



WORLD VALUES DAY 2025 REVIEW

World Values Day 2025: Overview



- ❑ This year's theme of “**Values for the Future**” seemed to resonate with individuals and organisations, gaining strong positive responses. As Richard Barrett put it: ““World Values Day is a yearly invitation to return to what truly matters – and to live it, not just name it. This year's call feels clear: restore coherence, deepen presence, and build resilience for the future - together.”
- ❑ Activities on World Values Day again kicked off with a special video, this year by the acclaimed dancer, drummer and ‘earthsinger’ Joan Henry, who gave us her beautifully serene benediction to welcome and bless the day; it was released on YouTube and can be seen here: [A Native American Blessing from Joan Henry for World Values Day 2025](#)

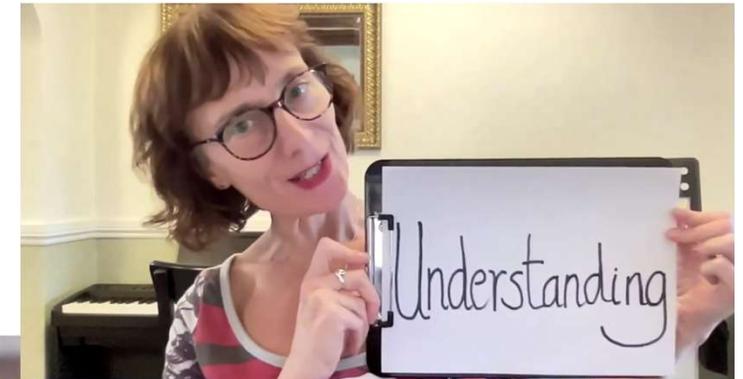
Joan Henry gives her blessing for World Values Day



World Values Day 2025: Overview



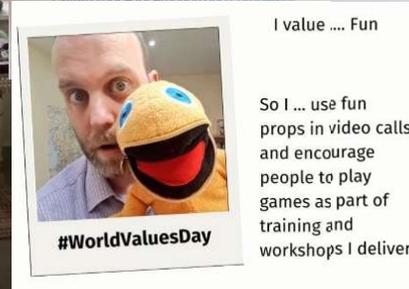
- ❑ Good engagement across all our social media channels with exception of X/Twitter which continues to lose support from businesses and individuals



World Values Day 2025: Overview



- ❑ Lots of positive social media engagement around the world using the “I Value” and “We Value” cards – more prominent this year than for the last few years



World Values Day 2025: Overview



- ❑ The **Values Challenge** is now in its ninth year – another 31 schools, organisations and community groups signed up for the Challenge from 16 countries around the world
- ❑ As usual many clips and all kinds of creative offerings were posted across our channels – including videos from both the Founder and current President of G100, as well as lots of video clips and images from WVD supporters all over the world,



Dr Harbeen Arora Rai, Founder of G100, speaking about WVD from Delhi



This year's WVD animation



WVD video message from Bodil Valero, President of G100, speaking from Sweden

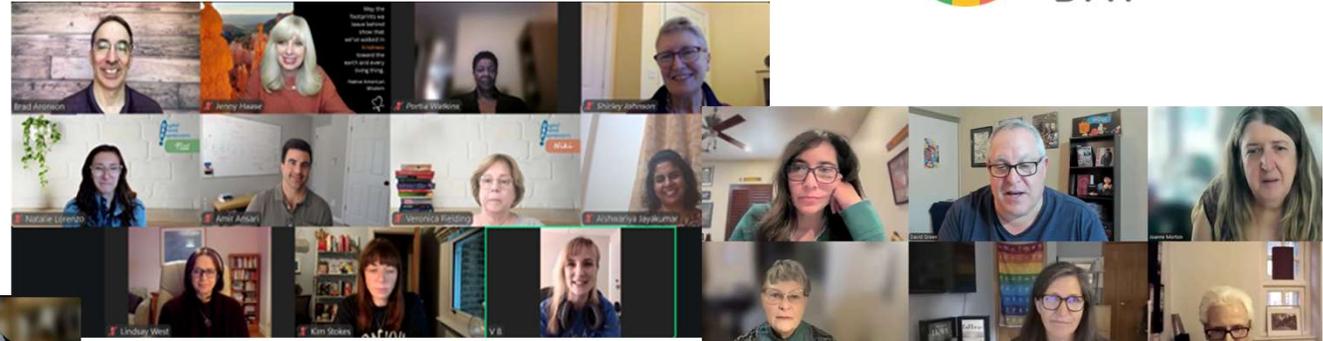


Prof Terry Lovat speaking on the Future of Education



Valuesthon 2025

- Another powerful and absorbing **Valuesthon** programme: 36 online events (34 in 2024) with over 60 speakers from around the world addressing a wide range of values topics



Be the Story They Tell kindness workshop



Shift Up's Room to Bloom workshop



*Dr Nagamani Krishnamurthy
The Future-Ready Child*



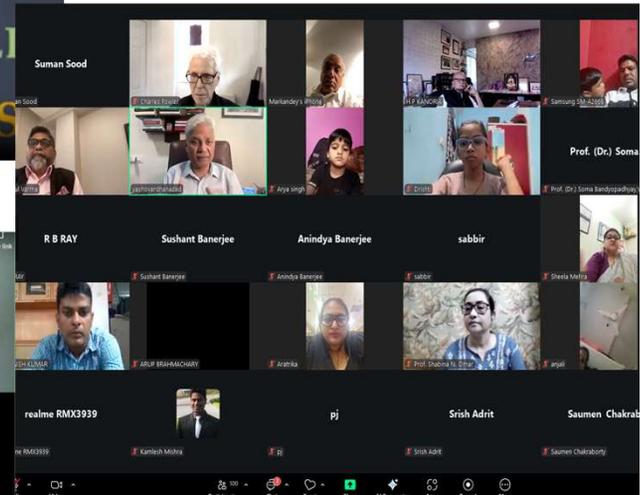
Live Your Values Today: Micro-Habits for a Purpose-Driven Life with MaryBeth Hyland



Holding onto Hope with the Brahma Kumaris and UK Values Alliance



US Values Alliance workshop on Honesty



World Values Day India Conference

Valuesthon 2025



- Global Alliance for Values-based Education (GAVE) hosted two webinars explored the **Future of Education** ahead of GAVE's Public Launch in November



Dr Chris Duncan, David Rowse, Prof Terry Lovat, and Prof Sagufa Kapadia at first GAVE webinar



Dr Neil Hawkes, Prof Higgins D'Alessandro, Dr Craig Shealy and Dr Marina Casals Sala at second GAVE webinar

- Values for the Future series – Shailaja Khan and Sabha Al Sheraifi ran a 4-week conversation series during October with 68 participants from Nigeria, India, UAE, and UK to explore evolving human values, using Zoom, Padlet, Mentimeter, and LinkedIn. Participants examined what's fading, emerging, clashing, and timeless



Valuesthon 2025



- ❑ Liz Murphy and other facilitators from **International Sophrology Federation** facilitated seven Mind Body Practice sessions
- ❑ **Rhonda Bowen** of Bells Communications delivered three workshops on Discovering Values in Nature, Humanity and AI



Sophrology From Autopilot to Alignment mind-body practice with Liz Murphy

- ❑ **Bettina Buabeng-Baidoo** led the **MESH** collaboration in two events involving International Working Group for Health Systems Strengthening, Values20, WVD and Oxford-based Collaborating Centre for Values-based Practice in Health and Social Care, Justice and others. The second session was part of Values20 Summit (see next slide)



Discovering Values in Nature, Humanity and AI with Rhonda Bowen



Dr Bettina Buabeng Baidoo, Prof Werdie Van Staden and others discuss Embedding Values to Improve Quality of Care in the context of the Life Esidimeni tragedy

World Values Day: Values20 Summit in South Africa



- ❑ During the year WVD actively collaborated with V20 engagement group for the 6th successive year
- ❑ V20 South Africa Summit took place simultaneously with WVD on 16th and 17th October in Cape Town and online
- ❑ V20 Communique contains input from MESH team and a number of other WVD-related delegates



WVD 2025: G100 collaboration



- ❑ **G100 Values and Volunteering Wing in South Africa** together with Afrika Tikkun and Joint Prosperity engaged 30 teenagers in a powerful values-based learning exploring choice as a central value



- ❑ **G100 Values and Volunteering Wing in the UK** organised a highly successful evening event celebrating WVD “Global Values in the Age of AI” in central London. Congratulations to host Tanya Hadzhieva and the impressive array of speakers



WVD 2025: Nigeria Schools Campaign



- Uncle Sele and Izehi Anuge oversaw a packed schedule for schools across 3 states with activities including, street interviews and community engagement, Captain Excellence videos, Walks for Values, the launch of the Shape Framework, school visits and the Blow a Balloon challenge



WVD 2025: Nigeria Schools Campaign



WVD 2025 at Joy Village, Enugu State, Nigeria



- ❑ Students each brought a personal value to life through creative 'World Values Day' designs on shirts, paper, or cardboard, stories were shared, and the day finished with a march through the local community



WVD 2025: Val-Ed Initiatives Values Week in India



- ❑ Val-Ed Initiatives Values Week a 4-day journey of kindness and appreciation where students express heartfelt gratitude to the *unsung heroes* of their school community — the helpers, drivers, guards, support staff, and office assistants who make every day brighter behind the scenes.
- ❑ “This year’s theme, Values for the Future, reminds us that small, genuine acts of gratitude today can build a more caring, connected world tomorrow. Through this initiative, Indian schools proudly join a worldwide celebration of values in action — showing that gratitude truly is the heart of every value.”



WVD 2025: Meritton School, Thailand



- Meritton British International School, Thailand, celebrated WVD by engaging students, parents and local communities in a reflection about the values they most want to see in the world. Early Years parents and students planted sunflowers with ribbons representing values. KS1 parents and students discussed and made art around the values they believed most important for the future. KS2 created presentations/roleplays about the values they thought most important in 2050. KS3 visited local markets asking people which values they felt would be most important for 2050. And KS4 debated which value they believed would be most essential for their future success in study and career.



WVD 2025: Values Education in Philippines



- ❑ The Good Manners and Right Conduct Act in 2020 mandated comprehensive values education in all schools in Philippines and requires qualified teachers and annual reviews
- ❑ Three-day International Conference on Values and Religious Education, hosted by De La Salle University and Living Values Education; speakers included Dr Neil Hawkes, Alan Williams and Charles Fowler

3rd International Conference
on Values and Religious Education

November 7-9, 2025

EMPOWERING THE FUTURE WITH FAITH AND CHARACTER:
Bridging Values and Religious Education to the NXT Gen and to the Church's Pilgrims of Hope

De La Salle University-Dasmariñas, Religious Education Department
in partnership with
Association for Living Values Education International | Religious Educators Association of the Philippines, Inc.,
Philippine Association for the Sociology of Religion | CEREBRO Solutions, Inc.

MATHEW SCHIMMELZ USA	Dr. RIGGO RICUA FRC Philippines	Dr. RIZARDINO VI China	Dr. NEIL HAWKES British Isles	PETER WILLIAMS United Kingdom	DAVID MCGURRAN Australia	NIKA BRUNET MILIROVIC Australia	Dr. ANH MALLEY England	ALAN WILLIAMS England	BRIAN U. BANTUAN, SSM Philippines	B. COJA BAMBUQUAN C IGRAG, FRC Philippines
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- 1** Empowering Religious Education for a Hopeful Tomorrow
- 2** Advancing Values Education to the NXT generation
- 3** Harmonizing the Future with Faith and Character



WVD 2025: Schools and Education Around the World



Royal Irish Academy of Music shared their new values



GK Memorial School, Bihar, India



Kingsway Primary School, Manchester, UK



University of Central Punjab posted a series of videos on their values



TV coverage of Beacon Learning Centre celebrating WVD



Lyfta Education special livestream values session for WVD

WVD 2025: Schools and Education Around the World



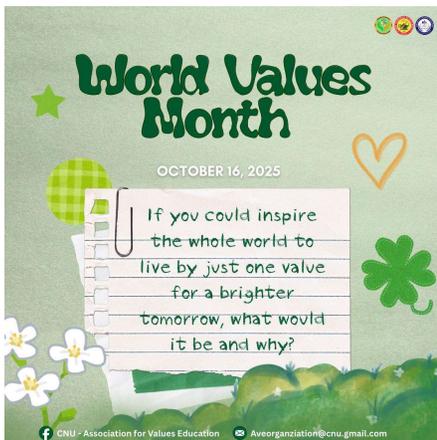
Year 2 at Kingsway PS In Manchester, England WVD by donating toys to less fortunate people; and through books and 'the rainbow fish' discussed how it feels to be in need and how it feels to be generous.



Values-based Education (VbE) celebrating WVD



League of Values Education students at Assumption College of Davao, Philippines



Cebu Normal University in Philippines had a Values Month



St Augustine's Primary School, Coffs Harbour, Australia

WVD 2025: Health and Social Care



Hartford Care

NHS Golden Jubilee National Hospital, Scotland launched new Values and Behaviours Framework on WVD



Scotia Heights celebrated WVD with Values Awards and new Values Board



Dorset Mental Health Forum

MSD UK

WVD: Communities and Networks



- ❑ **The Power of Hope Retreat** – for the ninth year in a row the **Brahma Kumaris** and **UK Values Alliance** held a joint day of reflection ahead of World Values day examining the sources of hope in ourselves and how we put hope and positivity into action in our daily lives
- ❑ **TEDx Teesside** event held on WVD centering around creativity, connection and authenticity.



WVD 2025: Communities and Networks



- Community groups, charities/NGOs, central and local governments and all kinds of networks once again took part in WVD



Community Rail Networks



Childcan



Plunkett UK

**Cultivate
Courage**



Orphans in Need

WVD 2025: Communities & Networks



Volunteers of America, Michigan



Dementia Café with Dipak Fakey and Mayor of Warrington, England



Rescue Vulnerable Children, Uganda



State Sports Centres, Victoria, Australia



Columba 1400, Scotland

WVD 2025: Communities & Networks



- ❑ **Laying Down The Feather** initiative launched on WVD by Ann Teed with her students at Adelphi University, New York, to encourage thoughtful, non-confrontational discussion on sensitive topics. Participants can post stories, reflections, photographs, and short videos until March 2026 at [Home | Laydownthefeather](#)



- ❑ **Victorian Public Sector Commission** held a Values Week across the Victorian public sector ending on World Values Day, celebrating their public sector values
- ❑ **RELI Africa** working with Kenyan village community Elang'ata Wuas to nurture values and life skills



WVD 2025: Kenya



DIRECTORATE OF NATIONAL COHESION AND VALUES CELEBRATING WORLD VALUES DAY

"Values for the future.....Enhancing our National Identity"

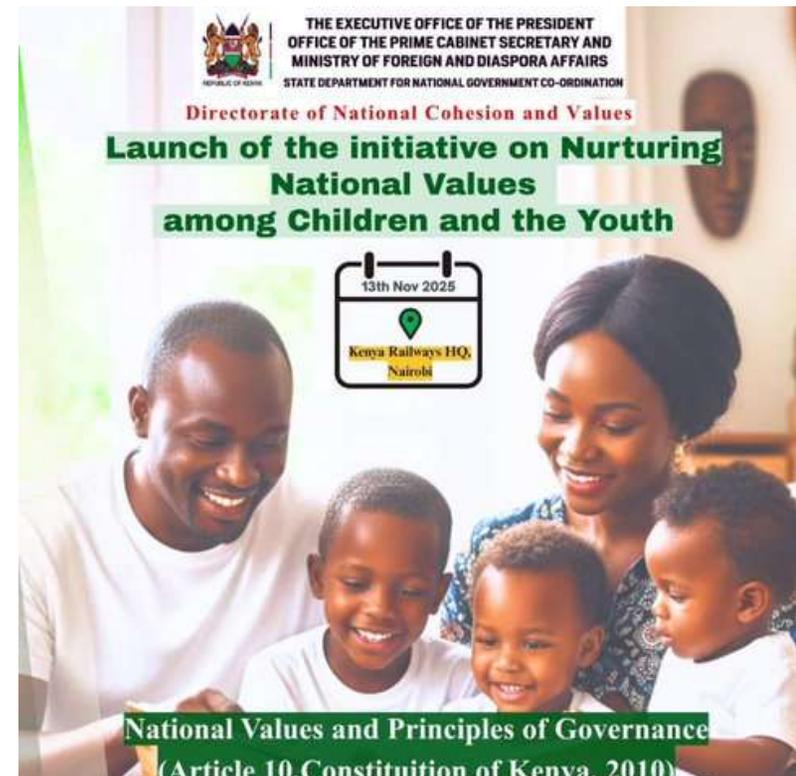
Our Values, Our Heritage, Our Destiny

16th October 2025

- . Patriotism
- . National Unity
- . Sharing and Devolution of Power
- . The Rule of Law
- . Democracy and Participation of the people
- . Human Dignity
- . Equity
- . Social Justice
- . Inclusiveness
- . Equality
- . Human Rights
- . Non-Discrimination
- . Protection of the Marginalized
- . Good Governance
- . Integrity
- . Transparency and Accountability
- . Sustainable Development



- ❑ The Directorate of National Cohesion and Values (DNCV) was set up by the Government of Kenya in 2009 to spearhead the promotion of national cohesion and the implementation of national values and principles of governance.
- ❑ The National Environment Trust Fund (NETFUND) of Kenya also took part in WVD .



WVD Day 2025: Corporate Engagement



- ❑ Multinational and national businesses continued to support WVD including **Ricoh**, **ABSA Bank**, **Wolters Kluwer**, but in lower numbers than previous years



Wolters Kluwer, Germany



STS Defence, UK



Nabu Minds, Estonia



Briggs and Stratton, Milwaukee



ABSA Bank, Mauritius



Ricoh, UK



Wolters Kluwer, Sweden

WVD 2025: Corporate Engagement



NATEK celebrated their values on WVD across across all their offices — Warsaw, Wroclaw, Gdansk, Bratislava, Kosice, Prague, and Sofia



OCS Australia and New Zealand



International Facilities Services, Mauritius



Kansai Helios celebrate WVD in Ukraine and elsewhere



Credo Bank, Georgia

WVD 2025: Corporate Engagement



Daiichi Properties, Philippines, celebrating their values



iFly US



Assuria NV, Suriname



Celine Group, Sri Lanka

Tecman Advanced Materials Engineers



Eruvaka Technologies invited everyone to send an "I value you" card to the colleague who inspires them



Global Poetry
Showcase

VALUES for the FUTURE



Why

- ★ 2021 daughter's poetry book gift inspiration
- ★ Values and poetry are a wonderful pairing
- ★ Democratization of poetry and expression of values

How

- ★ Individual and community submissions
- ★ Any style, format, level of experience
- ★ All languages welcome

What - 2025 timeline

- ★ January - Registration open
- ★ February - Working group
- ★ April – World Values Day planning team Haiku session
- ★ April - update website
- ★ August – WVD planning team I WILL BE session
- ★ September - close submissions
- ★ 1 - 31 October 2025 - daily sharing of poetry
- ★ World Values Day 2025 selection published

Register

at

[Global Poetry Showcase 2025 | Global Values Alliance](#)



Global Poetry
Showcase

Inspiration: Values for the Future 2025 Selection



Crossing Boundaries



We are trapped within the boundaries of our own
minds,
in walls that we have built ourselves.
But if we open our inner selves,
an infinite world lies ahead.
A world of colors, languages, and destinies
that have never been written in advance.

Geographical borders are merely lines
on lifeless maps,
while our hearts,
in an endless connection, are intertwined.
In a world with no walls,
where boundaries are only in the mind,
and truth is hidden in our hearts.

by Mohammad Amiri

Creativity haiku
by Janic Gorayeb

I Will Be
by Minal Kering



One World Values Walk 2025



Why

With so much division and polarity globally, a symbolic event to demonstrate how we are together as one human race all over the world sends a strong message and ripple effect for World Values Day in 2025 (taking place on Saturday 18th October 2025).

How

A series of one-hour walks around the world. Focus on youth because of the Values for the Future theme?

What

- Local freedom for format/style of walks and a short list of requirements inc video submission, Whatsapp values baton/torch handover 'ceremony', encourage walkers to use World Values Day, Values for the Future and values banners/posters etc

Outcome

- Advance planning and co-ordination was a challenge
- Walks happened So much potential for a collaborative event
- Suriname have set the bar:https://drive.google.com/file/d/11Q2xAhSKGtWccgMyQZua8o-vsBZS1YvR/view?usp=drive_link





One World Values Walk 2026



Founder One World Values Walkers

Izehe Anuge and Uncle Sele (NG), Laurence Rottesman (BE), Eben Tobias Greene (US), Mark Tabbron (SA), Jean-Pierre Polanen (Suriname), Laura Elmquist (USA), Brendt Wucherer (D), KSA (tba), Susan LePlae Miller (USA) others?

Want to join in?

- Project co-ordinator Laura Elmquist
- Sign up to organise a one hour walk
- Help to spread the word
- Give your creative ideas and suggestions

alan@servicebrandglobal.com



[One World Values Walk | Global Values Alliance](#)

World Values Day 2025



ValuesJam



“Creating harmony by inspiring values-led conversations”

What is it?

A playful card game that connects people through values-led conversations

Purpose

Creating Harmony all over the world

Mission

Inspire one million values-led conversations

Values

Fun - We enjoy keeping it simple and being playful - anything goes, give it a try

Respect - We treat people as they would like to be treated

Inclusion - We find a way for everyone to join in - no one is left out

Listening - We seek to understand by asking questions

Learning - We are curious for new insights and reflections to help us grow

Supporting World Values Day initiatives around the world with FREE card decks

Apply with Purpose, Passion and Positive Impact at [Home | Values Jam](http://www.values-jam.com)

www.values-jam.com

World Values Day 2025

- Aims:** Build on previous years' rave reviews
- What:** ValuesJam can be used in a variety of settings: workplace, community, residential care, education, family & friends
- How:** ValuesJam Challenge 2025 LinkedIn posts 1-31 October (inspired by Liliana Mandal)
Values for the Future survey <https://www.menti.com/almume1n4m8e>
FREE card decks to pitch for, funded by ValuesJam Deepdive conversation donations [Home | Values Jam](#)



www.linkedin.com/company/values-jam

Twitter: @Valuesjam

Instagram: @valuesjam

Email: jamming@values-jam.com

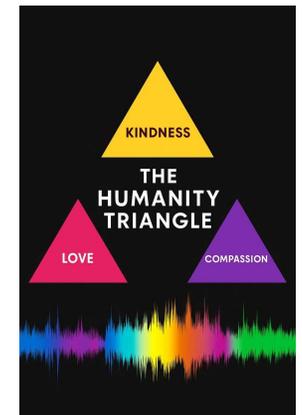
www.values-jam.com



Presentation is closed

Mentimeter

What three values do you believe are most important to be put into action for the sustainable well-being of humankind in the future?



WVD 2025: social media campaign



In the run up to WVD....

- we had a great response to our series of posts about values books of every kind - fiction, non-fiction, biographies, children's. We will publish the whole list later this year and hope to get a wider discussion going

The image displays a grid of 10 promotional cards for 'Values-Inspired Reads'. Each card features a book cover, the author's name, and a brief description of the book's themes. The cards are arranged in two rows of five. The top row includes 'Values: Building a Better World' by Mark Carney, 'The Pursuit of Happiness' by Chris Gardner, 'Bonhoeffer: Pastor, Martyr, Prophet, Spy' by Eric Metaxas, 'The 7 Habits of Highly Effective People' by Stephen R. Covey, and 'Meet Me at the Museum' by Anne Youngson. The bottom row includes 'The Café on the Edge of the World' by John Strelecky, 'The Giving Tree' by Shel Silverstein, 'The Prophet' by Kahlil Gibran, 'Ishmael' by Daniel Quinn, and 'Oh, The Places You'll Go' by Dr. Seuss. Each card also features the 'World Values Day' logo in the bottom left corner.

Book Title	Author	Category
Values: Building a Better World	Mark Carney	Non-Fiction
The Pursuit of Happiness	Chris Gardner	Memoirs
Bonhoeffer: Pastor, Martyr, Prophet, Spy	Eric Metaxas	Biographies
The 7 Habits of Highly Effective People	Stephen R. Covey	Non-Fiction
Meet Me at the Museum	Anne Youngson	Fiction
The Café on the Edge of the World	John Strelecky	Fiction
The Giving Tree	Shel Silverstein	Children's
The Prophet	Kahlil Gibran	Fiction
Ishmael	Daniel Quinn	Fiction
Oh, The Places You'll Go	Dr. Seuss	Children's

WVD 2025: social media campaign



❑ We also posted audio clips about initiatives which are bringing values to life such as the MESH campaign for equitable global healthcare

❑ Anna McAfee did more Live interviews – including one with Bronwyn Clee on ‘Values in Action: Moving from Mission Statements to Meaningful Change’.

❑ We supported other awareness campaigns such as World Environment Day

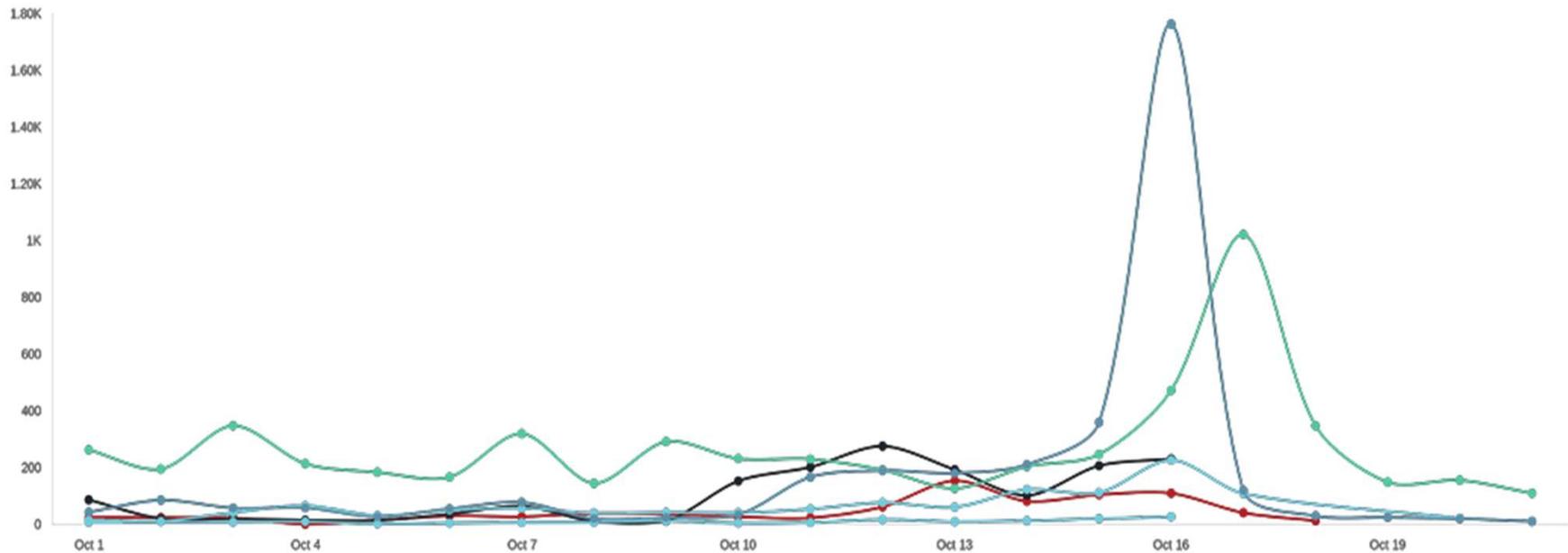
❑ and we posted about interesting values-related articles/research



World Values Day 2025: social media data



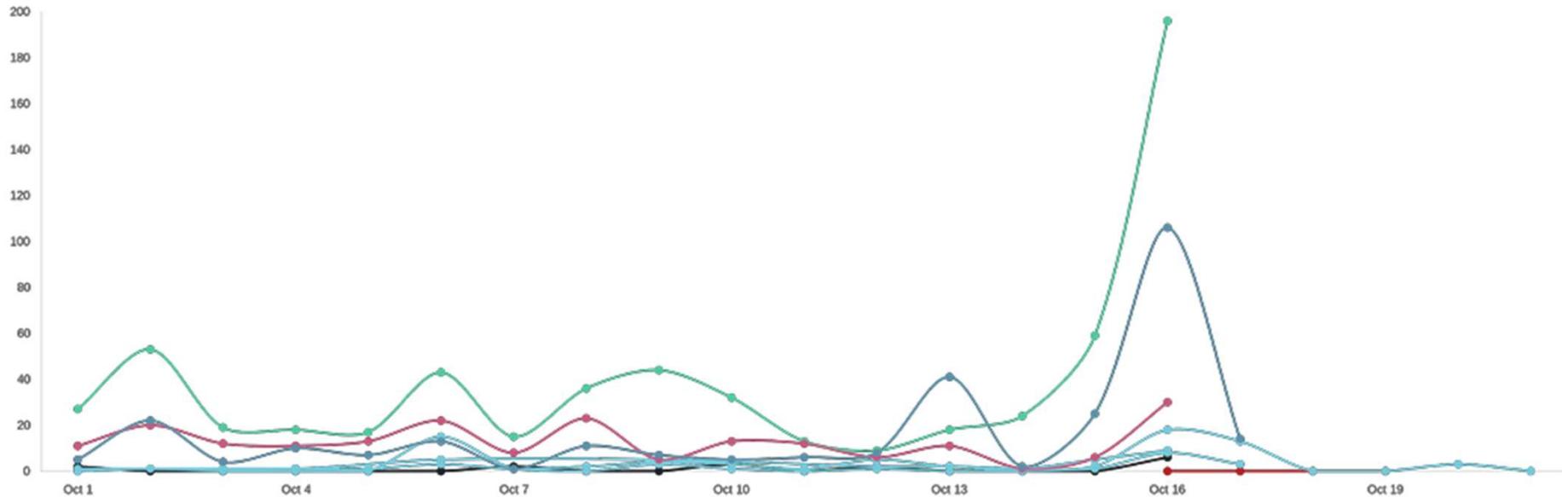
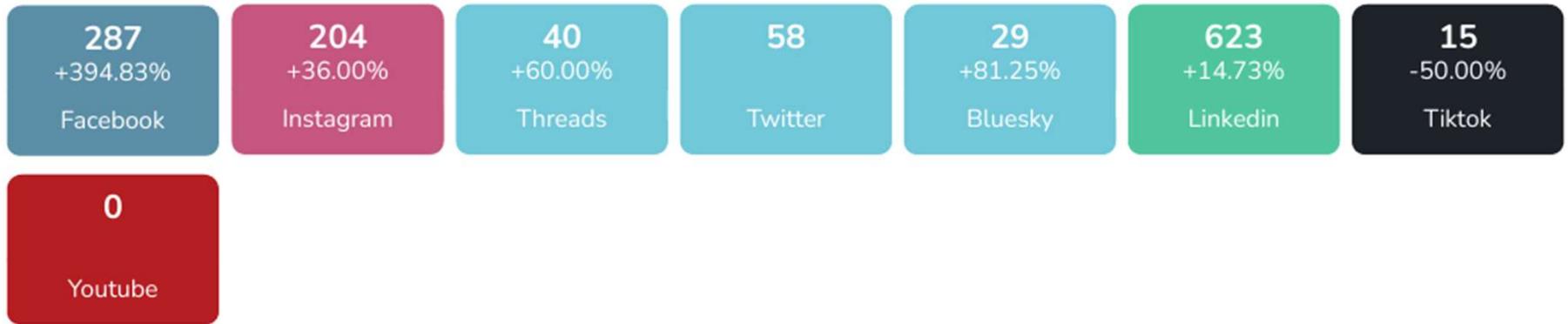
Impressions from WVD's own posts



World Values Day 2025: social media data



Interactions from WVD's own posts

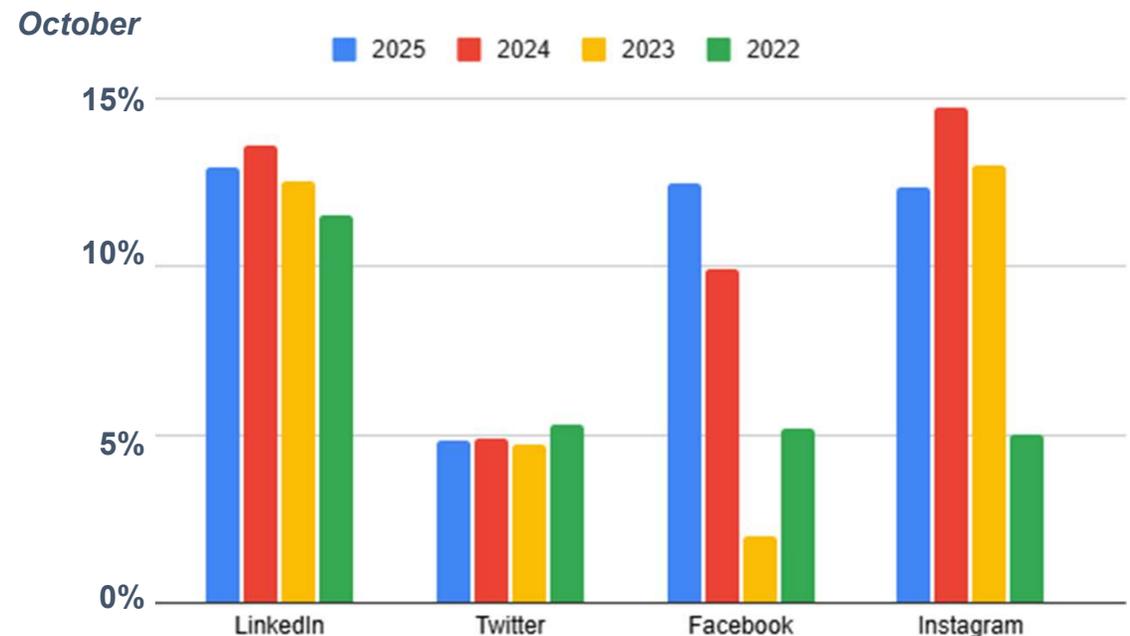


World Values Day 2025: social media data



Engagement rates for WVD own posts

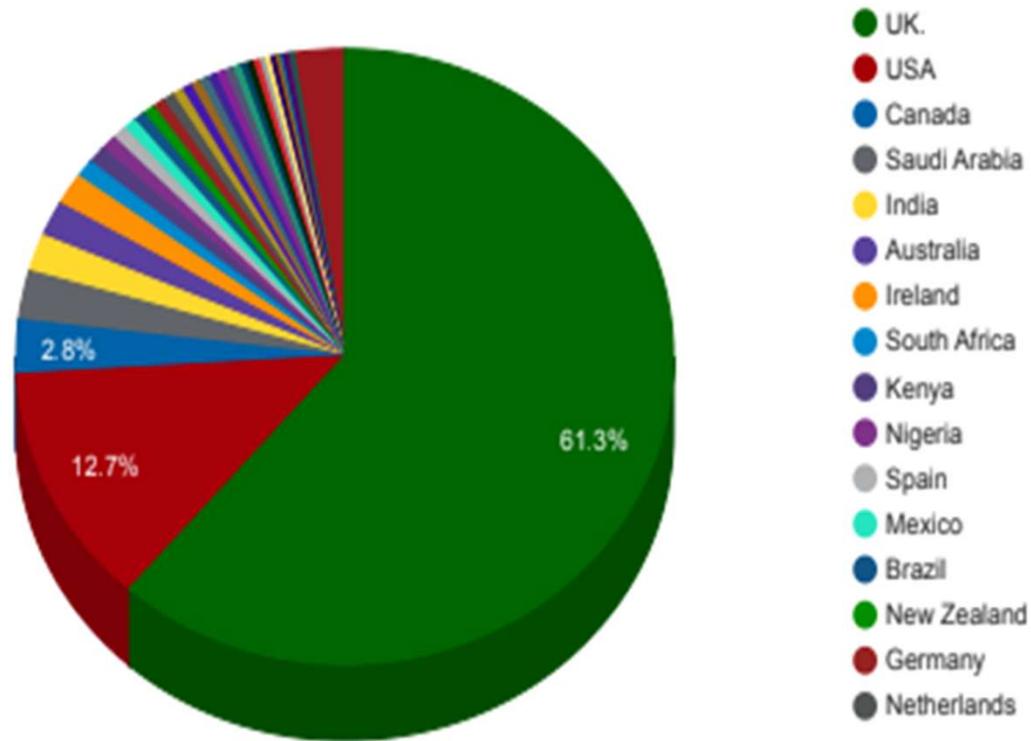
- Engagement rates on our own posts remained strong though slightly down on last year's except for Facebook which saw strong growth
- LinkedIn (13%) Facebook (12%) and Instagram (12%)



World Values Day 2025: social media data



Hashtag Reach by Country X/Twitter only



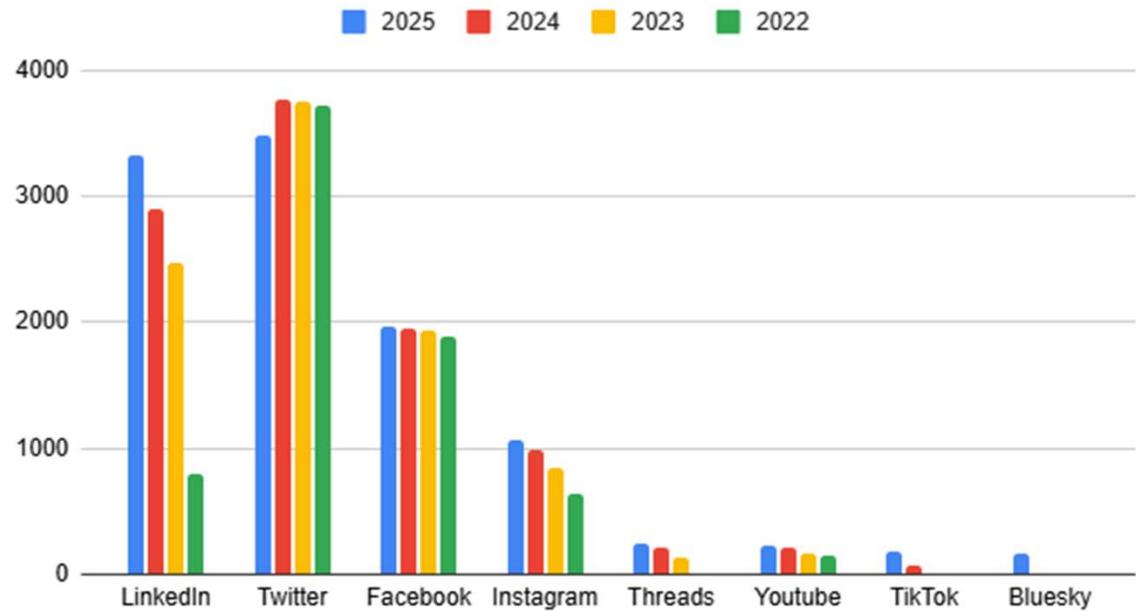
Source: Fedica

World Values Day 2025: social media data



Followers

WVD Followers increased on all our social media channels except X/Twitter, with LinkedIn seeing the biggest increase





THANK YOU

NEXT WORLD VALUES DAY IS THURSDAY 15th OCTOBER 2026

#WorldValuesDay

www.worldvaluesday.com

