P&PW
People & Planet Week
Solutions for people. Action for planet.

POWERED BY
1Family Foundation

Government Council for Social Innovation
Advancing Social Impact
POWERED BY 1Family Foundation

People & Planet Week Toolkit



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Join the Global Celebration. Join People & Planet Week

People & Planet Week is a global celebration of innovators and solutions which are making a difference for people and the planet.

From 9 to 15 November, participating countries will offer activities through which the public can discover, experience and contribute to social innovation happening around them. From volunteering days and storytelling campaigns to university talks and social hackathons, people can take part in programmes to explore the social initiatives that shape everyday life, and contribute to social action.

The Week is designed to take a step beyond merely building awareness - it is a chance for true collaboration and participation. Research has shown that while the majority of people asked have heard of social innovation, less than a third felt that they truly understood it. It was by experiencing it first-hand that people felt they could truly appreciate its reach and impact. The Week provides a powerful means to offer the public precisely these types of experiences: to communicate, convene, co-create, connect and celebrate.

The collaborative nature of the Week affects more than the experience of the participants; it is also fundamental to the delivery of the Week. Stakeholders from across all levels of government and across all sectors come together to pool their knowledge and efforts to deliver activities across the Week. By leveraging the combined knowledge and reach of all involved, the Week can achieve expansive reach and true impact.

P&PW is designed to create value beyond the Week. The relationships, ideas and commitments it generates can lead to new partnerships and inform government action. Repeated each year, this can build steady progress towards making social innovation part of how countries plan, invest and govern.
2026 will see the first ever People & Planet Week. All activities will be connected globally, with countries sharing their achievements during the Week on the global stage. This presents an exciting opportunity for participating governments to share experiences and benefit from peer-to-peer support. They will be part of a strong foundation that contributes to the shape of future Weeks, and in turn to the state of the field as a whole.

With this toolkit, we aim to help you develop a local set of initiatives for the Week that suited to your context, priorities and capacity. It provides tools for planning and organising your first Week, as well as ideas and inspiration for activities you can offer. In the spirit of innovation, we encourage you to design and create new activities that could inspire other countries taking part in the Weeks to come.
By taking part in People & Planet Week, governments can bring local solutions to global attention and turn shared ambition into meaningful progress for people and the planet.



About One Family Foundation (1FF)

One Family Foundation is a systems-change incubator for bold ideas. We back ambitious, unproven concepts, even when success is far from certain, because problems like poverty, inequality and exclusion will not be solved by safe, one-off interventions. We act as an incubator, bringing communities, social innovators and governments together to co-create and test new approaches, so that the people closest to a challenge are engaged in shaping the response.

Once an idea has proven its potential, we help it grow into a full initiative, platform or independent movement. Social innovation, finding better ways to meet shared needs and change the systems behind them, is what ties together everything we do, from Aselo and Catalyst Now to Africa Forward and the Government Council for Social Innovation. People & Planet Week carries the same purpose: it celebrates social innovation by making it visible and understandable, and opens it up to participation, so more people can recognize it, support it, and help shape the solutions and policies that affect their own lives.

Section 1

About People & Planet Week



1. People & Planet Week

What is P&PW?

People & Planet Week will be celebrated from 9 to 15 November 2026. It is a country-led, globally connected celebration of the extraordinary initiatives that are creating social progress. Through a series of activities, P&PW provides a platform where people can discover, experience and actively participate in social innovation in ways that are accessible and enjoyable.

Why is it needed?

Your country is home to many innovators and solutions making a significant difference for people and the planet. Yet the public may need support to understand the true scale and impact of what is being achieved.

Research conducted across 21 countries found that while 75% of respondents had heard of social innovation, only 32% felt they understood it. The findings also show that people with direct experience of social innovation are more likely to understand and support it.

People & Planet Week (P&PW) was designed to address this gap by raising awareness and encouraging participation in social innovation activities.

What does P&PW aim to do?

P&PW has four core objectives:

- Increase visibility and understanding: Show how social innovation is already improving lives, strengthening communities and addressing shared challenges.
- Expand public participation: Give people accessible and enjoyable opportunities to discover, experience and contribute to social innovation.
- Strengthen connections: Bring governments, social innovators, civil society, businesses, academic institutions and communities together. These connections can support collaboration and strengthen the relationship between social innovation and policy action.

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Who organises P&PW in a country?

P&PW is organised locally as part of a shared international Week. Within each participating country, governments, organisations and institutions work together across sectors and at national and subnational levels to develop an activity programme suited to their realities.

What activities can happen during the Week?

There are many options for activities that can be organised during the Week, many of which are presented in this toolkit. Activities for the Week are organised across five interconnected streams: Communicate, Convene, Co-Create, Connect and Celebrate.

Organisers do not need to create completely new activities. Rather, P&PW is designed to connect and amplify the already rich social landscape in your country. Organisers can bring existing social initiatives, programmes and networks under a shared banner, and are encouraged to add new activities where they are useful and feasible.

How are local activities linked globally?

2026 marks the launch of the first People & Planet Week. While each country will shape its own programme, every activity will contribute to one shared global campaign. Participating governments will be able to showcase their achievements, learn from one another and build relationships that continue beyond the Week. As the first countries to take part, they will also help shape what P&PW becomes and strengthen social innovation around the world.

What happens after the Week?

P&PW is designed to create value beyond the Week. The relationships, ideas and commitments it generates will lead to new partnerships and inform government action.

P&PW will be repeated yearly. With every edition, stakeholders across the world unify their efforts and build steady progress towards making social innovation a key part of how countries plan, invest and govern.

2. Why People & Planet Week Is Needed

The central opportunity is to help people connect the social innovation they already encounter with the wider system of people, organisations and solutions shaping everyday life.

From everyday experience to shared understanding

Social innovation already forms part of the systems, services and relationships that shape everyday life. People encounter it through education and training, health and social care, employment, local businesses, cooperatives, community projects and environmental action. These experiences may be familiar, but their connection to the wider field of social innovation is not always visible.

Two recent studies help show the scale of this opportunity. The European Commission's Special Eurobarometer on the social economy found that 75% of Europeans considered the social economy important to the wellbeing of society in their country, while 61% considered it important to their own wellbeing. Fifty-six per cent had heard of the social economy, but only 12% were definitely familiar with what the term meant and a further 34% were somewhat familiar. Once given a definition, 51% reported having engaged with the social economy during the previous five years and 33% said they had received support from a social economy organisation at some point.[1]

The GCSI Public Perception of Social Innovation survey found a similar pattern across a wider international group. Of the 7,848 adults surveyed across 21 countries, 75% had heard of social innovation, while 32% felt they understood it. At the same time, 51% said they were involved with a social economy or social innovation organisation at least once a month and 56% had received some form of support from one.[2]

Taken together, the findings point to a clear gap between experience and recognition. People may know that socially focused organisations and projects exist, and may even use, support or work with them, without seeing how these separate encounters form part of a much wider landscape. The task is therefore larger than introducing a new term. It is to make the bigger picture visible and help people recognise how social innovation contributes to their own lives, their communities and the society around them.

[1] European Commission, Special Eurobarometer 567, Social Economy, survey detail 3356. The social economy and social innovation are closely related but not identical; the Eurobarometer is used here as a European benchmark for public awareness, involvement and attitudes towards socially driven organisations. Source: https://europa.eu/eurobarometer/surveys/detail/3356

[2] Government Council for Social Innovation (GCSI), Public Perception of Social Innovation, 2026. Online, mobile-first survey delivered through Pollfish in April-May 2026; 7,848 adults across 21 countries, with approximately 400 respondents per country. Cross-country results use equal-country, unweighted means. The sample skews younger, more educated and more urban than national populations.

Participation makes the connection stronger

Clear communication can help people understand the field, but direct participation gives that understanding something real to attach to. In the GCSI survey, respondents who were involved at least monthly were much more likely to regard the sector as developed: 60%, compared with 33% among those with less frequent or no involvement. They were also more likely to strongly support government legislation, by 63% to 50%. These relationships do not prove that participation caused the difference, but they show why practical contact, dialogue and lived experience deserve a central place in how social innovation is presented to the public.[3]

Participation can take many forms. People can contribute as volunteers, employees, customers, donors, members, social entrepreneurs, innovators, researchers, community representatives or public officials. Showing this range matters. It helps social innovation feel relevant to people with different interests, skills and experiences, while opening more routes for them to take part.

A strong foundation for government action

Both studies also show substantial support for a greater public role. In the Eurobarometer, 88% supported strategies and legislation to develop the social economy, 86% supported awareness-raising initiatives and 80% supported direct public funding. In the GCSI survey, 90% supported government strategies and legislation, 90% supported education and awareness initiatives and 83% supported direct public funding for social innovation.[4]

This gives governments a strong base from which to act. It also makes listening important. Public activities can reveal which initiatives people value, where access remains limited, what support organisations need and where policy could make the greatest difference.

Because awareness, involvement and the development of the field vary considerably between countries, each government needs the freedom to shape this work around its own context.[5]

How P&PW responds

People & Planet Week turns these findings into a practical public programme. It brings initiatives that may normally be encountered separately under one shared banner and makes their collective contribution easier to see. Its five activity streams reflect the different parts of that task:

- Communicate makes social innovation clear, visible and relevant to everyday life.
- Convene creates space for government, communities and practitioners to listen to one another.
- Co-Create gives people practical opportunities to contribute their ideas, knowledge and experience.
- Connect helps people and organisations find relationships, resources and opportunities that can continue after the Week.
- Celebrate puts existing achievements centre stage and builds pride in the people and solutions already making a difference.

Through this combination, P&PW helps people recognise social innovation as part of their own lives and gives them a clear way to participate. For governments, it provides a platform to listen, connect existing work and strengthen the link between public experience and policy action. The Week can therefore build the understanding, relationships and support needed for social innovation to become a stronger part of how countries plan, invest and govern.

[3] GCSI, Public Perception of Social Innovation, 2026. The figures describe associations between participation and attitudes; they do not establish that participation caused the observed differences.

[4] European Commission, Special Eurobarometer 567, Social Economy; and GCSI, Public Perception of Social Innovation, 2026. The questions, samples and concepts differ, so the percentages are presented as complementary evidence rather than direct comparisons.

[5] The Special Eurobarometer reports substantial differences between EU Member States, including awareness ranging from 82% in Malta to 34% in Greece. The GCSI survey also reports variation across the countries and regional groupings surveyed.

3. Who Should Be Involved

People & Planet Week is a multistakeholder campaign that brings together the full social innovation ecosystem. A collaborative approach to organising and participating in the Week is one of its fundamental features. This multistakeholder approach creates connections, encourages participation and enables P&PW to build on the wide range of social innovation initiatives already underway.

Governments and public institutions have an important role to play. They can spearhead the campaign at national or local level, convene different stakeholders, provide political visibility and help translate the Week's discussions and insights into policy and action. Where government is not leading the campaign, its active participation and support can significantly strengthen its reach and impact.

P&PW should not be confined to national events in capital cities. Activities can also take place at regional, provincial, county, district and municipal levels, depending on the structure of each country. Local governments are particularly important in reaching communities and ensuring that activities respond to local priorities.

Different stakeholders bring established networks, audiences, activities, expertise and resources to P&PW. Engaging them early allows organisers to identify what is already happening, create connections between separate initiatives and extend their reach through the shared campaign.

The Week therefore works best as a collaboration between:

- **Governments and public institutions:** Provide leadership, convene stakeholders, support activities and connect social innovation with policy.
- **Civil society organisations and NGOs:** Connect the campaign with communities, grassroots initiatives and local solutions.
- **Social innovators and entrepreneurs:** Showcase solutions, share experiences, build networks and connect with new opportunities.
- **Academic and educational institutions:** Contribute research and knowledge while engaging students and future changemakers.
- **Businesses, investors and funders:** Provide expertise, funding, partnerships, mentorship and pathways to scale.

And of course,

- **Communities and citizens:** Learn, participate, identify local challenges, contribute ideas, discover solutions and take action.

The power of P&PW lies in this joint effort across sectors and levels of government. By bringing existing work and different perspectives together, the Week can turn dispersed initiatives into a visible and shared agenda for action.

4. Beyond the Week: Building a Lasting Foundation

People & Planet Week creates a shared platform for countries to raise awareness, bring stakeholders together and involve the public in social innovation. Its value, however, extends well beyond the activities that take place during the Week.

Each edition of P&PW can help countries build a stronger foundation for long-term progress. It gives governments and stakeholders an opportunity to develop a shared vision for social innovation, make existing work more visible and strengthen connections across the ecosystem. It also creates space for citizens to encounter social innovation directly and contribute in an engaging and positive manner.

These connections can continue after the Week. New relationships can develop into partnerships. Public conversations can reveal barriers and opportunities. Activities can generate evidence, recommendations and commitments that inform future policy. By returning each year, P&PW gives countries a regular opportunity to demonstrate progress, share learning and identify what should happen next.

Over a five-year period, the ambition is for participating countries to move towards embedding social innovation within their national development systems. Depending on the country's context, this could include stronger policy frameworks, sustained public funding and investment, clearer accountability mechanisms and the integration of social innovation into everyday governance.

P&PW provides a platform from which this longer-term work can grow. Its success will ultimately be seen in how countries use the Week to build momentum and demonstrate meaningful progress towards a stronger environment for social innovation.



Section 2

How-to Guide



5. How to Use This Toolkit

This toolkit provides practical guidance for planning and organising a national or local People & Planet Week.

Recognising that each country has its own context, priorities, stakeholders, and needs, the toolkit is designed to be flexible, not prescriptive. It provides a common framework and a range of options that can be contextualised to national and local circumstances. This way, you can develop a Week that is meaningful and achievable.

The toolkit provides:

- A framework for planning and delivering the Week, covering key considerations from initial planning and stakeholder engagement through to implementation and reporting. (See chapter "Preparing for P&PW")
- A range of activities to choose from, organised by activity streams, allowing organisers to select and adapt activities according to their objectives, stakeholders, resources, and level of ambition. (See chapter "Activities")
- A stakeholder guide for each group that can be shared directly to introduce P&PW and support the development of activities they could lead. (See Section 3 - Stakeholder Guides)
- Links to practical resources, including templates, frameworks and communication materials to support planning and delivery. (See the annexes.)

Organisers are encouraged to build on the framework, adapt activities to their context, and develop additional initiatives that reflect their own priorities and social innovation ecosystems to create a truly successful Week.

6. Preparing for P&PW

The steps below provide a simple route for planning and delivering P&PW. Use them as a guide and adapt the process to suit your country, available resources and way of working.

Step 1. Establish a planning team

Choose a national coordinator to lead the planning and bring the right people around the table. The team should include organisations and networks that can help organise, host or promote activities.

Start by looking at what is already happening. Identify existing networks, programmes, events and working groups, then invite the people behind them to join the planning process. Together, explore what could be adapted, connected or featured during P&PW.

Step 2. Define objectives and measures of success

Choose the P&PW objectives that matter most in your context. You may want to improve public understanding, reach new audiences, create space for governments to listen, encourage participation or build stronger connections across the sector. Your Week can meet multiple objectives.

Next, define how success will be measured. Measures can include activities delivered, organisations involved, locations reached and people taking part. They can also include results such as new partnerships, greater visibility, useful public feedback, policy discussions or commitments to continue working together.

See Annex [MEASUREMENT AND REPORTING TEMPLATE].

Step 3. Select the activities

Select activities that support your objectives and suit your audiences, resources and level of ambition. Activities can be adapted, combined or used across several themes.

There is no requirement to implement a particular number or combination of activities. The aim is to develop a programme that reflects your country's context and contributes to the objectives you have set.

See Section 7 for the activity catalogue.

Step 4. Engage and coordinate participating organisations

Invite partners to lead, host, support or promote activities. Delivery should be shared across the planning team and wider group of participating organisations.

Clarify how separate activities will connect to the shared campaign. The planning team should confirm responsibilities, timelines, resources and expected outputs for each activity.

See Annex [PLANNING TEMPLATE].

Step 5. Promote the Week

Start promoting the Week early enough for people to make plans and get involved. Clearly explain what is happening, who can participate and how they can join.

Use the channels that government and partners already have, including websites, newsletters, social media, schools, universities, community networks and local or national media. Shared P&PW materials can help connect separate activities to the wider campaign.

See Annex [COMMUNICATION AND VISIBILITY].

Step 6. Deliver the Week

Keep in touch with participating organisations throughout the Week and make sure they have the information and support they need. The national coordinator and planning team can provide support, share updates and keep the different activities connected.

Encourage organisers to welcome participation, make activities accessible and create space for people to ask questions, contribute and enjoy the experience.

Step 7. Capture and share results

Ask participating organisations for a short summary of what they delivered, who took part and what came out of the activity. Collect useful numbers alongside stories, photographs, participant feedback and examples of new relationships or commitments.

This information will be shared in the People & Planet Week global publication.

Role of the Secretariat

The Secretariat supports you in creating your local People & Planet Week and brings your efforts to the global stage.

This includes:

- Developing resources that can help plan your Week (toolkit, brochure, logos, etc.)
- Exploring ideas and offering advice to help you run a successful P&PW;
- Collecting data from participants all over the world to generate P&PW Reports with country highlights.

7. Activities

The activities presented in this toolkit provide a flexible menu of options. Countries and participating organisations can select and adapt activities according to their own context, priorities, and available resources. The activities presented in this toolkit serve as inspiration: organisers are encouraged to build upon existing activities, but to also co-create their own activities.

The activities are guided by four core principles:

- **Multistakeholder:** Activities should aim to bring together different stakeholders and create opportunities for collaboration across sectors.
- **Broad participation:** Activities should seek to engage as many people as possible, reaching beyond the social innovation community to involve citizens, communities, students, businesses, policymakers, and others.
- **Engaging and enjoyable:** Activities should be interactive, accessible and engaging. The Week should give people enjoyable ways to discover, experience, discuss and participate in social innovation.
- **Complementary:** Build on and connect existing work wherever possible.

The activities below are presented through five streams that align with the objectives of the Week. Each of the streams has been carefully crafted, shaped by the opinions and views of the people who took part in the survey. In so doing, we can jointly create a Global effort that directly meets the needs and realities of the people who are at the heart of it.



Communicate

Raise awareness and make social innovation visible, accessible, and relatable.



Convene

Create space for governments, practitioners and communities to hear and share different perspectives, discuss joint priorities and better understand what is happening on the ground.



Co-Create

Give people opportunities to participate. Bring people and organisations together to exchange ideas, build partnerships, and turn shared challenges into action.



Connect

Bring different players of the ecosystem together and help people find the partners, expertise, resources and opportunities they need.



Celebrate

Recognise achievements, showcase solutions, and create memorable moments for people to experience social innovation first-hand.

The five streams provide a practical way to navigate the activity menu rather than fixed categories. Many activities serve several purposes at once. A social innovation fair, for example, can raise awareness, connect potential partners, invite public participation and showcase existing achievements. Organisers should therefore focus on what an activity can achieve and how it meets their objectives for the Week, rather than trying to assign it exclusively to one stream.



Communicate

In the survey, it was found that whilst many people were aware of social activities that were happening around them, fewer felt they understood it. Activities within Communicate put the extraordinary work done within your country into clear, relatable language and show how it is already shaping everyday life.

Activities in this stream support P&PW's objective to increase visibility and understanding by showing how social innovation already shapes everyday life.



Convene

There is strong public support for government action on social issues. Activities within Convene create space for governments, practitioners and communities to hear and share different perspectives, discuss joint priorities and better understand what is happening on the ground.

These activities directly support P&PW's objective to create a platform for listening.



Co-Create

People who regularly engaged with the sector were more likely to recognise its development and strongly support government action. Co-Create activities turn interest into participation by giving people opportunities to contribute knowledge, explore challenges and develop or improve solutions

.

These activities support P&PW's objective to expand participation.



Connect

Connect activities bring these different players of the ecosystem together and help people find the partners, expertise, resources and opportunities they need.

These activities support P&PW's objective to strengthen relationships across sectors and between social innovation and government.



Celebrate

Social innovation is already reaching people at considerable scale, with people either being directly involved in delivering social activities or being beneficiaries of them. Activities within Celebrate put this work centre stage and recognise the people, partnerships and solutions behind it.

These activities strengthen visibility, build public support and create momentum for continued action.

Communicate

A. Communicate

Communicate activities raise awareness and make social innovation visible, accessible, and relatable.

Special Event: People & Planet Week Launch Event

Open the Week with a visible event that brings together government, social innovators, organisations and the public. Mix short speeches with stories, demonstrations, performances and a preview of what people can join during the Week. A minister, mayor or other public figure can formally invite everyone to take part.

Bring it to life: Keep speeches short and give people something to see or try.. Use live polls, performances, demonstrations or an activity wall where visitors can choose what they want to explore during the Week.

Local launch events can be coordinated for the same day and, wherever possible, the same time as launches in other countries.

Ministers on Camera

Invite ministers, mayors and other public leaders to record short videos explaining what actions governments are taking to support social activities, which local initiatives deserve attention and how people can participate.

Bring it to life: Film leaders outside the office, visiting a project or trying a solution themselves. Invite the public to submit questions for them to answer.

TV & Radio Features

IWork with national and local broadcasters to bring social innovation into mainstream programming. Formats could include interviews, short features, studio discussions, radio call-ins or programmes focused on a local challenge.

Bring it to life: Include live questions, audience polls and calls from the public. Take presenters out of the studio to meet innovators and see solutions in action.

Innovator Stories

Share the stories of social innovators, entrepreneurs, community leaders and organisations through videos, podcasts, interviews or written profiles. Focus on the people behind the work, the challenge they are addressing and what they have learned.

Bring it to life: Show a day in the innovator's life, invite the audience to ask questions or let the innovator demonstrate an object, service or tool connected to their work.

Comunicate



"From Nothing to Scale" Stories

Tell the story of an initiative that began with limited resources and grew into an established organisation or enterprise. Include the early challenges, setbacks, relationships and support that helped it develop.

Bring it to life: Use a visual timeline and invite the audience to identify the moments that changed the organisation's journey. Government representatives can respond to the barriers raised and explain what support is available today.

Country Stories

Create a short story showing social innovation in action across the country. It could focus on one initiative, a successful partnership, a local challenge or the wider national landscape.

Bring it to life: Build an interactive map where people can discover initiatives by location or theme. Invite the public to nominate work from their own area.

Social Media Takeover

Invite a social innovator or young changemaker to take over the social media account of a ministry, university or public institution for a day. They can show their work, discuss a local challenge and introduce the people involved.

Bring it to life: Include live Q&As, polls, short challenges and behind-the-scenes content. Let followers choose what the guest explores next.

Media Engagement

Work with journalists and media organisations to generate coverage of P&PW and the people involved. Provide strong local stories, useful data and access to projects that journalists can visit.

Bring it to life: Organise a media tour, arrange short meetings with innovators or invite journalists to try a solution themselves instead of relying only on press releases.

Influencer & Digital Creator Campaign

Invite trusted creators and public figures to introduce social innovation to their audiences. They could visit a social enterprise, meet an innovator, try a solution or explore a challenge affecting their community.

Bring it to life: Ask creators to document a real experience and invite their followers to respond, vote, ask questions or try a related activity themselves.

Convene

B. Convene

Convene activities bring different voices into the same space. They give governments, practitioners and communities a chance to listen, share what they know and discuss what needs to happen next.

Academic Guest Talks

Invite innovators, policymakers, researchers or community leaders to speak at a school or university. The session can introduce students to real examples and give them direct access to people working on social and environmental challenges.

Bring it to life: Replace long lectures with short stories, audience questions, quick polls and small-group discussions. Ask students to respond to a real challenge raised by the speaker.

Social Innovation Open House

Invite the public, policymakers and students to visit an organisation working on a social challenge. Hosts can introduce their team, demonstrate their work and show how their solution operates in practice.

Bring it to life: Include Q&A sessions, games, role-play, hands-on demonstrations and opportunities to try the solution. Let visitors speak with staff, users and community members.

Student Visits to Social Enterprises

Arrange for students to visit a social enterprise or community initiative, meet the people involved and learn how the organisation responds to a real problem. Local government or education authorities can help connect schools with hosts.

Bring it to life: Use age-appropriate language and include games, practical tasks and time to explore. Ask students to prepare questions beforehand and create something afterwards based on what they learned.

Public Talks & Conversations

Hold short, accessible conversations in libraries, cultural spaces, universities or community venues. Speakers can explore a local challenge, present a solution or explain social innovation through real examples.

Bring it to life: Use a café-style layout, open questions, live polls and small discussion tables. Give audience members as much speaking time as the invited guests.

Convene

Investment & Partnership Dialogue

Bring innovators together with investors, funders, businesses and organisations that can offer resources or support. Conversations can focus on financing needs, partnerships and what could help solutions grow.

Bring it to life: Use small themed tables, short introductions and arranged matchmaking rather than a series of speeches. End with clear offers, requests and follow-up actions.

National Social Innovation Policy Roundtable

Bring government, innovators, civil society, academia, business and funders together to discuss what social innovation needs to thrive. Topics could include finance, regulation, procurement, skills and partnerships.

Bring it to life: Use small-group discussions, challenge cards and live voting to identify priorities. Finish with a short commitment board showing who will take each issue forward.

Local Government-Social Innovator Dialogue

Ask local officials to meet social entrepreneurs, grassroots organisations and community leaders. Focus on what is already happening locally, what support is needed and what prevents good ideas from moving forward.

Bring it to life: Use a local map, rotating discussion tables or an open microphone. End with a few realistic next steps, named contacts and a date for follow-up.

Multi-Stakeholder Debate

Hold a public debate on an issue where stakeholders genuinely have different views. A moderator can help participants explore the disagreement, find common ground and identify questions that need more evidence or action.

Bring it to life: Ask the audience to vote before and after the debate, submit questions and respond to short scenarios. Share both the areas of agreement and the questions that remain open. Debates can also be televised.

Co-Create

C. Co-Create

Co-create activities give people a chance to contribute. They bring different experiences and ideas together and turn shared challenges into possible action.

Social Innovation Hackathon

Bring teams together to work intensively on a social or environmental challenge over several hours or days. Governments, businesses and organisations can provide data, mentors, technical knowledge and support.

Bring it to life: Start with a quick team-building activity, provide materials for making simple prototypes and let people affected by the challenge help guide the teams. End with a lively public showcase and consider a ceremony to announce the winners.

Students as Social-Issue Researchers

Invite students to investigate social issues affecting their community and identify priorities for government. They can gather information through interviews, observation, surveys and visits.

Bring it to life: Let students choose the issues they care about and present their findings through videos, exhibitions, maps or performances. Government representatives should respond directly and explain what can be taken forward.

Campus Flash Hackathon

Run a short university challenge where students work in teams on a real social or environmental problem. A three-hour format can make it easy to organise and join.

Bring it to life: Use challenge cards, mentors and simple materials for creating prototypes. End with quick presentations, audience voting and a celebration where every team receives recognition.

Social Innovation Challenge

Invite individuals or teams to propose solutions to a national priority, community issue or P&PW theme. Selected ideas can receive mentoring, visibility, funding opportunities or other support.

Bring it to life: Involve communities in defining the challenge and invite the public to follow the teams' progress. End with a showcase, people's choice vote and a clear explanation of what happens next.

Co-Create



Policy Briefing

Hold a short meeting where policymakers can hear evidence and real examples directly from practitioners and communities. The briefing could take place over breakfast or as a focused closed session.

Bring it to life: Build the meeting around one strong story, a small amount of evidence and plenty of discussion. Ask policymakers to rank priorities or respond to a specific request before the session ends.

Seat at the Table

Help civil society organisations and stakeholder networks bring P&PW evidence and findings directly to ministers, government departments or local authorities using a simple letter or briefing format.

Bring it to life: Pair the written briefing with a short handover meeting, listening session or online Q&A. Invite several organisations to present one shared message rather than sending separate requests.

Emerging Social Innovators Forum

Give young or early-stage innovators a platform to introduce their ideas, explain the challenges they face and receive useful feedback from communities, government and potential partners.

Bring it to life: Use short presentations, feedback stations and rotating conversations with mentors. Keep the focus on discovery and support.

Needs-Mapping Forum for Overlooked Innovators

Invite innovators with limited access to funding, platforms or government to explain what they are building and what support they need. Bring the responses together into a map of common needs.

Bring it to life: Use anonymous question cards, small-group discussions and live voting to identify the most common barriers. Ask government, funders and support organisations to respond before the event closes.

Connect

D. Connect

Connect activities help people find the partners, knowledge, resources and opportunities they need to take their work forward.

Community Visits

Bring policymakers, businesses, researchers and students into communities working on local challenges. Visits offer direct insight into both the issue and the response being developed.

Bring it to life: Let community members lead the visit. Use a walk-and-talk format, mapping activity or shared meal, and finish by asking visitors what they learned and what they can offer.

Volunteering Activities

Give people opportunities to contribute their time and skills to social enterprises, NGOs and community projects. This could range from a single volunteering day to professional support over a longer period.

Bring it to life: Offer different roles so people can choose how to contribute. Add a team challenge, visible progress board or closing gathering that thanks volunteers and shows what their effort achieved.

Stakeholder Networking Event

Create an informal space where innovators, policymakers, researchers, businesses, funders and communities can meet and exchange ideas. The aim is to start relationships that can continue after the Week.

Bring it to life: Use conversation cards, speed introductions and hosts who actively connect people with shared interests. Ask everyone to arrive with one thing they can offer and one thing they need.

Government Networking Mixer

Invite innovators, funders, businesses, civil society and policymakers to an informal event hosted by a government institution. Focus on making connections that may not happen through formal policy meetings.

Bring it to life: Keep speeches to a minimum. Use themed areas, arranged introductions and a simple follow-up card where people record who they met and what they agreed to do next.

Connect



Pro Bono Legal Clinic

Invite law firms, bar associations and university law clinics to offer free, bookable advice to social innovators and community organisations. Topics could include registration, contracts, employment, data protection and public procurement.

Bring it to life: Combine private appointments with an anonymous question box, a group Q&A or a quick "legal myths" session. Share common barriers with government without identifying individual participants.

Launch of the Social Innovation Engine

Launch or demonstrate the Social Innovation Engine as an online map of social entrepreneurs and innovators. The platform can help people discover who is working in their area, what challenges they address and where collaboration may be possible.

Bring it to life: Let visitors explore the map, add or update their profiles and search for potential partners during the event. Include live introductions between organisations that discover a useful connection.

Ambassadors' Social Innovation Reception

Work with an ambassador or diplomatic mission to host a reception bringing together government, social entrepreneurs, civil society, businesses and funders.

Bring it to life: Keep formal remarks short and use the time for carefully chosen introductions. Add two-minute innovator stories, themed conversation areas and a clear plan for following up promising connections.

Connect

E. Celebrate

Celebrate activities put good work centre stage. They recognise achievements, showcase solutions and give people memorable ways to experience social innovation.

Closing Event

Bring participants, partners and the public together to reflect on the Week, recognise contributions and share early results. The event could be a public gathering, exhibition, community celebration or national ceremony.

Bring it to life: Use a highlights reel, performances, participant stories and live announcements. Invite government representatives to share what they heard and what they will take forward.

Social Innovation Awards

Celebrate outstanding innovators, organisations, partnerships and solutions. Categories can recognise different contributions, including community action, young changemakers and successful partnerships

Bring it to life: Invite public nominations, include a people's choice award and tell the stories behind shortlisted work. Make the ceremony a celebration of all finalists, not only the winners.

Social Innovation Fair

Bring organisations together for a public event where people can meet innovators, try products and services, hear short talks and discover ways to get involved.

Bring it to life: Make the fair about doing, not just looking. Ask every organisation to offer something visitors can try. Use a fair passport, scavenger hunt, small prizes, performances and relaxed discussion areas to keep people moving and talking.

Social Innovation Pitch

Invite innovators to present their solutions to policymakers, funders, investors and potential partners. The process could include an open call, mentoring and a live pitch event.

Bring it to life: Include demonstrations, audience questions and a people's choice vote. Finish with a reception where participants can meet potential partners and discuss what support comes next. A jury can vote for the best pitch and the winner can be announced in a closing ceremony.

Connect



Youth Social Innovation Challenge

Invite young people to develop creative responses to social or environmental challenges through posters, pitches, projects or school-based competitions.

Bring it to life: Let young people choose the format and include peer voting, music, exhibitions or performances. End with a celebration involving families, educators, communities and government representatives.

Community Action Day

Bring residents, organisations, businesses, innovators and public institutions together around one local challenge. Participants could improve a shared space, test a solution, volunteer or develop a community project

Bring it to life: Give everyone a clear role and show progress throughout the day. Add music, food or creative activities, then close with a community gathering that celebrates what was achieved.

Youth Career & Opportunity Fair

Connect young people with social enterprises, NGOs, cooperatives and purpose-led businesses offering jobs, internships, mentoring and volunteering opportunities.

Bring it to life: Include job tasters, speed mentoring, career stories and practical sessions such as CV support. Celebrate new commitments and opportunities announced during the fair.

8. A Global Effort: The P&PW Report

Following People & Planet Week, participating countries and organisations will be invited to report back on the activities they organised and the people they reached. The Secretariat will bring this information together into a global P&PW publication, showcasing the breadth and diversity of activities taking place around the world and highlighting examples, stories, and achievements from participating countries.

The information collected will allow the Secretariat to tell the collective story of P&PW. By bringing together data from across countries, the global report can demonstrate the scale and reach of the Week, including the number and diversity of participating organisations, activities delivered, people engaged and other relevant measures of participation and impact.

The report will serve as an important tool for policymakers to help design future Weeks in their countries, and ultimately to include the large collection of knowledge emerging from the Weeks into national and global policy.

Section 3

Stakeholder Guides



Civil Society Organisations and NGOs: People & Planet Week

Civil society organisations and NGOs connect People & Planet Week with communities, grassroots initiatives and the realities behind social and environmental challenges. Their knowledge, trust and established programmes can help the Week reach people who may not engage through government or formal institutions alone.

Government should be invited to take part as a listener, partner and responder. This could mean joining a community visit, responding to recommendations, opening a joint event or helping an existing programme reach a wider audience.

What should a civil society activity look like?

Organisations can adapt activities to their mission, communities and existing work. A regular programme, campaign, volunteer day or community meeting can become part of P&PW without being rebuilt from the beginning.
Activities should be guided by four principles:

- **Multistakeholder:** Bring communities and civil society into direct contact with government, innovators, businesses, funders and educational institutions.
- **Broad participation:** Reach beyond established supporters and involve people who may not normally take part in formal events.
- **Engaging and enjoyable:** Use stories, demonstrations, games, practical activities and welcoming community spaces.
- **Complementary:** Connect P&PW to programmes, campaigns, services and community events that are already underway.

Activities by civil society organisations and NGOs

The options below are organised by their main stream, although many can support several streams at once. They can be adapted, combined or linked to activities that are already planned.

A. Communicate

Social Innovation Awareness Campaign
Use community networks, newsletters, social media and public spaces to explain social innovation through familiar local examples. Invite government partners to contribute information and amplify the campaign.

Innovator Stories
Share the experiences of community leaders, staff, volunteers and people using services. Government representatives can respond to the issues raised or help bring the stories to wider audiences.

Media Engagement
Invite journalists to visit programmes, meet communities and see solutions in practice. Work with government communication teams where joint initiatives or policy issues are involved.

Social Media Takeover
Let a community member, volunteer or young changemaker show a day of local social action through an NGO or public institution account, with live questions and opportunities to participate.

B. Convene



Social Innovation Open House
Open an organisation or programme to the public and policymakers. Let visitors meet staff and community members, try activities and discuss what support would make the work stronger.

Public Talks & Conversations
Host informal discussions in trusted community venues. Invite local authorities to listen and respond while giving residents and practitioners as much space to speak as invited experts.

Local Government-Social Innovator Dialogue
Bring NGOs, grassroots organisations and community leaders into direct conversation with local officials about existing work, barriers and opportunities for cooperation.

National Social Innovation Policy Roundtable
Coordinate civil society participation in a government roundtable and bring shared evidence, community experience and practical recommendations into the discussion.

C. Co-Create



Social Innovation Hackathon
Set a challenge rooted in community experience and involve affected groups in guiding the teams. Government can provide data, mentors or pathways for testing promising ideas.

Seat at the Table
Bring several organisations together around one shared message and present it directly to a ministry, department or local authority through a briefing and listening session.

Needs-Mapping Forum for Overlooked Innovators
Create a safe space for grassroots and under-resourced innovators to explain what they need. Ask government, funders and support organisations to respond to the common barriers identified.

Community Action Day
Bring residents, volunteers, public institutions and local organisations together to work on a defined challenge and produce a visible result within the community.

D. Connect

Community Visits
Invite policymakers, businesses, funders and researchers to visit communities and learn directly from residents. End by identifying what each visitor can offer or take forward.

Volunteering Activities
Use P&PW to open existing volunteer opportunities to new participants. Government can encourage public employees to take part where appropriate, while organisers offer different roles and show what the combined effort achieved.



Stakeholder Networking Event
Bring NGOs and community groups together with government, innovators, funders, universities and businesses. Use active introductions and clear offers and requests to support useful follow-up.

Pro Bono Legal Clinic
Work with law firms, university clinics and relevant government services to provide free advice on registration, contracts, employment, data protection or public procurement.

Launch of the Social Innovation Engine
Help grassroots initiatives join or update the national map. Government can explain how the platform will be used and identify organisations that are currently missing from it.

E. Celebrate

Social Innovation Fair
Bring NGOs, community initiatives and public institutions together for an interactive fair where visitors can try activities, meet local changemakers and find ways to contribute.



Social Innovation Awards
Nominate and celebrate community leaders, volunteers, partnerships and grassroots solutions. Government can help judge, sponsor or present awards and amplify the stories of finalists.

Closing Event
Host a community celebration that shares stories and results from the Week, thanks participants and gives government representatives an opportunity to explain what they heard.

Youth Social Innovation Challenge
Work with young people, schools and local government on a creative challenge, then celebrate the ideas through performances, exhibitions, peer voting or awards.

Social Innovators and Entrepreneurs: People & Planet Week

Social innovators and entrepreneurs bring the solutions at the heart of People & Planet Week. The Week gives them an opportunity to make their work easier to understand, meet communities and partners, demonstrate what is possible and explain what would help their solutions develop.

Government participation can connect first-hand experience with policy and practical support. Innovators should consider inviting relevant ministries or local authorities to visit, listen, join a discussion or respond to a clear request.

What should an innovator-led activity look like?

Activities can be built around work that innovators already do, including demonstrations, customer sessions, community partnerships, workshops and public events. The emphasis should be on access and participation rather than a polished presentation alone.
Activities should be guided by four principles:

- **Multistakeholder:** Use activities to meet government, communities, civil society, researchers, businesses and funders.
- **Broad participation:** Explain the solution in ways that invite people with different experiences and levels of knowledge to take part.
- **Engaging and enjoyable:** Let people see, try, question or contribute to the solution rather than only hearing a presentation.
- **Complementary:** Use existing demonstrations, customer events, community relationships and partnerships as part of the Week.

Activities by social innovators and entrepreneurs

The options below are organised by their main stream, although many can support several streams at once. They can be adapted, combined or linked to activities that are already planned.

A. Communicate

Innovator Stories
Tell the human story behind the solution: the challenge, the early idea, the people involved and what has been learned. Invite government and community partners to add their perspective.

'From Nothing to Scale' Stories
Show how the initiative developed, including setbacks, relationships and support. Government representatives can respond to the barriers raised and explain what support exists.

Social Media Takeover
Take over a ministry, university or partner account for a day to show the work in practice, answer questions and introduce the community and team behind it.

TV & Radio Features
Work with broadcasters to demonstrate the solution and discuss the challenge it addresses. Include government, community or research voices where they add useful context.

B. Convene

Social Innovation Open House
Invite the public, policymakers, students and potential partners into the organisation. Offer demonstrations, conversations with users and practical ways to experience the solution.

Public Talks & Conversations
Use a local venue to discuss the challenge and solution in accessible language. Invite government to listen and give the audience substantial time to question and contribute.

Investment & Partnership Dialogue
Bring innovators together with government, funders and businesses to discuss finance, procurement, partnerships and the support needed to grow.

Local Government-Social Innovator Dialogue
Meet local officials to explain what is already working, where barriers remain and what practical cooperation could help the solution move forward.

C. Co-Create

Social Innovation Hackathon
Set a challenge connected to the innovator's work and involve communities, government and technical partners in developing or testing new approaches.

Social Innovation Challenge
Invite the public, students or other organisations to improve an existing solution or respond to a related challenge. Government can provide data, mentors or pilot opportunities.

Emerging Social Innovators Forum
Give early-stage innovators space to present ideas and receive constructive feedback from communities, experienced innovators, government, businesses and funders.

Needs-Mapping Forum for Overlooked Innovators
Bring under-resourced innovators together to identify common barriers and present them directly to government, funders and support organisations.

D. Connect

Stakeholder Networking Event
Meet policymakers, researchers, businesses, funders, civil society and other innovators. Arrive with a clear offer, a clear need and time for practical follow-up conversations.

Government Networking Mixer
Join an informal government-hosted event designed to create introductions that may not happen through formal consultations or procurement meetings.



Pro Bono Legal Clinic
Work with legal partners and relevant public agencies to receive advice on registration, contracts, employment, data protection or public procurement.

Launch of the Social Innovation Engine
Create or update a profile, demonstrate the solution and use the platform to find potential partners. Government can explain how the map will inform engagement and support.

E. Celebrate

Social Innovation Pitch
Present the solution to government, funders, investors and potential partners. Combine the pitch with useful feedback, recognition and a clear route for continued conversations.



Social Innovation Fair
Demonstrate products or services in a public setting and give visitors something meaningful to try. Government and community partners can help connect the work to wider priorities.

Social Innovation Awards
Enter or nominate work for recognition and use the process to celebrate the team, community and partnerships behind the result. Government officials can help judge, present or amplify the awards.

Closing Event
Share a short story or demonstration at the national or local closing event and recognise the partners, public institutions and communities that contributed during the Week.

Universities and People & Planet Week

Universities are natural spaces for learning, experimentation and collaboration. They can involve students, researchers and educators in People & Planet Week while opening the campus to social innovators, businesses, civil society and communities.

Universities are encouraged to involve government actively. This could mean working with a ministry or local authority on a challenge, inviting policymakers to listen and respond, showcasing solutions to decision-makers or delivering a joint activity.

What should an innovator-led activity look like?

Universities can select, combine and adapt activities according to their strengths, culture, networks and resources. Existing courses, research projects, student initiatives and public events can all contribute to the Week.
Activities should be guided by four principles:

- **Multistakeholder:** Bring students and academics together with social innovators, government, businesses, civil society and communities.
- **Broad participation:** Go beyond the university's existing social innovation community and create opportunities for students, staff and local residents to take part.
- **Engaging and enjoyable:** Use workshops, challenges, visits, competitions, demonstrations and creative formats alongside talks and lectures.
- **Complementary:** Build on and connect existing university, community and government initiatives wherever possible.

Activities by social innovators and entrepreneurs

The options below are organised by their main stream, although many can support several streams at once. They can be adapted, combined or linked to activities that are already planned.

A. Communicate

Social Innovation Awareness Campaign
Use university websites, newsletters, campus screens and student channels to explain social innovation through local examples. Invite government and civil society partners to contribute stories and widen the campaign's reach.

Innovator Stories
Feature social innovators, researchers, students and community partners through short interviews, videos or podcasts. Government can help identify initiatives and amplify their stories.

TV & Radio Features
Work with university radio and local or national broadcasters to feature student projects and social innovators. Include policymakers and community representatives in interviews or discussions.

Social Media Takeover
Invite a student, researcher or young innovator to take over a university or public institution account and show social innovation in practice through live questions, polls and demonstrations.

B. Convene

Academic Guest Talks
Invite social innovators, policymakers, businesses, civil society or community leaders to speak with students. Use short stories and discussion rather than a long lecture.

Public Talks & Conversations
Open an accessible campus discussion to students and the wider community. Invite government representatives to listen, respond and explore a local challenge with participants.

Social Innovation Open House
Open laboratories, incubators or community projects to the public and policymakers. Let visitors meet teams, try solutions and ask what stronger support could make possible.

Multi-Stakeholder Debate
Host a moderated debate on a social or environmental issue, bringing researchers, government, practitioners and communities together around different evidence and perspectives.

C. Co-Create

Campus Flash Hackathon
Run a short team challenge on a real social or environmental problem. Government agencies, NGOs and businesses can provide the challenge, mentors, data or judges.

Social Innovation Hackathon
Bring students, researchers, communities and practitioners together for a longer challenge. Government can provide evidence, technical knowledge and routes for testing useful ideas.

Students as Social-Issue Researchers
Invite students to investigate community priorities and present their findings through reports, maps, videos or exhibitions. Government representatives should respond directly.

Social Innovation Challenge
Invite student teams to develop solutions to a challenge defined with government or communities, supported by mentoring and opportunities for promising ideas to move forward.

D. Connect

Stakeholder Networking Event
Bring students and researchers together with government, innovators, businesses, funders and civil society. Use active introductions and clear offers and requests.

Investment & Partnership Dialogue
Use the university's convening role to connect research and emerging solutions with government, funders, businesses and organisations that can offer support.



Emerging Social Innovators Forum
Give student and early-stage innovators a platform to receive feedback from communities, government, experienced practitioners and potential partners.

Launch of the Social Innovation Engine
Host a demonstration of the national map, help campus and community initiatives add their information and explore how government and universities can use it together.

E. Celebrate

Social Innovation Awards
Recognise student projects, researchers, community initiatives and partnerships. Government, businesses and civil society can help nominate, judge, sponsor or present awards.



Social Innovation Fair
Bring student projects, innovators, NGOs, businesses and public institutions together for an interactive event that connects campus work with the wider ecosystem.

Social Innovation Pitch
Give students and innovators an opportunity to present to policymakers, investors and potential partners, followed by recognition and practical conversations about support.

University Launch or Closing Event
Open or close the campus programme with students, communities, partners and government. Combine short remarks with demonstrations, performances, stories and recognition of everyone involved.

Businesses, Investors and Funders: People & Planet Week

Businesses, investors and funders can bring expertise, finance, mentoring, networks and routes to scale into People & Planet Week. Their participation can help social innovators move from useful conversations towards practical partnerships and support.

Activities should connect business involvement with public and community priorities. Government can help identify challenges, convene partners, explain relevant policy or procurement opportunities and support follow-up after the Week.

What should an innovator-led activity look like?

Organisations can build P&PW into existing investment, sustainability, employee engagement, professional support or partnership programmes. Contributions can include time, expertise, introductions, venues and services as well as funding.
Activities should be guided by four principles:

- **Multistakeholder:** Bring business expertise and resources into activities led with government, innovators, communities, civil society and universities.
- **Broad participation:** Involve employees at different levels as well as customers, suppliers, professional networks and local communities.
- **Engaging and enjoyable:** Offer practical mentoring, demonstrations, challenges and hands-on ways for people to contribute.
- **Complementary:** Connect the Week to existing investment, volunteering, sustainability, skills and partnership programmes.

Activities by social innovators and entrepreneurs

The options below are organised by their main stream, although many can support several streams at once. They can be adapted, combined or linked to activities that are already planned.

A. Communicate

Innovator Stories
Use business communication channels to feature social innovators, community partners and employees contributing to solutions. Invite government partners to connect the stories with wider priorities.

TV & Radio Features
Support media features that bring innovators, funders, businesses and policymakers into a practical discussion about what helps good solutions grow.

Media Engagement
Help journalists access strong examples, evidence and sites they can visit. Coordinate with innovators and government so coverage includes the challenge, the solution and the wider context.

Influencer & Digital Creator Campaign
Partner with trusted creators to visit a social enterprise, try a solution and invite their audiences to participate. Government or community partners can add local context.

B. Convene

Investment & Partnership Dialogue
Bring innovators, government, investors, businesses and funders together around financing needs, partnership offers and the support required for solutions to grow.

National Social Innovation Policy Roundtable
Contribute practical experience on finance, procurement, regulation, skills and partnerships while listening to government, practitioners and communities.

Public Talks & Conversations
Host an accessible discussion on responsible business, social investment or a local challenge. Include government, innovators and community voices rather than presenting a corporate programme alone.

Multi-Stakeholder Debate
Support a balanced public debate on a difficult social or environmental issue and bring evidence from business, government, research and lived experience into the room.

C. Co-Create

Social Innovation Hackathon
Provide a real challenge, staff mentors, technical expertise, data or prototyping resources. Government and communities should help define the problem and assess the ideas.

Social Innovation Challenge
Sponsor or mentor a challenge linked to a public or community priority. Work with government to create a clear route for promising ideas to receive further support.

Volunteering Activities
Offer employee time and professional skills to NGOs, social enterprises and community projects. Public institutions can help connect businesses with local needs and existing programmes.

Community Action Day
Work with residents, civil society and local government on a visible local challenge, giving employees and community members clear roles and celebrating the shared result.

D. Connect

Stakeholder Networking Event
Create practical introductions between innovators, government, civil society, researchers, businesses and funders, with each participant sharing what they can offer and what they need.

Government Networking Mixer
Join or co-host an informal event where businesses and funders can meet policymakers and innovators outside a formal procurement or investment process.



Pro Bono Legal Clinic
Law firms and professional advisers can offer free, bookable support to social innovators. Government specialists can contribute information on public procurement or regulation.

Ambassadors' Social Innovation Reception
Support a diplomatic reception that connects local innovators with government, international businesses and funders through planned introductions and follow-up.

E. Celebrate

Social Innovation Awards
Sponsor, judge or present awards recognising innovators, partnerships, employees and community initiatives. Work with the government to amplify the achievements of all finalists.



Social Innovation Pitch
Offer feedback, mentoring, investment conversations or partnership opportunities to innovators presenting their work alongside government and community partners.

Social Innovation Fair
Host a stand, demonstration or support clinic at a public fair and give visitors practical ways to explore responsible business and social investment. The government can join as a host, exhibitor or partner.

Youth Career & Opportunity Fair
Offer jobs, internships, mentoring and volunteering opportunities in partnership with government, universities, social enterprises and civil society, then celebrate new commitments made.

Communities and Citizens: People & Planet Week

Communities and citizens are not only the audience for People & Planet Week. They bring local knowledge, lived experience, ideas and energy, and should have meaningful opportunities to shape activities and contribute to solutions.

Government participation can help community experience reach decision-makers. Local authorities and public institutions should be invited to listen, answer questions, work alongside residents and explain what they can take forward.

What should an innovator-led activity look like?

Activities can be organised by resident groups, cooperatives, neighbourhood associations, youth groups, informal networks or individual citizens. Familiar local events and spaces can become part of P&PW with only modest changes. Activities should be guided by four principles:

- **Multistakeholder:** Invite government, innovators, civil society, businesses and educational institutions to work directly with community members.
- **Broad participation:** Make activities welcoming to people of different ages, backgrounds, abilities and levels of experience.
- **Engaging and enjoyable:** Use familiar venues, accessible language, food, music, games and practical activities to help people join in.
- **Complementary:** Build P&PW around local groups, events, services and community initiatives that people already know and trust.

Activities by social innovators and entrepreneurs

The options below are organised by their main stream, although many can support several streams at once. They can be adapted, combined or linked to activities that are already planned.

A. Communicate

Country and Community Stories
Share local examples through short videos, exhibitions, podcasts or neighbourhood noticeboards. Government and media partners can help bring these stories to a wider audience.

Social Media Takeover
Invite a resident, volunteer or young changemaker to show social innovation from the community's perspective through a local authority or partner account.

TV & Radio Features
Join local radio call-ins, interviews or field reports to explain what is changing in the community and what support is still needed from government and other partners.

Innovator Stories
Tell the stories of people solving problems locally, including the community members who helped shape or use the solution. Invite public officials to respond.

B. Convene

Social Innovation Open House
Visit a local organisation or invite the public and policymakers into a community project. Use demonstrations, conversation and practical activities rather than a formal presentation.

Public Talks & Conversations
Hold an informal discussion in a familiar local venue and give residents substantial time to share experience, question speakers and speak directly with government.

Local Government-Social Innovator Dialogue
Bring residents, grassroots organisations and local innovators together with officials to discuss what is working and agree a small number of realistic next steps.

Multi-Stakeholder Debate
Take part in a moderated debate on a local issue, using community experience alongside evidence from government, practitioners, business and research.

C. Co-Create

Community Action Day
Work with neighbours, organisations, businesses and local government on one visible challenge. Give everyone a role and finish with something tangible for the community.

Social Innovation Hackathon
Join a mixed team working on a community challenge and ensure people affected by the issue help guide the ideas. Local government can provide data, expertise and routes for testing useful proposals.

Social Innovation Challenge
Help define the challenge, submit an idea or follow the teams' progress. Government can provide data, mentors and routes for testing promising solutions.

Seat at the Table
Bring community experience and shared recommendations directly to ministries or local authorities through a joint letter, briefing and listening session.

D. Connect

Community Visits
Lead visits for policymakers, businesses, researchers and students, showing both the local challenge and the work already underway. End by asking visitors what they can offer.

Stakeholder Networking Event
Meet innovators, government, civil society, universities, businesses and funders in an informal setting and share both community priorities and possible contributions.



Launch of the Social Innovation Engine
Help identify local initiatives that should appear on the national map, update their information and use the platform to find government services or potential partners.

Youth Career & Opportunity Fair
Connect young people with social enterprises, NGOs, public institutions and purpose-led businesses offering jobs, internships, mentoring and volunteering.

E. Celebrate

Closing Event
Bring residents, partners and public officials together to share highlights, thank participants and hear what government and other organisations will carry forward.



Social Innovation Awards
Nominate local changemakers, volunteers and partnerships. Invite government and community representatives to judge or present awards and celebrate all finalists.

Social Innovation Fair
Take part as a visitor, exhibitor, performer or volunteer at an interactive public fair where communities can demonstrate local work. The government can help provide a venue, services and wider visibility.

Youth Social Innovation Challenge
Support young people to present ideas through projects, performances, posters or pitches, followed by peer voting and a celebration involving families, educators and government.

