



Catalyst 2030 Chapters:

Uniting Social Innovators to Drive Systemic Change

Catalyst 2030 Chapters are driving systemic change across the globe. Operating as national and regional collectives of social innovators, they provide the infrastructure and ecosystem to identify needs, create strategies, and drive change from the bottom-up.

Their reach is far ranging and context specific. The African Chapter has united to launch a strategy to open doors for the continent's dynamic social entrepreneurship sector and reframe the narrative around funding, leadership and education. The Malaysia Chapter has developed a relationship with the government and are collaborating to launch a new national direction for social entrepreneurship. In India, the Chapter is developing a 12-week programme to build meaningful collaboration between social entrepreneurs and corporations, enabling effective engagement and addressing important gaps in the needs of both parties.

With just eight years until the deadline to achieve the UN Sustainable Development Goals (SDGs), it is crucial that we support scalable initiatives to drive change at the local, national, and regional levels. Catalyst 2030 chapters provide the impetus, infrastructure and local capacity to achieve this goal.

Catalyst 2030

Catalyst 2030 is a global movement uniting over 1,600 social innovators, funders, and other actors to catalyse impact and achieve the SDGs by 2030. Current predictions estimate that the SDGs will not be achieved until 2092 – more than 60 years beyond the 2030 target date. Our members are committed to radically changing the systems that are delaying this progress and paving the way to a safer world for people and the planet.

We are seeking funders to partner with social entrepreneurs through Catalyst 2030 regional and country chapters. This is a unique opportunity to collaborate with social innovators and stakeholders to find solutions to systemic issues, leveraging the proximate expertise of those working with local communities. Chapters raise the collective voice of social entrepreneurs and advocate for change to local systems, including within governments, the private sectors, and the funding landscape. In doing so, they are readdressing the significant challenges that are holding back social innovation and paving the way for the realisation of the SDGs. By collaborating with Catalyst 2030 Chapters, you have an opportunity to unlock the power of local initiatives and accelerate their impact.

Context

In line with Catalyst 2030's distributed leadership model, we undertook a global evaluation of the Catalyst 2030 membership at the end of 2021. This involved consultations with targeted questions, seeking to understand the key learnings from our incubation phase and set our ongoing strategy.

By synthesising the feedback, we identified a series of trends where our members require strategic focus. One of which being that work undertaken at the global level must be complemented by work at the national and regional





levels. In order to achieve systemic change and the SDGs, our members were very clear that we should be working top-down *and* bottom-up. The most effective way to create that bottom-up pressure and action is through the organising of local actors – Catalyst 2030 chapters.

Each chapter is a localised version of the global Catalyst 2030 community, taking responsibility for part of the organisation's mission in a specific region or country. Chapter members range from grassroots organisations operating at the village level, all the way up to large organisations working across the country. While the chapters take their form and overall mission from the global movement, each one has specific issues they focus on, based upon the needs identified by its members and country context. By being connected to the global movement, chapters are able to leverage the expertise from the global ecosystem and apply as relevant at the local level. Being a part of the global movement also ensures that chapters speak with a greater collective voice. This symbiotic relationship allows for greater participation and learning across the whole community, sharing ideas, learning, insights, successes, and failures.

Growth and Scaling of Chapters: Our three-year strategy

Our member-led strategy for chapter growth is an audacious one. Currently there are 22 active country chapters (and 6 regional chapters). By the end of 2024, we plan to have Catalyst 2030 chapters in 100 countries. While recruiting members throughout our initial phase, we have closely monitored areas where a critical mass of local actors has emerged. Through the Catalyst 2030 Secretariat team, we are working together with local actors in target countries to advance their collective desire to start a chapter.

Once chapters are established by proximate leaders in the membership, we undertake a comprehensive mapping of actors in the ecosystem with whom the Catalyst 2030 chapter should be engaging. This includes influential individuals and decision makers who have the ability to progress the countries' SDG targets; real grassroots leaders who can offer proximate expertise; and successful systems change players in country. This can include civil society organisations, corporates and government entities.

What are we hoping to achieve?

Our ambitious chapter strategy will enable ecosystems of social innovators to emerge and thrive across the globe. Catalyst 2030 chapters will provide the infrastructure for local leadership while paving the way for effective cross-sector collaboration. As Catalyst 2030 members continue to develop systems change solutions to address the root causes of global challenges, the collective voice of our chapters will bring their tried and tested solutions to governments' attention. Through building meaningful, cross-sector collaborations at the national and regional levels, chapters will establish social innovators as key allies amongst governments, private sectors actors, and funders. These are the conditions that are required to accelerate social innovation, identify scalable solutions to local and global challenges, and achieve the UN SDGs.

We hope you will choose to align your support with the vision of Catalyst 2030, helping us solve the most complex challenges humankind faces today. We would be delighted to discuss any aspect of our work with you and establish how you can join us and become part of this catalyst for change.





Appendix

Steps to Getting a Chapter Started

We learned a lot in our incubation period and having launched 19 successful regional and local chapters, we've laid down the process in a 'Chapter's Handbook' to give guidance to members who wish to drive change by raising collective consciousness and voice to advocate for change.

1. **Initial conversation with members.** Members interested in advocating at the chapter level have an initial conversation with the secretariat, to discuss the creation of the chapter and scoping preliminary drivers for change.
2. **Open discussion with all the existing members in the location.** Utilising C2030's directory of members within a certain country/region, begin an introductory conversation/session about why a C2030 chapter is needed and plan out initial steps for the chapter in line with our [Theory of Change](#). In this session, members might also start the discussion around the state of the SDGs in the country/region and determine the SDGs that are most urgent.
3. **Mapping exercise of key allies, potential members, and existing C2030 members in the location, to be done by the secretariat.** The secretariat supports emerging chapter members with a mapping exercise of key allies and potential members in the country/region. This mapping exercise includes other Catalyst members, important local social enterprises, notable events and communities related to social enterprises and influential social entrepreneurs.
4. **Definition of the initial objectives and priorities of the chapter.** The initial objectives of the chapter will be defined by the country or region's members.
5. **Announcement in the C2030 General Assembly (GA).** The General Assembly is held on the last Wednesday of every month. Newly inducted chapters are announced in the meeting.
6. **Inclusion of new potential members.** In order to invite new potential members to the chapter, members can define strategies to engage key players to the local initiative. For example, organising an informative session about the movement and the chapter for new potential members in the country or region.
7. **Definition and agreement on the chapter objectives and actions, creation of a work plan.** Based on the initial thoughts defined in the first meetings of the chapter, members can organise an ideation session to validate the objectives of the chapter with the full group and define together a work plan with the specific activities to develop. [Here](#) is an example of an ideation session from the Europe chapter.
8. **Official launch event.** The launch of a new chapter is a publicised event that states the aim of the chapter and appeals for new members. See examples of the video launches of new chapters in [Brazil](#) and [Malaysia](#).
9. **Execution of the work plan.** Ongoing chapter activities based on the co-created work plan.

Three Year Strategy:

Phase 1 - 2022: Target of an additional 30 countries. Where a core group of Catalyst members are present, are themselves well established and operating in a country that has strong potential for growth (mostly middle income and a few lower income countries). Prioritisation is predominantly Africa, with Asia and LATAM and a few European countries that have potential for influencing the sector.





Phase 2 - 2023: Target of an additional 25 countries. Where a small number of Catalyst members are operating but are well established, the Secretariat will work with these members to raise their profile and reach out to further networks of social entrepreneurs and innovators to create a critical mass. These are mostly African and Asian countries.

Phase 3 - 2024: Target of an additional 25 countries that have been identified as strategically important with governments that have, in the past, expressed a desire to work in this area or a related one (social economy, etc) but where we have few members and who are not so well established. The emphasis will be on getting more established in-country SEs and innovators as part of the core group by taking a more proactive approach of research and outreach.

Impact

To date, we have established 22 country chapters and 6 regional chapters. A small sampling of some achievements:

Advocacy

Europe Chapter: Worked closely with the European Commission towards the Social Economy Action Plan since 2021, hosting two sessions in the digital Road to Mannheim in January and February last year, and submitted a recommendation document for the Social Economy Plan.

Slovenia Chapter: Launched officially during the Social Economy Week in 2021 the context of the Slovenian presidency of the council of the European Union, in a fully dedicated day to Catalyst 2030 and the SEs sector. This year the attention will be to support the creation of the National Action Plan for Social Economy for the country.

Malaysia Chapter: The Chapter has been working closely with the National government, in the last month they organised a round table discussion with the Economic Action Council Secretariat under the Prime Minister's Office (Malaysia) and various social enterprises to listen to their policy thoughts and inputs. The policy recommendations from this discussion would be critical for the EAC to shape the social entrepreneurship ecosystem in Malaysia including the tax exemptions statuses, national accreditation system and annual grant disbursements.

Brazil Chapter: As a result of a collaborative advocacy process, the chapter suggested a series of recommendations to the Agenda 2030 Bill in the State of Sao Paulo, and all suggestions from Catalyst 2030 Brazil were accepted.

Kenya Chapter: The chapter and some of their members, are working closely with the State Department for Housing and Urban Development together with the Small Medium Enterprise Advisory Unit Office of The President, on a project for upscaling Micro, Small and Medium Enterprises (MSMEs) through certification and accreditation of youth involved in the delivery of affordable housing and Kazi Mtaani.

Bahrain Chapter: Working with the Bahrain Science Centre for the Sustainable Development Goals (BSC) as part of the national government from the initial stage of definition of the country chapter and objectives.

Collaborations

India Chapter: As one of the largest chapters, the members in India have been working in collaborative ways to respond to the covid-19 crisis:

- Titilee by Kumar Shailabh & Ashwin Naik. Titilee is a simple, Low tech, high-reliability phone-based telehealth advisory platform for rural and remote locations of India.





- Rapid Rural Community Response – RCRC by Ved Arya. A collection of 68 livelihood and health organisations coming together to provide rapid COVID relief to communities.
- #COVIDActionCollab – CAC by Shiv Kumar. The CAC works across the relief, rebuilding, recovery spectrum through the design of people-centric solutions.
- Covid Livelihood Coalition – CoLive by Neelam Chhiber. CoLive was initiated through the need to focus on earning a livelihood alongside securing health.
- Vartaleap Coalition with ComMutiny by Ashraf Patel. 175 organisations nurturing youth leadership to help fight COVID pandemic, bringing health and food security to people and self and societal wellbeing through innovative tools and processes.
- #BackTheFrontline by Deval Sanghvi. This fund initiated by Dasra is being co-facilitated by social entrepreneurs from the Catalyst 2030 community

LATAM Chapter: Has been working in the design of a cross-countries project on food security in Latin America, that will take a holistic approach to the topic, from the production to the consumption. The objective is to design and implement a collaborative project for food security across different countries in the region, that involves not only the zero hunger SDG, but also the culture around the seeds production, the agricultural practices, the nutritional aspects, the consumption and access to food, the supply chain involved in the process, and the culture around preparing the dishes linked to the traditions.

Brazil chapter: In the context of the crisis of covid-19, the chapter has been collaborating with the “Unidos pela vacina” (Together for the vaccine, in Portuguese). With two phases, help in the mobilisation to reach out to more cities (more than 500 already) ; and related to the demand that the majors did, map of demands, and identify funding opportunities and other support channels.

Wellbeing, connecting and bonding

Different chapters have identified this as a need for their group and have organised informal discussion spaces for members to connect and interact. The leading chapters on creating these spaces have been: Europe Chapter and Africa Chapter.

This year we will explore this topic with more local ‘conversation cafes’ and with the Catalyst 2030 strategic partnership with [Tendrel](#). They are a leading peer support and wellbeing network - focused on ensuring that the proximate leaders of our world are not going it alone.

Current Chapters





Catalyst 2030 Chapters

