

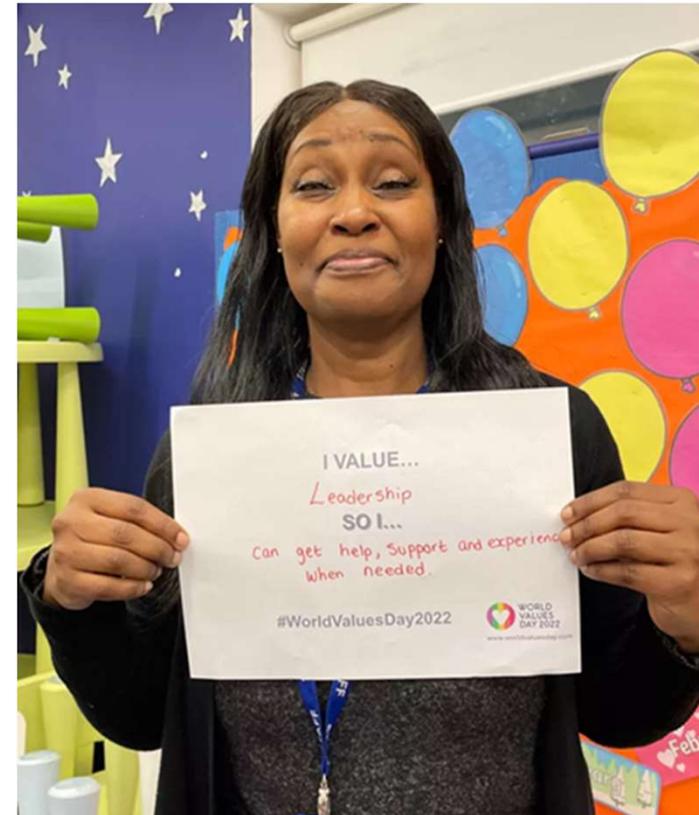


WORLD VALUES DAY 2022 REVIEW

World Values Day 2022: how did we do?



- ❑ In terms of the quality of interactions and engagement it was another excellent year with many new events and activities, and much energetic sharing of values
- ❑ On social media we did well except for Twitter where our reach was weaker than previous years. Nevertheless, over the last 7 years on Twitter alone we have reached 259 million people in over 100 countries
- ❑ Our engagement rates on Twitter and across all our other social media channels this year were sharply better at 5.3% - far higher than ever before
- ❑ World Values Day kicked off again with a local community breakfast event in Tauranga, New Zealand with local Rotary, community groups and city leaders
- ❑ The **Values Challenge** is now in its sixth year – another 69 schools, organisations and community groups signed up for the Challenge from 21 countries around the world
- ❑ The **Valuesthon** programme of all-day online events was bigger than ever with 47 events compared to 40 in 2021 and 32 in 2020



Teacher at Broadfields Primary School, London, UK

Valuesthon 2022



Children's writer and activist Onjali Rauf speaks at Celebrating the Spirit of Values



Liz Murphy

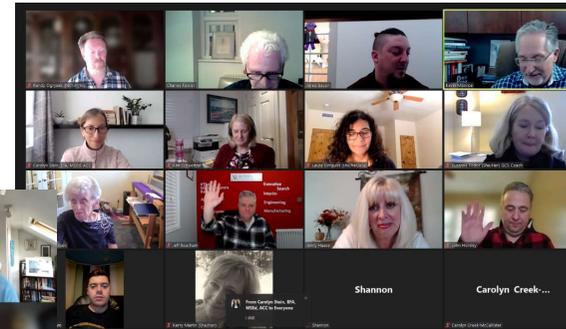
Liz Murphy of Sophrology International with a mind-body practice around Care



MaryBeth Hyland at Spark Vision's You Are Not Alone workshop



Open Space: The Big Issues Around Refugees Today livestream webinar



Kevin Monroe and Jenny Haase and their Gratitude and Kindness workshops



Phil Clothier and Tor Eneroth explore How to Grow a Culture of Sustain-Ability



David Gurteen's Knowledge Café with Prof Henry Mintzberg



Dr Helen Kingston at Human Values in Healthcare's Compassion in Action event



KG Balakrishnan, former Chief Justice of India, at Universal Spirituality & Humanity Foundation and Public Police webinar

World Values Day: Corporate Engagement



- Big national and international organisations continued to show their support including PwC, Capgemini, Volvo, Olympus, Unilever, Citibank, GSK, Bayer, Wolters Kluwer, Grace Kennedy, Grupo Masmovil, Knight Frank, and Rotary



Values in action video from Volvo



Wolters Kluwer Scandinavia



Wolters Kluwer India with community action in several parts of India



Debswana Diamond, Botswana



Sojerns, USA, UK and global



Wolters Kluwer company Enablon in Chicago partnered with @A4GL to clean up North Avenue Beach



Dogan Holdings, Turkey

World Values Day: Corporate Engagement



Capgemini Poland hosting Bayer, Citibank and other ABSL companies



Flashmobs in Wrocław, Gdańsk, Poznań, Kraków and Warsaw organised by ABSL Poland, GSK and Olympus.



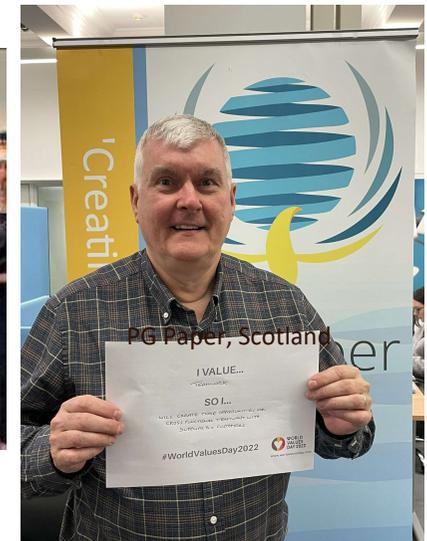
Innovation Agency Lithuania



Packages Group, Pakistan



Fire Rescue Victoria in Australia, involved all their 4,500 staff, including 3,900 operational workforce/ firefighters



PG Paper, Scotland



Garant Group, Lithuania

World Values Day 2022: how did we do?



- ❑ Universities, schools, hospitals, care homes, NGOs, local governments, and all kinds of large and small commercial businesses from all around the world also took part – most of them doing their own thing
- ❑ The V20 (Values20) engagement group for G20 continued to collaborate and support at this year's V20 Summit in Bali



Prema Dharma Children's Home, South India



Joy Village, Enugu State, Nigeria



Socialised Society Servant network, India

World Values Day: Values20 Summit in Bali



World Values Day 2022: how did we do?



- ❑ There were many great examples of action values in action in the community reflecting the campaign theme of Values for Community
- ❑ **Values+Tech Mashup** - in collaboration with Wisconsin Tech Month. 5 presenters picked their own value and discussed how they saw it as part of their “tech lives”, then everyone split into small groups with each person picking two values that they wanted to dive deeper into.
- ❑ **Art in The Community Project** – Adelphi University, New York launched a project for students to make one-minute videos about what they value about art in the community, all to be shown publicly on WVD 2023.
- ❑ **Community Leaders Outreach** – initiative paused until next year as we were unable to get the videos that had been submitted into the G20 Summit process in time.



Values+Tech Mashup, Wisconsin



Stills from some of the videos submitted by Adelphi Students to the Art in Community Project

World Values Day 2022: how did we do?



- ❑ **Sophrology International** hosted 9 mind and body practice sessions as part of the Valuesthon. Also in the Lebanon, Sophrologist Agat Hergalian ran her own “Valuesthon”, starting at 8:30 am and finishing at 7:00 pm Beirut time, with 6 events including 4 in refugee centers (98 children between 5-8 and their teachers), an event for 42 women, and an event at an Art Gallery.
- ❑ **National values campaign in Suriname** featured a writing competition for various ages organised by new national values group Wi Tru Sranan on WVD gaining good national press and media coverage. Part of national campaign started earlier this year.
- ❑ **New national values campaign in Malaysia** with conference on World Values Day organised by TULIPS and Unitar University



Children at refugee centre in Lebanon



TV interview on Suriname values



WVD conference in Malaysia

World Values Day: National and Community Events



Surinam writing contest on values and (upper right) winner of youngest age category on TV



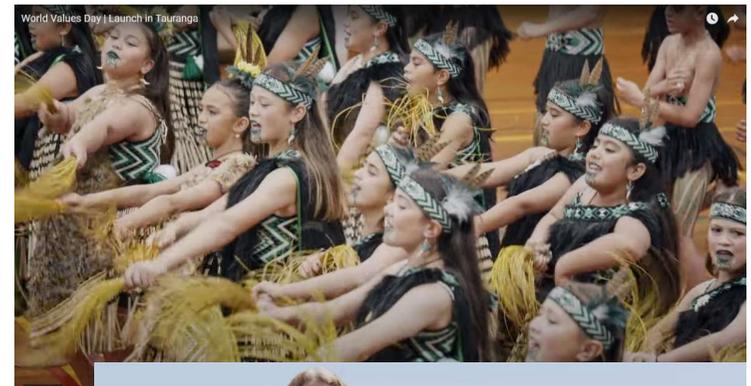
Songwriting event celebrating WVD in Salatiga City, Java



Tulips / Unitar University WVD conference in Malaysia



Cornwall RCC (rural community charity)



Tauranga community values breakfast event to launch World Values Day

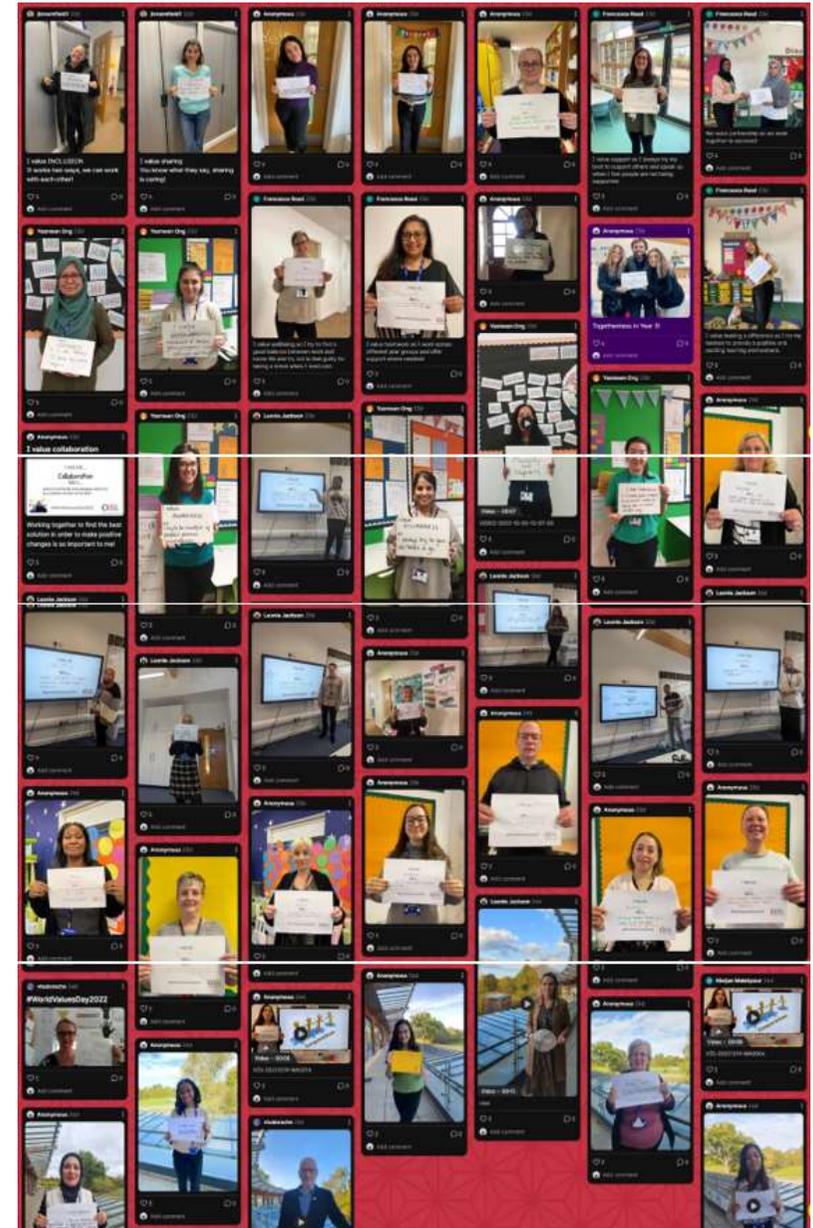


Values & Tech Mashup, Wisconsin

World Values Day: Schools, Colleges and Education



- ❑ Programme for Schools launched - 13 separate ready-to-use resources for children and young people to use around World Values Day including WVD Dough Disco, and 5 resources specially prepared by Nikki Connelly and piloted in schools in UK and UAE, plus resources from Dirt Is Good, Human Values Foundation and others
- ❑ 30 schools from 10 countries around the world signed up to the Values Challenge for Schools
- ❑ Values in Football Game launched
- ❑ Almost 2,000 downloads of Living Values free parenting guide
- ❑ Dirt Is Good campaign event at Unilever HQ in London; 900 schools and 79,000 young people engaged in projects
- ❑ Big schools campaigns in Nigeria and Cameroon. Many more schools and colleges around the world celebrate WVD in their own way on the day



World Values Day: Schools, Colleges and Education



Persil's Dirt is Good celebration at Unilever HQ



Shonette Bason's special WVD Dough Disco



Students at University of Greenwich



Children at refugee centre in Lebanon



Heritage International School, Moldova



Somers Park, Malvern



Neil Hawkes at Pixi's School, Herts



Kerridale Preparatory School, Port Harcourt, Nigeria



University of Winchester's videos on values

World Values Day: Schools, Colleges and Education



Quechua Benefit – Peru highlands



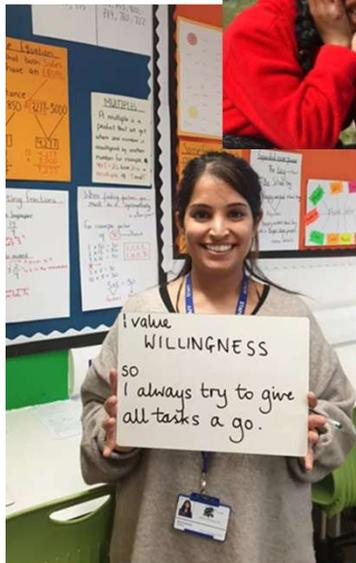
The Next School, Pakistan



Prema Dharma Children's Home, South India



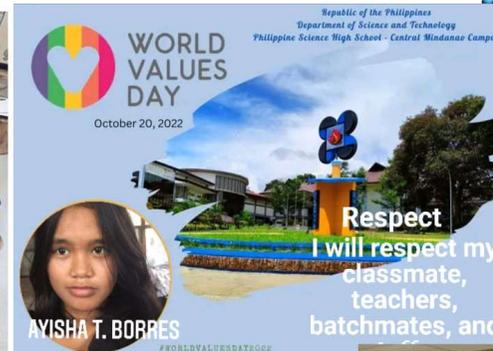
Apeejay School, Jalandhar, India



Broadfields School teacher



Cwmffrwdor P.School, Wales



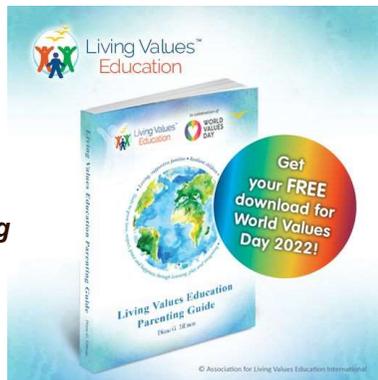
Science High School, Central Mindanao



Nichols College, Massachusetts



Living Values free Parenting Guide

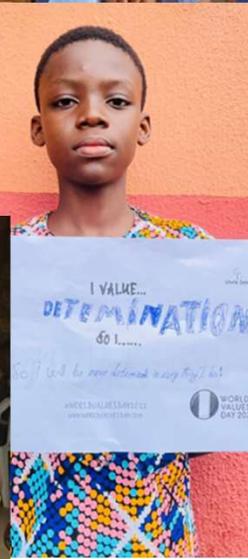


Embodiments of Love Academy, Joy Village, Nigeria

World Values Day: Nigeria Children's Campaign



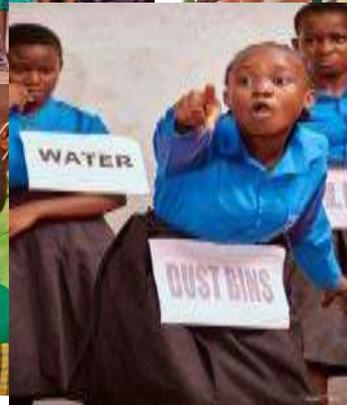
Uncle Sele and Shape a Child ran an energetic month-long values campaign around Lagos involving 88 schools, 200 teachers and 1,200 children, culminating in a children's conference on WVD itself.



World Values Day: Cameroon WVD Celebration



A number of schools and a special needs centre held a March for Values through streets of the capital Yaounde, followed by speeches, discussions, songs, sketches and traditional juju and modern dance performances, all on values themes. Representatives from local community groups and the Ministry of Social Affairs joined in. Organised by Living Values.



World Values Day 2022: how did we do?



❑ ValuesJam

In the run up to World Values Day, ValuesJam invited people to complete a survey identifying the top values needed for a flourishing community.

A study of the Wordcloud (and taking into account typos! 😊) identified an A list and a B list of values that people have identified as follows:

- A – Collaboration, Responsibility, Compassion, Inclusion, Respect, Belonging
- B – Leadership, Relationships, Sustainability, Commitment

What do you feel are the three top values needed for a flourishing community from the <https://values-jam.com/> card list of ten below?



❑ Global Poetry Showcase

Friends Forever!

*As we run and dash through life,
We stumble upon some people.
Most met by chance.
But some perhaps are sent our way.*

*Some become close friends
Whose bond we can't explain;
The ones who somehow get us
And share our joy and pain.*

*The bond contains no boundaries.
So, even when apart.
Their presence enhances us
With a warmth felt in the heart.*

*This bond becomes a passageway,
When even the miles disappear.
These friends sent our way, somehow remain near.*



Poet "KU Team, India" This poem is an ode to the Kindness movement and the great work being done by Kindness Unlimited, an NGO headed by Nirmala Peters-Mehendale. Kindness Unlimited's journey and work inspired this poem. The poem was created by a group of friends who came together via Kindness Unlimited and is dedicated to Kindness.

World Values Day: Healthcare



Manchester Mind



CNWL NHS Trust



Northern Trust MAU



Northwick Park Mental Health Unit



Lehigh Valley Health Network (Pennsylvania)



Causeway Hospital



Video from Health and Social Care Trust, Northern Ireland

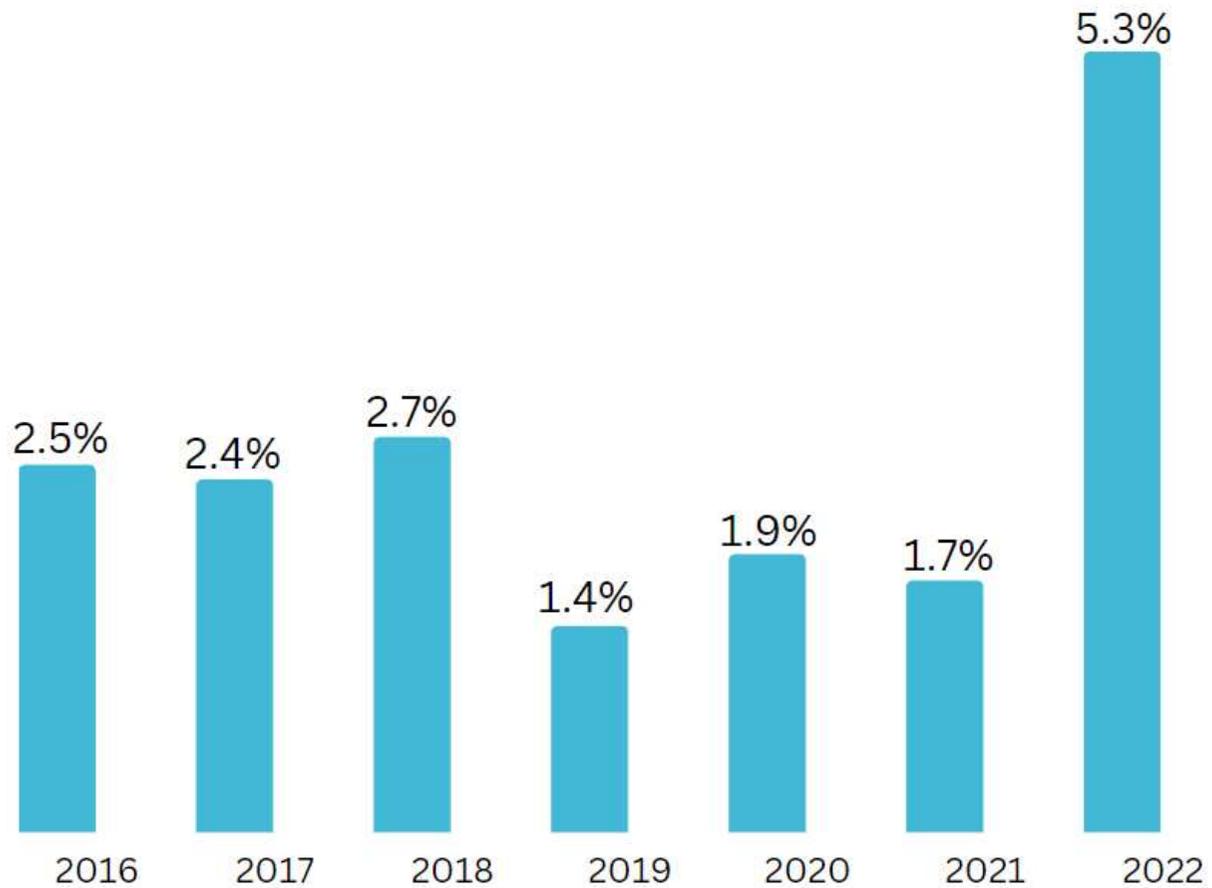


HSC values

World Values 2022: Social Engagement Rate



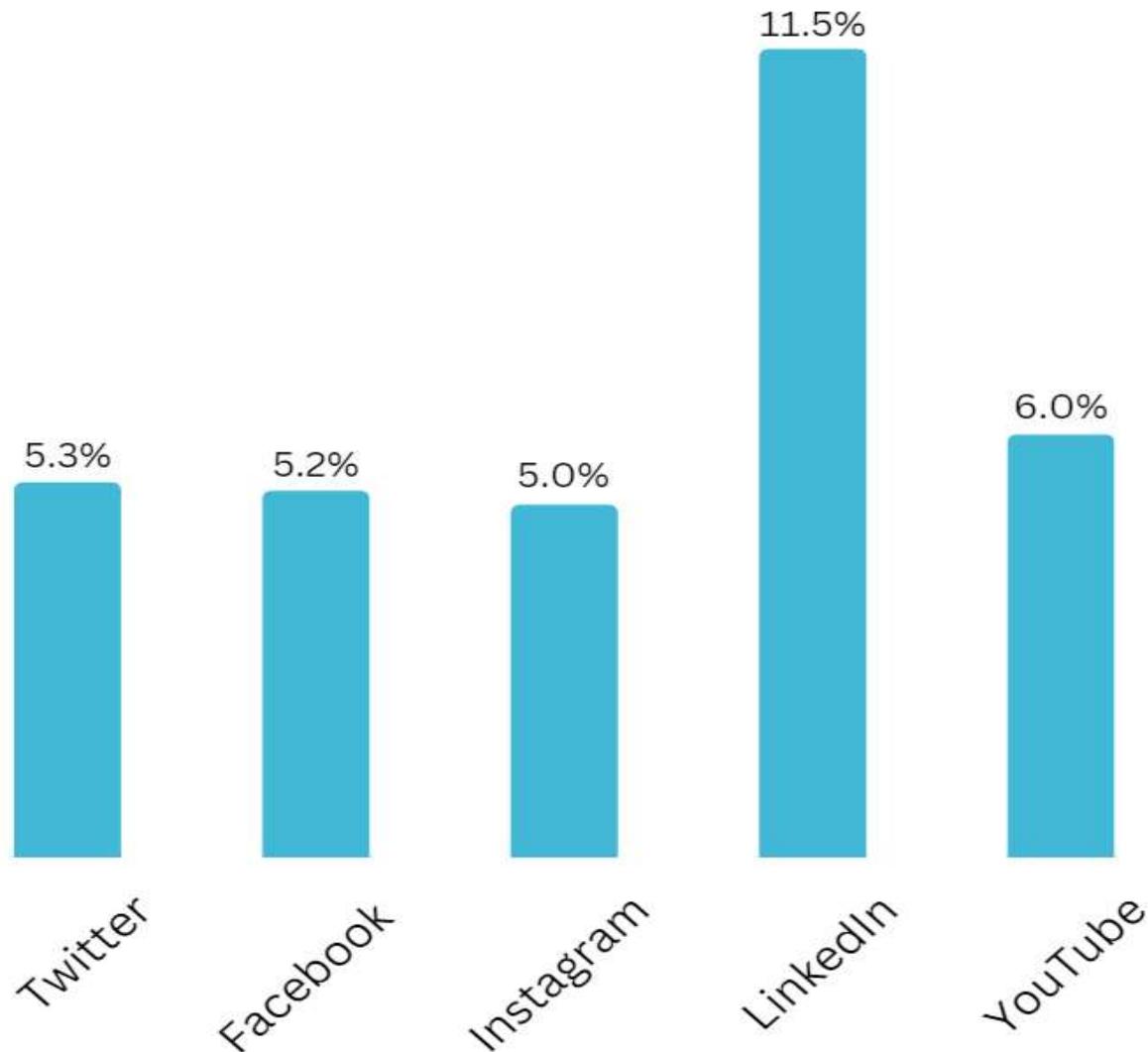
Impressions fell across all social media channels, mostly driven by the disappointing performance on Twitter. At the same time however, engagement rates rose strongly across all channels, including Twitter. Here are the overall engagement rates for all channels over the last 7 years:



World Values 2022: Social Engagement Rate

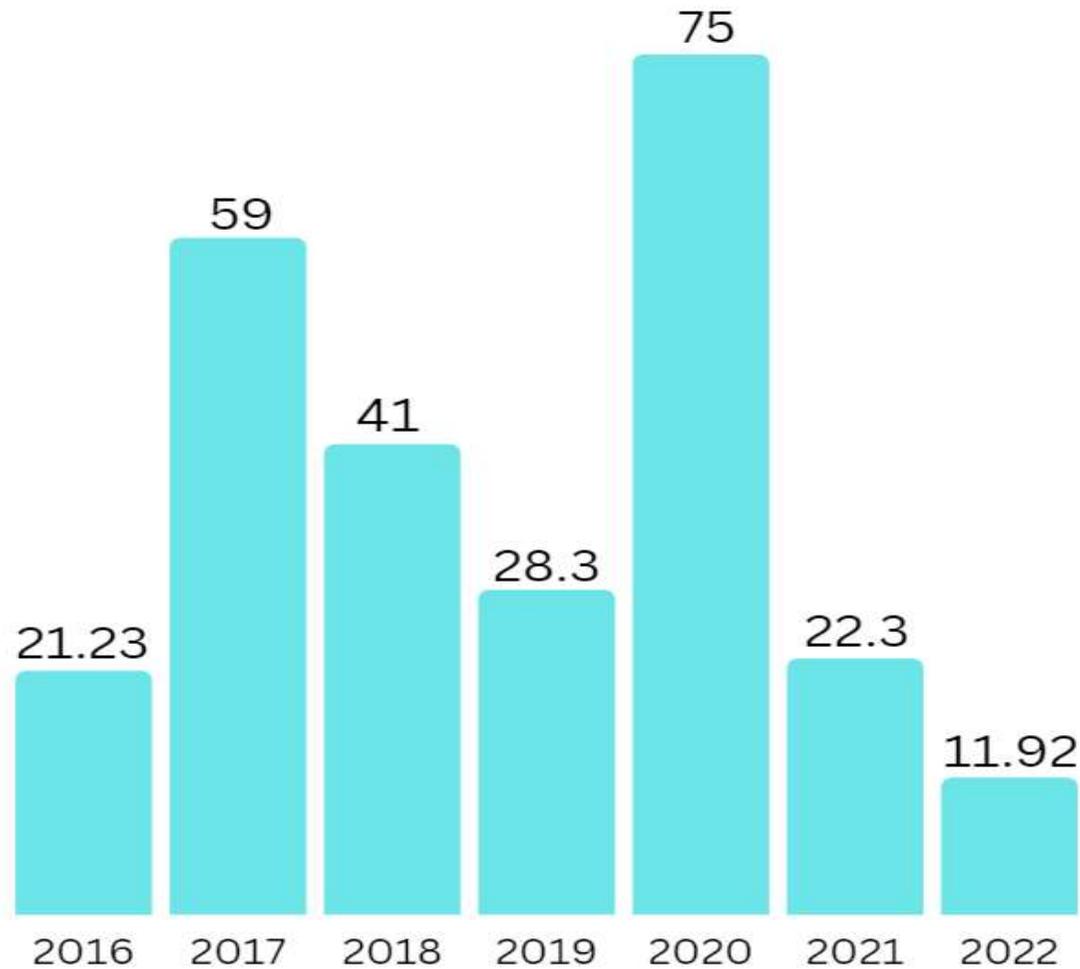


Here are the engagement rates for the various channels this year – with the exception of Instagram they all rose strongly. LinkedIn rose from 9.2% in 2021 to 11.5% in 2022. These are very strong figures.





WVD hashtag potential reach on Twitter 2016-2022 now totals 259 million

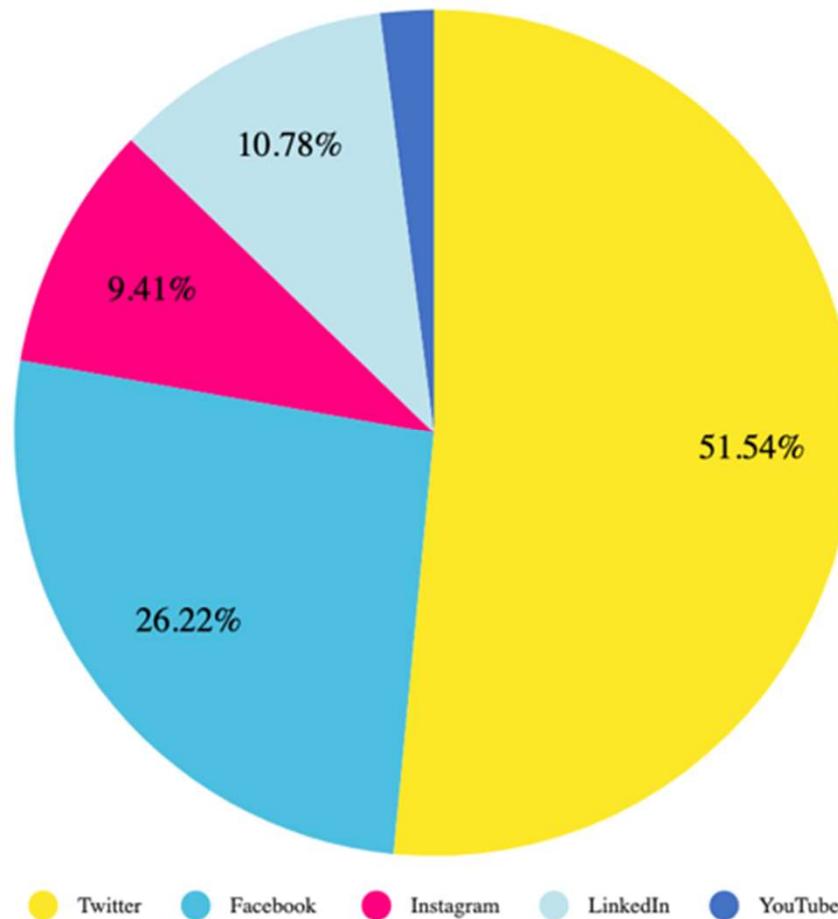


World Values Day 2022: Channel Balance



This year the split between channels was similar to last year in terms of followers. We aim to build up our presence in LinkedIn, Instagram, Facebook and YouTube in 2023.

World Values Day Social Community





THANK YOU

NEXT WORLD VALUES DAY IS THURSDAY 19th OCTOBER 2023

#WorldValuesDay

www.worldvaluesday.com

