



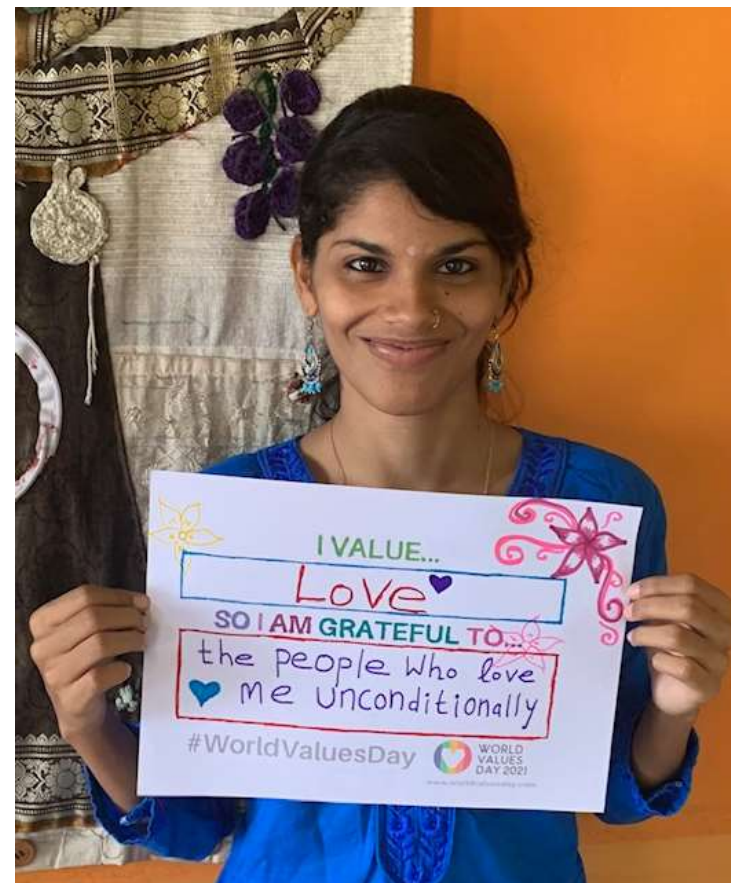
WORLD VALUES DAY 2021 REVIEW

10th November 2021

World Values Day 2021: how did we do?



- ❑ In terms of the quality of interactions and engagement it was another excellent year with many activities and social media channels performing better than ever.
- ❑ On Twitter however our hashtag failed to trend in the way it has done in the past; this meant the potential reach of #WorldValuesDay hashtag on Twitter was relatively low at 22.3 million around the world
- ❑ Nevertheless, we had a record year on LinkedIn and Instagram, and another good year on Facebook
- ❑ The **Valuesthon** programme of back-to-back online events rolling around the world's time zones was bigger than ever with 40 events compared to 32 last year
- ❑ The **Values Challenge** is now in its fifth year – another 93 schools, organisations and community groups signed up for the Challenge from all over the world
- ❑ New activities like the Value of Volunteering, the ValuesJamathon, the Poetry Showcase, and Reconnect with Nature made a strong start



Love from Prema Dharma Family Home, India

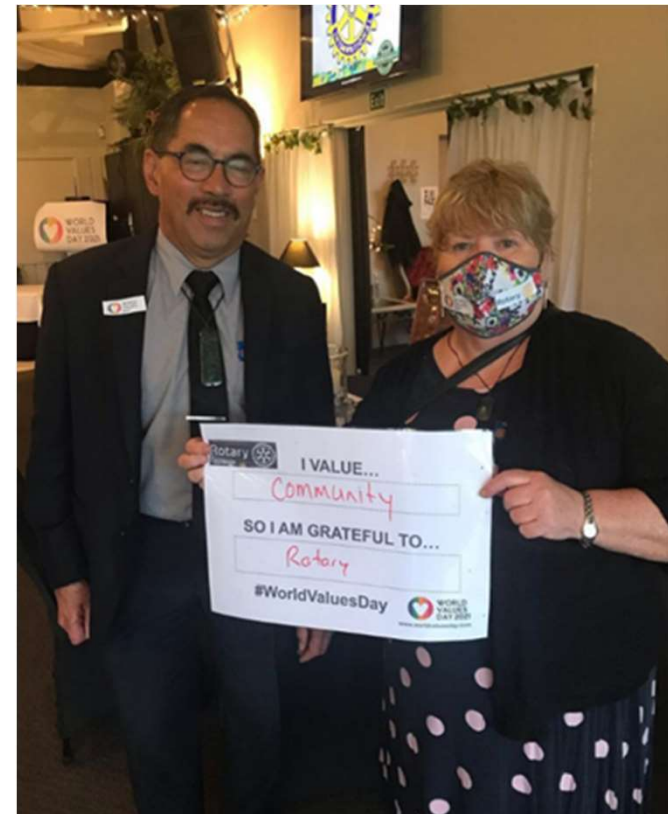
World Values Day 2021: how did we do?



- ❑ Universities, schools, hospitals, care homes, NGOs, local governments, and all kinds of commercial businesses also took part in WVD - mostly doing their own thing
- ❑ Big international organisations continued to show their support including this year PwC, Volvo, Dassault, the NHS, Ginebra San Miguel, Living Values Education, Queen's Commonwealth Trust, and Rotary (New Zealand)
- ❑ The Values 20 (V20) engagement group set up last year to lobby the annual G20 meetings continued to collaborate and support

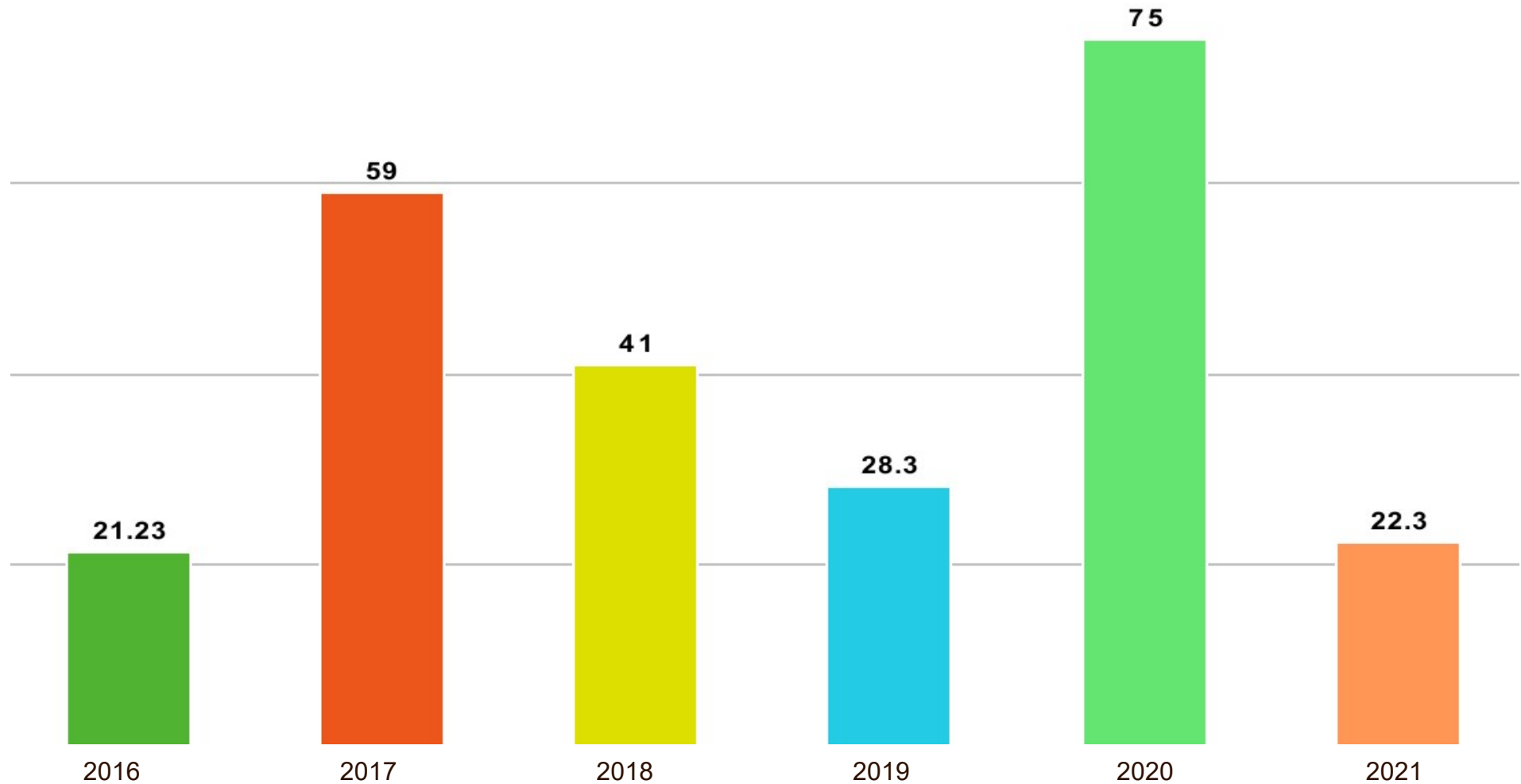


Alan Titmarsh, Chancellor of Winchester University, and his colleagues spoke about values



Mike Savage and Robyn Hanna valuing Community at Tauranga Rotary event in New Zealand

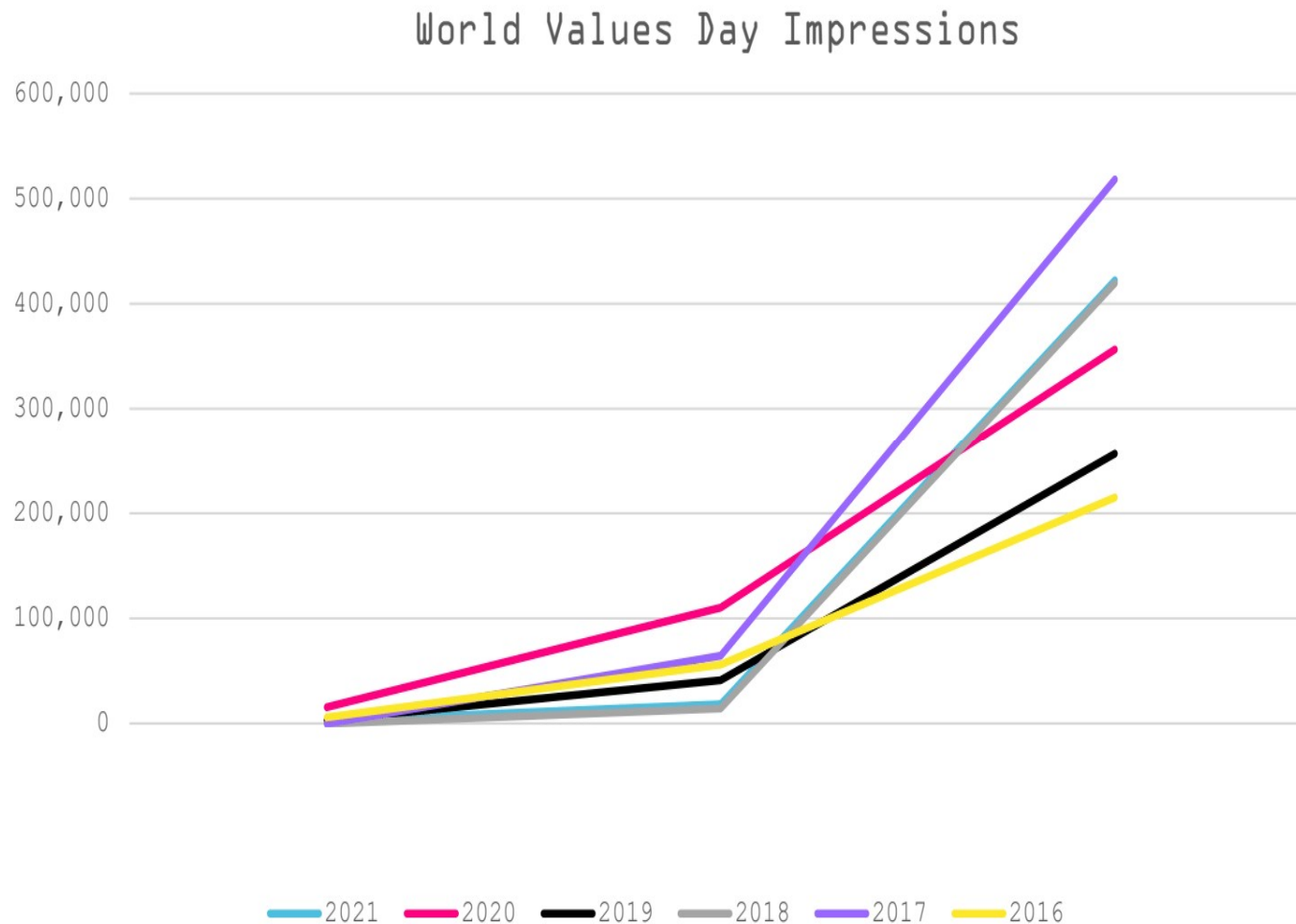
WVD hashtag 'potential reach' on Twitter 2016-2021 (millions)



World Values 2021: social media



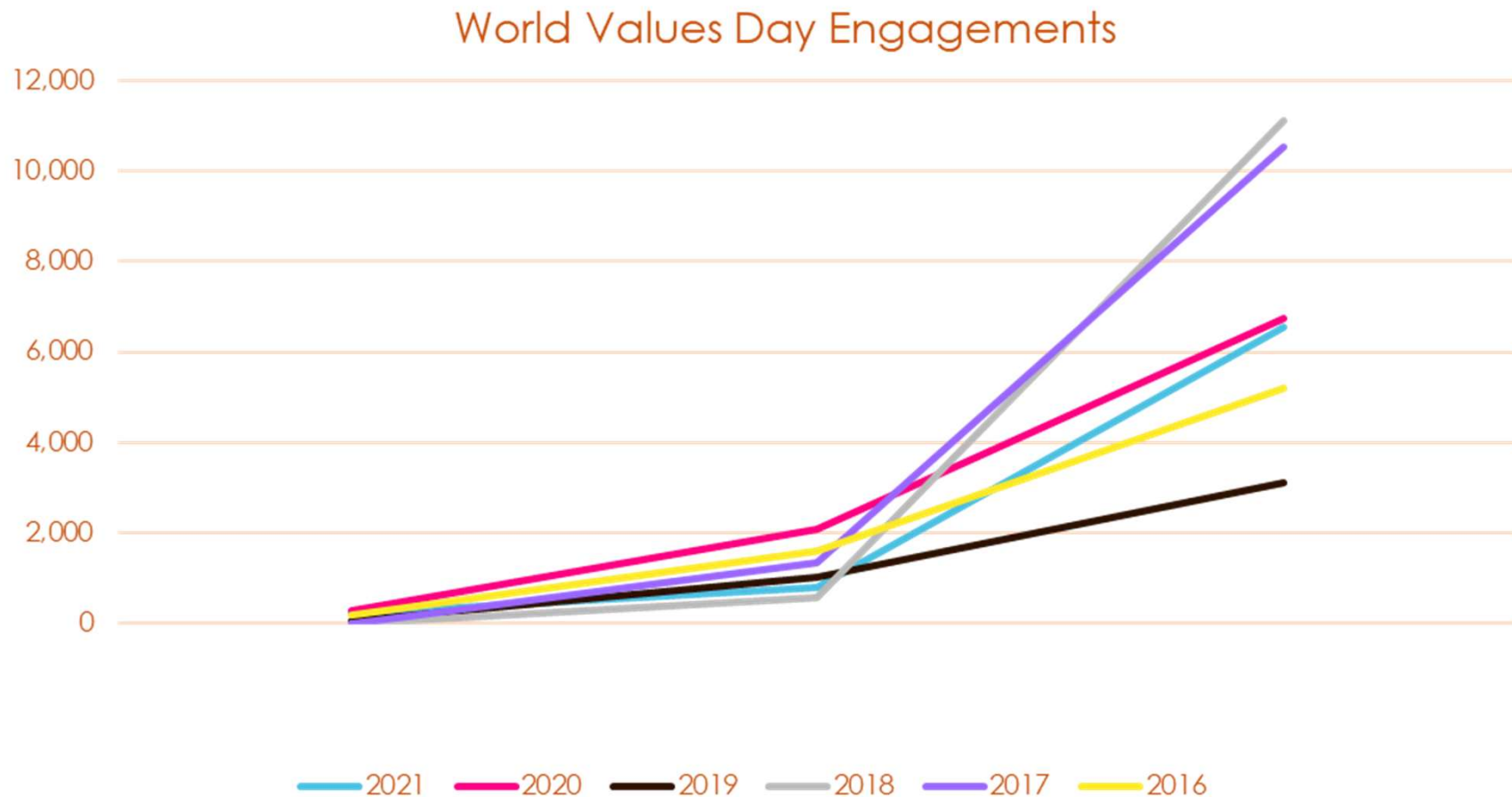
The impressions achieved this year by World Values Day through social media channels provided the third highest total result after 2017 and 2020. It is interesting that the WVD social media account impressions remained very respectable this year, at the same as the overall hashtag reach reduced significantly on Twitter.



World Values 2021: social media



We saw a good number of engagements on content posted by World Values Day accounts this year, only slightly less than in 2020



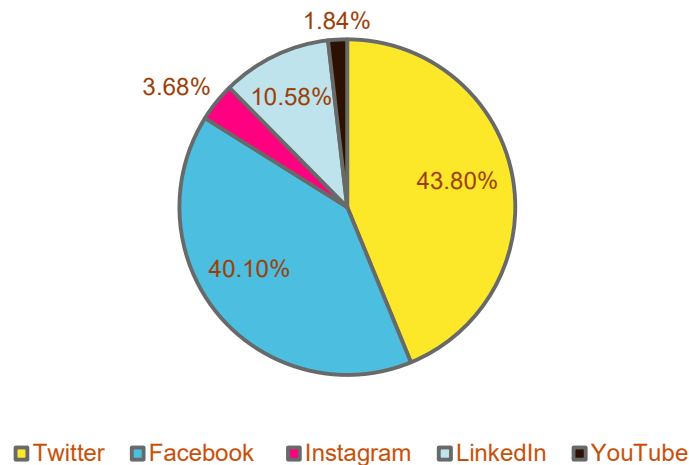
World Values Day 2021: channel balance



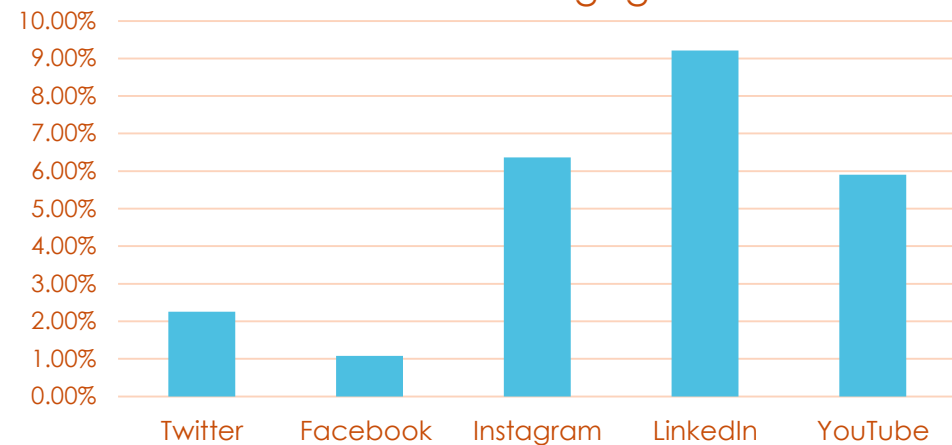
This year the split between channels was similar to last year but with Facebook being slightly surpassed by Twitter in terms of total engagements during the campaign.

Regarding engagement rates on channels, LinkedIn once again provided an outstanding engagement rate, with all other channels performing at, or above industry standard.

World Values Day Social Media Engagements



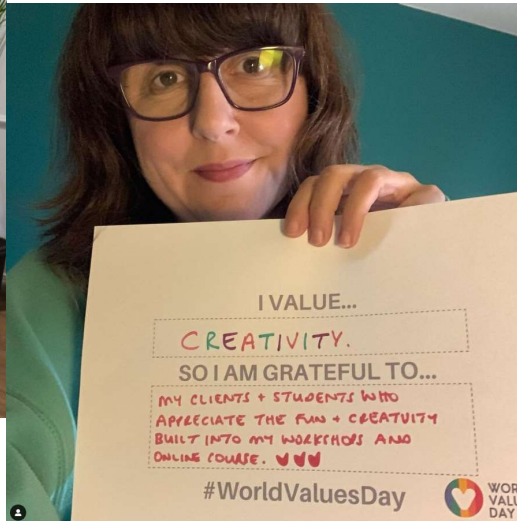
Social Channel Engagement Rate



World Values Day: social media images



Southern Cross Care Western Australia demonstrate their values



Valuing Creativity in London, Ontario



Valuing Teamwork in London, England



Valuing Kindness, Hope and Generosity at HeartMath UK



Soul Sisters value empowering women



Being grateful to Mother Earth at Joy Village in Nigeria



Children from the Prema Dharma Family Home in India

World Values Day: social media images



Honesty and Courage at The Retreat, York



The School for Social Entrepreneurs



Loyalty at Lancot School



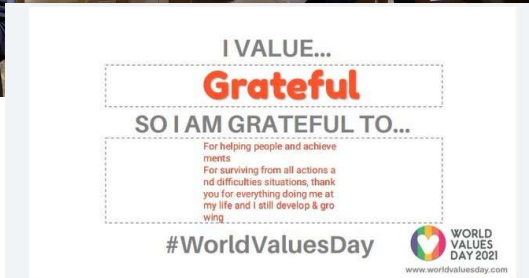
Values Driven - Šašmoninga Lyderystė in Lithuania



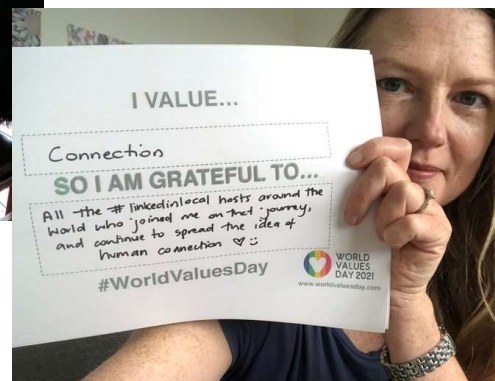
Lindsay West's Valuesjam



San Diego State University



Islam Abu Al Gasim- WVD Ambassador in Sudan



Connection with Anna MacAfee of LinkedIn Local



NHS York and Scarborough Teaching Hospitals

World Values Day: videos, podcasts and the WVD song



Angus James MacDonald on values



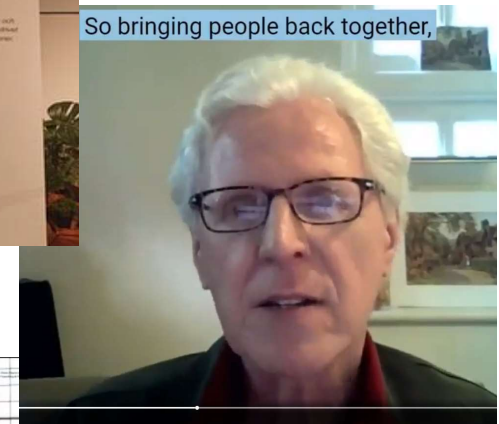
Prof. Mary Gentile interviewed by Michelle St Jane



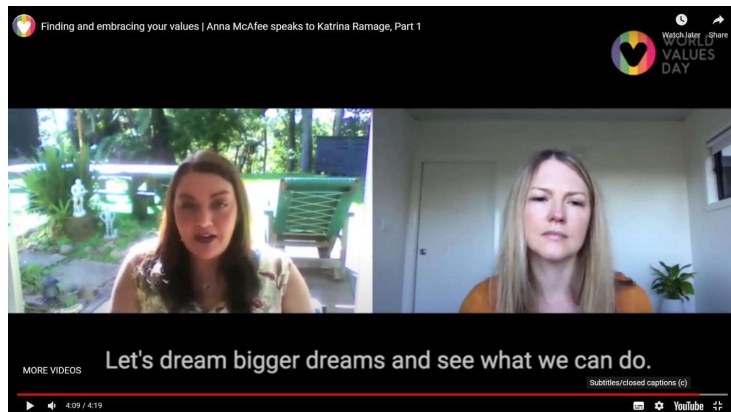
Amy Rowlinson's podcast talks with Brant Manswar, Pip Thomas and Gordon Glenister



Thomas Ekbohm leads singing of his New Reconnecting Song in Stockholm and online



Charles Fowler interviewed by Michelle St Jane



Anna MacAfee interviews Katrina Ramage



Alan Williams and Steve Payne

Valuesthon 2021



UK Values Alliance workshop: Governance - it's not what you do....it's the way that you do it



Wisdom of Hardship event: Achieving Cultures of Peace where all voices matter



MaryBeth Hyland of Sparkvision gets ready to start her workshop

Annette Ebbinghaus gives a Sophrology workshop



Val-Ed Initiatives panel discussion: We VALUE You – recognising the achievement of teachers practising their values in difficult times



Human Values Foundation: Big Stories for Empathy – how can stories about real events help children to reconnect with Self, Others and the World?

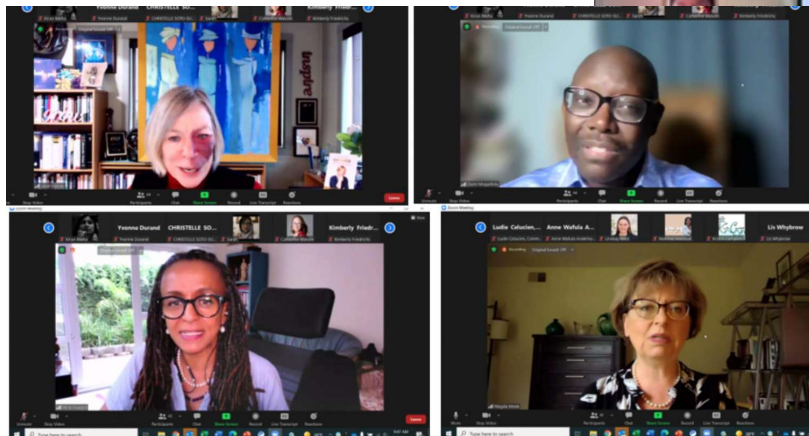
Valuesthon 2021



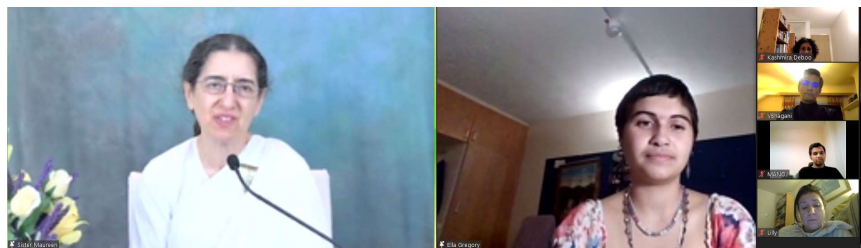
Richard Barrett's seminar: Reconnecting to humanity to launch a new world view



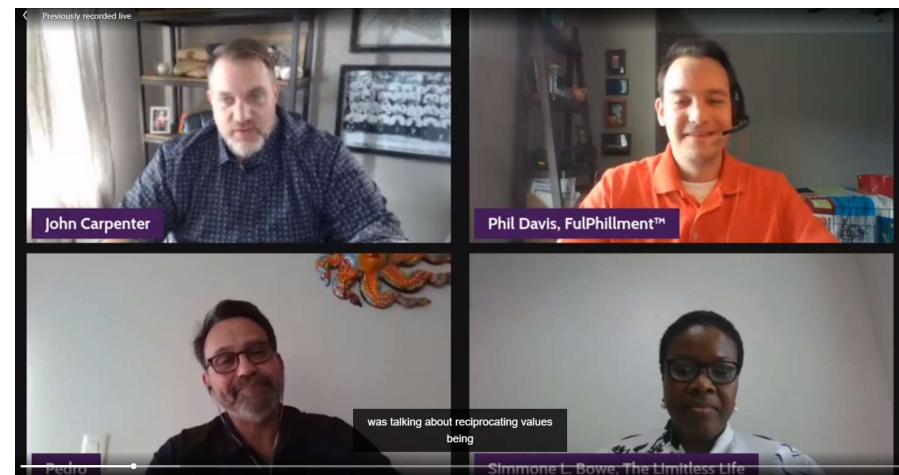
Kevin Monroe and Jenny Haase host 3 Gratitude and Kindness Encounters



International Coaching Federation: The Value of Empowerment



**Brahma Kumaris & UK Values Alliance:
Reconnecting to love – pathway to a better world**



John Carpenter discusses Reciprocating Values on LinkedIn Live

Tauranga Launch event 2021

<https://www.youtube.com/watch?v=DaiUaY7BWIQ&t=159s>

Dawn Launch Event, hosted by Rotary Tauranga

- Rotary Values
 - Indigenous Cultural Values
 - Celebrating Place
-
- Next year: Festival of Values
 - Multiple countries
 - Scone, Scotland
 - Bermuda



VALUE OF VOLUNTEERING



WORLD
VALUES
DAY

 **Altruize**[®]
Tell A Better Story. Live A Better Life.





Value of Volunteering - Review

- Three organizations participated in the Value of Volunteering initiative. They tracked their volunteer hours from October 1-21 and dedicated them to WVD - Value of Volunteering Initiative.
 - The organizations were; The Servant Leadership group of Highland Community College, the Student Council at the Freeport High School, and the Freeport Health Network.
- Total number of hours 217! This is a great start!!

Future Considerations

- Record the hours that the WVD creators (you) donate to make this event possible
- Any other suggestions please contact Nicole: nicoles@letsthive360.com

Reconnect with Nature



Reconnecting With Nature Initiative Review

What Went Well

- ▶ Values in Nature Photo Exhibition Post
- ▶ Influencers reposting images from Exhibition
- ▶ Creation of specific nature-based activities that evoke values

Example Values That Were Realised

Achievement, Adventure, Courage, Environmental Awareness, Freedom, Kindness, Quality Time, Spirituality, Steadfastness

Room For Improvement

- ▶ Obtain regional or country-specific buy in/support
- ▶ Use alternative words (not values) to evoke emotional connection
- ▶ Create or link with existing activities that influencers can participate in during October and on the day itself
- ▶ Hold a nature-based event/activity on the day that gains media support
- ▶ Publish all posts/articles earlier for search engine optimisation
- ▶ Follow up after WVD with those who participated to obtain feedback
- ▶ Work out how to measure success or outcome



Reconnect with Nature



Example Photos From Exhibition



World Values Day 2021



ValuesJam



What is it?

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

Our Purpose

Creating Harmony all over the world

Our Mission

Inspire one million values-led conversations

Our 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



WORLD
VALUES
DAY

30% of profits to support World Values Day initiatives around the world

www.values-jam.com

A NEW WAY TO SHOWCASE POETRY

Schools, community groups and organisations can collaborate on a single platform to create an anthology of poetry.

We bring together different forms of poetry online. All forms, levels of experience and formats are welcome. Everybody can express themselves and join in!



Google Slides
platform

Collaborative
learning

Global
perspective
s



Family

The first people to hold you.
The first people who told you.
I will love you forever,
even in rainy weather.

Family is like a role you were born with.
An oath a swear to love a behold with.
To share and share all the great moments with.
Until you aren't there so make memories you can live with.

Our trust for each other is
unbreakable
Our smiles for each other is
unshakable
And our love for each other
will always be there
Even in the darkest of times.

Some families are like a circle of love and strength
others are made of smiles and styles.
Some members of the family are kind and kindle
Other members of the family are shy and sly.

How cheerfully they
seem to grin
How easily they
Seem to spin
They will love you forever
Even in rainy weather.

URUNGA PUBLIC SCHOOL, NSW AUSTRALIA

Submissions from
Albania, Australia,
Nigeria, Canada, India,
USA, UK
Age range 10 - mid
sixties
Experienced poets and
novices

© Slide by [DW Design](#)



Empty Feeling

Empty, empty are the streets and parks,
Empty are the school chairs in class!
Empty are our homes of friends and
family.

Empty are the shelves in the
supermarket!
Online our work was given to us.
Online is where we see our friends
No cuddles no kisses no high fives.
When will this nightmare end!
Slowly slowly things opened up
Seeing friends in the park
Outside only was the rule
In small groups families times 2!
It's nearly over
Let's get through this together,
Learning to live with this forever!

TH, Age 14, London



DIRT IS GOOD SCHOOLS PROGRAMME

LAUNCH EVENT

Young People from around the UK were invited to the Programme Launch on World Values Day!

Kicked off with a livestreamed video that explored how we can live a life guided by our values.

Young people did an activity to identify their core values and made a pledge to take action on the social and environmental causes they care about!





Smestow Academy
@SmestowSchool

Today students at Smestow Academy, joined thousands of students from around the country for the live launch event of Persil's Dirt is Good Project. The project aims to support students with becoming change makers in their local community.
[#dirtisgoodproject](#) [#togetherforourplanet](#) 🌍



Dirt is Good Project

Over 50,000
young people
participated



11,000 young people
(and counting!)
pledging to take



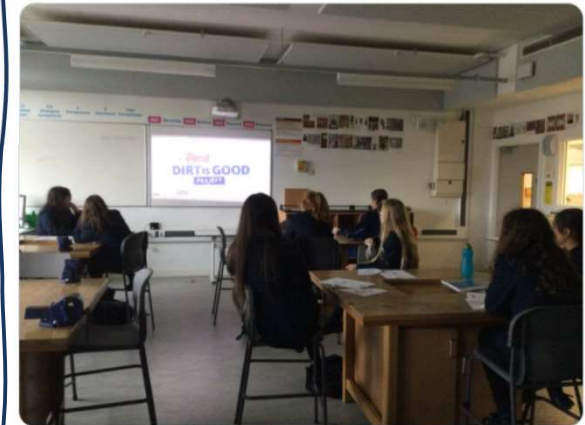
Doccy B 🌱🌱🌱🌱🌱
@merylbatchelder

At [#CorbridgeMiddleSchool](#) we had our first session of the [#DirtIsGood](#) programme from [@FutureFound](#). Great discussion on our own personal & shared values. Community, protecting the planet, being healthy, equity & creativity are common values to many of our pupils 😊



Ben Bishop
@MrBishopGeog

Really pleased that we were able to join the live launch of our [#dirtisgoodproject](#) [@ElthamHill](#) [@EHSEcoTeam](#). Students felt really empowered to know that other students also wanted to make a difference and become [#changemakers](#). Looking forward to developing this further!



625 schools signed
up to the
programme so far!

World Values Day: The New Reconnecting Song



[The new reconnecting song -
YouTube](#)



THANK YOU

NEXT WORLD VALUES DAY IS THURSDAY 20th OCTOBER 2022

#WorldValuesDay

www.worldvaluesday.com

