



NOVEMBER

13

WORLD
KINDNESS
DAY

Celebrating World Kindness Day 2021



ABOUT WORLD KINDNESS DAY

World Kindness Day is internationally observed on 13 November of each year. It was introduced in 1998 by the World Kindness Movement, then a coalition of national NGOs with a primary focus on kindness.

World Kindness Day is to highlight good deeds in the community focusing on the positive power and the common thread of kindness that binds us.



WHY KINDNESS?

In recent years, social scientists have built a case for 'survival of the kindest', wherein it has been suggested that humans are successful as a species precisely because of our nurturing, cooperative, altruistic, and compassionate traits (O. Judson, 2007. Goetz, Jennifer L et al. 2010. Barber. N, 2004).

It is this trait of kindness—and our inherent capacity to cooperate—that we think could be harnessed, mainstreamed, and celebrated as the unifying force to accomplish our goals of social, environmental, and economic equality and sustainability—as encapsulated in the SDGs

Information Deck | World Kindness Day 2021 | World Kindness Hour



HOW TO CELEBRATE KINDNESS?

Kindnesses can take the simplest of forms, and something which we may be doing on a daily basis - making a homemade meal for a loved one, complimenting a stranger, practicing self-kindness by taking some time for ourselves during yoga or a hot bath, being kind to nature by planting gardens, picking up garbage, or taking a nature walk.



WHAT IS THE WORLD KINDNESS HOUR CAMPAIGN?

This World Kindness Day - take an hour to turn off our devices in favor of connection, reflection, and volunteer time to help a local community or bring joy to a person(s) including yourself.

TAKE THIS TIME TO BE KIND TO SELF, ENVIRONMENT & COMMUNITY



Information Deck | World Kindness Day 2021 | World Kindness Hour



4
5

WHAT YOU CAN DO?

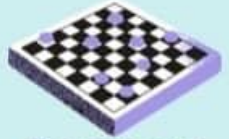
FOR FAMILIES, FRIENDS & LOVED ONES



Plan a picnic or barbeque with your loved ones



Go camping



Play a board game together



Organize a scavenger hunt



Watch a sunset with your loved ones



Cook a meal together

Information Deck | World Kindness Day 2021 | World Kindness Hour

7

WHAT YOU CAN DO?

FOR INDIVIDUALS



Go for a stroll around your house



Visit a museum or a local book store



Paint something!



Bake something for your loved one



Walk your neighbor's dog



Watch the night sky for some constellations



6

Information Deck | World Kindness Day 2021 | World Kindness Hour

WHAT YOU CAN DO?

FOR GROUPS & ORGANISATIONS



Organise a tree plantation drive



Organise a short trek/hike



Organise a public space cleanup drive



Organize a scavenger hunt



Host a small-business pop up event



Plan a Charity Team Building Activity



7

Information Deck | World Kindness Day 2021 | World Kindness Hour

8

STEPS TO PARTICIPATE

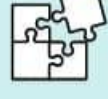
FOR INDIVIDUALS

01 Choose an act of kindness that you will take part in during the #worldkindnesshour.



You can choose an activity from the list on our Facebook group or reach out to us.

02 Join our Facebook group and take the pledge to celebrate the hour!



Join now:
<https://www.facebook.com/groups/623746268803868/>

03 Share your experience on the Facebook group via a post.



You can share a video/text/picture-based experience on the Facebook group. Use these:
#theworldkindnessmovement, #worldkindnesshour

04 Receive a certificate of participation from our team.



You must share your experience on the Facebook group to get a certificate of participation.



STEPS TO PARTICIPATE

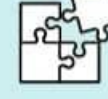
FOR GROUPS & ORGANISATIONS

01 Choose an act of kindness that you will take part in during the #worldkindnesshour.



You can choose an activity from the list on our Facebook group or reach out to us.

02 Join our Facebook group and take the pledge to celebrate the hour!



Join now:
<https://www.facebook.com/groups/623746268803868/>

03 Organize an offline local event based on any suggested kindness activity



Please follow all COVID-19 guidelines given by your country if event is being organised and only do so keeping in mind everyone's safety.

04 Share the event details on our Facebook group



This will help market your event on a global platform, spread awareness about you and your work.

STEPS TO PARTICIPATE

FOR GROUPS & ORGANISATIONS

05 Ask your attendees to join our Facebook group and share their experience.



You can share a video/text/picture-based experience on the Facebook group.

06 Receive a certificate of participation from our team.



You must share your experience on the Facebook group to get a certificate of participation.



SPREAD THE WORD

GET INVOLVED

In today's life, it's become increasingly hard to be present, especially with everything being digital. And being away from electronic devices completely may sound like a crazy thought!

But taking that time away allows you to be present and experience connection, celebrate yourself with your community.

SHARE THE CAMPAIGN WITH YOUR FRIENDS, FAMILY, COLLEAGUES, AND LOVED ONES.





CONTACT US

For any queries, campaign-related resources or collaborations,

youthambassadors@theworldkindnessmovement.org

 [The World Kindness Movement](#)

 [The World Kindness Movement](#)

 [@theworldkindnessmovement](#)



LOOKING FORWARD TO YOUR PARTICIPATION

"No act of kindness, no matter how small, is ever wasted."

— Aesop

