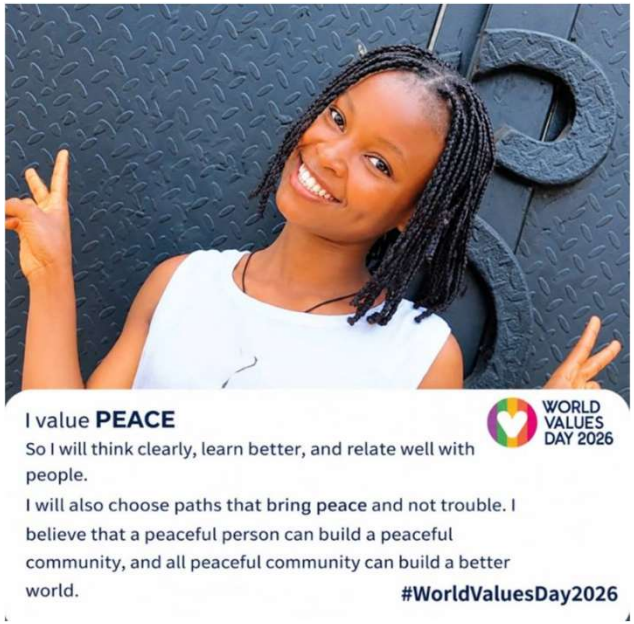
WORLD VALUES DAY



WORLD VALUES DAY 2026 REVIEW

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- ❑ Values Challenge
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- ❑ Healthcare / Community/ Business
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- ❑ MESH
- ❑ One World Values Walk
- ❑ Social Media Data



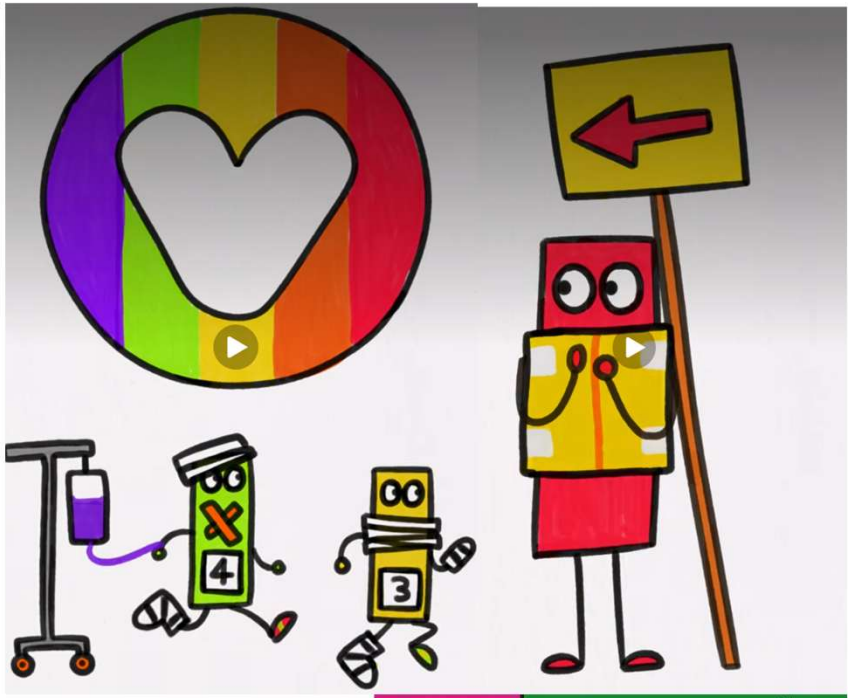


World Values Day 2026: Overview

- As usual our animation was launched well ahead of World Values Day, highlighting (with humour) this year's Values and Volunteering theme.

- As in previous years, activities on World Values Day itself kicked off with a special video to welcome the day - this time we had a beautiful video produced by Ann Teed with an original and catchy World Values Day song.

- There was also a rhythmic and powerful WVD song produced by the WVD team in Nigeria



Ann Teed made a welcome video with an original World Values Day song; WVD Nigeria made one as well





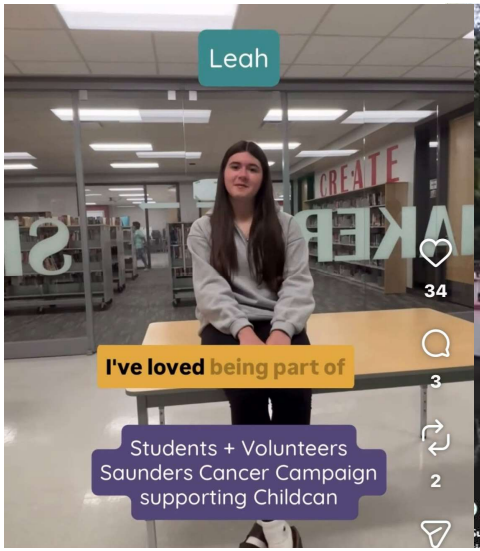


World Values Day 2026: Overview

- This year's theme of **"Values and Volunteering"** received a very positive response from many prominent volunteering bodies including **UN Volunteeers**, **NHS England Volunteering**, **Volunteer Australia**, **International Association for Volunteer Effort (IAVE), CAF America**, Volunteering Auckland, Volunteer Queensland, Philippine National Volunteer Service Coordinating Agency, Girl Guides Australia, Lifeline Australia, and Childcan in Canada.

- We encouraged individual and organisational supporters to post **short videos talking about the value of volunteering** to them. Our thanks to our Uncle Sele and Izehi Anuge and their volunteer team, Anna McAfee and **Lifeline**, Janic Gorayeb and **ChildCan**, the **Living Values Education** team and many others for making this happen.











WVD 2026: Overview

- Many other organisations around the world picked up the Values and Volunteering theme as well, including **Australian Red Cross**, **Columba Leadership** in South Africa, **Volunteering Tasmania**



Islamic Relief UK



Volunteering Victoria



'Feeding the People' with Mabuhay Fil-Can Inc. in Kingston, Ontario



Volunteering Tasmania



Columba Leadership talking about volunteering



Australian Red Cross



Fire Rescue Victoria

World Values Day 2026: Overview

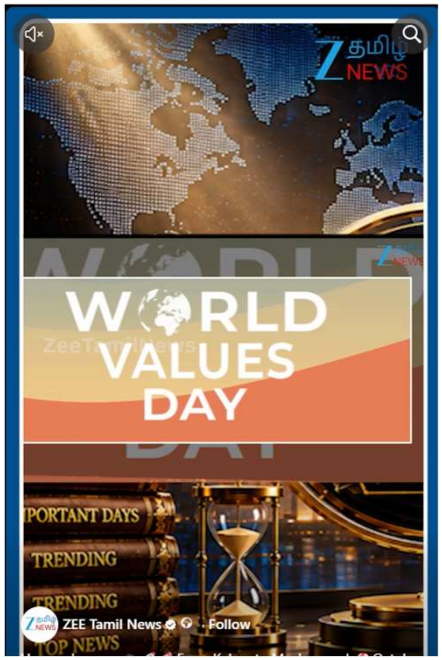
- We received good media response from channels including **Zee TV** Tamil News and Just Now Salem in India; **KBC** (Kenya Broadcasting Corp) in Kenya ran a long programme on WVD and the importance of values in Kenya; Uncle Sele and Izehi Anuge appeared on the Sunday Show on **NTL Channel 10** in Nigeria.

- Our social media campaign was very powerful this year. Total impressions across all our channels more were much stronger than last year and our followers increased on every channel (with the exception of X/Twitter.

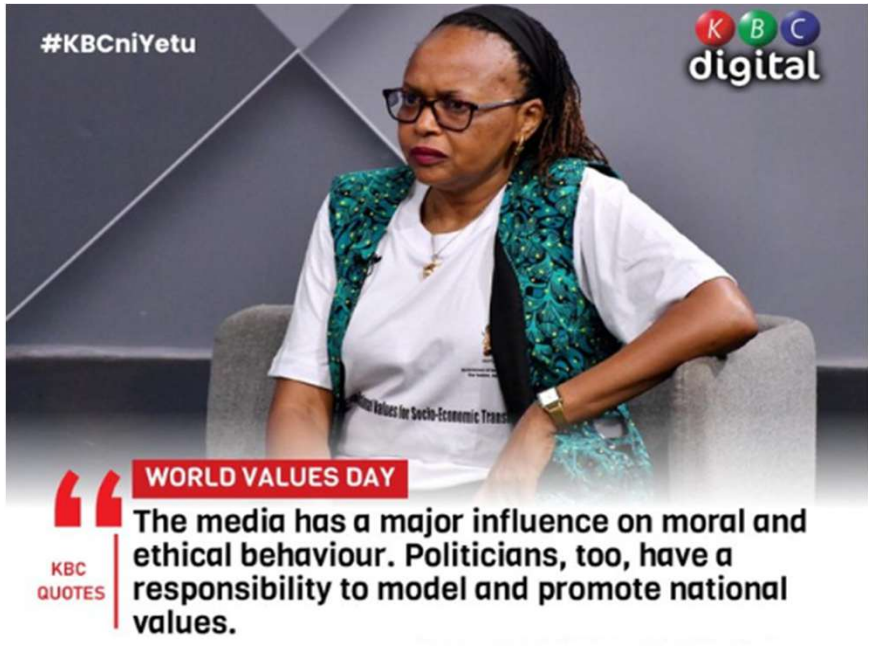


The Sunday Show on NTL Channel 10





Just Now Salem news channel in Tamil Nadu and Zee TV Tamil News on WVD

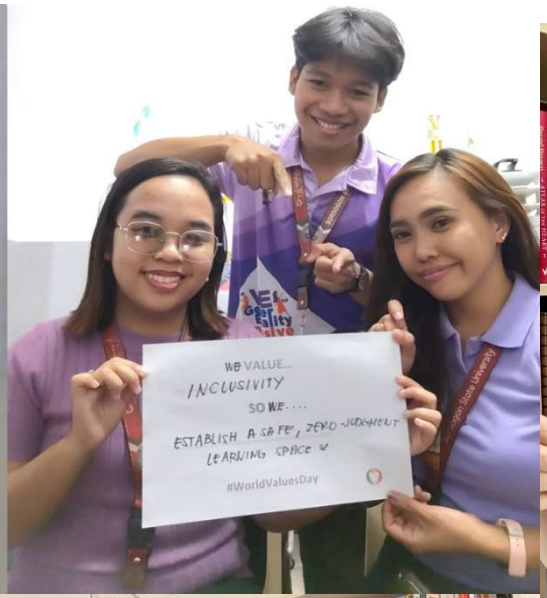


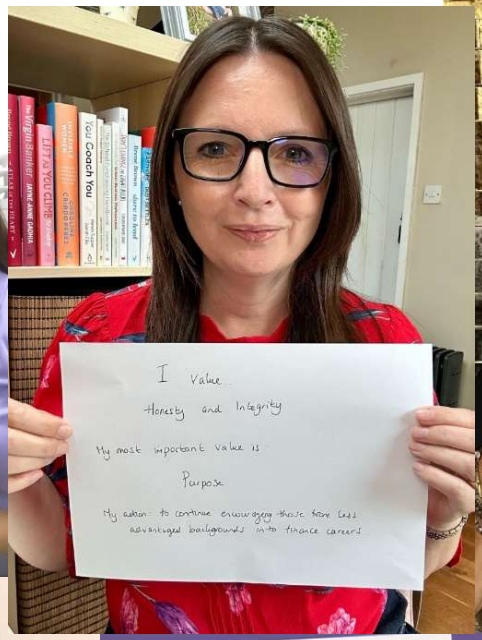
Dr Irene Nyamu, CEO of Rel Africa speaks about values on KBC

World Values Day 2026: “I Value” Cards

- Lots of positive social media engagement around the world with more people using the **“I Value” and We Value”** cards than previous years





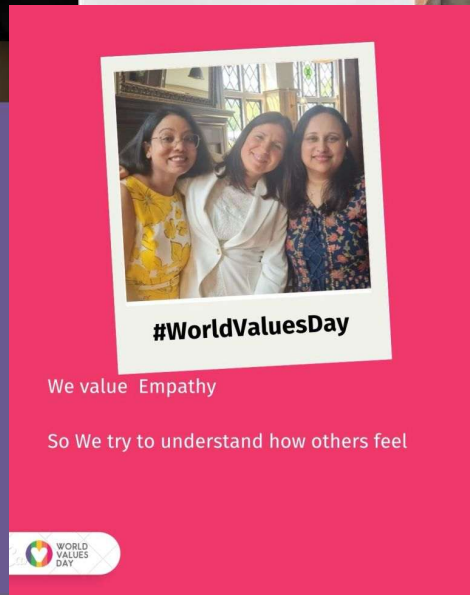










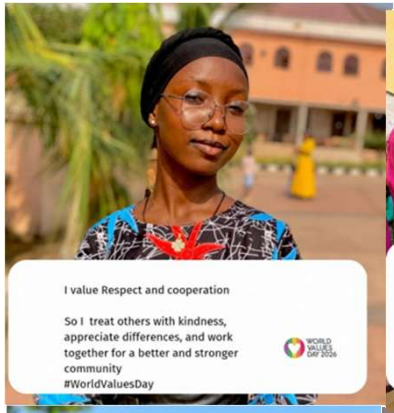


World Values Day 2026: “I Value” Cards

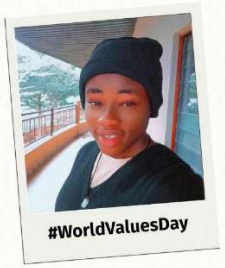


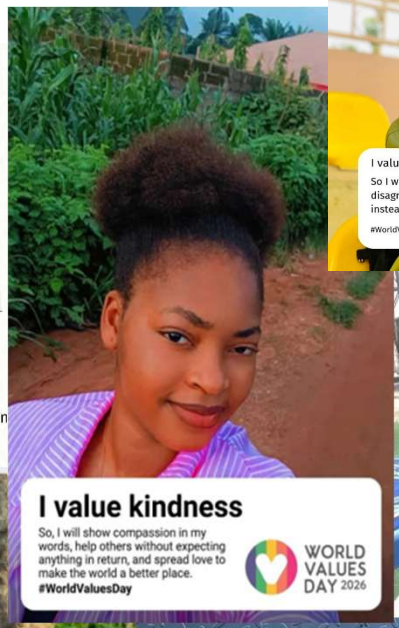
World Values Day 2026: Alumni “I Value” Cards

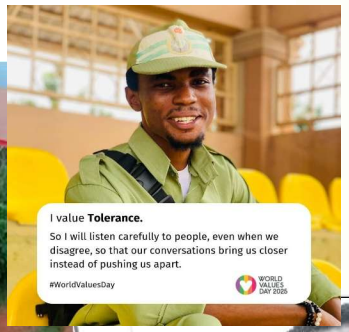
- The alumni of Joy Village’s TELA Academy in south-east Nigeria got together to post a striking series of “I Value” selfies







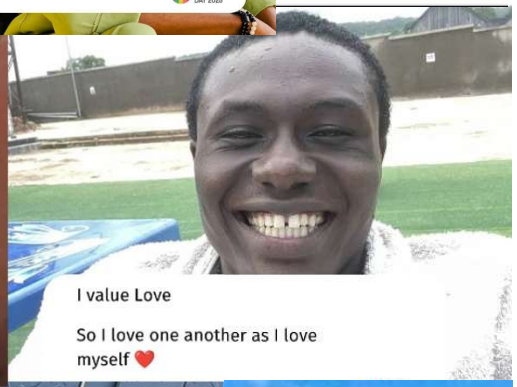




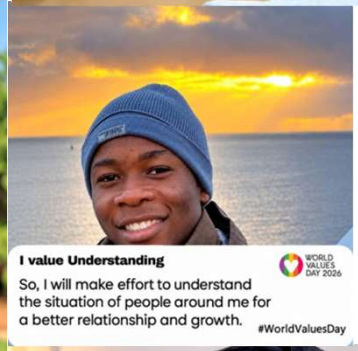


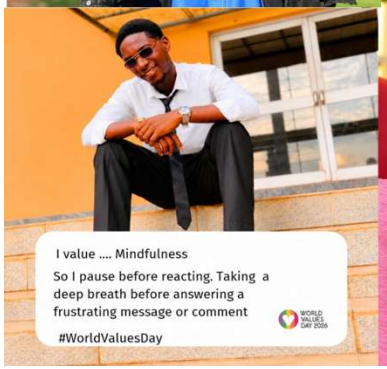
I value thoughtfulness

So I pause before I act, listen with intention, and be considerate of others’ needs.

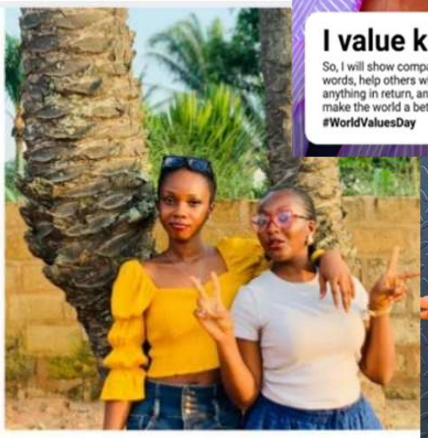










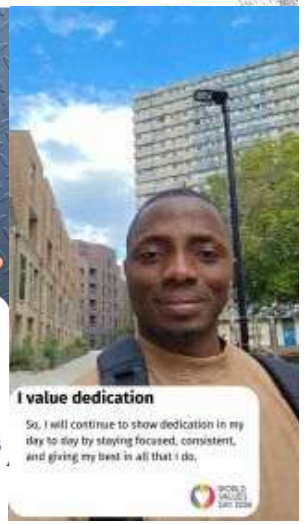


We value loyalty

So we will always have each other’s backs and be there through the good and bad.

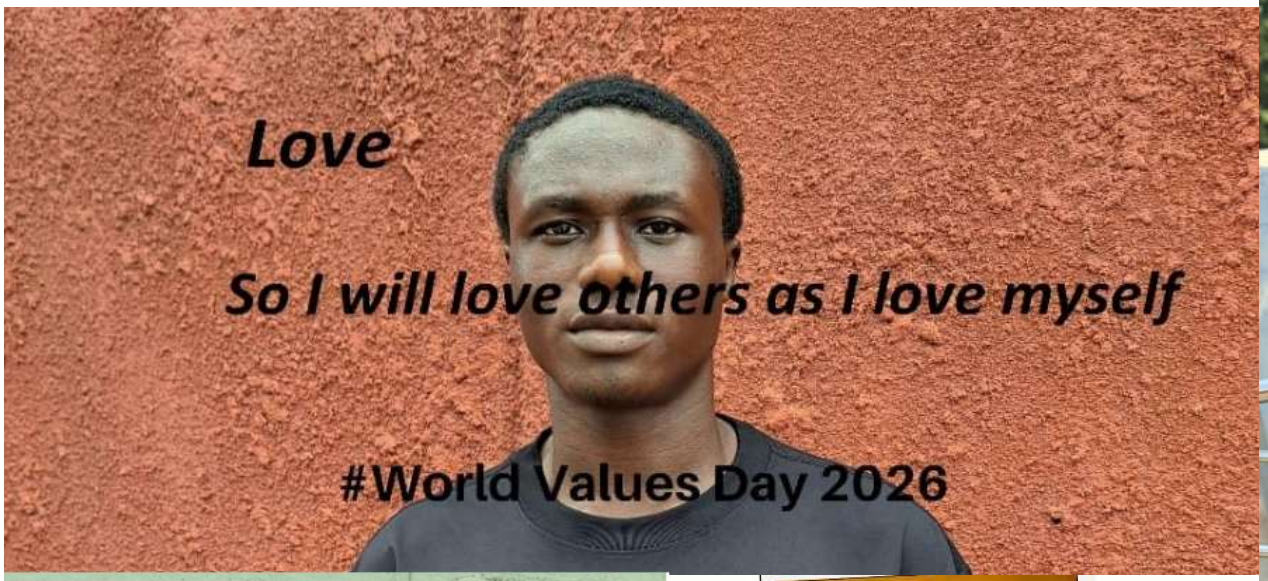
#WorldValuesDay



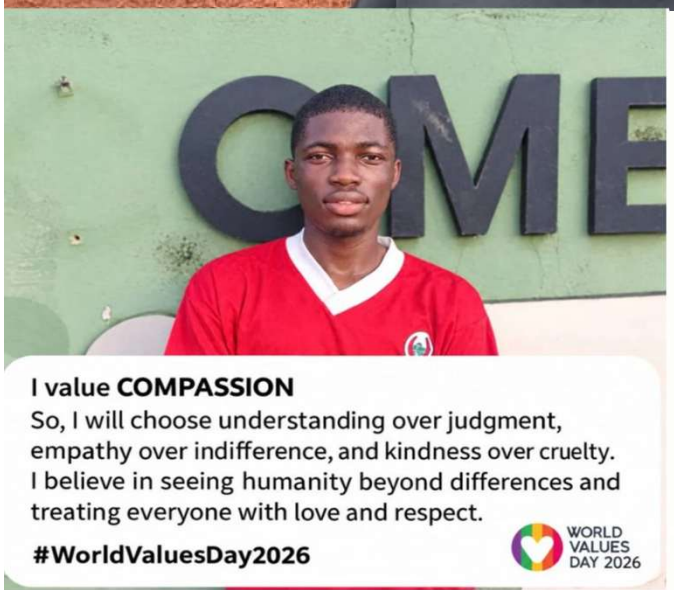


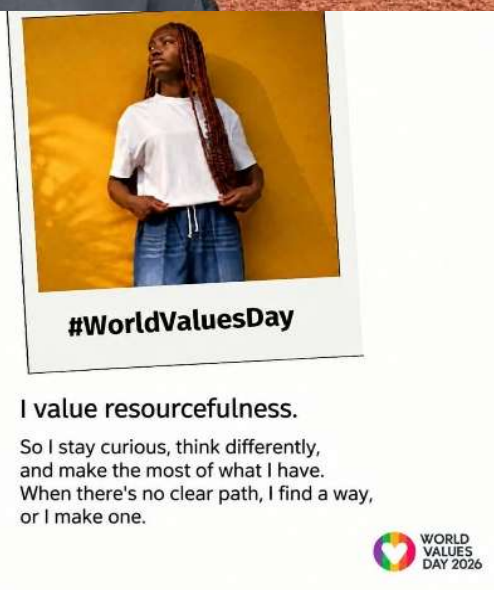
World Values Day 2026: Alumni “I Value” Cards

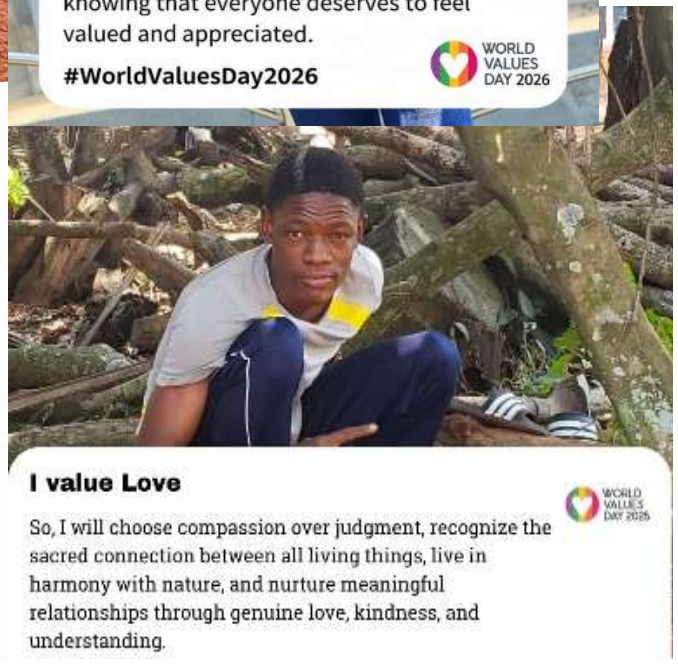
- The alumni of Joy Village’s TELA Academy in south-east Nigeria got together to post a striking series of “I Value” selfies











World Values Day 2026: Overview

- WVD resonated for the first time with a number of central banks across Europe who joined us on social media; these included the **European Central Bank**, the **Bank of France**, the **Bank of Belgium**, **De Nederlandsche Bank** (DNB - the Netherlands central bank), and the **Central Bank of Hungary**

- There was good engagement among government bodies elsewhere including the **Government of Kenya**, through its Directorate of National Cohesion and Values, the **British Army**'s Instructor School, and **Victoria Public Sector Commission**

- Our engagement with government leaders from the G20 will be sadly constrained this year - we will be supporting the **Values 20** presence in Miami for the **G20 2026 USA** Summit in December, but hopes are not high for any direct engagement due to the host country's very restricted agenda. We will however have a better opportunity next year when G20 (and Values 20) will be in the UK.







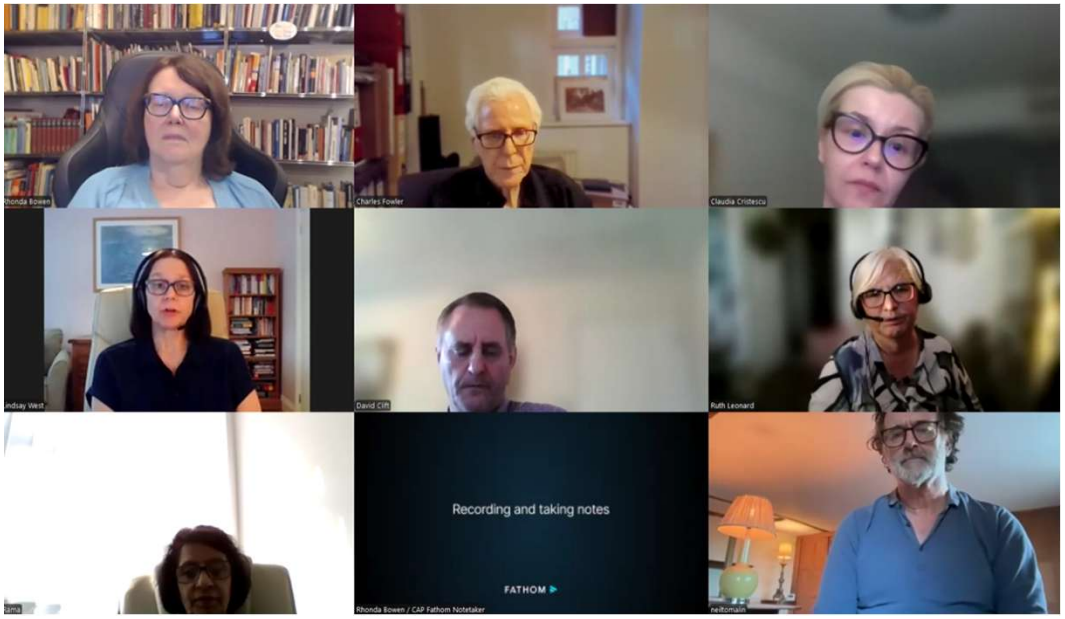
World Values Day 2026: Values Challenge

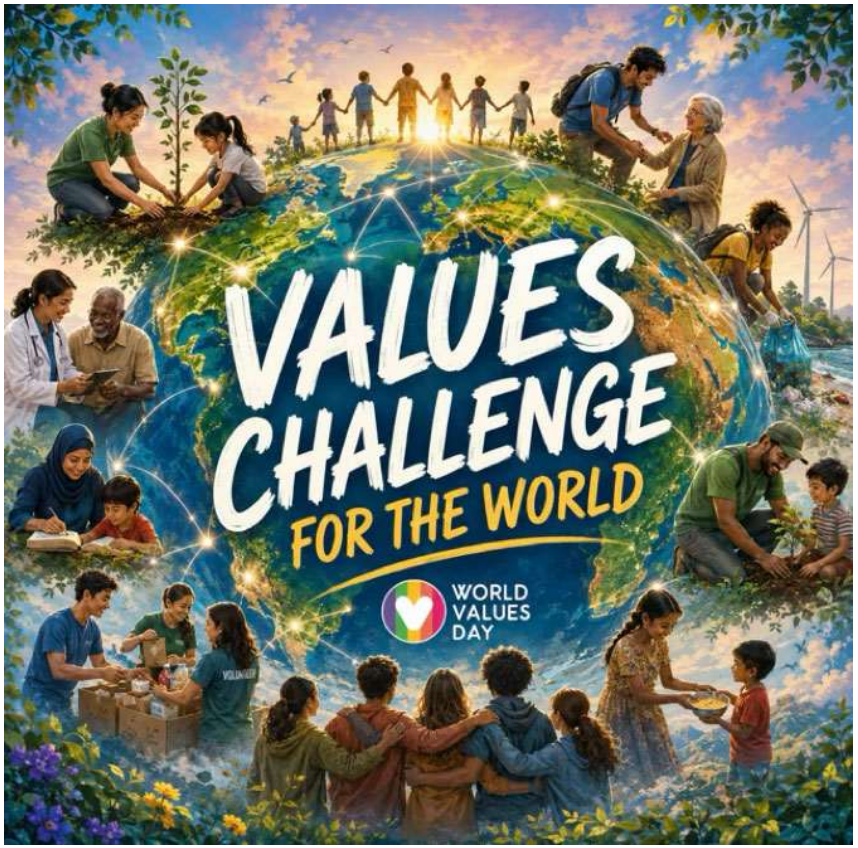
- The ***Values Challenge*** is now in its tenth year and is still being downloaded by organisations of all kinds, though we are no longer asking them to register beforehand.

- We successfully piloted a new online global version: the **Values Challenge for the World** as part of the Valuesthon, using a set of slides and facilitators manual based on the original resources, but significantly adapted in two key respects: for use online rather than in person, and for use with a group of people who have never met each other before.

- Having learnt a lot from the two sessions in October, we plan to roll out a series of these global challenges in 2027.

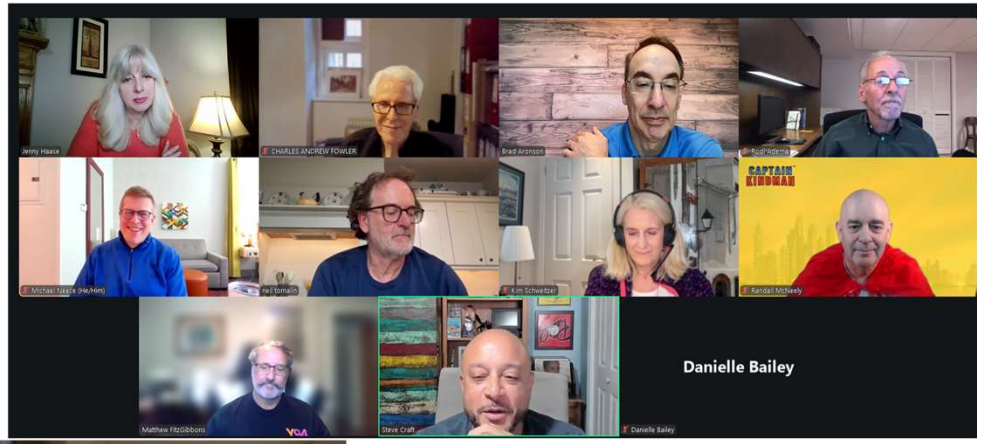
- Huge thanks to Rhonda Bowen for her help on this.



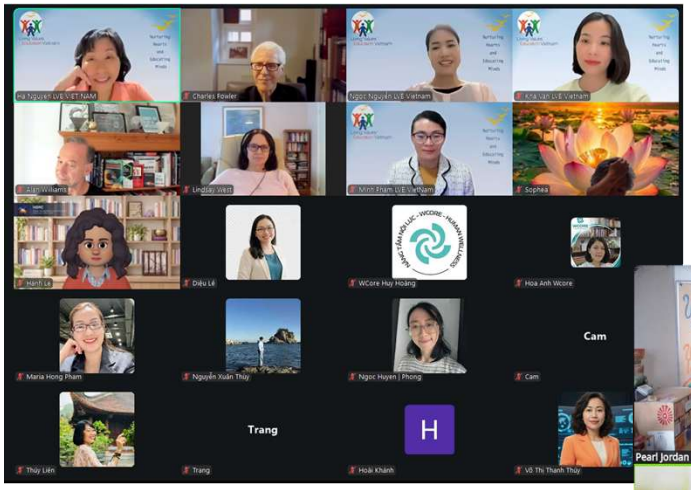


Valuesthon 2026

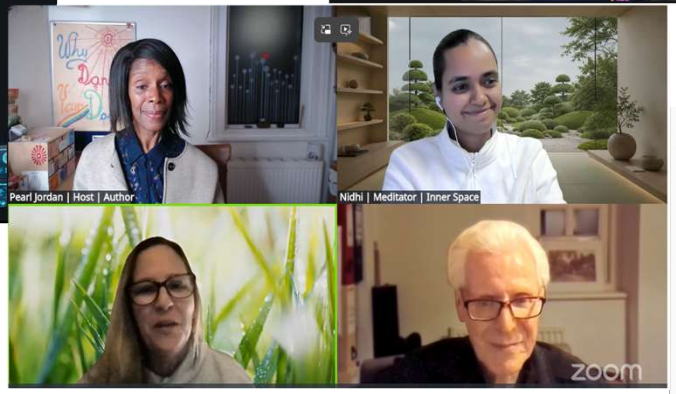
- Another powerful and absorbing **Valuesthon** programme: 37 online events (36 in 2025) with over 50 speakers from around the world addressing a wide range of values topics



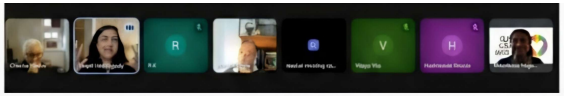
Be the Story They Tell kindness workshop with Jenny Haase and Brad Aronson

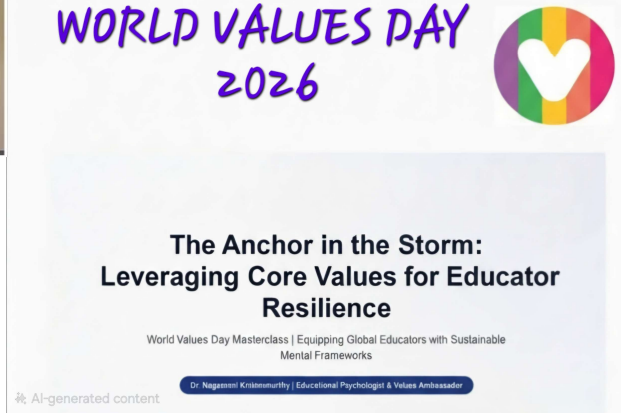


Living Values Education Vietnam workshop



The Brahma Kumaris ran a livestreamed panel discussion on the Magic of Volunteering





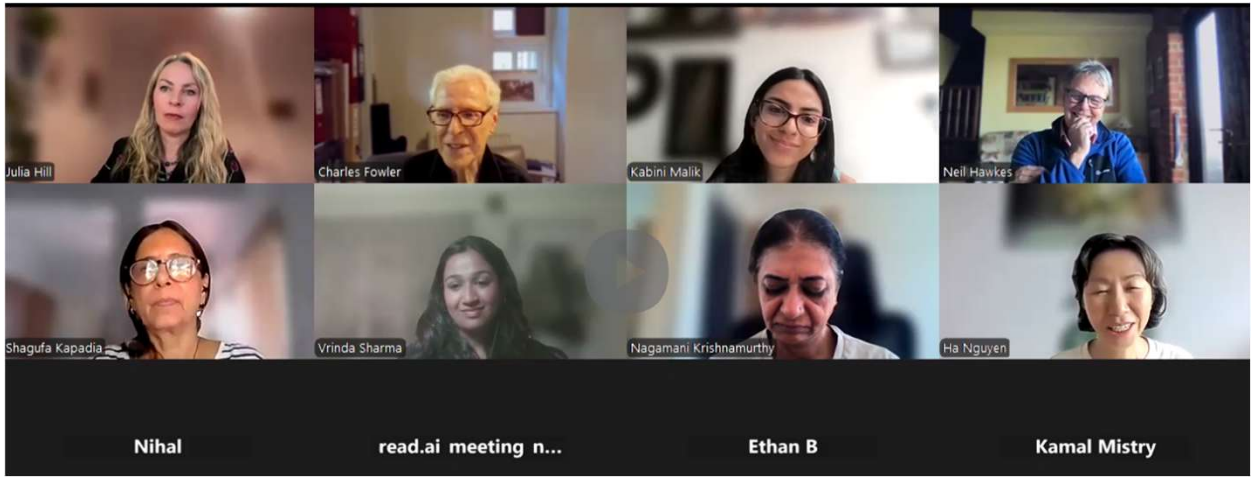
Nagamani Krishnamurthy hosted two events on values in education for parents and educators



- The **International Sophrology Federation** hosted 13 different and separately facilitated events from various countries including this one with Anna Cichowska Myrup in Denmark.

Valuesthon 2026

- **Global Alliance for Values-based Education (GAVE)** hosted two sessions of **Cockroach Family Values** which explored how the current student led protest movement in India and its values clashes between generations resonated in many countries and cultures around the world



- **George Kinder** hosted two events: **FIAT: Fiduciary In All Things – Require All Institutions to be Trustworthy and Humane** with Carissa Bub and Charles Fowler and **Truth in a Post Truth World** with Jennifer Nadel. Both explored the need for truth and honesty in the world and how this might realistically be brought about through simple legislative action.







WVD 2026 in Kenya

- The Kenyan government, through its Directorate of National Cohesion and Values, supported an even bigger national campaign on World Values Day this year with a theme of National Values and Active Citizenship highlighting civic responsibility, collective action, and service to others. Initiatives included a training programme for parents to instill values in children and young people, and a values walk through the centre of Nairobi led by the National Youth Council.











WVD 2026 in Kenya

- Many major organisations were involved including Kenya Railways, Kenya Broadcasting Corp, Kenya Film Commission, United Women Empowerment Programme Africa (UWEP-Africa), Kasarani TVC, RELI Africa, National Youth Council and a range of Kenyan youth organisations



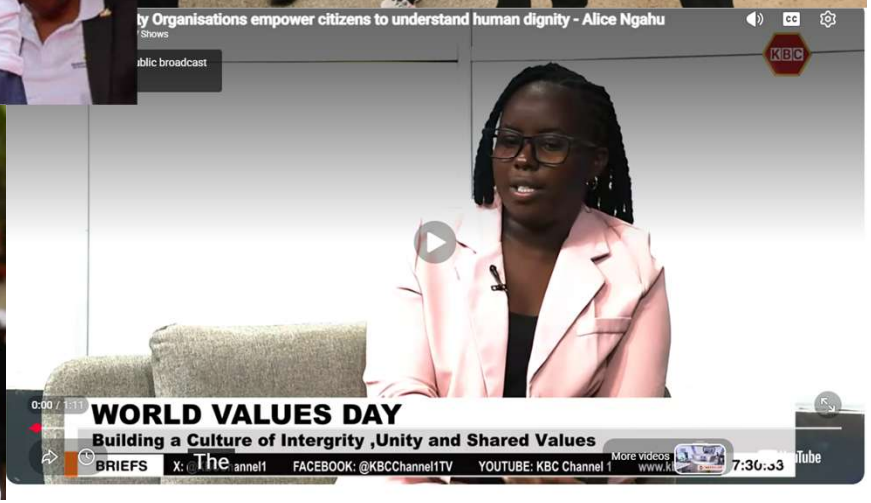












WVD 2026 in Nigeria

- Uncle Sele and Izehi Anuge organized another all-action programme for WVD 2026. This include a fun-packed Values Walk with children and young people throughLagos and a series of videos celebrating the volunteers who carry the Uncle Sele Foundation values into action tirelessly through the year.



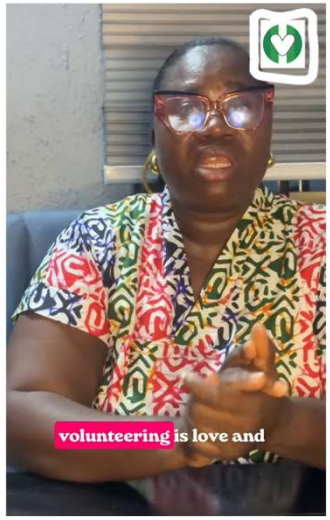
Celebrating Uncle Sele Foundation Volunteers

- The core value that drives Uncle Sele and these volunteers is love: love for learning, love for children, and love for the people around them. Because of that love, 2 primary schools have been built, scholarships have been awarded, and families in underserved communities are cared for. Love in action.

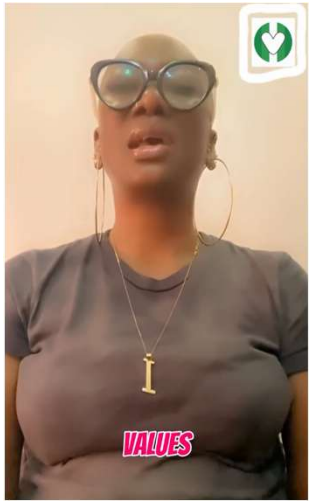






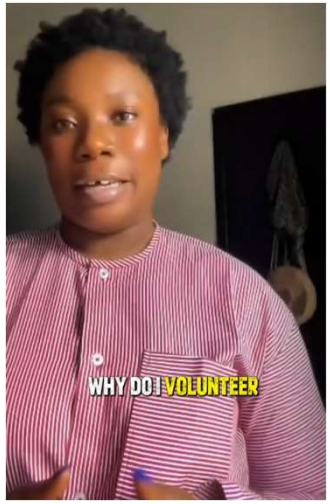














WVD 2026 at Joy Village, Enugu State, Nigeria

- Students brought food and conversation to the homes of elderly people, visited patients at hospital, or cleaned the school grounds, showing their responsibility for shared spaces and community well-being











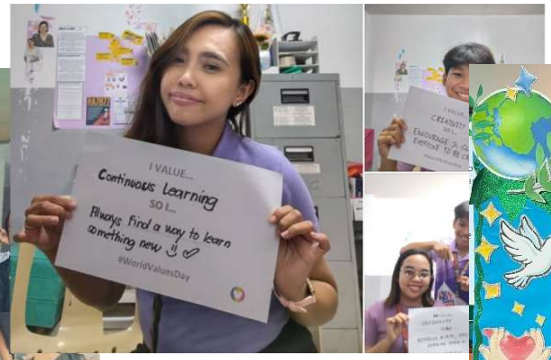


WVD 2026 in Philippines

- Encouraged by the Philippine National Volunteer Service Coordinating Agency, many organisations supported WVD including a number of universities and teacher training colleges



Values Club at Pantukan Teacher Education College



Students at Sorsogon State University



League of Values Education Students at Assumption College of Davao



Care to Care Philippines





University of Southern Minadao Volunteers Club

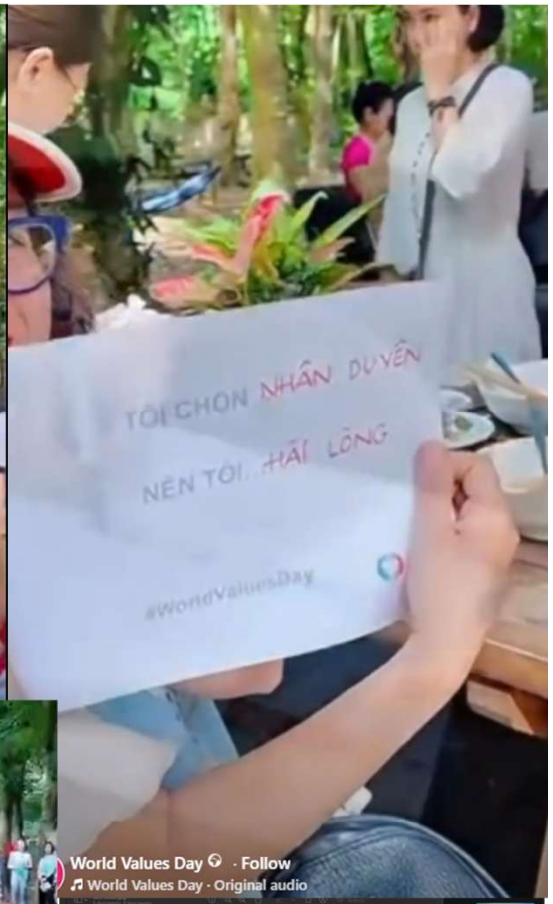


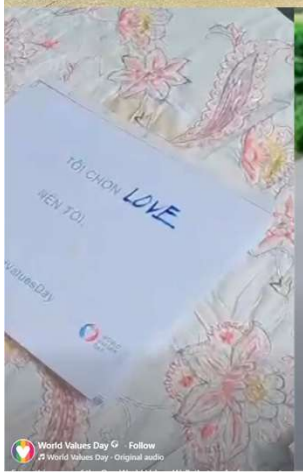
WVD 2026 in Vietnam

- The enthusiastic team from Living Values Education Vietnam organized an inspiring values walk and values discussion as well as a highly interactive Valuethon session.

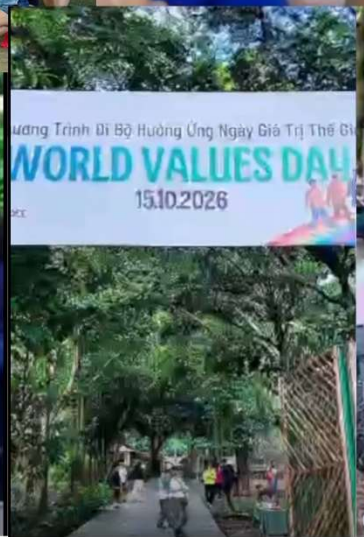




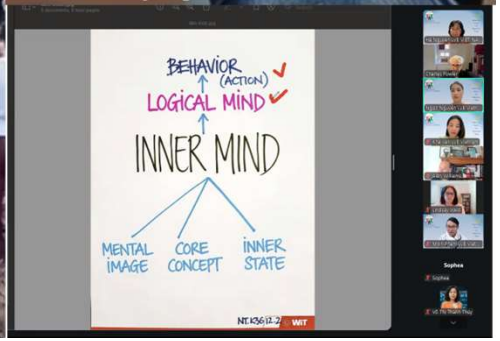












WVD 2026 in Suriname

- For 6 years We Tru Sranan has conducted a successful national values campaign in Suriname and this year celebrated WVD with a values walk, a film night, and a presentation honouring its schools programme







Wi Tru Sranan Foundation presents J.C. De Miranda Lyceum with posters illustrating the school's values









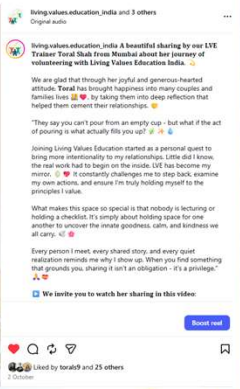


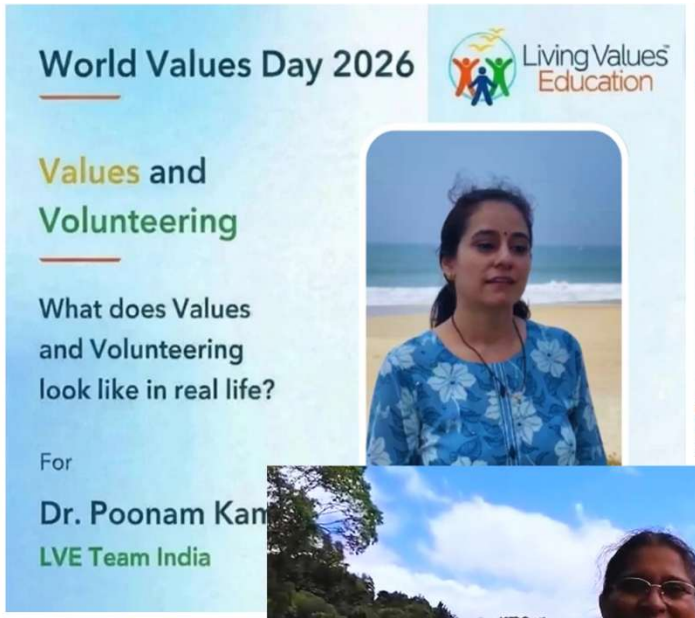
Wi Tru Sranan film night

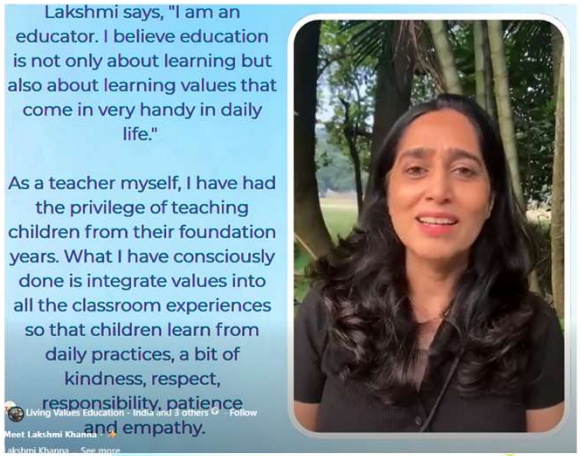
WVD 2026: Living Values Education

- Living Values Education celebrates WVD with videos of their volunteers from around the world talking about the values and rewards of their volunteering



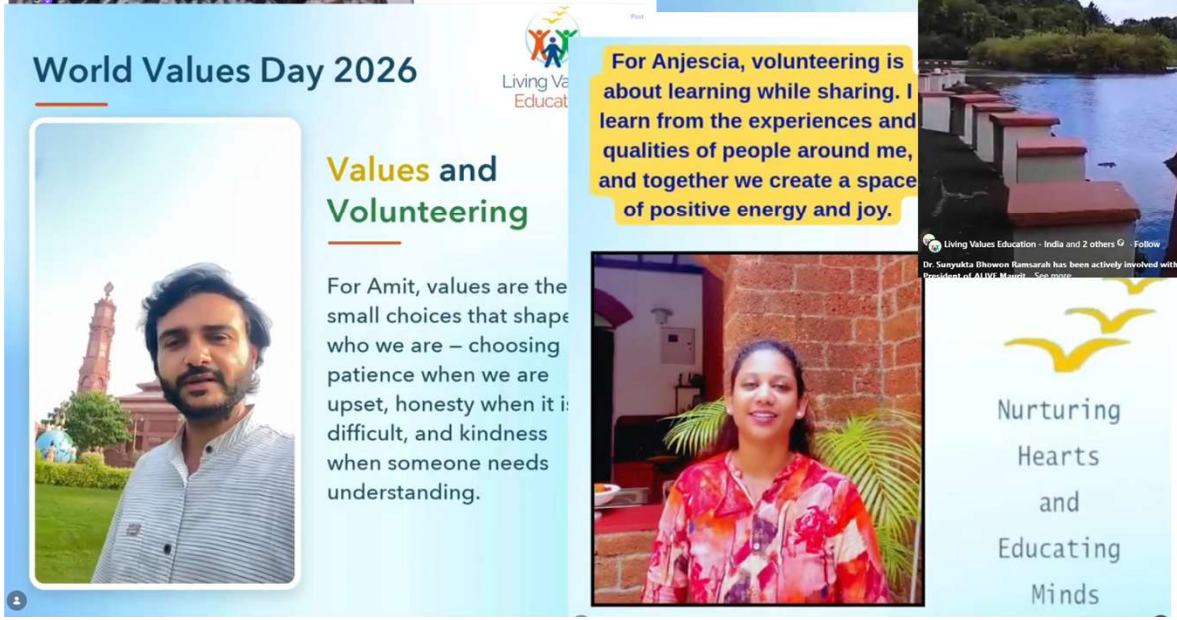












WVD 2025: Meritton School, Thailand

- Meritton British International School, Thailand, celebrated WVD with a week-long celebration focused on the theme of "Giving Back" and putting values into action through community and school volunteering activities. Students participated in a range of service and volunteering projects wrapped up with a special celebration with families and the school community.















WVD 2026: Schools and Education Around the World



Refocus School, UK



Debating at St Xavier's Collegiate School, Kolkota, India



Students at AKIS Qatar made a video about their values









Brook Laurels Academy, Nigeria



Tower Hill Community Primary School, UK, donating food to food bank

Values at Samsidh Horimavu India





Students at King Henry VIII School, England share experiences of volunteering



Birla Global University's Roots and Values Fest on WVD

WVD 2026: Schools and Education Around the World

WORLD VALUES DAY



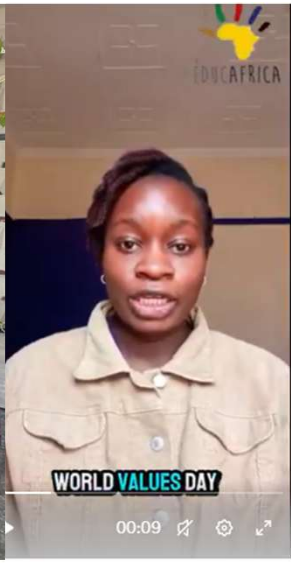
Association of School and College Leaders (ASCL) show their values cards



Setebaid diabetes camp, Pennsylvania



Samsidh HSR, Bengaluru, India



EducAfrica Foundation team talk about values



Dandora Primary School, Nairobi



Minal Kering volunteering at school in Pune, India



Dipak Fakey talks at Sankey Valley St James CE Primary



SNOOP (Special Needs Outreach Programme)



GK Memorial School 's Gratitude Week, Bihar, India

WVD 2026: Schools and Education Around the World



Geneva Graduate Institute Values Walk



The Way Youth Zone



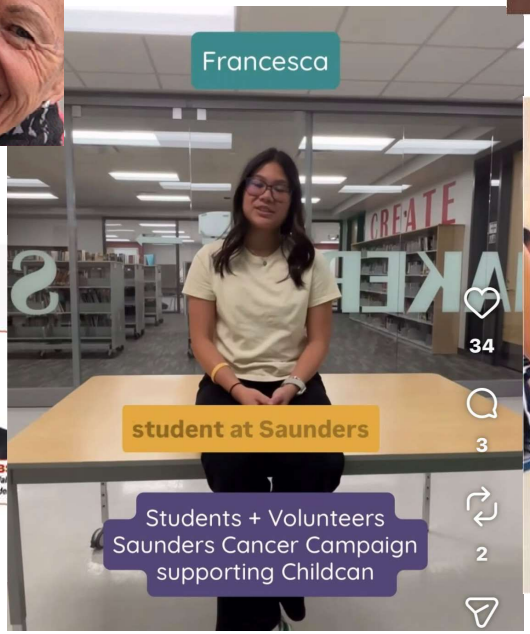
Values For Daily Living, Enugu, Nigeria



1440 Multiversity, California



Regional Education Learning Initiative (RELI) Africa



Saunders Secondary School, Ontario



Pupil at Samsidh Fatehabad talks about values



Mizzi Elimu Africa Educational Programmes in Nairobi

WVD 2026: Health and Social Care





St Rocco's Hospice, Lancashire, England



NHS Golden Jubilee National Hospital, Scotland



Foundation for International Medical Relief of Children (FIMRC) LATAM



LBGT Health and Wellbeing



Augmenta Health, Bangalore



Dorset Mental Health Forum

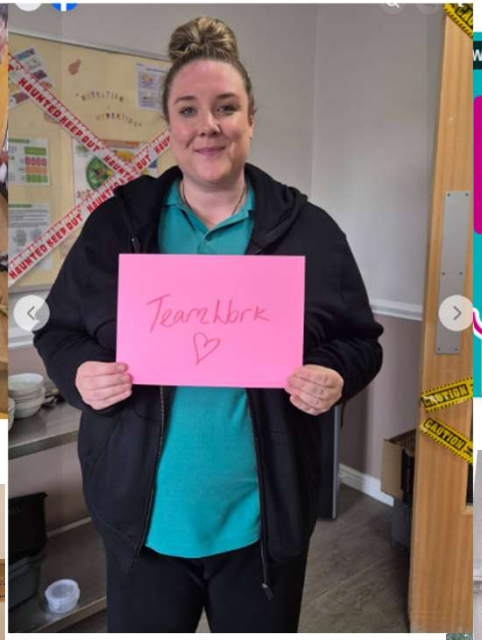
WVD 2026: Health and Social Care

WORLD VALUES DAY

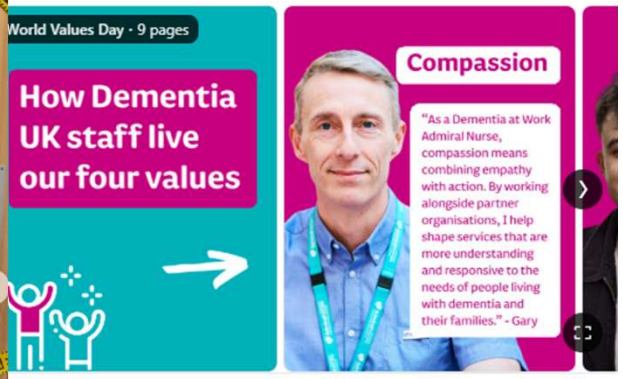




Greenside Court Health Care



Meadowcroft Health Care



Dementia UK



Yarningdale Health Care





Keech hospice



Southdown Care



Darlington Disability

WVD: Communities and Networks

- ***The Spirit of Volunteering Retreat*** – for the tenth year in a row the **Brahma Kumaris** and **UK Values Alliance** held a joint day of reflection ahead of World Values day examining the values that motivate and support us in volunteering. As usual many other events and activities took place in communities around the world.









Amathuba Collective, South Africa



Augustine Camino to Canterbury Walk

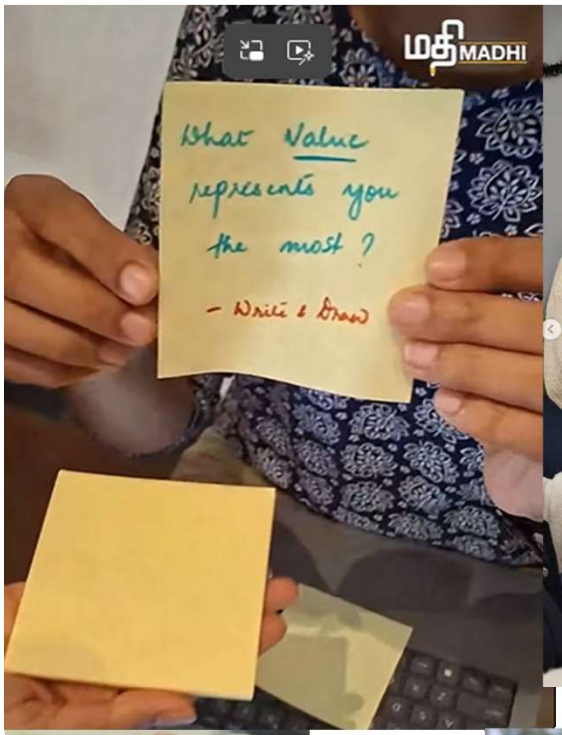
Somerset Art Works



Midlands Air Ambulance Charity

WVD 2026: Communities and Networks

- Many community groups, charities/NGOs, and various networks once again took part



Madhi Foundation, Chennai, India



Northorpe Hall CFT



Kindness Trust



Lifeline Australia's video series on values of their volunteers



Thogithi Handmade CBO, Kenya



Oscarville Project, a Georgia-based community non-profit

WVD Day 2026: Corporate Engagement

- Multinational and national businesses continued to support WVD including **Kaefer, Wolters Kluwer, Nutreco** and **Tenneco**



KAEFER units in Poland, Germany, S Africa, Qatar, UK and Ireland all took part





Wolters Kluwer, in Germany and elsewhere



Process Instrument Solutions



Breedon Special Aggregates



Barley Communications (B Corp)



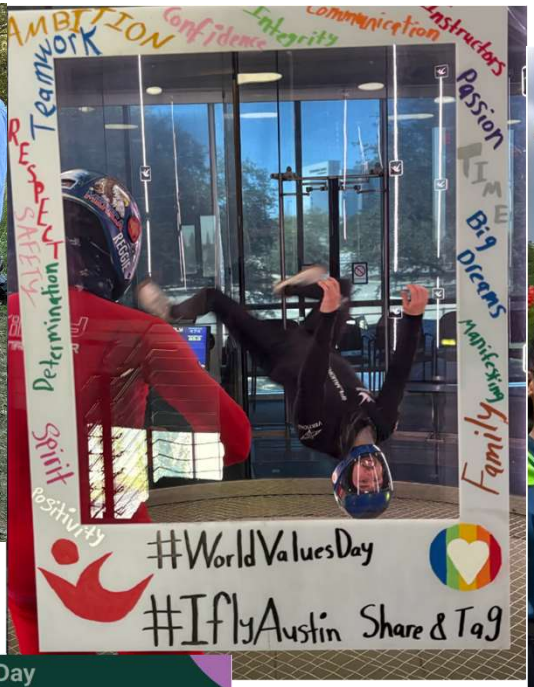
Fiserv ((US/UK fintech)

WVD 2026: Corporate Engagement

WORLD VALUES DAY



NavVis, US and global



I Fly (Texas)



Consumer Brands, Jamaica



Tenneco LLC



Hydrologists Registration Board, Kenya



Flora Food Group



Nutreco LATAM



WVD Day 2026 - 2027: Veterans Values Cards

- Values of Service is a project inspired by the stories and experiences of veterans and active-duty service members. Partnering with World Values Day, Navaneeta Minnimareddy a student at Florida Atlantic University High School, interviewed 10 service members in Florida, and created 10 value cards, each highlighting a personal story, an important value, and a simple service challenge encouraging others to put that value into action.

- Each card holds a specific memory or experience of a veteran, paired with a small act of service for those who receive a card to carry out within 24 hours of receiving it.

- On Veterans Day (Nov 11) approximately 450 cards were distributed to 6th–8th graders at A.D. Henderson University School and 9th graders at FAU High School.

- The aim is to expand this project to other schools elsewhere in Florida and hopefully to other states over the next year, so that by World Values Day and Veterans Day 2027 the veterans' stories will have reached thousands of students, inspiring them to put their values into action in their schools and wider communities through thousands of simple acts of service.











WVD Day 2026: Laying Down The Feather

- **Laying Down The Feather** initiative was launched on last year 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 at Home | Laydownthefeather

- In a world that feels divided and rushed, there is wisdom in slowing down, sitting together, and listening deeply. Inspired by the ancient practice of laying down the feather, we invite you to join us in reflecting, sharing, and connecting through values that unite us all.



- A Feather Council is a gathering where people take turns speaking from the heart while others listen with full presence.

- Hold your own Feather Council as we dedicate our efforts to listening and sharing wisdom. Gather a group, large or small, and initiate a dialogue using the Native American–inspired, cross-cultural tradition of holding a council circle.

- Whether it's three people or twenty.. family, friends, classmates, neighbors, business partners, or even strangers. One person facilitates and guides the group, opening and closing the circle by laying down the feather.

- You can do this anywhere you can form a circle. In the woods, a classroom, your living room, a park, or even online.

Volunteering in Action: Values Discover Journey

WORLD VALUES DAY

Values Discovery Journey 2026

your Talent advisor

a light, collective way for an NGO to explore and activate its shared values in 6 steps

Opening the space & setting intention (march)	Clarifying shared values (april/may)	Values & real-life challenges (june)	Micro-actions & experimentat-ion (jul-aug)	Integration & collective storytelling (september)	Celebration on WVD (october)
a first, intuitive map of what's emerging about our shared values	a clear(er) understanding of the shared values and what they mean to us	simple decision-making principles rooted in the shared values	embodied experience of our shared values in action	a collective narrative (manifesto)	recognition, meaning and shared pride

We come together

We feel seen and heard

We envision different ways

We play with curiosity

We integrate the learnings

We act upon WVD's yearly theme

WORLD VALUES DAY

your Talent advisor

LOUVAIN COOPERATION

L'ONG DE L'UCLOUVAIN

Our vision:

We want to co-build, in a conscious and critical manner, a sustainable, equitable, and inclusive world founded on solidarity.

Our mission:

We collaborate with a diverse range of actors, including civil society and academic communities. Together, we co-construct innovative and replicable solutions that improve lives, uphold human dignity, and strengthen the resilience of individuals and communities. By adopting an integrated and critical approach, we influence practices and policies in favour of structural change, while enhancing the reach and sustainability of our impact.

Our values:

SOLIDARITY

Solidarity is at the heart of our commitment. We join forces and work with our different partners for a sustainable and fair world.

IMPACT

In everything we do, we seek to achieve tangible, sustainable and equitable results.

PARTNERSHIP

The multi-actor partnership is at the heart of our action. Actors of change who meet, learn from each other, co-build solutions with the objective of amplifying them.

LEARNING

Our actions are part of a critical and experimental approach. To do so, our collaborators and partners are encouraged to show humility and to regularly question themselves in order to remain in a continuous learning process.

INNOVATION

Innovation is a daily ally and is at the heart of our learning process. We open our horizons and look at problems and solutions from an innovative perspective.

WORLD VALUES DAY

your Talent advisor



- online as good as in person
- a playful, restorative atmosphere
- starting point for a broader set of values-based initiatives



- between-session invitations not taken up
- no clear conclusions
- participation question left open

Heading towards WVD 2027:

- **Director offers to provide a testimonial in support of WVD's action**
- **Follow-up: theme 2027 and Values Challenge**

WORLD VALUES DAY

your Talent advisor



🌎 [WORLD VALUES DAY]
Learning, questioning, growing… together!

To mark World Values Day, the Louvain Coopération team has chosen to highlight a value that unites us and guides our daily work: LEARNING 💡

"We value learning – We remain curious and open to all forms of knowledge, ready to challenge ourselves so that we can grow together."

🌱 Learning, unlearning, staying curious, being open to other perspectives, challenging our practices and growing together.
A value that resonates particularly strongly at this time of year, as we wrap up and evaluate our programmes.

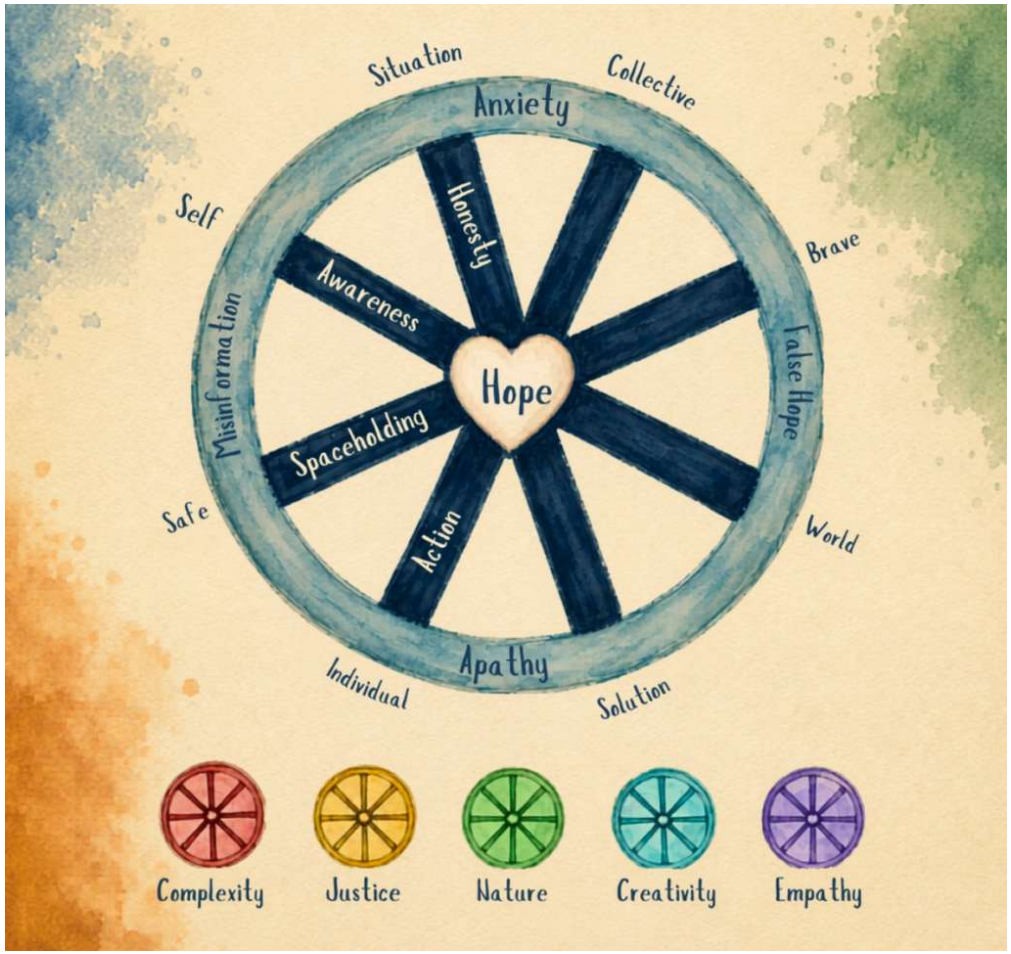
We are convinced that it is by learning from one another, and by bringing together different areas of knowledge and experience, that we can develop initiatives that are ever more relevant and sustainable.

The Hope Wheel Guide for World Value Day

- **William Finnegan of the University of Oxford** and **Cathy d'Abreu of Oxford Brookes University** kindly created a practical (and research-based) guide for WVD which invited us to reflect on our values, connect with the values of others and consider how our actions can contribute to a kinder, fairer world.

- It offers four "handrails" to help us answer that question: **Honesty**, **Awareness**, **Spaceholding** and **Action**. We begin by identifying a value we care deeply and think honestly why it matters and why we sometimes find it difficult to live up to. We become more aware of the values of people around us. We make space for the emotions connected with those values. And then comes the crucial part: we act.

- The Hope Wheel also encourages us to look beyond our own perspective. Its five "lenses" — **complexity**, **justice, nature, creativity** and **empathy** — invite us to look again and more deeply.



MESH: Movement for Education, Systems and Health

- If we want to find new solutions for tough global problems, we have to learn to change our perspectives and consider different ways of measuring policy success and impact.
- The Movement for Education, Systems and Health (MESH) was founded by WVD partners and supporters to do just that for global education and health policy. We want people from all walks of life to join us and help shape our future.
- Why do systems that were created to serve people so often lose sight of the values they were built around? How are indigenous knowledge and cultural legitimacy treated by those systems; and what would have to change in the design of institutions to produce different outcomes?
- Following up its Valuesthon information events last month, MESH is now intent on expanding its membership and collaborations.
- There are four ways for individuals or organisations to engage with MESH (see the panel on the right); to find out more please go to the website here.



Current Partners include: the International Working Group for Health Systems Strengthening; the Collaborating Centre for Values- Based Practice in Health and Social Care, Oxford, the Global Alliance for Values-based Education (GAVE); and Tarakin Global

Global Values Alliance

One World Walk 2026

WORLD VALUES DAY



Keech Hospice walk, England





Wi Tru Sranan walk, Suriname





Geneva Graduate Institute



Values Walk Lagos, Nigeria



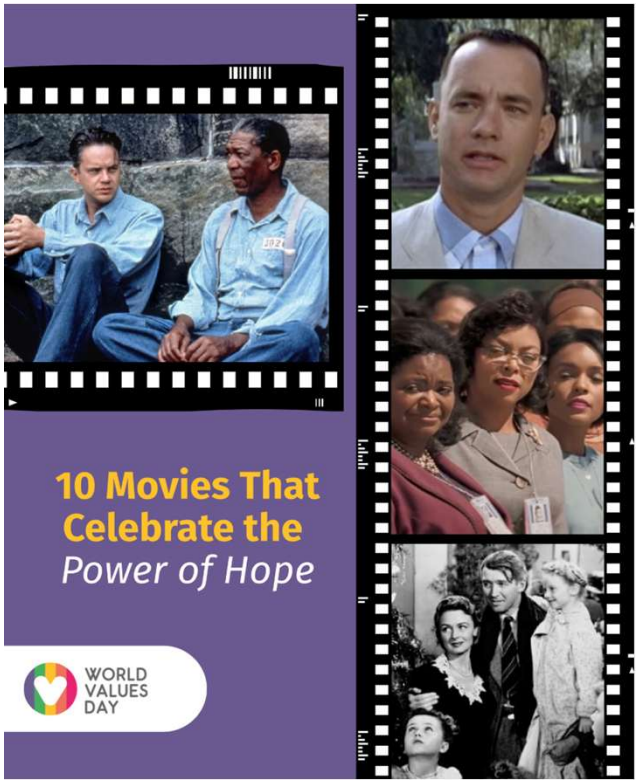
Walking the Augustine Camino to Canterbury, England

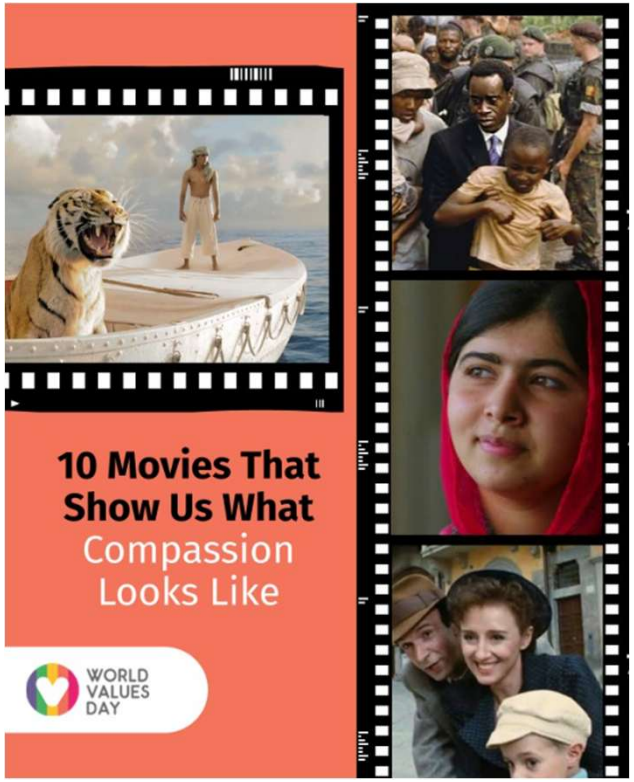


Living Values Education walk, Vietnam

WVD 2026: social media campaign

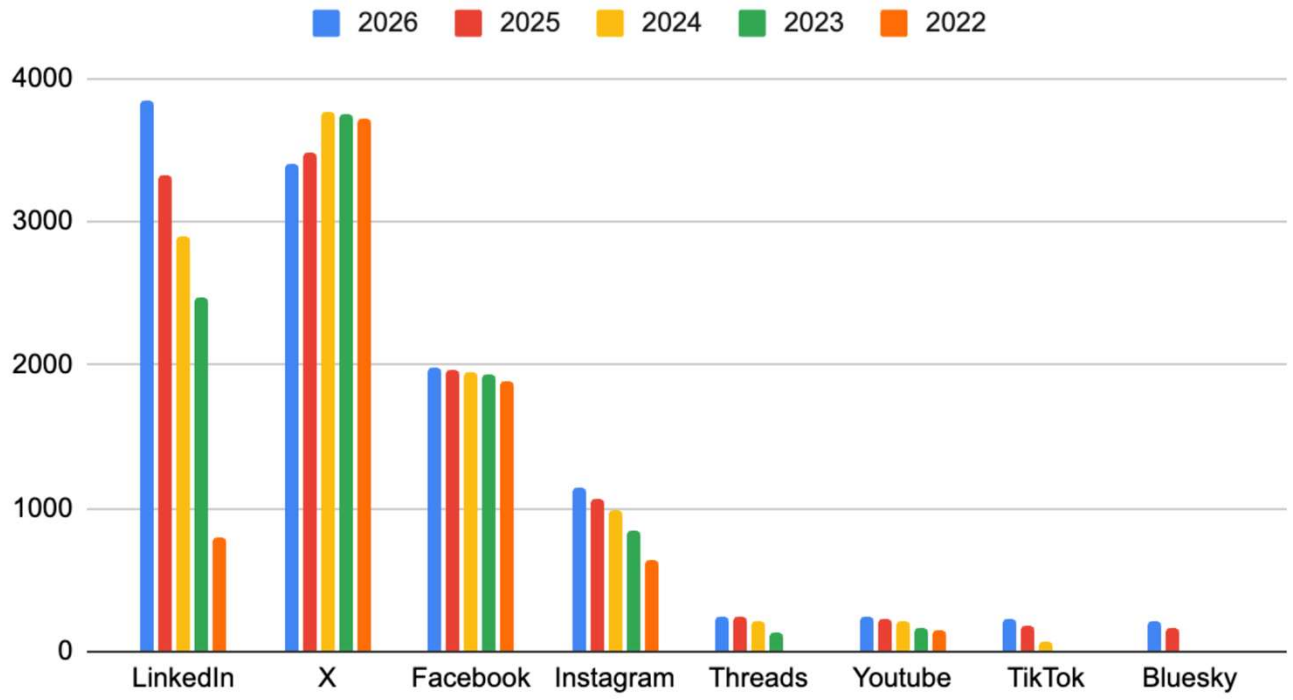
In the run up to WVD we had a great response to our series of posts about values movies of every kind – drama, documentaries, animation children's. When posting we grouped them by their most significant underlying value (hope, compassion etc). We will complete these posts and publish the whole list early next year.



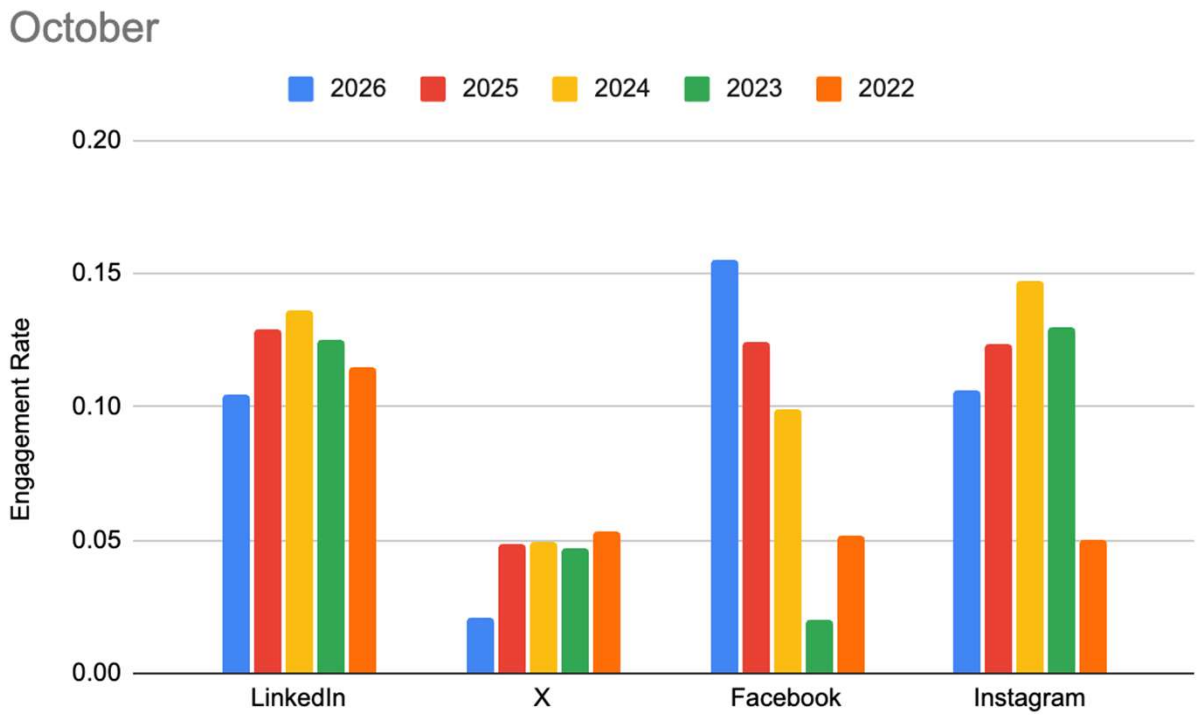




WVD Followers



Engagement rates compared



WORLD VALUES DAY

THANK YOU!

NEXT WORLD VALUES DAY IS THURSDAY 21st OCTOBER 2027

#WorldValuesDay

www.worldvaluesday.com

