you can use to create your own invite link/Zoom link to your session.
- When scheduling your meeting on Zoom keep in mind the following:
  - In the 'security' section be sure to activate waiting room rather than passcode
  - Be sure not to add registration on Zoom
  - Check the settings to include what is needed for your session
  - Do not change the password for this Zoom account
- Share the 'invite link'/Zoom link to your session with the Secretariat as soon as possible, so we can include it in the CCW2022 calendar on the website.
- You are responsible for briefing speakers, moderators and/or panellists before your session/event takes place. We suggest that you schedule a pre-meeting to discuss session/event matters with them.
- Ensure that you set up and test all interactive functions that you need for your online session/event. For example, chat, polls, breakout rooms, tools, translation options and anything else that you wish to include in the session/event.

**Please note.** Sessions with multiple participants that are co-created by different Catalyst

2030 members tend to be accepted over individual sessions. If other participants are focusing on similar topics, we will link you to them as an opportunity for collaboration. All sessions will be confirmed during the week of 5-8 April.

## 4

### Publicise and promote your session/event

#### 4. How to promote your session/event?

**Please note.** The Secretariat will only be promoting the CCW2022, and not individual sessions. Session/event hosts are responsible for promoting their own sessions/events. You are therefore responsible for the local, national and international media promotion of your session/event as the Secretariat will only promote Catalysing Change Week.

Depending on your session/event, you are welcome to invite key stakeholders and networks, existing and potential donors, your teams, friends and family. Be sure to ask them to spread the word about your sessions/events and CCW2022.

Promote your session/event on the appropriate media channels to attract the right audience.

- Social media networks such as LinkedIn, Facebook, YouTube, Instagram, Twitter and other channels. Use the official CCW2022 hashtags: **#CatalysingChangeWeek2022 #CCW2022 #LetsReenergisetheSDGs** and tag **@Catalyst2030** on Facebook, LinkedIn, YouTube and **@Catalyst\_2030** on Twitter and Instagram, so we can repost and share your content.
- Your own and partner newsletters.
- Your website and online blog posts.
- Press and media. Send out a press release and invite journalists to conduct interviews.
- Prepare a short promotional video teaser. The video should end with C2030 branding and include the following points: (1) An introduction of yourself and your organisation (2) The topic of your session/event (3) Which theme(s) your session/event will respond to: Connect. Celebrate. Accelerate. (4) An explanation of how you are working collaboratively to accelerate change. Please share the video with the Secretariat to distribute via our social media channels.
- Download different image templates (tiles) and other visuals that we have prepared [here](#). Please feel welcome to customize these to promote your session.

Please see ‘Communications for CCW2022’ section at the end of this Handbook for more tips and suggestions for social media, press and more.

## 5

### During CCW2022

#### 5. What happens during Catalysing Change Week?

- Be sure to prepare well and run a test before hosting your session/event.
- You are responsible for planning, structuring and curating your session. If agreed, the Secretariat will provide technical support with the online and hybrid sessions/events.



|  |  |
|--|--|
|  | <ul style="list-style-type: none"> <li>• Session/event hosts need to record their session/event. The Secretariat can upload recordings of sessions/events to Catalyst 2030 YouTube if participants' express consent has been granted.</li> <li>• Take fun photos, including screenshots and videos, and share them with others on social media and in newsletters.</li> <li>• Publicity on social media and other platforms will be ongoing throughout the week. We urge participants to also share posts about their sessions/events to their own network(s). Use the official CCW2022 hashtags: <b>#CatalysingChangeWeek2022 #CCW2022 #LetsReenergisetheSDGs</b> and tag <b>@Catalyst2030</b> on Facebook, LinkedIn, YouTube and <b>@Catalyst_2030</b> on Twitter and Instagram, so we can repost and share your content.</li> </ul> |
|--|--|

|          |   |
|----------|---|
| <b>6</b> | <h2>Beyond CCW2022</h2> <h3>6. What happens beyond your session/events and the week?</h3> <ul style="list-style-type: none"> <li>• Catalysing Change Week is one step along the path to the change we want to see in the world. Our advocacy work will continue beyond the week, when liaising with governments and multilateral entities, such as the G7 and G20.</li> <li>• You can continue your collaborative journey with our membership.</li> <li>• There will be a follow-up call to action emerging from our interaction during CCW2022.</li> </ul> |
|----------|---|

## How does the Catalyst 2030 Secretariat support you with your session/event?

The Secretariat will support your CCW2022 session/event in the following ways:

- Sharing CCW updates and news.
- Exploring ideas for your sessions/events and offering advice for the topics, programme, and structure.
- Developing resources that can support you as you plan for CCW2022:
  - **CCW website [here](#)**
  - **CCW Submission Form 2022 [here](#)** that you can use to propose and submit your session/event.
  - **CCW Handbook 2022 and other resources [here](#)** including helpful information about CCW2022, and more.
  - **CCW2022 prep sessions about Zoom and communications.**
- If agreed, the Secretariat will support you during the session.
- After CCW2022, you may schedule a call with the Secretariat to devise a pathway to action the session outcomes.

## **Communications for CCW2022**



## Press and media

Securing media coverage will help you to promote participants' work in your local community, expand the reach of your message to different audiences, and more widely spread the word about CCW.

### 7 communication steps to promote your session/s and event/s

- |               |  |
|---------------|--|
| <b>Step 1</b> | Email your network to invite them to join <b>#CatalysingChangeWeek2022 #CCW2022</b> during 9-13 May 2022.  |
| <b>Step 2</b> | Send a newsletter blast about <b>#CatalysingChangeWeek2022 #CCW2022</b> and your event/s or session/s.   |
| <b>Step 3</b> | Engage members of the press to highlight your events and sessions.   |
| <b>Step 4</b> | Actively reach out to key people in the field or related fields. Invite them and tag them to your profile with <b>@Catalyst2030</b> on Facebook, LinkedIn, YouTube and <b>@Catalyst_2030</b> on Twitter and Instagram. Use <b>#Catalyst2030</b> where possible to link your activity to the CCW2022. |
| <b>Step 5</b> | Link to media influencers who write about the issue that you are working on.   |
| <b>Step 6</b> | Blog about <b>#CatalysingChangeWeek2022 #CCW2022</b> and connect with bloggers to get them involved.   |
| <b>Step 7</b> | See 'Social media section' below to follow the five steps to promote your session on social networks for CCW2022.  |

## How to work with the media?

Media coverage, whether traditional or online, can be a great source of exposure because of its cost-effectiveness - it's completely free - and wide reach. However, it can take time to research the appropriate media for your messaging, to establish relationships with editors, journalists, writers and bloggers and to pitch yourself to the media organisation and respond to interview opportunities.

## 5 tips to working effectively and productively with the media

- |              |  |
|--------------|--|
| <b>Tip 1</b> | <b>Develop solid relationships long before you “need” them.</b><br>You want to be prepared for your interaction with the media. If you have developed a solid relationship with the media outlets that matter to you, you will be in a much better position to respond to requests that may not show you – or your business – in the best light. There will be a relationship of trust established that will serve you well.   |
| <b>Tip 2</b> | <b>Know the media most likely to target you and the media that you would like to target.</b><br>Be proactive in your dealings with the media. Develop a list of the media where you would like to receive coverage, as well as a list of media that are likely to be interested in your business and its activities. Your local media outlets are likely to be your best bets. Make sure you know who the editors are, and the reporters who specialise in your subject. If the list is very large, you will want to do some prioritisation. |
| <b>Tip 3</b> | <b>Create and focus on key messages.</b><br>You should have both general key messages about your business and its products/services that you use for every interview and specific key messages that you develop for each media interaction. Your general messages should focus on the messages that you want the media – and, ultimately, your target audience, to know about you.   |
| <b>Tip 4</b> | <b>Be a “broken record.”</b><br>While you can never anticipate with 100% accuracy what questions a reporter is going to ask you, you do know with 10 % certainty what your key messages are. You should refer to those key messages again and again throughout the interview.  |
| <b>Tip 5</b> | <b>Make the reporter’s job “easy.”</b><br>Provide background information and additional materials, especially if your message is complex, and you are concerned about the reporter “getting it right.” The added benefit of providing background information, though, is that reporters are busy people and if you have provided good, well-prepared information it is likely to be used.  |

## Email text

Please feel welcome to use this example text below in your email:

Dear (name of person),

I have the pleasure of inviting you to attend Catalysing Change Week 2022. It is the world's largest gathering of social innovators and entrepreneurs who will share knowledge, exchange ideas and accelerate collaborative systems change in more than 250 sessions and activities that will hold virtually from 9-13 May 2022.

It would be wonderful if you could attend the session that I am (moderating or speaking in) called (name of your session) to be held on (date and time on Zoom, or if in-person say where). During the sessions we will (describe what your session will be about). Other speakers include (name other speakers and your moderator, unless you are the moderator, then just name the speakers). Here is the Zoom link (Zoom link).

If you are unable to make this session there are dozens more from which to choose.

The theme of CCW 2022, "Let's Re-Energise the SDGs", is built around three catalysing themes: **Amplify. Accelerate. Action.** Learn more about these catalysers here.

Coordinated by Catalyst 2030, the event brings together social entrepreneurs, representatives from the private sector, governments, funders and others involved in systems change, to inspire change in support of achieving the SDGs. The CCW 2022 programme includes hybrid, offline and online sessions and events. Let me know if you have any questions about my session or CCW2022.

Best regards,

Your name

Which Catalyst 2030 chapter you're a part of Or Your regular business title

## Newsletter text

Please feel welcome to use this example text below in your newsletter:

For five days from 9-13 May 2022 you will have the opportunity to join us at Catalyst 2030's Catalysing Change Week (CCW). CCW2022 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 250 sessions and activities. Please register to attend:

<https://catalysingchangeweek.catalyst2030.net/>

**#CatalysingChangeWeek2022 #CCW2022 #SDGs #Catalyst2030 #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.

## Press Release

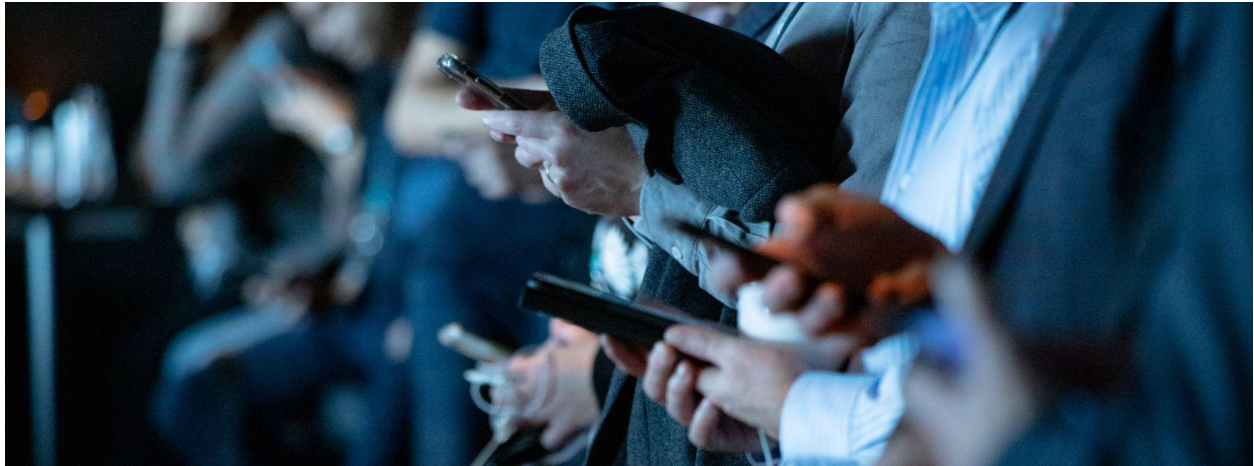
Make sure to engage media and press about #CatalysingChangeWeek2022 #CCW2022, your events and session/s.

A press release is available at the 'Resources' section [here](#).

Press releases are an effective way to start conversation regarding CCW events and are a commonly used public relations tool for media coverage and visibility. The purpose of a press release is to get attention, make news and generate publicity. Most importantly, press releases are an effective way to spark interest in Catalysing Change Week in a factual and efficient way. A well-written press release can be considered a cost-effective marketing tool to gain the media's attention for a potential news story and a great way to make an official announcement.

Before sending a press release, ask yourself:

1. Will this information make an interesting headline for a journalist?
2. Is the news about Catalyst 2030 CCW going to appeal to my target publications?
3. Will my target audience find this news interesting and important?



## Social media

Social networking sites can reach a wide audience at little or no cost – use existing accounts, or ask colleagues, partners, volunteers and friends to promote your CCW activities through their personal profiles. Social media is a fast, inexpensive, and effective way to share your news with others!

Check out the CCW website for additional information on sessions, FAQs, resources, Catalyst 2030, and more. <https://catalysingchangeweek.catalyst2030.net/> | <https://catalyst2030.net/>

### Suggestions for social media channels

- Follow and tag us on social media **@Catalyst2030** on Facebook, LinkedIn and YouTube as well as **@Catalyst\_2030** on Twitter and Instagram to link your activity to CCW2022, to engage through posts, likes, retweets and shares. Tag us to be featured on our page.
- Use the official CCW2022 hashtags **#CatalysingChangeWeek2022** **#CCW2022** with additional hashtag **#SDGs**. Where possible, please include **#Catalyst2030** **#CatalysingChange** **#AcceleratingAction**
- To highlight CCW2022 theme on social media, please use **#LetsReenergisetheSDGs**
- Remember to update your Facebook, Twitter, Instagram, YouTube and LinkedIn statuses regularly, and cross-promote all of your social media content!
- When posting on social platforms, be sure that each post includes a visual element of some kind (video, infographic, photo, or other image).
- Feel welcome to share your CCW posts on other social media platforms such as, Snapchat, TikTok, and other, too.



#### Facebook

- Share your posts, news and updates with others. Tag **@Catalyst2030** on Facebook, in all your posts, photos and videos with the official CCW2022 hashtags **#CCW2022** **#CatalysingChangeWeek2022**
- Create a CCW event and send invitations to your network and share status updates.
- Connect with other CCW events/activities and Facebook users with shared interests.
- Use Facebook Live to share live videos from your CCW sessions, events and activities.
- Upload content to Facebook Stories to inform others about your CCW news.





### Twitter

- Use tweets for positive messages, calls for action, or to highlight key information about your event. Using hashtags, **#CatalysingChangeWeek2022 #CCW2022**, makes it easy for Twitter users to search for information about events locally and to connect with the global activities. Tag **@Catalyst\_2030** on Twitter.
- Include photos and videos in your posts, and feel welcome to retweet posts created by others.



### Instagram

- Take photos and videos during preparations, the week and post-CCW2022. Tag **@Catalyst\_2030** on Instagram with **#CatalysingChangeWeek2022 #CCW2022** and share these with others. Also, you can choose to cross-post them to Facebook, Twitter and/or Tumblr before publishing the content on Instagram.  
**Note!** Instagram does not support hyperlinks in captions. You must add the link into your Bio (Click 'Edit Profile' to add a URL). Then, direct your followers to the link by adding 'Click the link in my bio to read all about it!' to your caption.
- Use Instagram Stories to share news and updates from your CCW sessions and events.
- Use popular hashtags that are trending on Instagram to link them to your posts. This way more people can hear about your CCW sessions, events and activities. Some of the hashtags that you might want to use are: *#SDGs #GlobalGoals #2030Agenda #global #sustainabledevelopmentgoals #sustainabledevelopment #sustainable #sustainability #international #campaign #advocacy #impact #socialimpact #socialgood #makeadifference #environment #nonprofit #ngo #philanthropy #eco #climatechange #photooftheday #picoftheday* Also, include your country and city as hashtags.



### LinkedIn

- Create posts about your CCW sessions, plans, preparations, live events, and Campaign highlights and share these with your network on LinkedIn. Tag us **@Catalyst2030** on LinkedIn with **#CatalysingChangeWeek2022 #CCW2022** and help us raise awareness about Catalysing Change Week!
- You can also write an article on LinkedIn, upload YouTube videos, post your CCW photos or SlideShare presentations to your updates.
- Include the official CCW hashtags **#CatalysingChangeWeek2022 #CCW2022** and other, for example: *#SDGs #GlobalGoals #2030Agenda #global #sustainabledevelopmentgoals #sustainabledevelopment #sustainable #sustainability #international #campaign #advocacy #impact #socialimpact #socialgood #makeadifference #environment #nonprofit #ngo #philanthropy #eco #climatechange #photooftheday #picoftheday*



### YouTube

- Subscribe to our **Catalyst 2030** channel on YouTube [here](#).
- Upload videos to YouTube to promote, inform, and educate others about your CCW sessions, events and activities. You can include the link to your YouTube video or channel in posts on Facebook, Twitter, LinkedIn and Instagram. You can embed videos from YouTube to your website.
- Don't forget to tag **@Catalyst2030** on YouTube with **#CatalysingChangeWeek2022 #Catalyst2030 #CatalysingChange** where possible.



## 5 steps to promote your session on social networks

- |               |  |
|---------------|--|
| <b>Step 1</b> | Download different image templates (tiles) and other visuals that we have prepared <a href="#">here</a> . Please feel welcome to customize these to promote your session.  |
| <b>Step 2</b> | In all your posts and publications, tag <b>@Catalyst2030</b> on Facebook, LinkedIn and YouTube as well as <b>@Catalyst_2030</b> on Twitter and Instagram. Use the official hashtag of CCW2022 <b>#CatalysingChangeWeek2022 #CCW2022</b> with additional hashtag <b>#Catalyst2030 #SDGs</b> and where possible, please add <b>#CatalysingChange #AcceleratingAction #LetsReenergisetheSDGs</b> and other hashtags that help to promote your session topic: <b>#sustainability #climatechange #water #cities #education</b> and many more. |
| <b>Step 3</b> | For sessions, please tag your panellists, partner organisations, and other stakeholders. It is the best way to invite them to participate and to start a conversation.   |
| <b>Step 4</b> | Share and comment on the posts of other moderators, panellists, and organisations that are taking part in CCW2022.   |
| <b>Step 5</b> | Record a video of 30 seconds or less explaining what your event and/or session will be about. Share it by using: the official hashtag <b>#CatalysingChangeWeek2022 #CCW2022</b> tag <b>@Catalyst2030</b> on Facebook and LinkedIn, <b>@Catalyst_2030</b> on Twitter and Instagram.   |

We will reshare your posts.

### Use sample social media posts and visuals

Chapters are encouraged to share Catalyst 2030 CCW official social media posts, and our template can be use on your own social media platforms and website. We will also be posting about the sessions and events each day during **#CatalysingChangeWeek2022 #CCW2022** 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 CCW2022

Download different image templates (tiles) and other visuals that we have prepared [here](#). Please feel welcome to customize these to promote your session.

### Sample posts for Pre-CCW2022:

Save the dates: 9-13 May 2022 for #CCW2022 bringing together the world's most #innovative #inspiring #changemakers to co-create solutions for the most pressing issues. Join: <https://catalysingchangeweek.catalyst2030.net/> #CatalysingChange #AcceleratingAction #Catalyst2030

Join #CatalysingChangeWeek2022 during 9-13 May 2022 where #experts #socialentrepreneurs and representatives from the #privatesector #governments #connect on #SDGs #CatalysingChange #AcceleratingAction Learn more and register: <https://catalysingchangeweek.catalyst2030.net/> #Catalyst2030 #CCW2022

Join #CatalysingChangeWeek2022 organised by @Catalyst2030 during 9-13 May 2022 bringing together the world's most innovative and inspiring #changemakers on #SDGs. Explore over 250 sessions. Register at <https://catalysingchangeweek.catalyst2030.net/> #CatalysingChange #AcceleratingAction

5 days. 250+ sessions & events. Join @Catalyst2030 #CatalysingChangeWeek2022 from 9-13 May 2022. 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 CCW2022:

NOW HAPPENING! It's #CatalysingChangeWeek2022 with over 250 sessions and events by inspirational #changemakers #experts #socialentrepreneurs #governments worldwide. Register! Attend sessions: <https://catalysingchangeweek.catalyst2030.net/> #SDGs #CatalysingChange #AcceleratingAction @Catalyst2030 #Catalyst2030

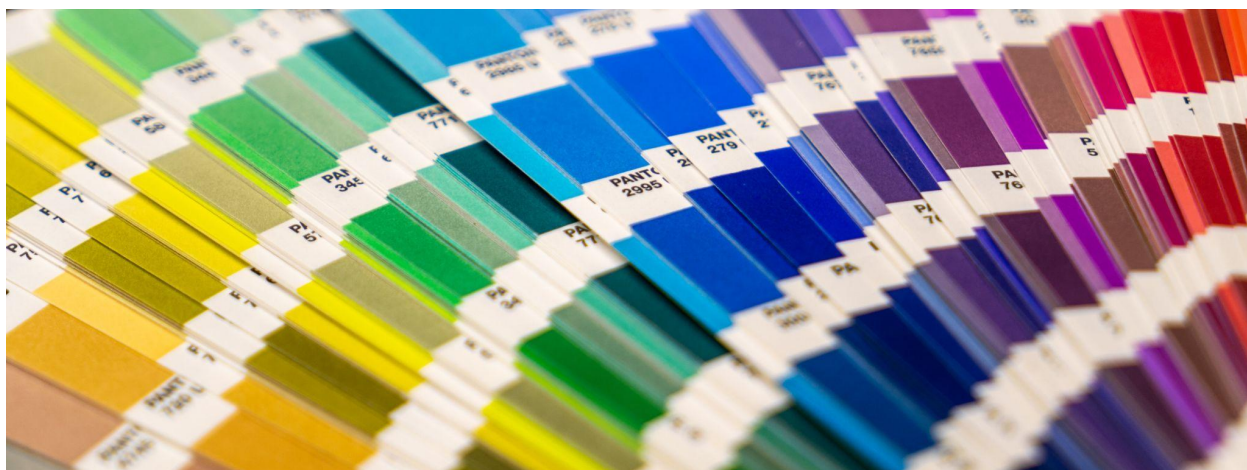
It's #CatalysingChangeWeek2022! Join discussions on #SDGs #AcceleratingAction & more! Register to attend <https://catalysingchangeweek.catalyst2030.net/> Get inspired, connect and learn from #experts #changemakers #socialentrepreneurs and others about solutions for the most pressing issues. @Catalyst2030

Join #CatalysingChangeWeek2022! Register for sessions: <https://catalysingchangeweek.catalyst2030.net/> where #experts #socialentrepreneurs #changemakers and others share best practices, develop solutions, collaborate & co-create in order to meet the challenges we face as we pursue the #SDGs. @Catalyst2030

To achieve #SDGs we need to work together. That's why #CatalysingChangeWeek2022 is connecting #changemakers #experts #socialentrepreneurs #governments worldwide in over 250 sessions and events this week! Register: <https://catalysingchangeweek.catalyst2030.net/> #Catalyst2030 #CatalysingChange #AcceleratingAction

### Sample posts for Post-CCW2022:

What an action-packed #CatalysingChangeWeek2022! Last week brought together innovative #changemakers #experts #socialentrepreneurs on #SDGs in over 250 sessions and events. See more: <https://catalysingchangeweek.catalyst2030.net/> #CatalysingChange #AcceleratingAction @Catalyst2030



### CCW brand identity guidelines

It is important to have consistent branding of CCW sessions and country events to promote greater awareness of Catalyst 2030 and Catalysing Change Week. To make this happen, we need your help.

**Please note.** Prior to the week, the Catalyst 2030 Secretariat will prepare and share with you CCW branded:

- **Digital banners** to use as backgrounds for your online sessions;
- **Promotional session tiles** with details about your session. Session host/s are responsible for using the tile in promotional materials such as social media posts.

Helpful branding guidelines are available at the 'Resources' section [here](#).

## Resources

## Available resources for CCW2022

**Please note.** We have developed different resources that can help you in planning for CCW sessions, events and activities. All these are accessible at 'Resources' section on <https://catalysingchangeweek.catalyst2030.net/>

|   |   |
|---|---|
| Website                                   | <ul style="list-style-type: none"><li>● Platform where all participants find information about the week, resources, events, activities and more.</li></ul>  |
| CCW Handbook 2022                         | <ul style="list-style-type: none"><li>● This handbook is for everyone interested in hosting a CCW sessions, events and activities. It includes information about the campaign, Catalyst 2030, the theme of CCW2022, online sessions, regional and country events, communications, social media, press and social media and much more.</li></ul> |
| CCW Submission Form 2022<br>(Pre-CCW2022) | <ul style="list-style-type: none"><li>● Please use this form if you are a Catalyst 2030 member, Catalyst Awards 2030 winner and finalists to propose sessions/events that you wish to host during CCW2022.</li></ul>  |

And many more!

## Connect with CCW

We encourage C2030 members, session presenters, organisers and participants to join us in spreading the word about Catalysing Change Week 2022 (CCW2022).

### Website

<https://catalysingchangeweek.catalyst2030.net/> | <https://catalyst2030.net/>

Check out the CCW website page for information on sessions, FAQs, resources, Catalyst 2030, and more.

### Social media

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 CCW2022 hashtags **#CatalysingChangeWeek2022** **#CCW2022** with additional hashtags **#SDGs** **#Catalyst 2030**. Where possible, please include **#LetsReenergisetheSDGs** **#CatalysingChange** **#AcceleratingAction**