



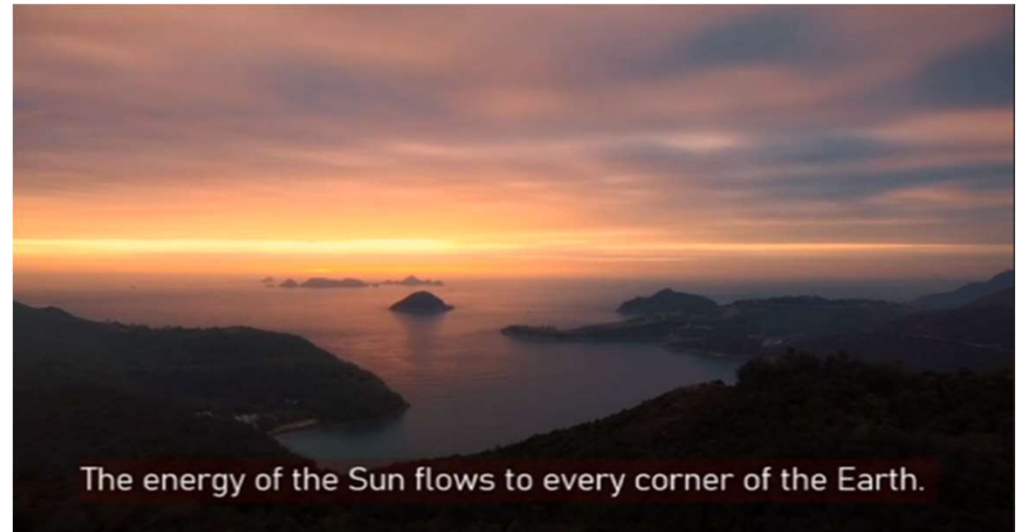
WORLD VALUES DAY 2023 REVIEW

21st November 2023

World Values Day 2023: Overview



- ❑ This year's "Values Bring Us Together" theme proved popular and had a very positive response
- ❑ Our pivot away from quantity towards quality on social media has begun well with both engagements and engagement rates rising year on year
- ❑ World Values Day kicked off again in New Zealand with a special Maori "karakia" or blessing released on YouTube at the beginning of World Values Day
- ❑ This was supported by month-long community values campaign in a popular shopping mall in Dunedin in South Island New Zealand



Karakia – a Maori blessing for the day as dawn breaks

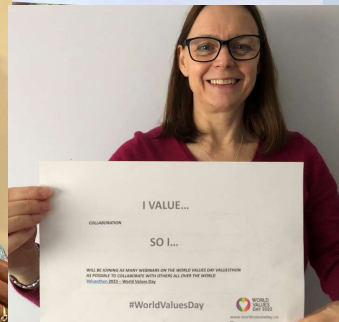
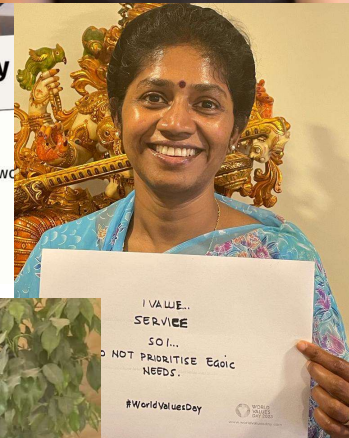
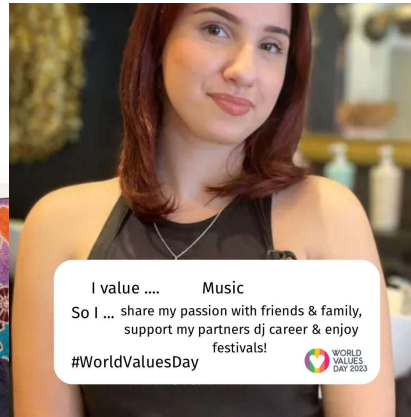


Retailers at Wall Street Mall in Dunedin New Zealand discuss their values and shoppers fill in values surveys

World Values Day 2023: Overview



- Plenty of positive engagement on social media around the world using the “I Value” and We Value” cards



World Values Day 2023: Overview



- ❑ As usual many clips and all kinds of creative offerings were posted – including videos from singer Paloma Faith and educator Dr Neil Hawkes, as well as lots of video clips and images from Uncle Sele, Izehi Anuge and their team in Nigeria, and from our own WVD comms team led by Anna McAfee and Janic Gorayeb.
- ❑ The **Values Challenge** is now in its seventh year – another 80 schools, organisations and community groups signed up for the Challenge from 21 countries around the world



International Data Group taking the Values Challenge



Paloma Faith video



This year's WVD animation



Video from Dr Neil Hawkes founder of Values-based education

Valuesthon 2023



- Another good year for the Valuesthon with 36 online events with speakers from around the world addressing wide range of values issues



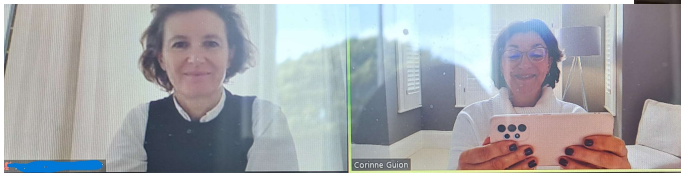
Janic Gorayeb's Valuespreneur workshop



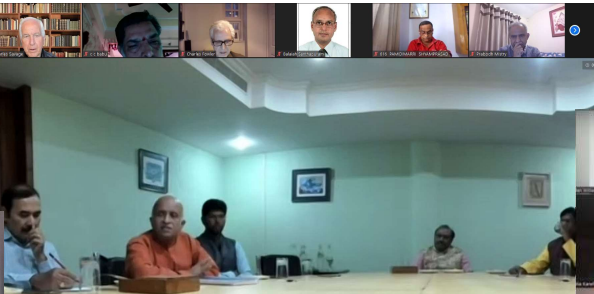
Liz Murphy hosting the first of Sophrology International's 9 mind-body practice events



Breakout at Partners in Kind workshop



Corinne Guion's mind-body practice



Dr CSR Prabhu Dharma Yoga hybrid event



UK Values Alliance AI and Values workshop



Dr Paquite de Zulueta at Human Values in Healthcare's Finding The Gold workshop



World Values Day: Values20 Summit in India



- ❑ Earlier in the year, WVD successfully collaborated with Values 20 engagement group for the 4th year
- ❑ V20 India engaged 37k+ participants globally, received 100+ abstracts, published 50+ policy recommendations, and had 660k+ social media impressions
- ❑ 11 out of the 34 authors of the Values 20 Communiqué were WVD-related, including 6 lead authors ([download it here](#))



World Values Day 2023: Corporate Engagement



- Big national and international organisations continued to show their support including PwC, Capgemini, NEC, Citibank, GSK, Bayer, Wolters Kluwer, Debswana, Motorola, Natwest, Accenture and many others



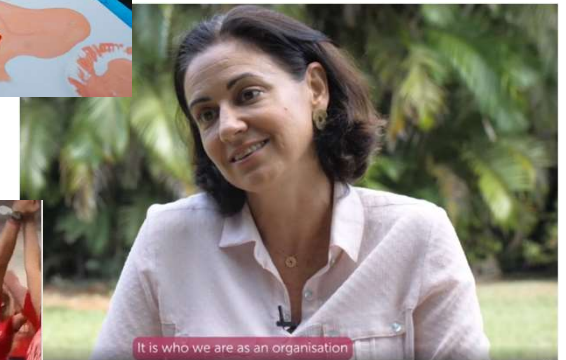
Wolters Kluwer / CCH Tagetik



Inertia Engineering in Brisbane



John Deere in Poland



C-Care, Mauritius: video on their values



**Aspire Defence Services
UK made values awards**



Nutreco's global WVD values awards with winners in Vietnam, USA, China, Brazil and Chile



**PWC
Türkiye**

World Values Day 2023: Corporate Engagement



Nutreco China's creative values



Nordea Bank team in Gdynia, Poland.



Santos team, Papua New Guinea



Institute of Directors India, Global Convention, London



BAMCO seminar for WVD in Bulgaria

Wolters Kluwer, Medknow, India



Wolters Kluwer in Gurgaon, India



Australian HR Institute, Queensland

World Values Day 2023: Corporate Engagement



- ❑ **ABSL** (Association of Business Service Leaders) in Poland once again celebrated WVD, holding meetings and seminars at universities in 8 cities across the country with business leaders from companies including **BNP Paribas, Franklin Templeton, Accenture, Capgemini, Natwest, John Deere** and **Motorola**



University of Economics in Katowice



Krakow University of Economics



Collegium Da Vinci, Poznan



Wroclaw University of Economics



Uniwersytet Kazimierza Wielkiego, Higher Education, Bydgoszcz



University of Gdansk, Tricity

World Values Day 2023: New National Campaigns



- ❑ **Suriname National Values Campaign** celebrations for WVD this year featured a national youth film competition on values and norms, with awards and screening for the 3 winning short films,
- ❑ Also an essay competition and engagement with leading local companies on their values



Winners of the Suriname national youth film competition

- ❑ **Malaysian National Values Inaugural Workshop and National Values Summit** organised by Asohan Satkunasingham and PUPUK in collaboration with the Ministry for National Unity
- ❑ **In Hungary**, BEKE (Association for Living Values) ran a 100 Days of Values campaign and organised activities across several cities



Exploring values in Hungary



National Values Campaign in Malaysia

World Values Day 2023: Communities & Networks



- Universities, schools, hospitals, care homes, charities/NGOs, local governments, networks and all kinds of large and small businesses from all around the world also took part – some using the values challenge but most of them doing their own thing



Whitehorse City Council, Melbourne



City of Coffs Harbour, NSW, Australia



Stop Devaluation Movement



Columba 1400 team sent clothes for recycling



Global Action Plan team and guests celebrated WVD



Team at Terrace Foundation in California shared their values



Kasih Balik ("Love Back") young people helping communities across Indonesia

World Values Day 2023: Communities & Networks



4me World



Deimante Meilune's video on values of global biking community



Living Values Community Action Project for World Values Day in S Africa



Hampshire Scouts, UK



Building Heroes



Psychosynthesis Trust



Brahma Kumaris /UK Values Alliance: Love Brings us Together



Values Walk in Brussels

WVD Intergenerational Knowledge Cafes



- ❑ Two online WVD Intergenerational Knowledge Cafés were hosted by David Gurteen, one on WVD itself and one a week before, assisted by Hank Kune, Minal Kering and Charles Fowler
- ❑ The aim was to stimulate values-based conversations between 2 generations who often lack a public voice – ‘Youngers’ from 16-18 and ‘Elders’ over 60
- ❑ Elders from 13 countries and 50+ Youngers from India, UK, Nigeria and Kenya



I want to convey my sincere appreciation for granting us this exceptional opportunity. The session was a truly unique and enjoyable experience. Engaging in open conversations with individuals, especially the older generation, allowed me to gain insights into their values, wisdom, and perspectives. At times during the meeting, there were differing opinions and disagreements, but witnessing the way everyone respectfully accommodated each other and offered a platform for civil discourse was truly heartwarming. I would like to once more express my thanks for the privilege of participating in such a remarkable event.

Student Grade 10, Bangalore, India

“The opportunity to discuss with elders and teenagers across the other side of the world is an opportunity I won't forget. It would have been great to have longer in the breakout rooms to really get the opportunity to further discuss views of everyone and then develop the conversation , we were just getting stuck into it.”

Student aged 16, Biddenham International School , England

“It was truly amazing to be able to have a conversation with elders and fellow peers from different countries about these important subjects that affect the world today. By connecting with people from diverse backgrounds, I was able to gain valuable perspectives and insights. These conversations allowed me to improve my understanding on these topics among different generations, which was very interesting.”

Student aged 16, Biddenham International School, England

The session in a word was FANTABULOUS! It was my utmost pleasure to talk to a group of enthusiastic elders who were updated with the modern and the old. It was a great experience to converse with people spanning throughout the world, from varied generations and distinguished thoughts. There were differences in opinion but that is how a conversation works! Twenty minutes was too little to briefly know each other, and I would enjoy it for some more time.

Student Grade 9, Mumbai, India

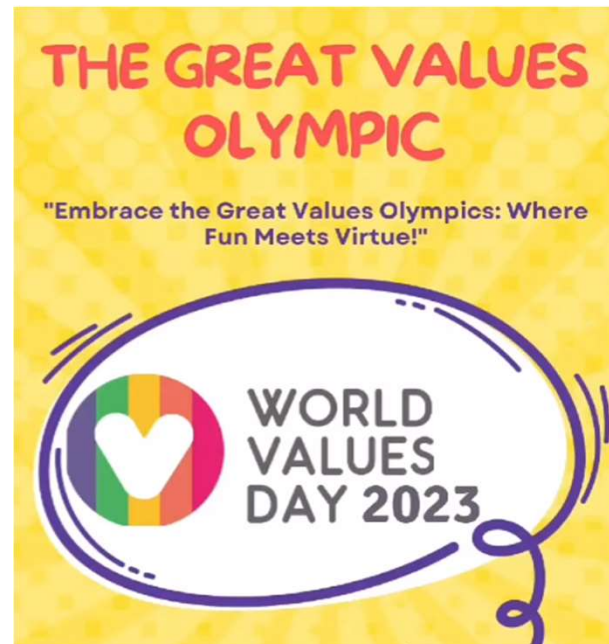
Great Values Olympics 2023 in Bengaluru, India



- ❑ Val-Ed Initiatives celebrated WVD with a Great Values Olympics bringing together children and their families to explore values through various games and activities.
- ❑ As reported by Times of India, “many parents found it eye-opening, realising that they didn’t know their kids as well as they thought.”
- ❑ Games included blindfold exercises to improve empathy, dance and music for happiness, deciphering symbols for connection, and challenging tasks testing resilience
- ❑ One mother said: “These activities not only improved physical fitness, but also enhance confidence and character”



Parents and kids team up at World Values Day event



Bengaluru: Families, their bonds, the values they cherish and the ethics that elders want to instill in their wards were on display at The Great Values Olympics-2023 organised by city-based Val-Ed Initiatives on Sunday, to mark World Values Day in Rajajinagar.

Thirty-eight families from 20 schools joined in games and exploration of values. The theme — Values Bring Us Together — resonated at the event that encouraged collaboration between parents and children in activities revolving around aspects like empathy, resilience, connection, and happiness.

Many parents whom TOI spoke with found it eye-opening, realising they didn't know their kids as well as they



Thirty-eight families from 20 schools in the city joined in games and exploration of values at The Great Values Olympics-2023

thought. The event which saw medals awarded aimed to instil values in kids and strengthen parent-child bonds. Games included blindfold exercises to promote empathy, dance and music for happiness, deciphering symbols for connection and challenging tasks of resilience like locking hands and threading needles.

Shruthi SK, mother of Kiran Kruthi, a fourth grader at Carmel School, said: “Unlike boring lectures, this had exciting games. Since it was linked to values, it brought back our old days. These activities not only improve physical fitness, but also enhance confidence and character.”

Vignesh Pillai, a class 10 student, shared: “Today, I learned a lot about what’s going on within my family. I discovered many things about my mother and felt that there is much I don’t know.”



World Values Day 2023: Nigeria Walk for Values



- ❑ WVD School Ambassadors Uncle Sele and Izehi Anuge with an energetic team of Values Coordinators led a 3-hour 'Walk for Values' in multiple locations across Nigeria and Ghana with related values-based activities around Recycle, Rebuild and Reconnect, and a Values Pledge
- ❑ Months of planning, coordination across six states, and two countries were necessary to execute a successful World Values Day 2023 Campaign. The campaign fostered connections and inspired children to embrace values like empathy and kindness
- ❑ It marked the beginning of a long-term movement towards a more compassionate society



HAPPY  **WORLD VALUES DAY**
FROM TEAM NIGERIA

 Izehi Anuge World Values day School Ambassador	 Rachel Rojuebokan World Values Day Coordinator	 Erude Emmanuel World Values Day Coordinator	 Preere Opuofoni World Values Day Coordinator
 Selekumo Opuofoni World Values day School Ambassador	 Rita Ehiendu World Values Day Coordinator	 Ani Idowu World Values Day Coordinator	 Aderonke Faseru World Values Day Coordinator
	 Sandra Oluwadare World Values Day Coordinator	 Rita Ginikanwa World Values Day Coordinator	 Ifeoluwa Aduradola World Values Day Coordinator



World Values Day 2023: Nigeria Walk for Values



Pledging to embrace values for a better Nigeria



Brook Laurels Academy, Enugu, Nigeria



Izehi Anuge at Ikija Day School



Abifid Montessori School Egan Lagos

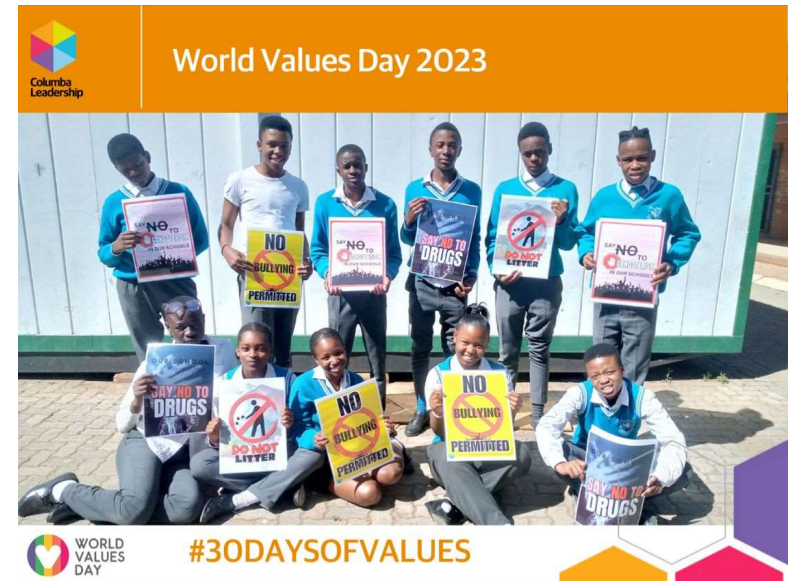


Maravilla Schools, Ogun State, Nigeria

WVD 2023 : 30 Days of Values in S African Schools



- ❑ Columba Leadership worked with many schools in S Africa, instilling awareness and practical actions around values during their WVD #30DaysOfValues campaign
- ❑ Siyabonga Secondary School used creativity to address school challenges like substance abuse, bullying, littering, and gangsterism through striking posters during WVD's.
- ❑ Virginia High School collaborated on a project to foster a values-driven school culture. They painted their important values on the school wall.
- ❑ Rendani, a student from Soshanguve High School, channeled his value of self-expression through art, conveying his deep emotions and thoughts about his country and its history



World Values Day: Other Schools and Education



City and Guilds



The Embodiments of Love Academy, Joy Village

WORLD VALUES DAY 2023



"Openness is one of the values that I really embrace at work. This has been the case throughout my career, but now I work in a co-operative organisation I'm much more aware of the values that underpin my everyday activities. Openness encourages knowledge to be shared, which makes everyone's life easier and helps the organisation run more smoothly, boosting effectiveness and efficiency."

Jenny Laycock
Learning Officer



Co-operative College



Living Values Community Action Project for World Values Day



Teeside High School



Prema Dharma Children's Home South India

World Values Day: Schools and Education



**Philippine Science High School,
Central Mindanao Campus**



WVD assembly at Shankus Divine Child School, India



**Human Values Foundation workshop
on early years education**



**Longridge
Towers
School**



St Nicholas Primary, Hull



**Embodiments
of Love
Academy, Joy
Village, Nigeria**

**Dipak Fakey OBE
at Stokes Wood
Primary School
presenting
Values Bring Us
Together Game**



World Values Day 2023: Healthcare



Alternative Futures Group



Colleagues at Manchester Mind talked about their values

Northern Health and Social Care Trust, Northern Ireland



Royal Berkshire NHS Trust



Amna Healing

for children and caregivers



Northern Healthcare



Dorset Innovation Hub



Out in the Field retreat with NHS staff

World Values Day 2023: ValuesJamathon



- Drawing a values card and discussing it each day for 31 days in the around-the-world ValuesJamathon 2023 during month of October



“Scrappy” Kimberly Wiefling in California



Alan Williams in London



Laura Elmquist in New Mexico



Laurence Rottesman in Brussels



Blyde Nesor and Anna McAfee in NSW, Australia



Ceri Williams in UK



Elke Haggerty in Canada

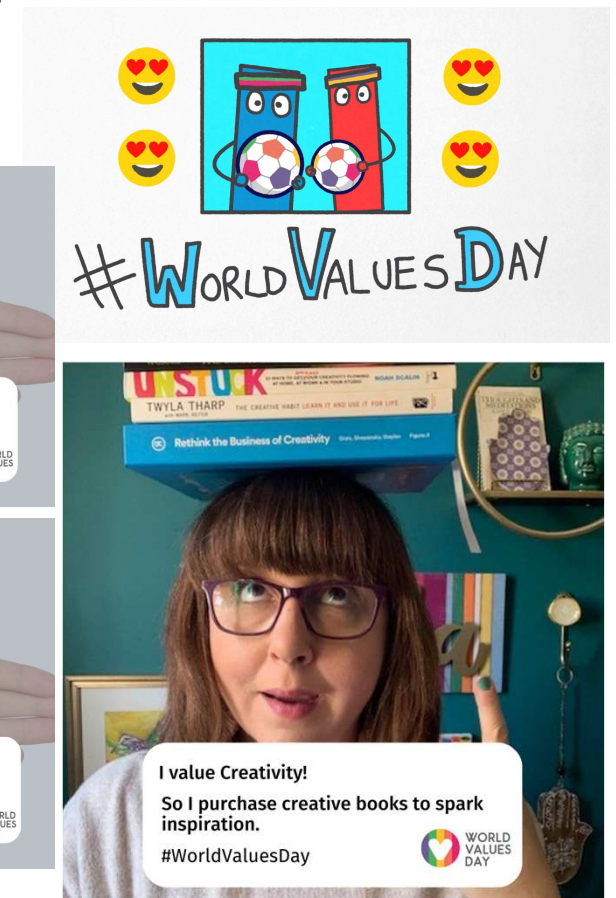
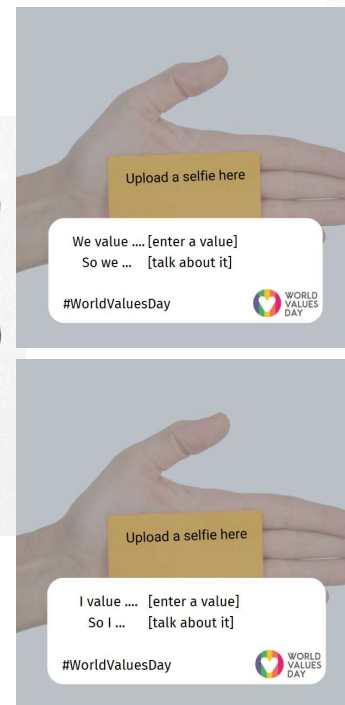
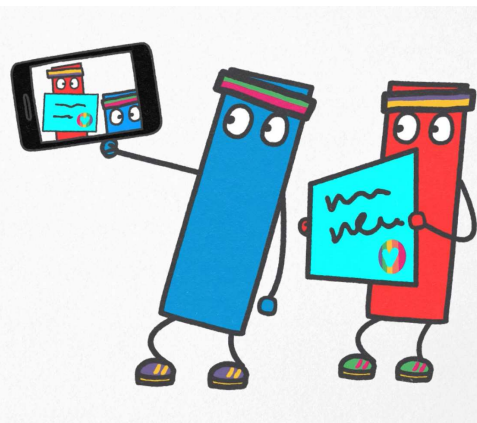


Jurgita Gaukštė in Lithuania

World Values Day 2023: social media campaign



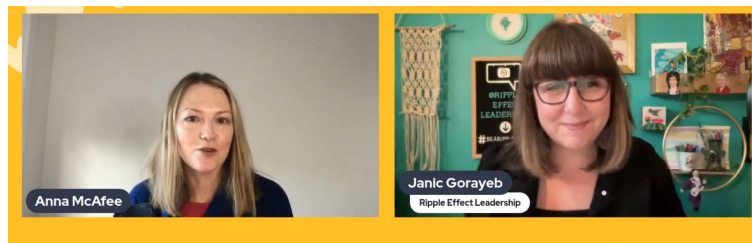
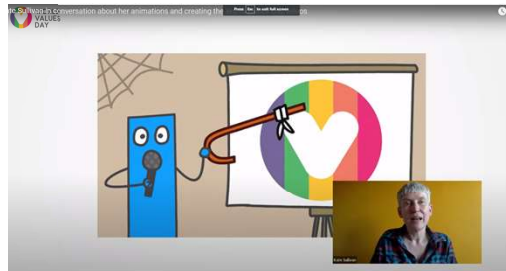
- ❑ Attractive content needed to engage supporters not only on WVD but also throughout the year and with a reasonable shelf life
- ❑ Enhancing/refreshing existing content such as the WVD animation, the digital 'I Value / We Value' templates etc
- ❑ Substantial amount of new original content created



World Values Day 2023: social media campaign



- ❑ Engaging livestreamed World Values Day Conversations series – with Anna McAfee
- ❑ Wide range of viewpoints



How entrepreneurs can use their core values to build the foundation of their business.

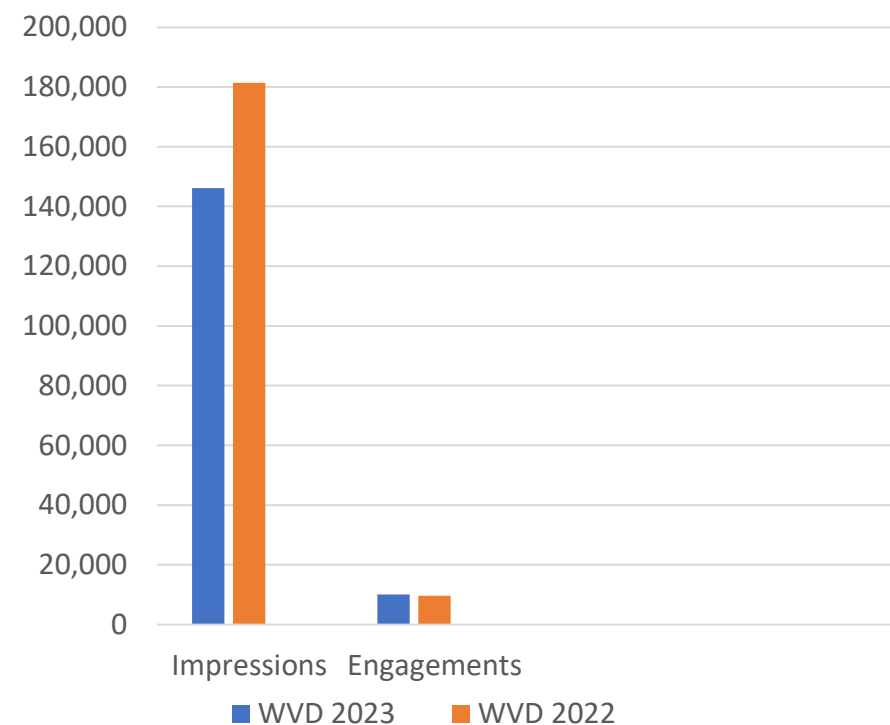


World Values Day 2023: social media data



- **Impressions** across all social media channels lower than 2022 mainly due to de-emphasizing Twitter (146,128 in 2023 vs 181,399 in 2022)
- However overall **engagements** rose to 10,083 in 2023 from 9,614 (adjusted) in 2022

Impressions & Engagements

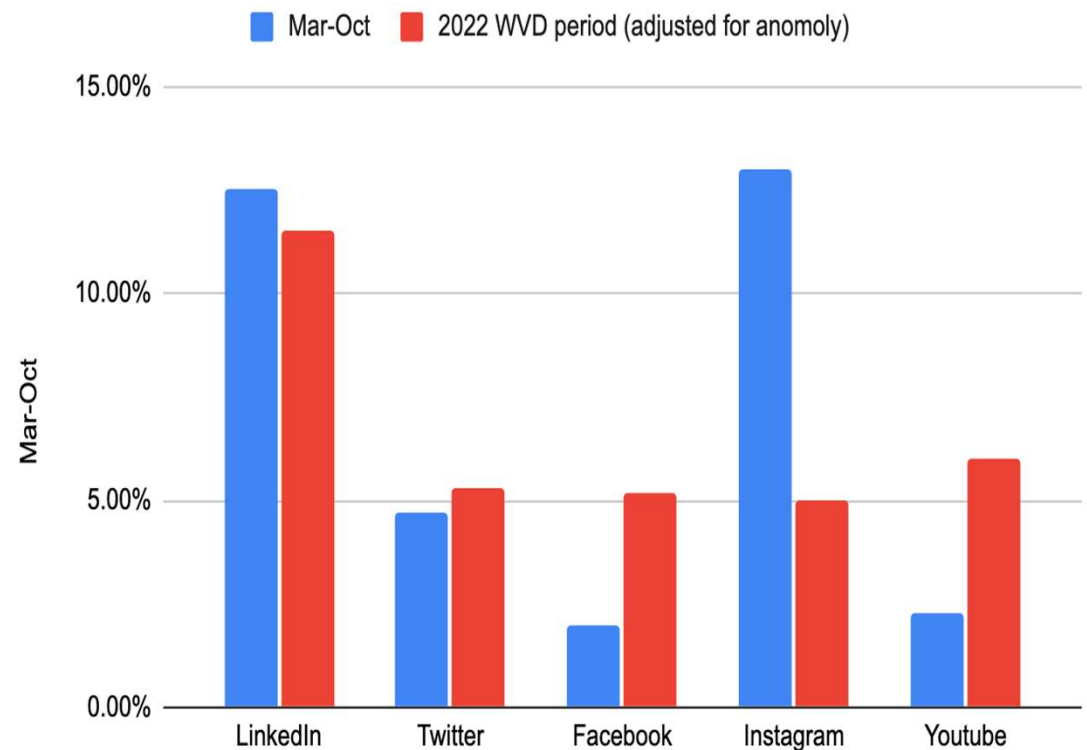


World Values Day 2023: social media data



- Overall engagement rate of 6.9% was better than last year's adjusted 5.3% and way ahead of all previous years.
- Overall, Instagram(13%) and LinkedIn (12.5%) had the highest engagement rates.

Engagement rates

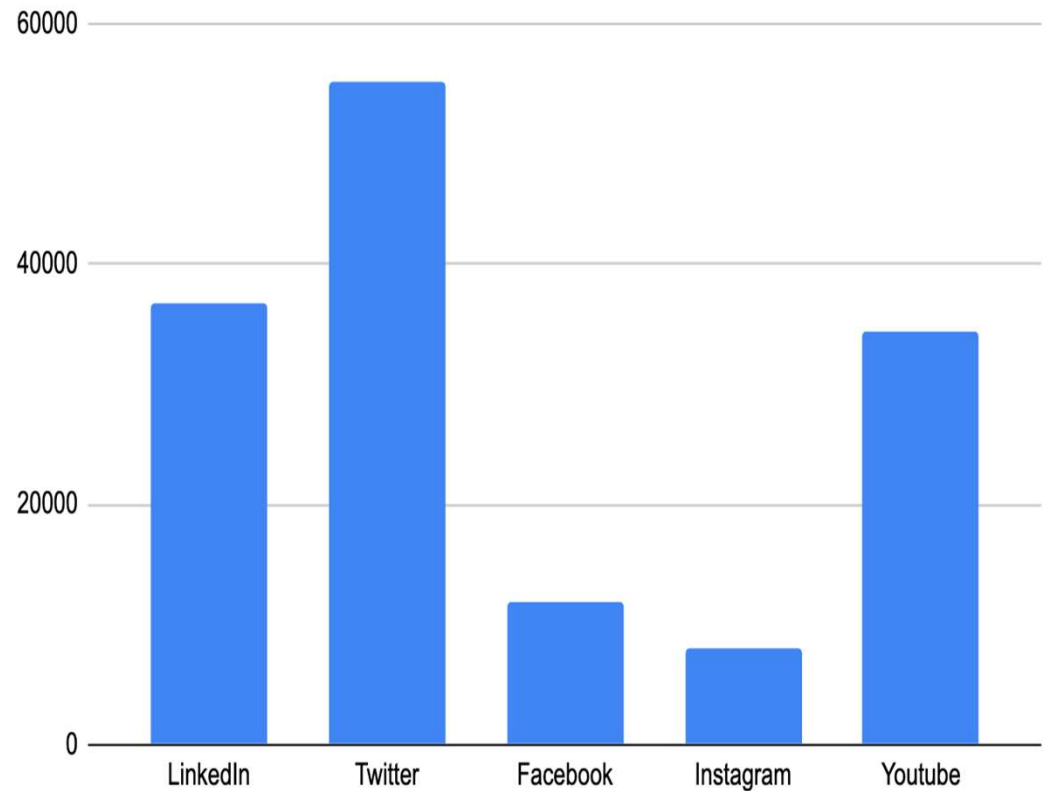


World Values Day 2023: social media data



Impressions

- 2023 overall impressions per channel
- Twitter, LinkedIn and YouTube have the highest impressions

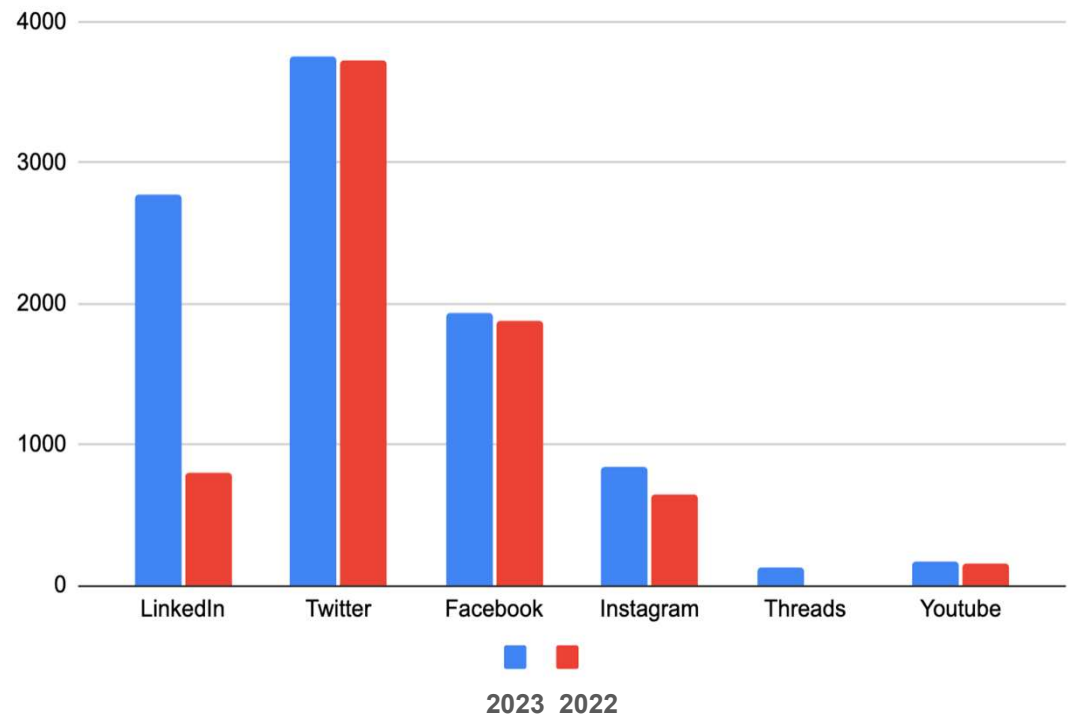


World Values Day 2023: social media data



Followers

- Social Media followers have increased significantly overall since 2022, with LinkedIn seeing the highest increase
- We launched a newsletter on LinkedIn as part of the campaign (now at 684 subscribers)



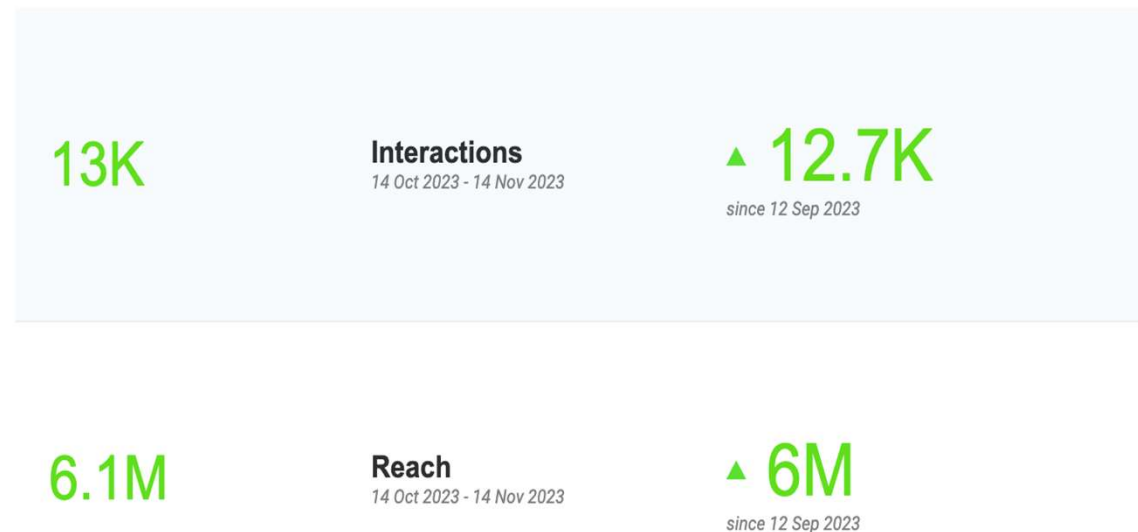
World Values Day 2023: social media data



Interactions and Reach

Changes and number of mentions in the selected date range

- Overall potential hashtag reach for *#WorldValuesDay* was 6.1 million for the past 30 days.
- We received 13k interactions over the past 30 days





THANK YOU

NEXT WORLD VALUES DAY IS THURSDAY 17th OCTOBER 2024

#WorldValuesDay

www.worldvaluesday.com

