



# BeChangeMaker 2026

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Social media resources

# #BeChangeMaker

## Key Messages

Wanted: Social entrepreneurs who want to tackle economic and societal challenges facing the world today. Apply or #BeChangeMaker 2026!

10 Years of #BeChangeMaker! Become a change maker from anywhere in the world, get FREE support along the way, and a chance to win a grand prize of EUR 2,000 and EUR 1,000 worth of customized pre-pitch support. Get to pitch your ideas at the final in Shanghai!

Apply for the #BeChangeMaker programme and receive free training, dedicated coaching, mentoring, and customized support to turn your business idea into reality from HP LIFE and #WorldSkills.

Inspire action and solve global issues. Celebrate 10 years of #BeChangeMaker and apply to the social entrepreneur programme by 27 March. The top 3 teams receive EUR 2,000 cash award and help turning their business idea into reality.



# #BeChangeMaker

## Sample posts – general messaging

Caption	Visual/Notes
<p>#BeChangeMaker 2026 is now accepting applicants who want to change the world!</p> <p>Apply by 27 March and:</p> <ul style="list-style-type: none"><li>✓ Turn your skills into actions and impact</li><li>✓ Get FREE business plan training</li><li>✓ Receive coaching &amp; mentorship</li><li>✓ Connect to global networks</li><li>✓ Win a trip to Shanghai for the final pitch</li><li>✓ Use skills to solve global issues</li></ul> <p>The top three winning teams get EUR 2,000 cash. Learn more and apply: <a href="http://bechangemaker.worldskills.org">http://bechangemaker.worldskills.org</a></p> <p>@HPLIFE #WorldSkills</p>	<p><a href="#">#BeChangeMaker graphic</a></p>
<p>Got a great business idea that might make the world a better place? Pitch it and receive free training, support, and prize money to turn your idea into reality. Apply to #BeChangeMaker by 27 March. Turn your idea into actions and impact. <a href="#">➔</a></p> <p><a href="http://bechangemaker.worldskills.org">http://bechangemaker.worldskills.org</a></p>	<p><a href="#">#BeChangeMaker graphic</a></p>



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## Sample posts – general messaging

Caption	Visual/Notes
<p>Wanted: Enthusiastic young people to #BeChangeMakers!</p> <p>What global issue do you want to solve? How might you solve it? Apply for #BeChangeMaker, @WorldSkills &amp; @HPLIFE FREE online training, coaching, and mentorship programme to become a social entrepreneur, make the world a better place, and win cash prizes while you're at it.</p> <p>Learn more: <a href="http://bechangemaker.worldskills.org">http://bechangemaker.worldskills.org</a></p>	<p><a href="#">#BeChangeMaker graphic</a></p>
<p>From developing sustainable sanitary products to sustainable furniture manufacturing or creating skills training and employment opportunities for disadvantaged communities, skilled youth around the world are pitching important social business ideas aimed at solving global issues.</p> <p>Have a great idea? Want to change the world?</p> <p>Apply to #BeChangeMaker by 27 March to receive FREE training, mentorship, and coaching to start your own social enterprise. @HPLIFE #WorldSkills <a href="#">→</a></p> <p><a href="http://bechangemaker.worldskills.org">http://bechangemaker.worldskills.org</a></p>	<p><a href="#">#BeChangeMaker graphic</a></p>



# #BeChangeMaker

## Sample posts – general messaging

Caption	Visual/Notes
<p>In 2025, 1,123 teams from 117 countries and regions pitched their social business ideas for the #WorldSkills and @HPLIFE #BeChangeMaker social entrepreneur programme. There are so many young entrepreneurs who want to make a difference in the world. We want to help turn their business idea into reality.</p> <p>Apply for the 2026 BeChangeMaker programme by 27 March for a chance to:</p> <ul style="list-style-type: none"><li>✓ Turn your skills into actions and impact</li><li>✓ Get FREE business plan training</li><li>✓ Receive coaching &amp; mentorship</li><li>✓ Connect to global networks</li><li>✓ Win a trip to Shanghai for the final pitch</li><li>✓ Use skills to solve global issues</li></ul> <p>Learn more and apply: <a href="http://bechangemaker.worldskills.org">http://bechangemaker.worldskills.org</a></p>	<p>#BeChangeMaker graphic</p>



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## Additional Resources

Find more social media visuals [here](#).

Members are encouraged to review the #BeChangeMaker website for more information, content ideas, inspiration and details on previous winning business ideas:

- [bechangemaker.worldskills.org](https://bechangemaker.worldskills.org)

Questions on BeChangeMaker can be sent to Oliver Dubois du Bellay, [oliver.dubellay@worldskills.org](mailto:oliver.dubellay@worldskills.org)



# WorldSkills Channels

Channel	@Username/Link
Website	<a href="http://worldskills.org">http://worldskills.org</a>
Facebook	<a href="http://facebook.com/WorldSkills">http://facebook.com/WorldSkills</a>
Twitter	<a href="http://twitter.com/WorldSkills">http://twitter.com/WorldSkills</a>
Instagram	<a href="http://instagram.com/WorldSkills">http://instagram.com/WorldSkills</a>
LinkedIn	<a href="https://www.linkedin.com/company/worldskills-international">https://www.linkedin.com/company/worldskills-international</a>
YouTube	<a href="https://www.youtube.com/WorldSkillsTV">https://www.youtube.com/WorldSkillsTV</a>
TikTok	<a href="https://tiktok.com/@worldskills">https://tiktok.com/@worldskills</a>



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**IAPMO**

**INTAMSYS**

**JIEAN HI-TECH**

**JohnBean**

**LINCOLN**  
ELECTRIC

**LIXIL**

**MASTERCAM**

**Mitutoyo**

**SATA**  
German Engineering

**SHINING 3D**

**SIEMENS**

**Studica**

**Vcom**

**中慧集团**  
ZHONGHUI GROUP

Thank you

