



# WORLD VALUES DAY 2024 REVIEW

19th November 2024

## World Values Day 2024: Overview



- ❑ This year's “**Bringing Values To Life**” theme was very popular and had a very positive response
- ❑ Our pivot away **from quantity towards quality** on social media has continued to be rewarding with both engagements and engagement rates rising strongly across our channels year on year. Twitter/X continued to dwindle in importance
- ❑ World Values Day kicked off with a special performance by the American “rock star of Yoga” **Krishna Das** of a Prayer of Offering and Recognition of the Oneness of All which was released on YouTube at the beginning of World Values Day

**Krishna Das delivers Prayer of Offering and Recognition of the Oneness of All of Us as sun rises on World Values Day**



# World Values Day 2024: Overview



- ❑ Our first year posting on TikTok went well with 17,000 views of our videos and clips



*Together Values in Dubai*



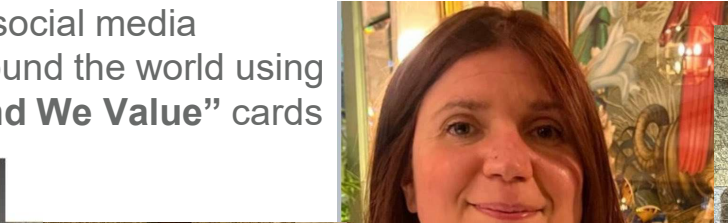
*Rangoli in Mumbai*



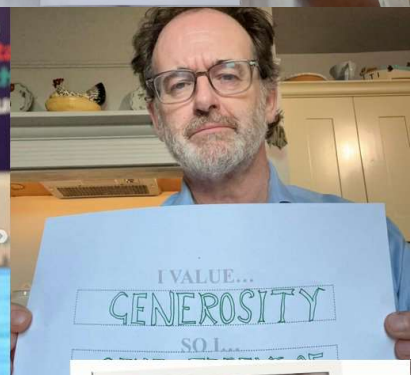
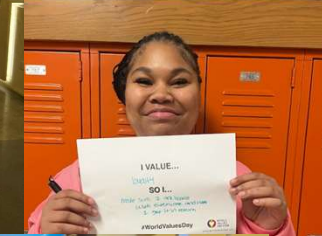
*University of Pretoria students celebrate WVD*

# World Values Day 2024: Overview

- Lots of positive social media engagement around the world using the “I Value” and “We Value” cards



I value .... Peace  
 So I ... *will contribute towards making this world a better place*  
 #WorldValuesDay



# World Values Day 2024: Overview



- ❑ The **Values Challenge** is now in its eighth year – another 56 schools, organisations and community groups signed up for the Challenge from 17 countries around the world
- ❑ As usual many clips and all kinds of creative offerings were posted across our channels – including videos from educator Dr Neil Hawkes, as well as lots of video clips and images from WVD supporters all over the world,



WVD video message from Dr Neil Hawkes founder of Values-based Education



National Geographic Learning



This year's WVD animation



WVD interview on local radio in UK

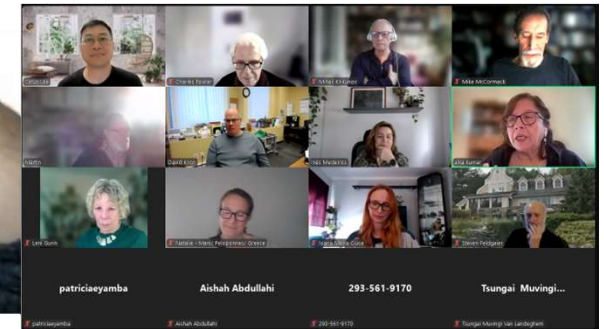


# Valuesthon 2024

- Another good year for the **Valuesthon**: 34 online events with speakers from around the world addressing a wide range of values issues



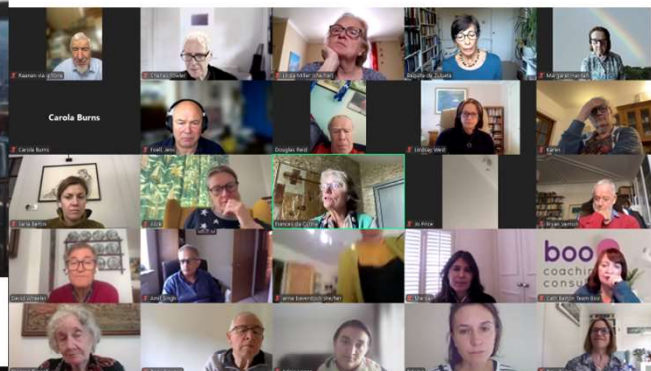
**Andy Agathangelou at Transparency Task Force's Values in Financial Services webinar**



**Wisdom of Hope: Cultivating Inner Peace**



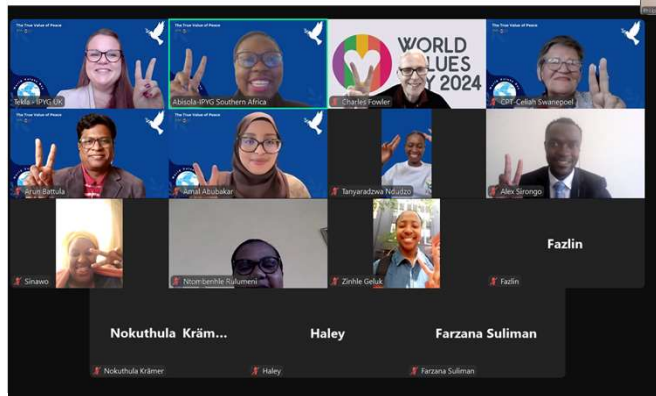
**Dr Renuka Thakore at World Speech Day's Global Citizenship discussion**



**Human Values in Healthcare Forum's Generosity - A Key Value in Healthcare**



**Shift Up's Activate Your Values workshop**



**International Peace Youth Group webinar**



**UK Values Alliance's Democratisation of Public Life workshop**

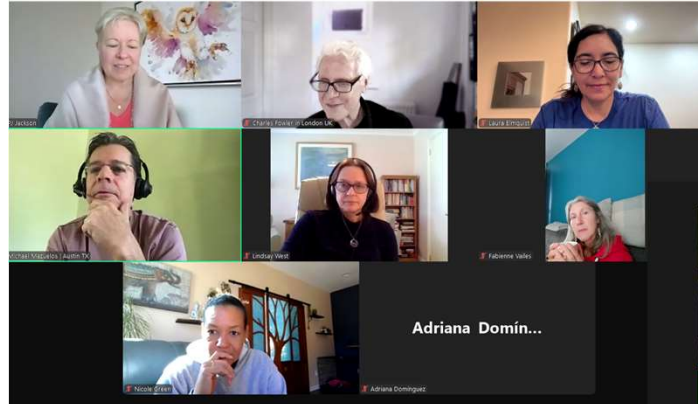


**Prof. Paul Gilbert at Global Compassion Coalition's How Do We Get the Leaders We Want?**

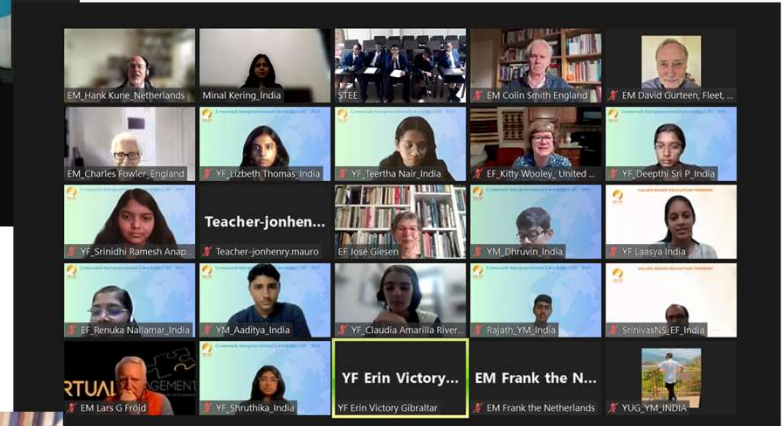
# Valuesthon 2024



- ❑ **PJ Jackson** delivered three workshops linked to a clarifying your values survey.
- ❑ Two sessions of **Crossroads Cafés** for Intergenerational Dialogue. Planning to follow this up through 2025.
- ❑ **Rhonda Bowen** delivered six workshops exploring Values and AI. Looking to follow this up through 2025. More later.
- ❑ **International Sophrology Federation** facilitated seven Mind Body Practice sessions including Liz Murphy's on the far right



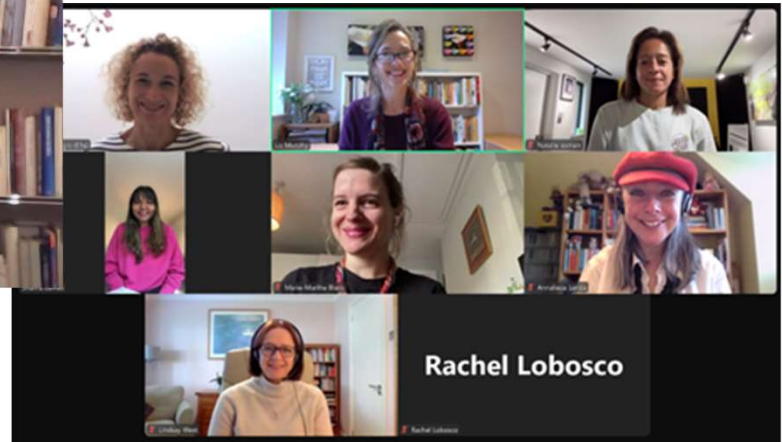
*One of PJ Jackson's workshops*



*Crossroads Café Intergenerational Dialogues*



*Rhonda Bowen on Values and AI*



*Liz Murphy's Sophrology Mind Body Practice*

# Values Clarity Quiz Data: Live September 18<sup>th</sup> - Present



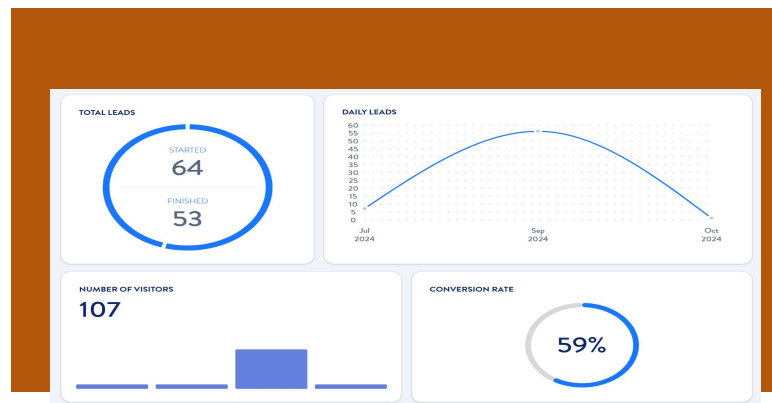
According to data from various sources a **“good conversion rate”** for taking a quiz is generally considered to be between **10% and 25%**; with top performing quizzes achieving conversion rate as high as 30% or more depending on the industry and the optimization level of the quiz itself.

**Quizzes with significant higher conversion rate are usually due to their engaging nature.**

**16 Different Countries;** United Kingdom (19), United States (18), Australia (5), Canada (5), India (4), Albania (3), Lithuania (3), Columbia, Ethiopia, Kenya, Puerto Rico, Saudia Arabia, South Africa, Sweden, Switzerland, United Arbi Emirates

**3 Different Platforms;** LinkedIn (61), Values Challenge (3), World Values Day Newsletter (1)

**Lesson Learned:** We have a good tool, need to get it out to more people through multiple platforms.



Watch PJ Jackson talking about the Values Clarity Quiz and its findings in [this short video](#)

If you haven't already taken the quiz, please take the opportunity to [clarify your values here](#)



## Values Clarity Conversation



PJ Jackson reports:

“During World Values Day I had the opportunity to meet amazing new people from all around the globe! We talked about how we can bring our values to life through the Values Clarity quiz.

💜 We had conversations about how we align with our own generation, how we aligned with other generations and how we align with different cultures around the world.

💖 The amazing part was the addition of how we aligned with our own personal energy values and how we can keep values top of mind as we move forward!

The biggest takeaways were:

💖 Values evolve over time and our values cause us to be curious.

💖 Our children experience our values, so be careful what you do and the values that you display.

💛 Understanding our values cause us to want to travel more to different cultures and learn about the values we align with.

💚 It's important that our values are integrated into our family life.

💙 The bottom line is our values are how we show up every day!”

# Crossroads Café Intergenerational Dialogues



- ❑ Two online Crossroads Cafes were hosted by Hank Kune, Minal Kering and Charles Fowler, one on WVD itself and one a week later
- ❑ Aiming to stimulate values-based conversations between 2 generations who often lack a public voice – teenagers and ‘elders’ over 60
- ❑ Elders from 13 countries and 50+ Youngers from India, Nigeria and Gibraltar

“Today’s Café session was an enriching experience, creating a great space for meaningful conversations and thoughtful exchanges. The group dynamic was engaging and inclusive, encouraging everyone to share their insights. The discussions were well-structured, with a smooth flow of ideas and viewpoints. I truly appreciated the variety and depth of topics covered, and I look forward to more sessions that continue to inspire and challenge me.”

“It was really an honour , pleasure and an excellent opportunity to be a part of today's session. I was really glad to be able to connect to our peers and elders from all around the globe. We had a fantastic time sharing our experiences, perspectives and thoughts. It was once in a lifetime experience.”

“Thank you so much for the wonderful opportunity to interact with people from all over the world.”



## Values+AI = Impact



Following her successful 6 sessions on **Values and AI** for Valuesthon 2024, Rhonda Bowen proposes a new series of monthly sessions exploring this subject in more detail during the coming months:

- ❑ **“Values+AI=Impact“** are interactive events exploring the intersection of values and artificial intelligence to create positive, values-driven impact. Participants are encouraged to engage actively with AI tools while reflecting on the ethical and values-based implications of their use.
- ❑ **Session format:** each session will feature a randomly selected AI tool from a curated list. There will be a brief introduction to the tool, explaining its functionality and potential applications. Participants are then invited to share the values they associate with the tool and discuss how they believe it could contribute to meaningful impact. This approach fosters a dynamic and inclusive environment, encouraging lively discussions rather than starting solely with abstract values.
- ❑ **Schedule:** the series will kick off on Wednesday 11<sup>th</sup> December and thereafter on the second Wednesday of each month.
- ❑ **Recording and Sharing:** sessions will be recorded to serve as a valuable resource for those interested in the evolving conversation around AI and values. Recordings will be available online.
- ❑ **If you are interested** in taking part, please tell Rhonda at [rlb@bowen-crossculture.com](mailto:rlb@bowen-crossculture.com) or the WVD Team at [info@worldvaluesday.com](mailto:info@worldvaluesday.com)

# World Values Day: Values20 Summit in Brazil



- ❑ During the year WVD successfully collaborated with V20 engagement group for the 5<sup>th</sup> successive year
- ❑ V20 Brazil Summit took place on Thursday and Friday last week (14<sup>th</sup> and 15<sup>th</sup> November) in Rio de Janeiro, chaired by Ines Medeiros of Values Move.
- ❑ V20 Communique contains substantial input from a number of WVD-related delegates: [v20-comunique-eng-full.pdf](#)



# World Values Day 2024: Corporate Engagement



- ❑ Multinational and national corporations continued to support WVD including **PwC, Ricoh, State Street, Wolters Kluwer, Agthia Group, Nutreco, SoftServe** and many more



**Gt7 in Sao Paolo, Brazil**



**Ricoh, UK**



**Bulgarian Association of Management Consultants hosted by Teva Pharmaceuticals**



**Credo Bank, Georgia**



**International Facilities Services, South Africa**



**Natek, Poland**



**Joint Operations, UK medical equipment**

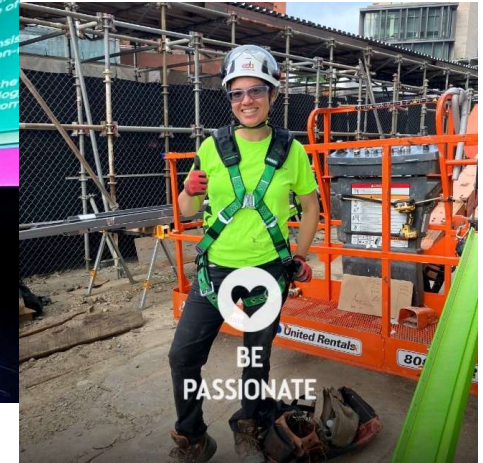
# World Values Day 2024: Corporate Engagement



**Kansai Helios Group celebrated their values across Europe and Asia**



**Cinepolis India launched its Guardian of Values program on WVD**



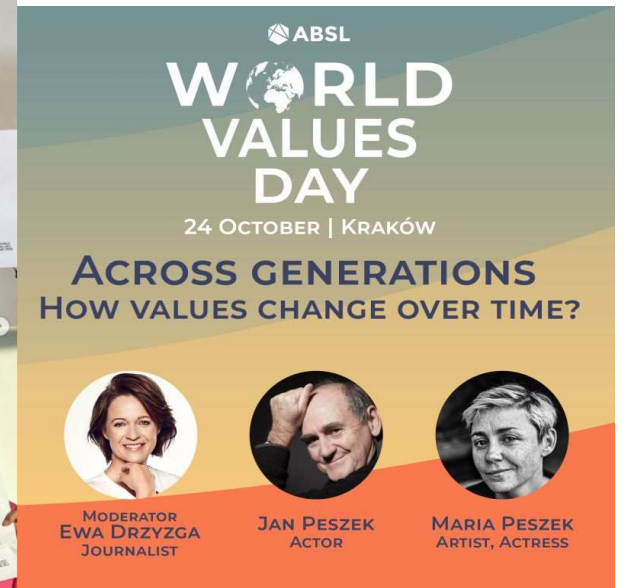
**EDA Contractors Inc, USA**



**Aspire Defence Services, UK**



**Together Group, Dubai**



**ABSL Poland event partnering with Universal Investment, Soft Serve and State Street**

# World Values Day 2024: Corporate Engagement



- ❑ **Wolters Kluwer** celebrated 12 months of their Walk the Talk global volunteer program. Over the year more than 500 colleagues dedicated 2000+ hours to over 35 projects, truly living their purpose and making a meaningful impact in their communities.



500+ Participants



# World Values Day 2024: Corporate Engagement



- ❑ **Agthia Group** celebrated WVD with a “Big Picture” event for 1200 delegates across Dubai, Abu Dhabi, Saudi Arabia, Turkey, Oman, Kuwait, Jordan, and Egypt, who came together to create a giant painting embodying Agthia’s company values.

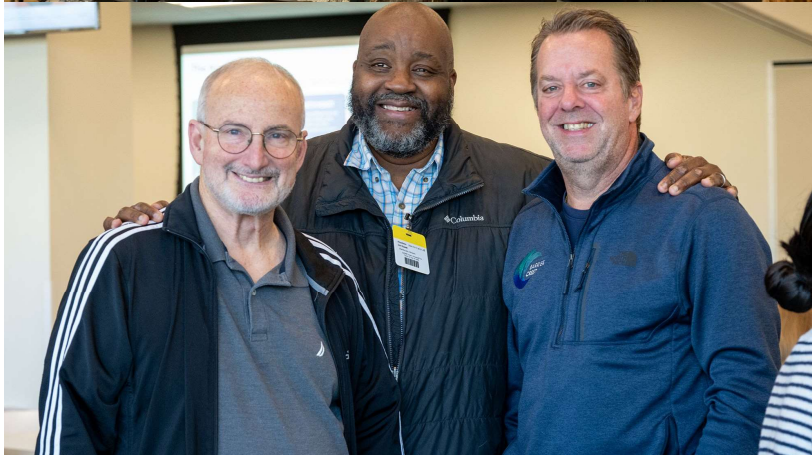




# World Values Day 2024: Corporate Engagement



- ❑ **Anywhere Real Estate** invited employees to celebrate its recently launched values, in person in the USA and virtually around the world. The three in-person sessions included a values-themed employee scavenger hunt, a workshop to accelerate Generative AI adoption through hands-on exploration, and a session packing survival kits while learning about homelessness.



# World Values Day 2024: Communities & Networks



- Community groups, charities/NGOs, central and local governments and all kinds of networks once again took part in WVD
- Suriname:** Wi Tru Sranan Foundation organized a range of activities around WVD, including a dialogue session on core values with the 8 main political parties, a corporate values virtual exhibition involving 35 of the country’s leading organisations, a values drawing competition for youth, a movie night in collaboration with the American Embassy, and TV coverage.



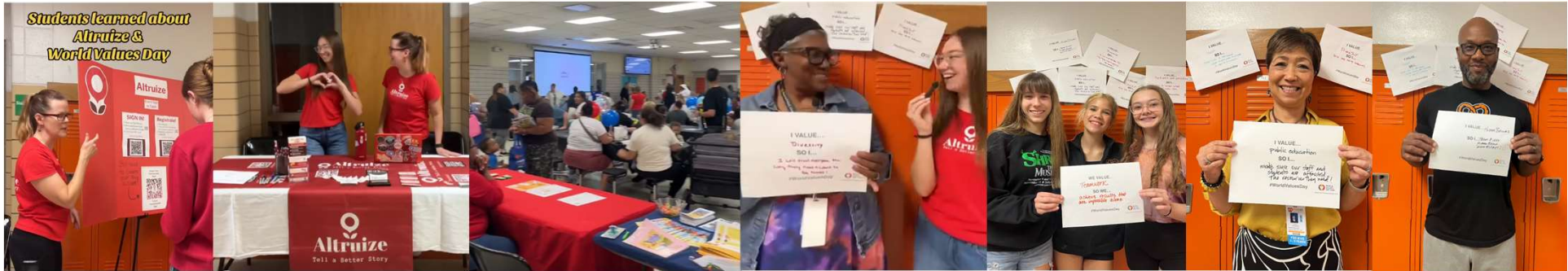
- G100 Values & Volunteerism Wing** partnered with us for their online global summit a week before WVD, featuring 42 speakers from 20 countries including a number introduced by WVD.



# World Values Day 2024: Communities & Networks



- ❑ **Altruize** tabled at a community resource fair for students and adults in Freeport Illinois to promote WVD and volunteering. They helped high school students log volunteer hours for school organization credits, and interviewed community members and school district staff to hear about their values.



- ❑ **Kasih Balik** volunteers in Indonesia went on a values walk and distributed nutritious food to those in need



- ❑ **Whitehorse City Council** in Victoria, Australia brought their values to life serving their community, and recognized exceptional contributions with their new **Values in Action Awards**



# World Values Day 2024: Communities & Networks



**Talk Listen Change' Manchester UK**



**Fire Fighters Charity: the value of Kindness**



**Transform Trust**



**Catenian Association**



**Zen Fundraisers**



**Columba 1400**



**Refugee Support Services, N Carolina**



**Chicago Global Shapers**



**Al-Muwaddah Association for Family Development, Saudia Arabia**

# World Values Day 2024: Communities & Networks



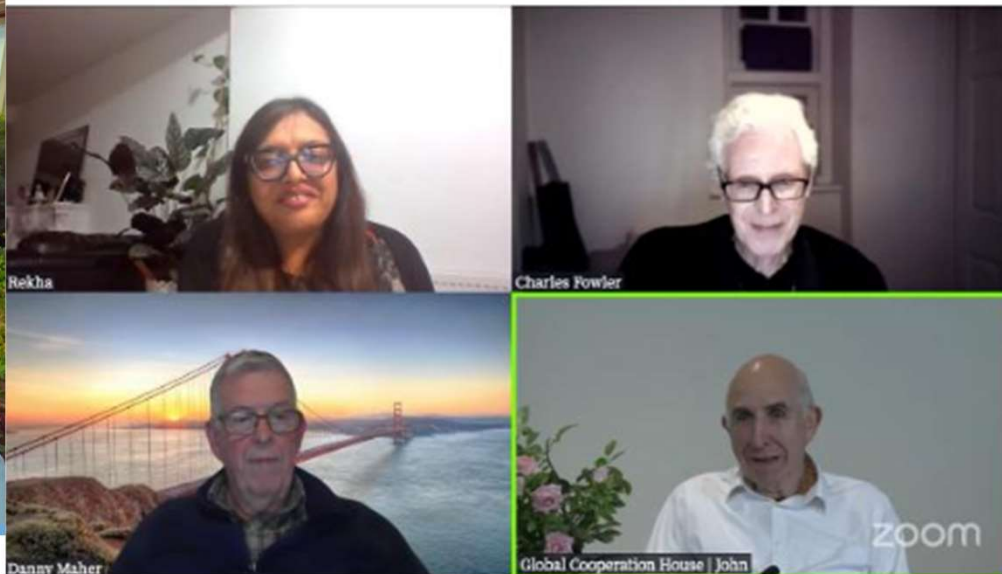
**Wiltshire Community Foundation**



*Preparing for a values walk through Ghent*



*Tarjimy launched their #LendYourLanguage campaign in honor of WVD*



*Brahma Kumaris' Creating Happiness at Work livestreamed webinar*

Following these workshops where we used storytelling as an approach, we consolidated our findings, working through more than 300 words. From here we discovered the 100 most used words which were then ranked to identify our top 10 and drafted our first set of definitions.

**Word cloud:** empower, team, fun, ambition, family, happy, community, together, listen, dream, goal, belonging, role, support, new, progress, independent, encourage, challenge, problem, bonding, amazing, solving, import, emotional, positive, warm, self, enjoy, acceptance, respect, recognition, related, model, proud, group, achievement, inclusion, one, sharing.

**Lord's Taverners (developing young people through cricket) develop a new set of values**

Hosted by **IPYG** INTERNATIONAL PEACE YOUTH GROUP and **WORLD VALUES DAY**

## The True Value of Peace

Join us for an interactive international webinar to learn more about the importance of the value of peace

Saturday, 19th October 2024 - Zoom

10:00am (UK), 11:00am (SA), 9:00pm (KR)

Save your seat by registering for free

**International Peace Youth Group collaborated on two events for WVD**

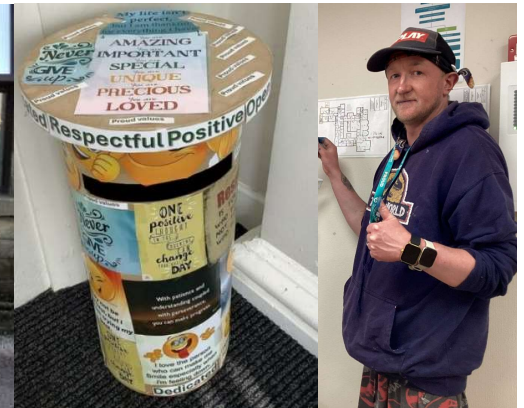
# World Values Day 2024: Health & Social Care



**Nottingham University Hospital launched their Values in Practice awards on WVD**



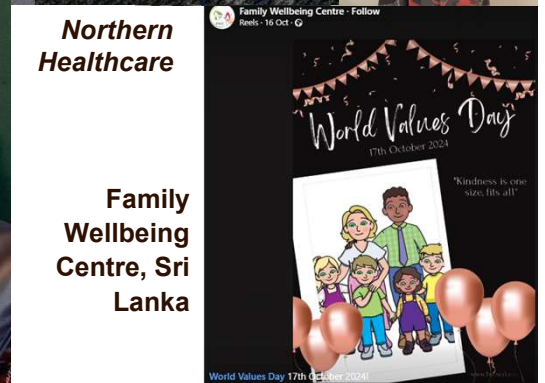
**Vida Healthcare**



**Hope Support Group**



**Lime Tree House Care**



**Bon Accord Care, Scotland**

# World Values Day 2024: Schools and Education



- ❑ Schools and educational establishments of all kinds took part in WVD from all around the world



*Al Kkhor International School, Qatar*



*Basil Woods Nature School, Bengaluru*



*St Mary's Music School, Scotland*



*Veranda International School, Chennai*



*Dipak Fakey at Sankey Valley St James CEPS*



*Holy Family School UK*



*Brook House School, Nigeria*



*Cleeve Park School, UK*

# World Values Day 2024: Schools and Education



**Samsidh School, Narsapuram, performing WVD sketch**



**Kerridale Prep School, Port Harcourt, Nigeria**



**Human Values Foundation's The Big Think Valuesthon workshop**



News for Royton  
2d · 🌐

👍 Royton North Councillors Christine Adams and Dave Arnott would like to thank Year 6 from St Paul's CE Primary School for the poem and picture to celebrate World Values Day that was delivered to homes around the school on Friday.



**Pupils at St Pauls CE Primary wrote and delivered poems to 120 local community residents**



**Prior Park School, Gibraltar, took part in Crossroads Café intergenerational discussion**



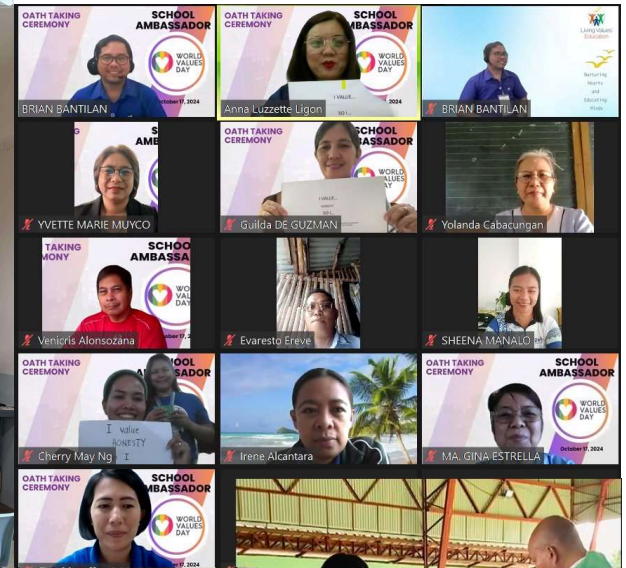
**Vamsi Krishna Noble EM High School, Andhra Pradesh**



# WVD 2024: Philippines Schools Initiative



- ❑ Inspired by WVD Country Ambassador Brian Bantilan, 85 motivated and inspired new WVD Schools Ambassadors were recruited from schools all over the Philippines, and were formally registered at the WVD School Ambassador Induction Ceremony on 17<sup>th</sup> October



**Grace Mission College**



**Mena G Valencia Middle School**

# WVD 2024: Meritton School, Thailand



- Meritton British International School, Thailand, involved pupils of all ages and their families in a day of celebrating and practicing values through stories, discussions, projects and other activities



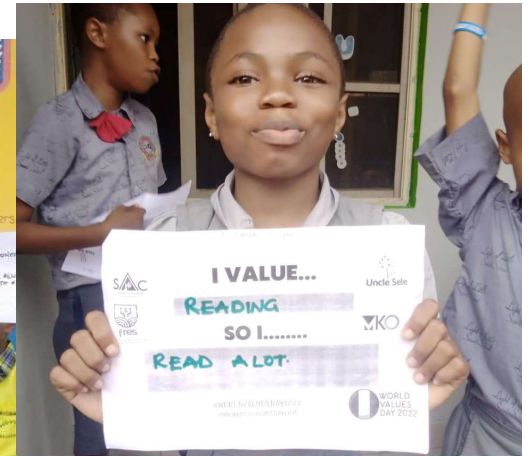
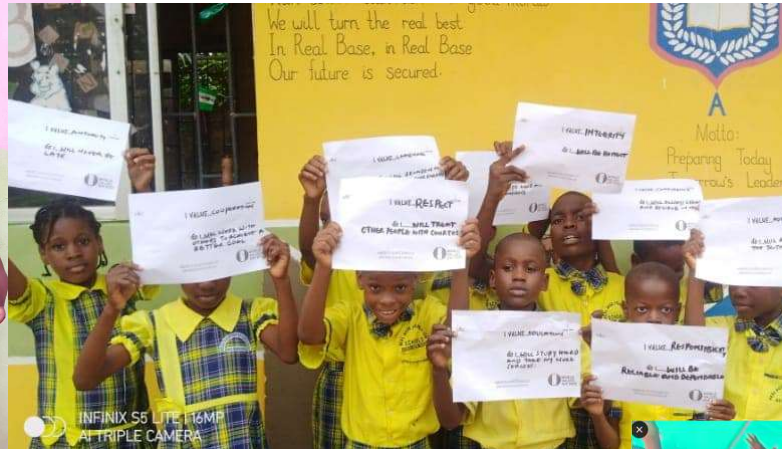
# WVD 2024: Nigeria Schools Campaign



- Uncle Sele and Izehi Anuge organised a series of events including the Shape A Child value-based Jigsaw Puzzle Competition involving 36 primary schools in Lagos, opened by the Director General of the National Orientation Agency.



# WVD 2024: Nigeria Schools Campaign



theuncleslele @

Happy World Values Day from Nigeria! As a nation, we strive to promote values that shape our daily lives and build a brighter future

# World Values Day 2024: Joy Village Walk for Values

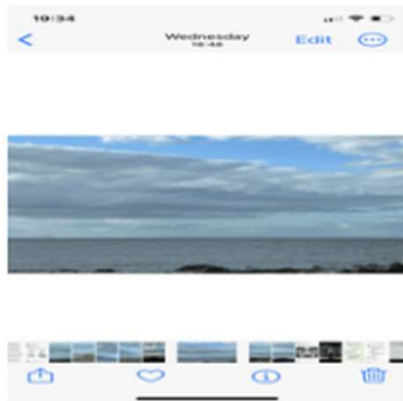


# World Values Day 2024: Global Poetry Showcase

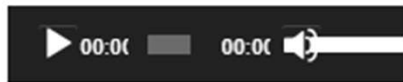


## Global Poetry Showcase

Gratitude



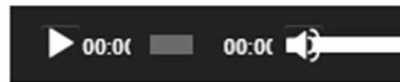
by Rozana A Huq



Don't Turn Away



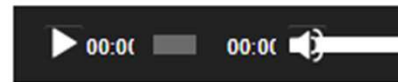
by Shahmeen Aruna Sadiq



Walking the Talk



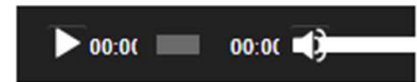
by Paul O'Donnell



Lessons in Living



by Mani Padisetti



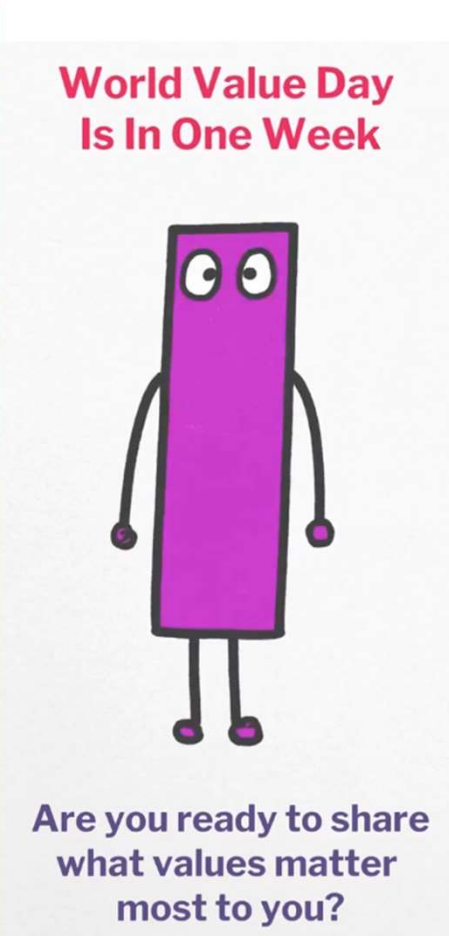
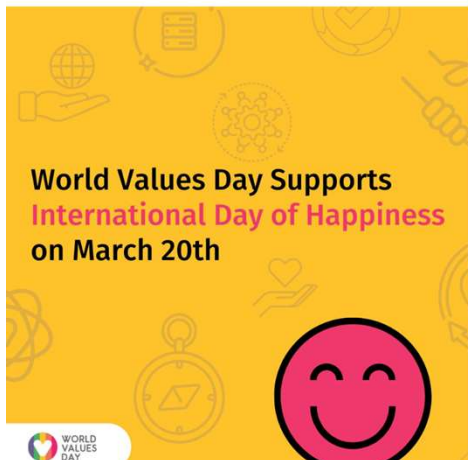
Please read and hear this year's selected poems at: [Global Poetry Showcase 2024 | Global Values Alliance](#)

# World Values Day 2024: social media campaign



In the run up to WVD we....

- ❑ strengthened connections to supportive networks such as International Day of Happiness, World Speech Day and World Kindness Day
- ❑ spotlighted some interesting aspects of previous year's campaign
- ❑ drew attention to key elements of current year's campaign, including our 'big ask'



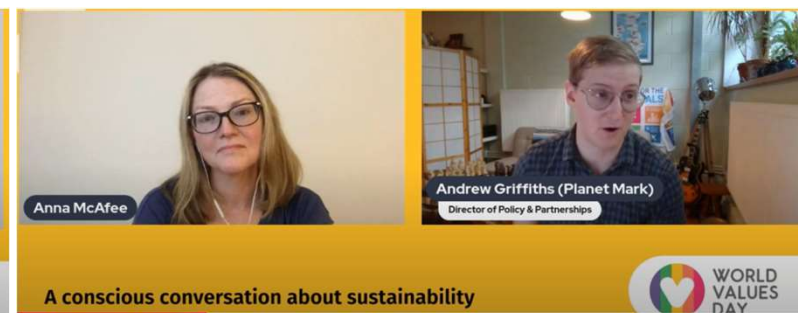
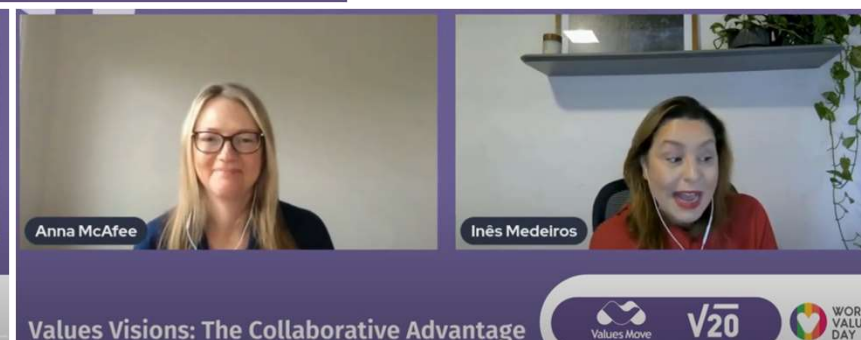
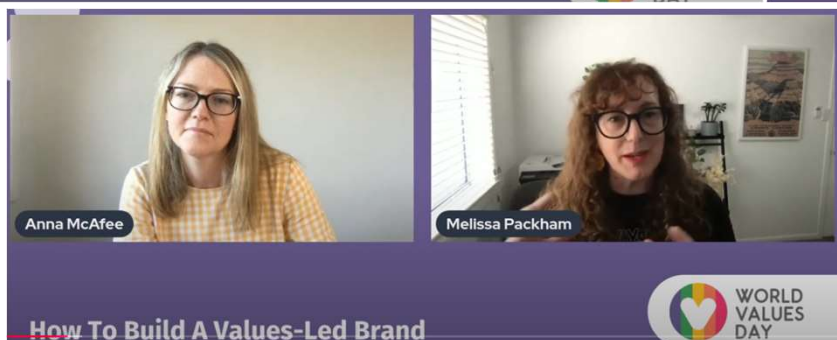
# World Values Day 2023: social media campaign



- ❑ Anna McAfee 's World Values Day Conversations series continued with more powerful interviews – see these and more on our [YouTube page](#)
- ❑ “Don’t Be Like Richard” took another bow



*Don't Be Like Richard enjoyed a revival*





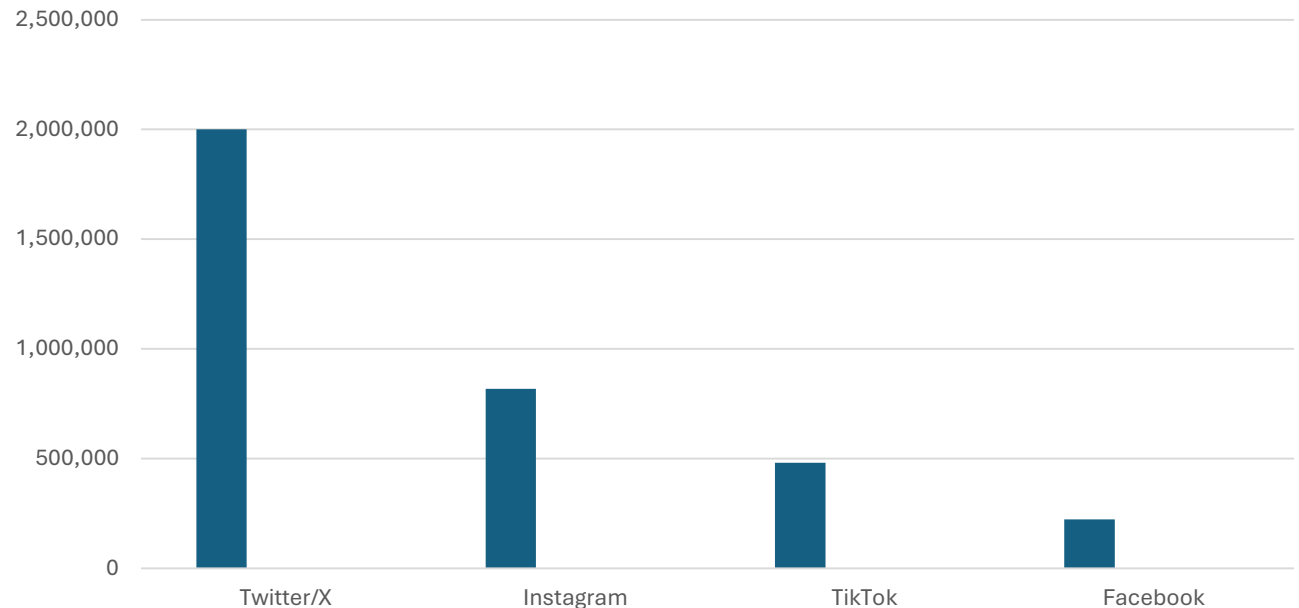
# World Values Day 2024: social media data



## Overall Reach and Interactions

Reach by platform October 2024

- **Overall potential hashtag reach** for *#WorldValuesDay* was 4.4 million in October, slightly lower than last year, with Twitter/X continuing to fade
- **Interactions**, however, rose very strongly – there were 24k interactions in October compared to 13k last year

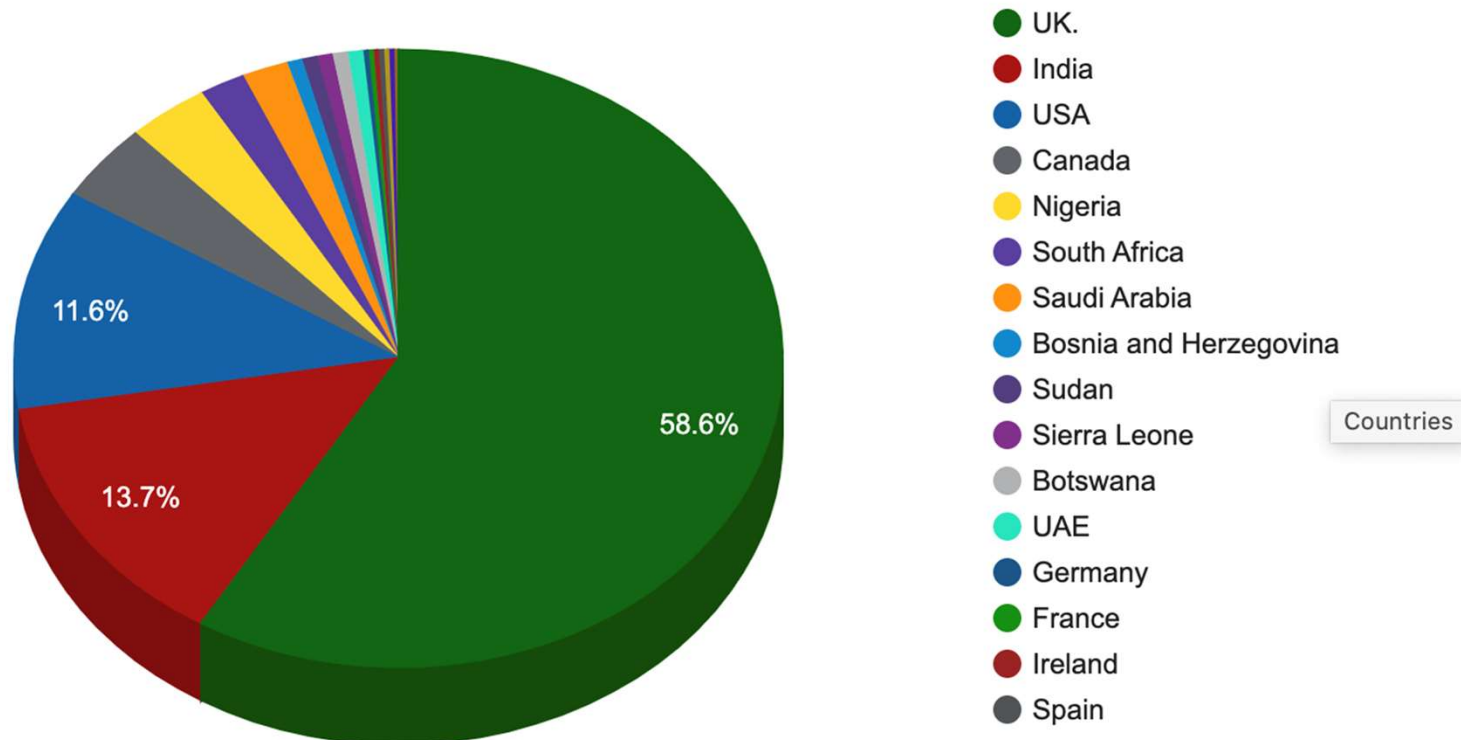


Note: comparable data for LinkedIn reach not available

# World Values Day 2024: social media data



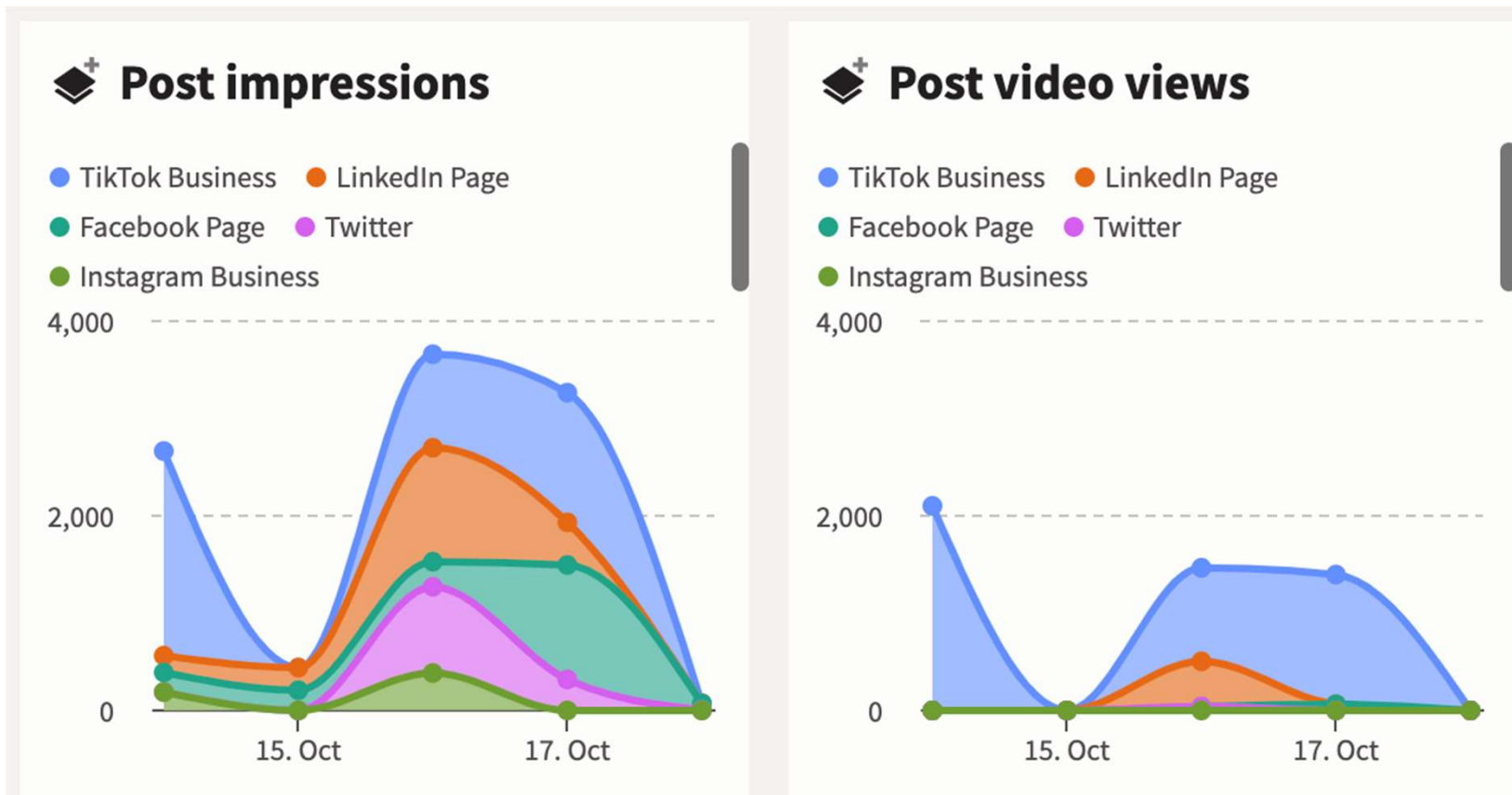
## Reach by country



# World Values Day 2024: social media data



**WVD's own posts:** 700,000 impressions across all channels, with 20,000 video views – 17,000 of these on TikTok. YouTube views are now beginning to trend more strongly albeit from a low base

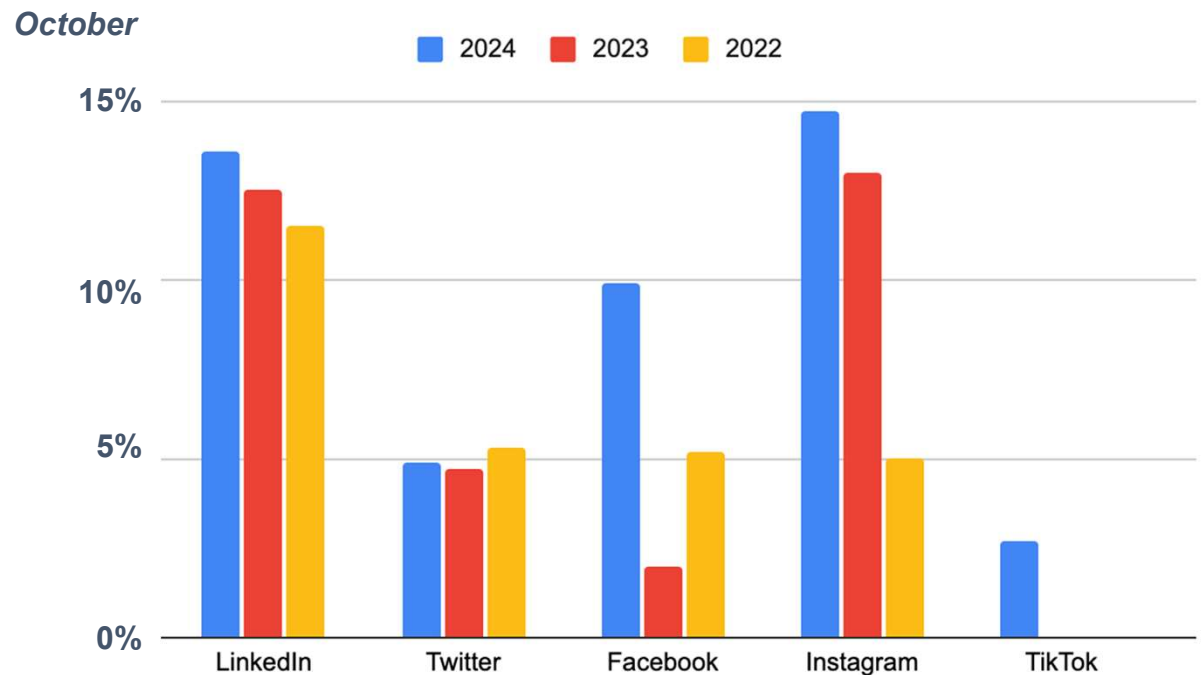


# World Values Day 2024: social media data



## Engagement rates for WVD own posts

- Engagement rates on our own posts increased year on year on all channels
- Average engagement rate was 9.2%
- Instagram(15%) and LinkedIn (14%) had the highest engagement rates.

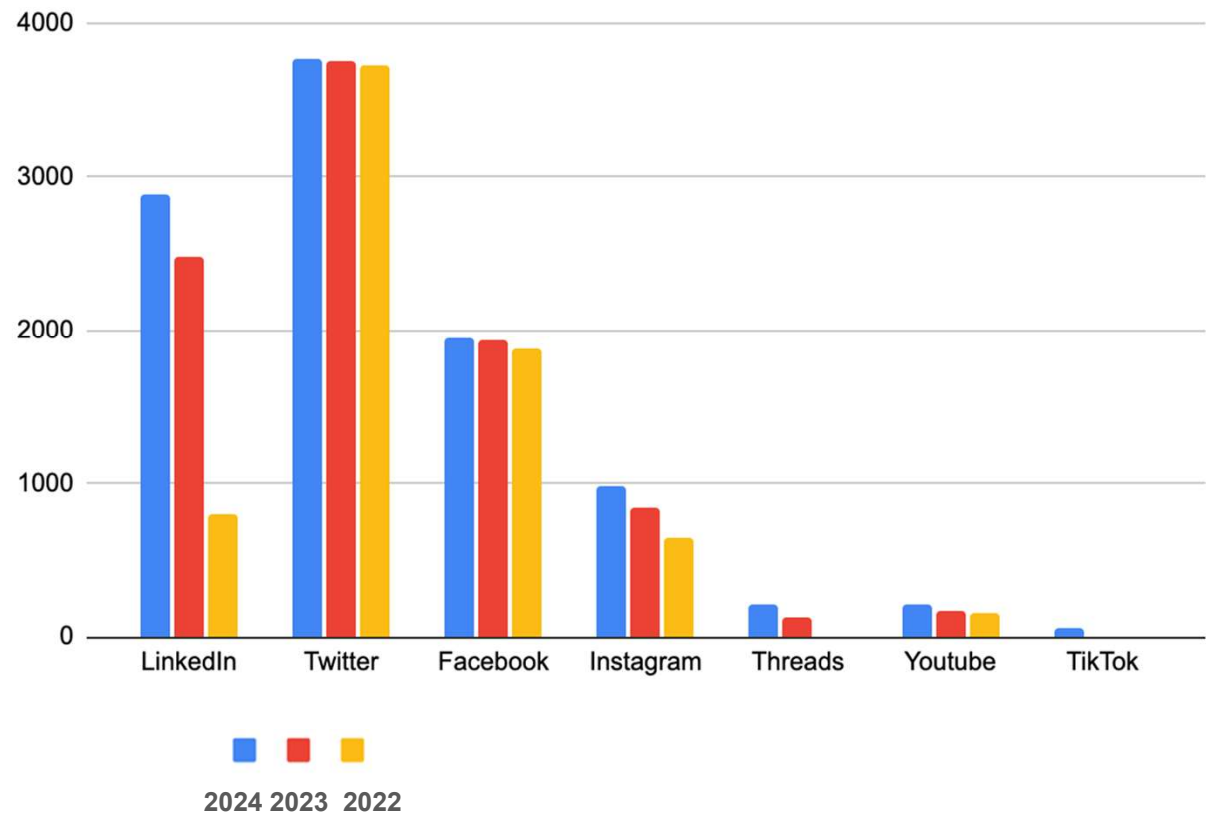


# World Values Day 2024: social media data



## Followers

- Followers increased on all our social media channels, with LinkedIn again seeing the biggest increase
- LinkedIn newsletter subscribers rose from 684 to 1,054 during the year)





THANK YOU

**NEXT WORLD VALUES DAY IS THURSDAY 16<sup>th</sup> OCTOBER 2025**

#WorldValuesDay

[www.worldvaluesday.com](http://www.worldvaluesday.com)

