



WORLD VALUES DAY 2020 - REVIEW

World Values Day 2020: how did we do?



- ❑ We had a record year - on Twitter alone we reached **75 million in 67 countries** around the world, 15 million more than last year and our best yet.
- ❑ 482,339 total impressions on all WVD social media accounts and record 13,530 unique WVD website visits
- ❑ The **Values Challenge** is now in its fourth year – another 111 schools, organisations and community groups signed up for the Challenge from all over the world including Switzerland, Estonia, Canada, Germany, Finland, UK, USA, UAE, Australia, New Zealand, Spain, India, Poland, Romania, Greece, Nigeria, Tanzania, Sweden, Netherlands, Ireland, Lichtenstein, Kuwait and Singapore
- ❑ The new **Valuesthon** programme of back-to-back online events rolling around the world's time zones made a great debut: 32 separate events attracted an estimated 1000+ attendees with many more viewing the recordings later.
- ❑ Many big international organisations continued to show their support for World Values Day including PWC, Volvo, Korn Ferry, KPMG and IBM.



Family Values in Beirut, Lebanon

World Values Day 2020: how did we do?



- ❑ Countless universities, schools, hospitals, care homes, NGOs, local governments, and all kinds of commercial businesses also took part in activities which helped them think about their values and put them into action



Playing the Values Stone game at İstanbul Medipol Üniversitesi, Turkey



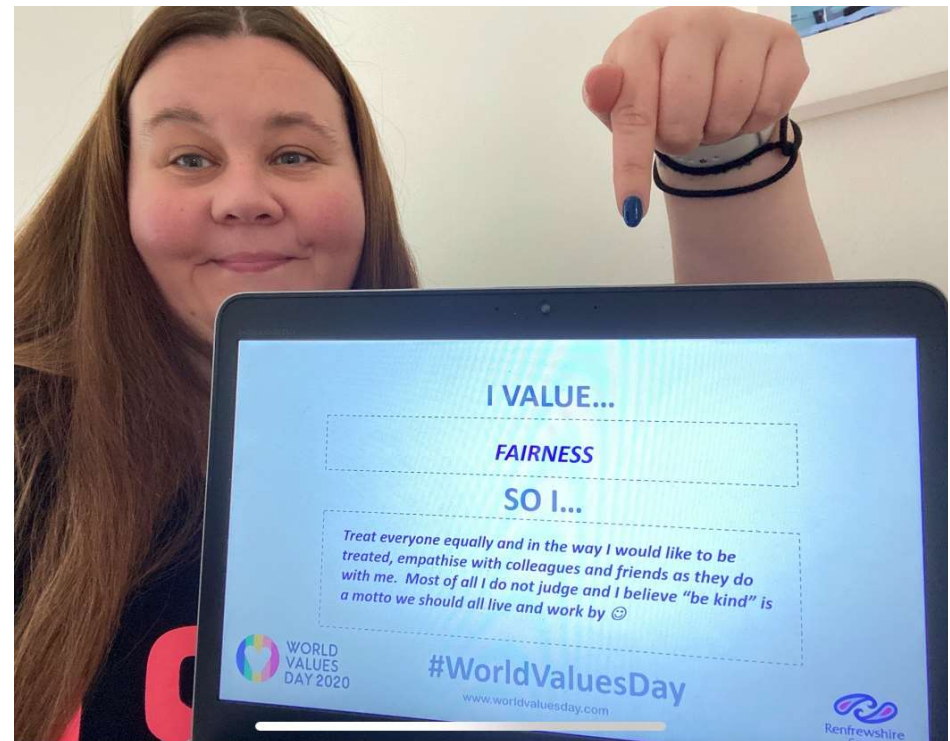
Brantley Manor Care Home, UK

World Values Day 2020: social media



The #WorldValuesDay hashtag was used 6,476 times across Twitter, Instagram and Facebook in at least 67 countries

- ❑ Long-term supporters like the RSA, Action for Happiness, Cooperatives UK, UK Values Alliance and Human Values Foundation all supported us well on social media
- ❑ Launch of Values 20 (V20) campaign and declaration gave a big boost in Saudi Arabia and the Gulf region - already a significant WVD hot spot
- ❑ Number of new high-profile Twitter personalities involved due to V20's TweetUp for WVD - up to 11 of the top 40 accounts appeared connected to the V20 campaign.
- ❑ Twitter claimed 55% share of our total social media community, but Facebook generated the biggest proportion of actual impressions and the largest number of engagements



Fairness is valued at Renfrewshire Council, Scotland

World Values Day 2020: Values 20 (V20)



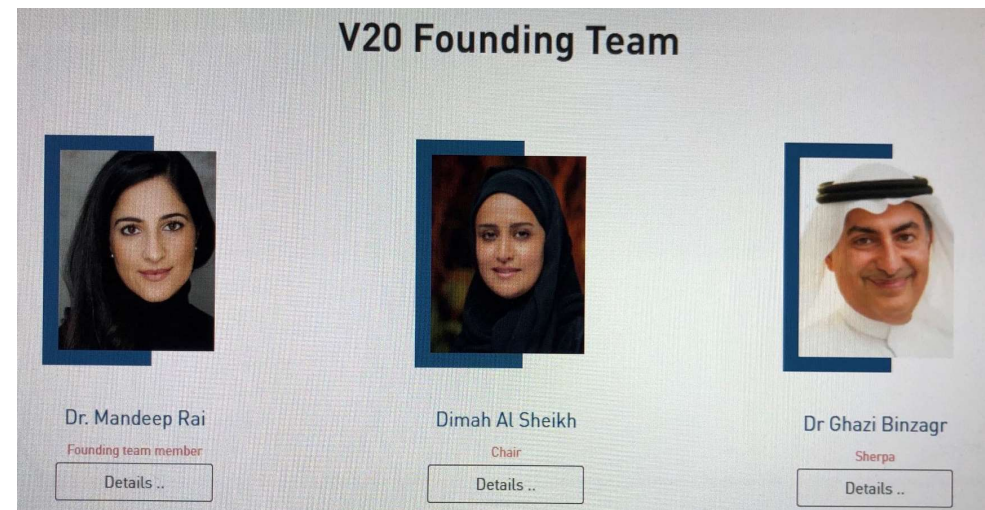
The Values 20 (V20) group, is a new non-official group within the G20 ecosystem, a new global community of values experts and practitioners to support policymakers around the world by finding people-centred public policy solutions based on values.

V20 has established a network hub, knowledge-sharing platform and three task forces relevant to the G20's strategic goals, focused on Global Values, Leadership Values, and Quality of Life Values.

It hosted a **Tweetup on World Values Day** to explore the significance of values, and is running a global **campaign** to share successful practical values.

These activities will contribute towards a V20 Communiqué, to be given to the G20 leaders at their meeting on 21st – 22nd November.

V20's own virtual summit is November 9th -10th.



World Values Day 2020: the V20 Declaration On World Values Day



V20 together with Business 20 (B20), Labour 20 (L20) and Youth 20 (Y20) who are official G20 engagement groups, issued this global declaration on World Values Day:

“World Values Day is a golden opportunity for every interested organization, body or individual to highlight their values-based interventions and initiatives.

This annual movement increases the awareness and practice of values around the world and enriches our understanding of the role that values play in our lives.

We, the Values 20 (V20), Business 20 (B20), Labour 20 (L20) and Youth 20 (Y20) encourage everyone to actively partake in World Values Day 2020. Values are the foundations of our social fabrics.

They guide our behaviors in daily life. Our values are of paramount importance for our wellbeing and togetherness as families, communities, organization, nations, and as a global society.

In a rapidly transforming world, World Values Day is an opportunity for each of us to contemplate our values. Please join us in celebrating the World Values Day, in recognizing our shared values and the beauty of our cultural diversity.”

World Values Day Events and Activities Around the World



Walters Kluwer UK team aiming to cover the distance between London and Pune, India



Prema Dharma Family Home, India



IBIS Vilnius, Lithuania



Value of Peace among teachers and staff at Joy Village, Nigeria



Women H2H 21 Day Values Challenge

World Values Day Events and Activities Around the World



Values Cloud from Lithuania



*Peak Fitness,
Papua New Guinea*



Inforsys Poland sign ABSL Diversity & Inclusion Declaration for WVD



60 km bike ride for WVD by staff at Saudi Darrajati Group



Values in Action at CCH Tagetic, part of Wolters Kluwer

World Values Day Events and Activities Around the World



Video series from Dogan Holding, Turkey



Volvo celebrating WVD in Asia



Native American Connection, Arizona



Papua New Guinea Olympic Committee

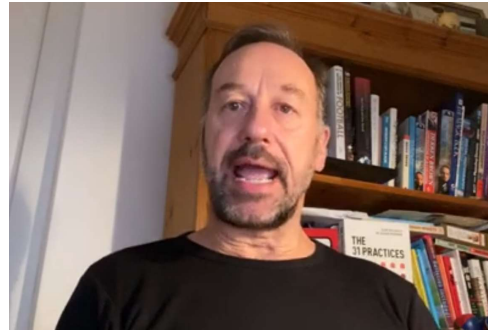


Keeping the Heart Beating at Powertrain, part of Volvo Group

World Values Day Online



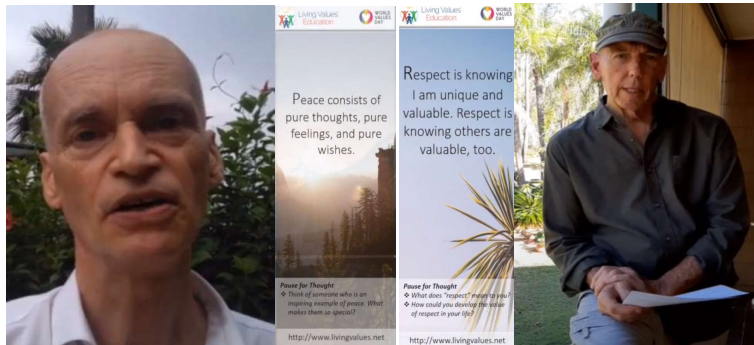
Rhian Sherrington, Founder of Women in Sustainability talks on Courage



Alan Williams takes part in the 31 Day Values Challenge



Richard Barrett in interview with Jay Blithe



Living Values took a video journey around Australia, Asia, Middle East and Europe



Samie Al-Achrafi talks on the Value of Values from Dubai



Doug Speirs of the Winnipeg Free Press talks about his value of humour – one of 8 video talks produced by Pam Simmons



Asian Woman Festival



Conexões com o futuro, quais valores nos aproximam?
Evento online para alunos que valorizam o futuro!



Teenagers from Brazil and Portugal discuss the values needed for the future



Dan Sodergren asks what are your values?

Valuesthon



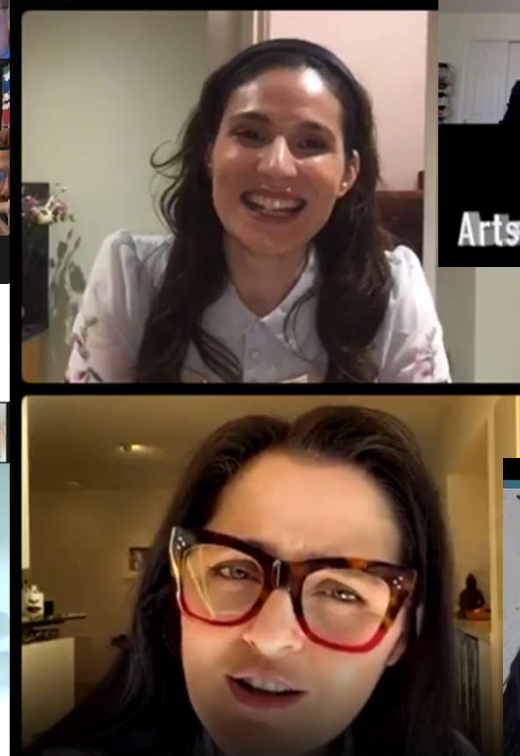
World Values Day Knowledge Café with David Gurteen



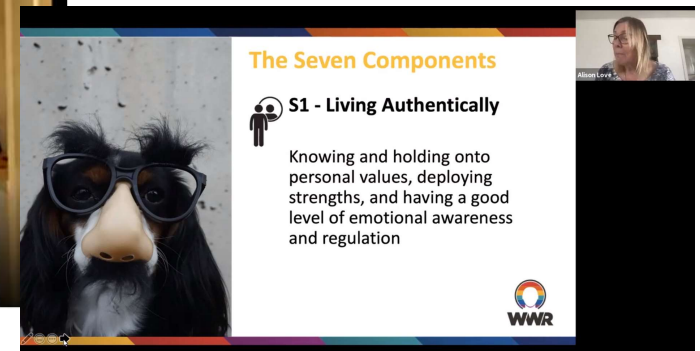
Speakers from Columbia University, the Maxine Greene Institute and practising artists discuss art and community resilience



Brahma Kumaris and UK Values Alliance hosted The Hero Within



Ada Velonis and Ati Farmani on how to use cooking to introduce values to children

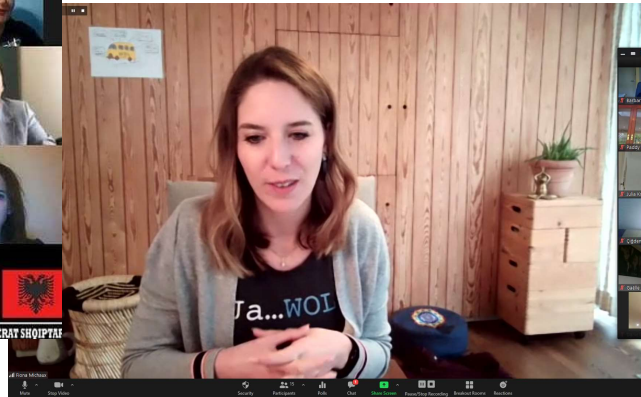


Resolution at Work discussion of conflict, resilience and values – one of 8 webinars hosted by the Resilience.TV network

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ALVA conference for West Balkans and Turkey



Fiona Michaux facilitating the Working Out Loud workshop



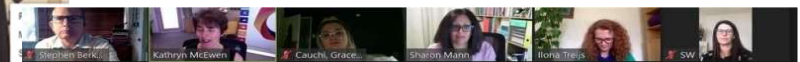
Ada Velonis and best-selling childrens' writer Susan Verde



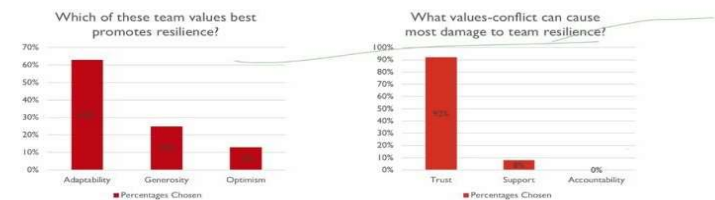
Annette Ebbinghaus on Honesty, Service and Freedom Sophrology event



Shamash Alidina's daily values meditation streaming on Twitter, Facebook and YouTube



Team Poll Results



Kathryn McEwan discussing Resilience.TV survey results in What Values Create Resilience in the New World of Work?

Valuesthon



The Sophrology Academy

Liz Murphy of Sophrology Academy leads
an Embodied Values Practice



Dr. Hari Prasad Kanoria - Speaker

2020-10-15

*Dr H.P. Kanoria speaking from Kolkata at
the Indian Values In Action Conference*



Sue

Bridget Knight

Dr. Neil Hawkes

Mick

*Part of the Values-Based Education
International Conference 2020*



*Dr Kara Tan Bhala moderating the Ethics of
ESG Investing webinar from Kansas City*



Azm-e-Nau Islamic and Modern Education System, Pakistan

World Values Day in Education

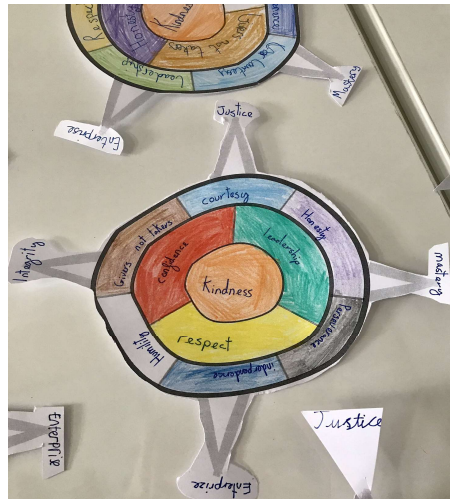


Some of the Hawkedon Year 5 Team, UK



Grace Seeds School, Nigeria

WVD at Kuwait American School



Moral Compasses for World Values Day from Thomas's Clapham

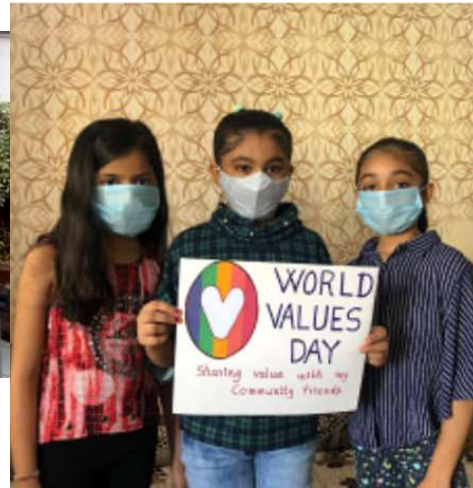


Christ's Hospital Spanish Dept, UK taking the Values Challenge

World Values Day in Education



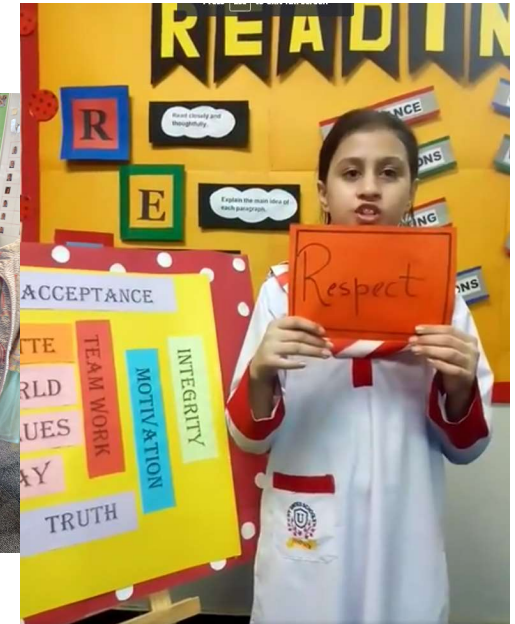
WVD video from Hazlegrove Prep School, UK



Divine Child International School Mehsana, India



"I am kind" at Thomas's Clapham, London



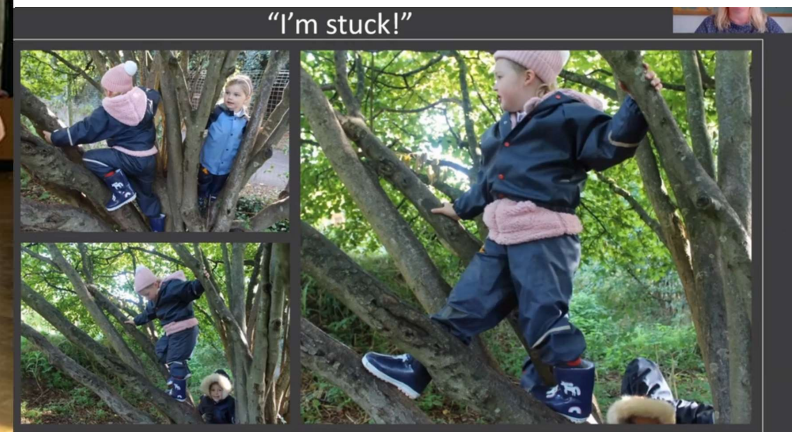
Ivy United Schools, Gulzar-e-Quaid, Pakistan



Divine Child International School Ahmedabad, India



Pride in Our Bodies at St Paul's and All Hallows School in Tottenham, London



Developing Values Through Outdoor Play workshop at Values-based Education International Conference

World Values Day in Healthcare



Southern Trust ELD team celebrates a World Values Day tea break



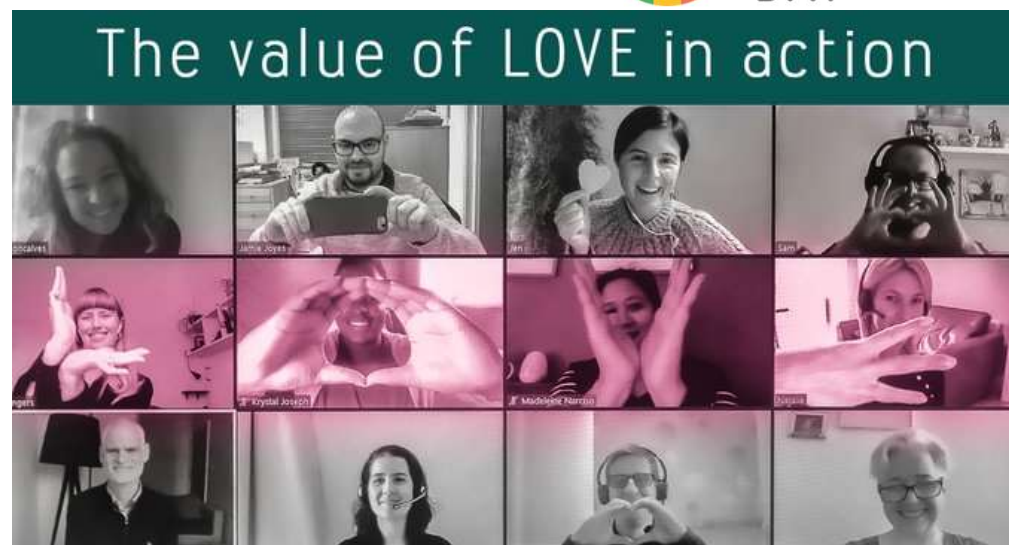
**The Mirren,
Paisley, Scotland**



Rotherham Hospice, UK



Brantley Manor Care Home, UK



Psychosynthesis Trust spells out its top value in action



Staff at St Oswald's Hospice, UK

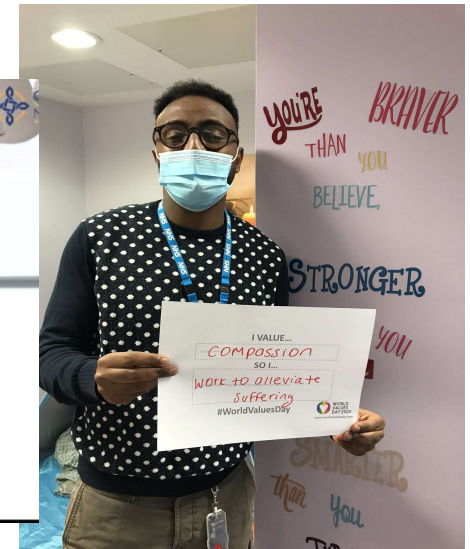
World Values Day in Healthcare



Sam at Mencap talks about inclusion



Mr Samy Mohamed
Consultant Surgeon



Compassionate occupational therapy at Northwick Park Hospital West London



Openness and Honesty at Belfast Trust, Northern Ireland



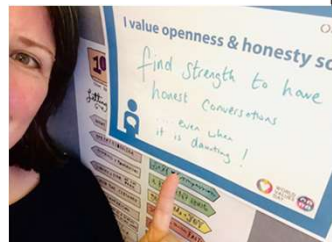
Trust at London North West University Healthcare NHS Trust



Nurse at Belfast Trust talks about her value of compassion



Manchester Mind shares stories about putting values into action



Honesty at NHS Northern Trust



THANK YOU

#WorldValuesDay

www.worldvaluesday.com

