2020 VIRTUAL SKOLL WORLD FORUM WEEK
Sharing our Learnings

Don Gips | Paul Radu | Shamil Idriss | Jeff Skoll | Aparna Hegde | Lindsey Spindle | Mathis Wacke...

Drew Kodjak | Andrew Huds... | Mabel van Or... | jose luis oqui... | Emily Bancroft | Bart Weetjens | Ned Breslin

Ellen Moir | Heidi Kuhn | Andrew Sulliv... | Jacqueline Geis | Jess Ladd | heather ander... | Christopher U...

Elena Bonom... | Betsy Beaumon | Raj Panjabi | Karen Tse | Elizabeth Hau... | Mindy Lubber | Jim Fruchter...

Dorothy Ston... | Susan Burns | Alexandra Qui... | Carne Ross | Jagdeesh Pup... | Debbie Taylor | Jeremy Hocke...

Skoll World Forum: Pre-COVID

skoll world forum
ON SOCIAL ENTREPRENEURSHIP

- 3.5 days each April in Oxford, England

- 1,200 senior leaders in global social impact (by invitation)

- 3 plenaries, including annual Skoll Awards for Social Entrepreneurship

- 20-25 panel + workshop sessions

- Dinners, pub nights, music jams

- 60+ independently-organized Ecosystem Events

Overview of #SkollGoesVirtual

The 2020 Virtual Skoll World Forum Week was an experiment in taking the Skoll World Forum values, brand & platform online. It was our largest, most globally diverse convening yet.

We asked our network to contribute, learn, and connect with each other via virtual Ecosystem Events. This open-source approach was a departure from a traditionally highly-curated Forum delegate base and program.

By the Numbers:

- 1 Skoll Awards Ceremony

- 9 Skoll-hosted panels, workshops, meet ups

- 100 host organizations hosted 130 virtual Ecosystem Events

- 10,000+ participant log-ins from 130+ countries*

*data capture still in progress

Elements We Focused on Delivering Virtually

SKOLL AWARDS ANNOUNCEMENT

Goals: To celebrate and champion the 2020 Skoll Award for Social Entrepreneurship recipients

Challenge: Moving from a traditional awards ceremony in a performing-arts theatre to a digital/broadcast format. 4 weeks to execute.

Approach: "Live" broadcast included

- pre-recorded documentary videos

- self-captured acceptance speeches & arts performances

- tied together with a host who recorded at home

Distribution strategy emphasized influencers in network + media buys to extend reach

OPEN-SOURCE SESSIONS: CONNECT + LEARN

Goals: To connect change leaders from across our network; foster learning and insights; create equitable platform for mutual support

Challenge: Moving from physical event space in Oxford with ~20 breakout sessions and ~60 independently-organized Ecosystem Events to virtual "home." 3 weeks to execute.

Approach: Mobilized our network

- 90% of program curation and execution independently-organized by external orgs

- leaned into existing Ecosystem Event concept + tools

How'd We Do It?

3-4 Weeks Out: Cancellation + Pivot

- Core team split into two: wind down of Oxford + spin up of Virtual Forum Week

- Reimagination of Awards ceremony; constant adjustments to plan to align with health polices

- Outreach to activate network: targeted @ grantees, delegates, partners to create and join virtual programming

- Repurposed Oxford Week Elements
  - Virtual Participation Tool-kit
  - Skoll.org Ecosystem Event submission form - to gather host & event information
 - Skoll.org Forum Week calendar – info / reg hub for 100+ virtual events across week

1-2 Weeks out: Added New Online Elements

- Live scribe illustrations to synthesize conversations & create connective tissue
- Braindate – pop up networking space
- Central google doc for session notes
- SDG / regional network map
- #SkollGoesVirtual (from #SkollWF)

Up to & Ongoing through Virtual SWF:

- Outreach to network via newsletters, social media, and personal emails

- Review and publish submitted events

- Ongoing support, communication, toolkit updates to support Ecosystem Event hosts

APRIL 2, 2020 British Summer Time

Ecosystem Event
10:00 AM - 11:30 AM BST

Skateistan: Empowering competitors to scale impact
Host: Skateistan
Recording: https://www.youtube.com/watch?v=-Nai_rrEUFM&t=17s

+

Ecosystem Event
10:00 AM - 11:30 AM BST

SANKALP Dialogue: Sustainable Textiles & Vulnerable Communities
Host: Intellecap
Recording: https://youtu.be/MQR3ddoHSK8

+

Ecosystem Event
11:30 AM - 12:30 PM BST

From Heropreneurship to Collective Leadership
Host: ForGood.Network

+

Ecosystem Event
12:00 PM - 01:30 PM BST

Policy Driven Investment Models for Climate Finance
Host: Center for Climate Finance

+

Ecosystem Event
01:00 PM - 02:30 PM BST

Funder dialogue: Exploring networks as a powerful mechanism for impact
Host: Small Foundation
Recording: https://youtu.be/wOOva0ERW0w

+

Ecosystem Event
02:00 PM - 03:00 PM BST

Upskilling Workers for the Future of Work
Host: SkillNav, incubated by the UNLEASH+ Innovation Lab for the SDGs
Recording: https://youtu.be/2iRf4iSJ4B0

+

Ecosystem Event
02:00 PM - 04:00 PM BST

Digitally Reimagining Cross-Sector Convergence
Host: Catalyst 2030
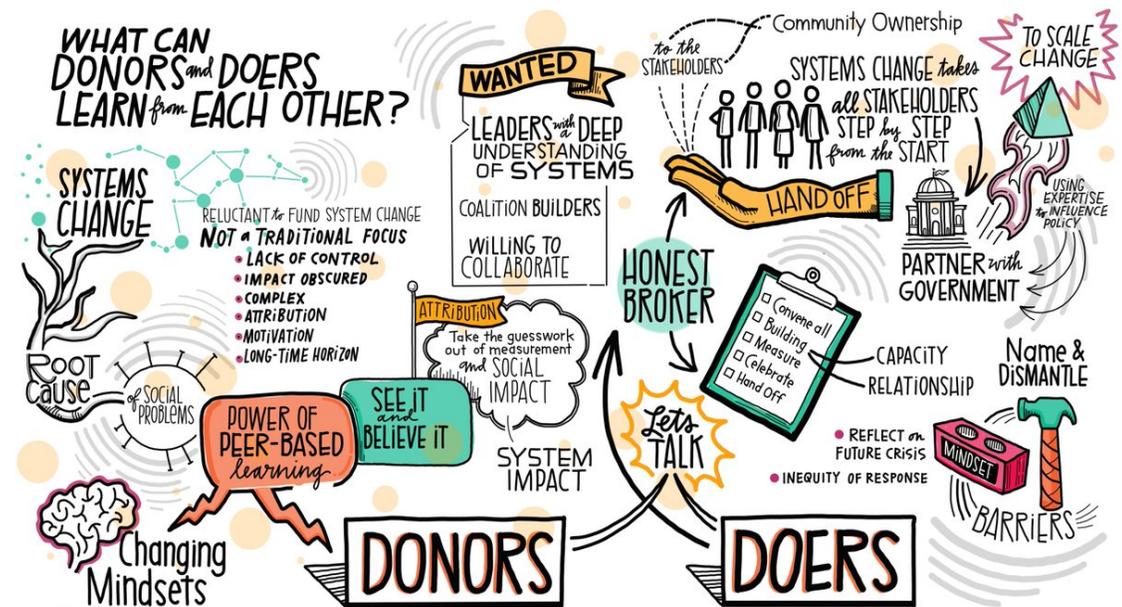
+

Funding Systems Change: What Can Donors and Doers Learn from Each Other
Thursday, April 2 with Cheryl Dorsey, Jeroo Billimoria, Olivia Leland, Sofia Michelakis and moderator Tim Hanstad
#skollgoesvirtual

Graphic Facilitation by Alicia Bramlett for dpict
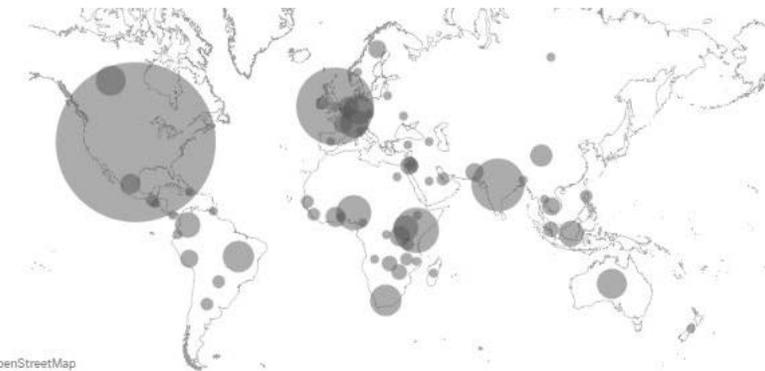
© 2020 Mapbox © OpenStreetMap

Forum attendees had indicated which SDGs they are working on. The colored graph below indicates the total number of attendees that work on each SDG.
Below the SDG bar, the attendees are clustered into four groups. Click on an SDG or on one of the boxes below to list the attendees working on that SDG.

What Did We Learn?

First, Align on Goals & Comms Needs:

- Aligning first on goals for pivot created space for sub teams to run with ideas quickly

- Identifying activities we could stop doing opened bandwidth for new areas

- Constant changes to external situation required frequent internal team check-ins, and nimble comms and tech teams support

- Challenges:
    - Ongoing adjustments to plan = need to communicate with external audiences frequently
    - Team member bandwidth varied widely depending on home situation

Lead with Your Values:

- Transparency with network was invaluable

- Expanding to be more inclusive, accessible (no financial, time, space, political barriers) = FAR more participants

- Trust in proximate leaders who delivered quality, diverse content = FAR more than we could alone

- Tactical challenges of decentralization:
    - Hard to find people without "central space" + missed serendipity of in-person event
    - Amount of content overwhelming, quality varied. Harder to elevate grantees.
    - No central tech platform
    - Zoombombers
    - Tech tools meant for an in-person event not always ideal for virtual

Getting into the Nitty Gritty

Program Design Tips

- No matter the platform, find ways to make it engaging for audience
  - Activate audience early – use the chat box to ask where people are from, a word that describes how they're feeling, etc. Check in again throughout.
  - Allow participants to ask questions directly, or ensure you're crediting by name when you ask
  - Use collaborative tools – built in, or Sli.do; FunRetro, etc.
- Strong host/moderator to steer conversation
- Plan ahead with written run of show, identify questions for each speaker to avoid cross-talk
- Tons of resources out there for virtual program design, a few are listed in our tool kit

Coronavirus: Social Sector Leaders Respond
Wednesday, April 1st with Ai-Jen Poo, Hilary Pennington, Vu Le.
Facilitated by Kathleen Kelly Janus & Jessica Fleuti | #skollgoesvirtual

Funding Systems Change: What Can Donors and Doers Learn from Each Other
Thursday, April 2 with Cheryl Dorsey, Jeroo Billimoria, Olivia Leland, Sofia Michelakis and moderator Tim Hanstad
#skollgoesvirtual

Tech Tools / Platforms

skoll
FOUNDATION

- We did not use a single cohesive platform for all events

- Skoll-hosted events utilized Zoom Meetings and Webinars

- Many platforms exist, Conveners.org has <u>published research</u> on the more robust options

- Avoid: <u>Zoombombing</u>

VIRTUAL CONVENING TOOLS MATRIX

CONVENERS.org

We cross-referenced key convening functions with some of the many tools and platforms being promoted for virtual convening these days...so you don't have to.
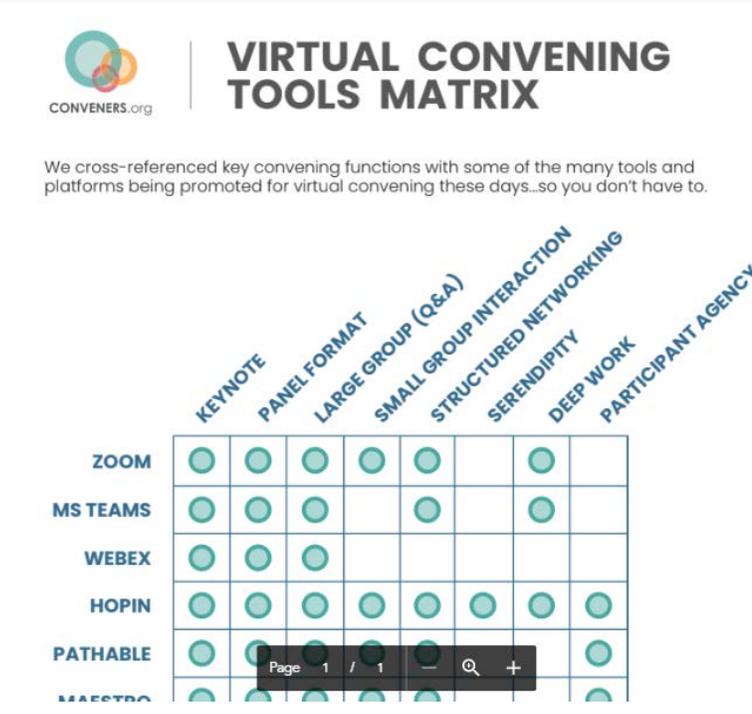
Zoom Meeting vs. Webinar

Feature comparison

| Feature	Meeting	Webinar
Participant roles	• Host and co-host • Participant	• Host and co-host • Panelist • Attendee
Audio sharing	• All participants can mute/unmute their own audio • Host can mute/request to unmute participants • The Host can set all participants to mute upon entry	• Only the Host and panelists can mute/unmute their own audio • Attendees join in listen-only mode* • The Host can unmute one or more attendees
Video sharing	All participants	Hosts and panelists
Screen sharing	✓	✓

APPLE \ GOOGLE \ HOW-TO

How to stop trolls from taking over your Zoom call

Zoombombing can be prevented, but it's not as easy as it should be

By Casey Newton | @CaseyNewton | Mar 27, 2020, 3:37pm EDT

f ⟲ SHARE
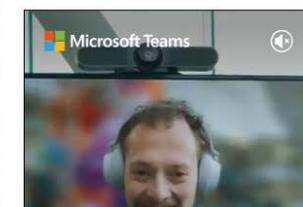
Creating Cohesion Across the Week

- We did not: provide a singular tech platform. The virtual "home" was a calendar.

- Skoll staff provided verbal welcome when possible on partner events

- Live visual scribes + overall virtual wall

- Centralized notes on sessions

- Wrap Up Video