



**WORLD  
VALUES  
DAY**

Join the conversation at  
**#WorldValuesDay**



**World Values Day is on Thursday 15th October, 2026** and seeks to increase the awareness and practice of values around the world, and highlight their crucial role in the wellbeing of each one of us as well as society as a whole.

It has reached over 200 million people since 2016 in over 100 countries, providing an opportunity for individuals, families, schools, organisations and society as a whole to think about and explore their most deeply held values and act on them with others.



## **Values are what matter most to us!**

They motivate and guide us. They are the passion in our hearts, the reason we do the things we do.

In a world that can feel increasingly divided, values help unite us.

They are the glue holding together our communities and wider society.

*Our 2026 campaign theme is*  
**Values and Volunteering**

Volunteering is about choosing to put our values into action without expecting any reward. It can be done in school, at work, in the community or at home.

It doesn't need to be done in a big organised group (though that's good too) but can be any small act of thoughtfulness or kindness.



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**We invite everyone to get involved by taking action on their core values and sharing what they have done, using the hashtag #WorldValuesDay. Get as creative as you'd like!**

### Here's some inspiration:

#### VALUES CHALLENGE

This is a powerful ready-to-go one-hour workshop for organisations, community groups and schools.

#### "I VALUE" POSTER

Use the **World Values Day "I Value" poster** to tell the world about the value that's most important to you and share how you are putting it into action (or make a short video clip doing the same).

#### SCHOOLS PACK

Pick one of our ready-to-go-resources for students of all ages from our Schools Pack such as:

- Showcase of Learning
- Playground Olympics
- Reading Across Generations
- Values Sanctuaries

#### VALUESJAM CARDS

For an engaging values-led conversation, order the **ValuesJam Cards** to keep the conversation going.



### **More inspiration on the World Values Day website.**

*We have many helpful tools and resources, including guides and templates for fun activities to post on social media.*

All available free from **[www.worldvaluesday.com](http://www.worldvaluesday.com)**  
or email: **[info@worldvaluesday.com](mailto:info@worldvaluesday.com)** for more information