

**EMPATHY
WEEK**

Partnership Deck

21-25 February 2022 Worldwide

Together, we are building the

Empathy Generation



The Empathy Generation

We have a vision of an education system which puts empathy at its heart.

An education system where a generation of young adults emerge, equipped with the skills, motivation and mindset to take on society's greatest challenges. A future where more people seek to understand others whilst reserving judgement.

If a child takes part in Empathy Week every year from age 5-18, they will have watched, heard and felt the stories of 65 unique and unforgettable people, from all kinds of backgrounds.

These students will leave education with a deeper understanding of empathy through the stories they've engaged with, and the experience of putting empathy into action.

Over the past two years **we've engaged over 100,000 students from 40+ countries**, providing them with incredible experiences to develop the skills of empathy, leadership and resilience.

But to achieve our mission, we need more schools to get involved.

That's where you come in!



**In just two years,
we've engaged
100,000 students
in 40+ countries!**

Who are we?

We're a team of qualified teachers and creatives, supported by a community who believe in our mission including our Empathy Week ambassadors, our international teacher community and our wonderful team of advisors on all things empathy.

At Empathy Week, we believe that empathy - the ability to understand other people's thoughts, feelings and perspectives - is **the most important and vital skill for personal and professional development** in this ever-changing and increasingly connected world.

The education system is currently broken but it is fixable. With amazing teachers across the world dedicated to ensuring students have a better future wherever they are, we know we can build the #EmpathyGeneration.

We exist to make that possible; to provide the materials, films and expertise to ensure every child leaves school with the skills of empathy and leadership.



**Meet Ed, the
Founder**

About us

Our Team



Andy Galloway
Strategy & Marketing
in [in](#) [in](#)



Miriam Carter-Fraser
Curriculum Lead
in [in](#) [in](#)



Nilema Bhakta-Jones
Board Advisor
in [in](#) [in](#)



Myriam Coupard
Board Advisor
in [in](#) [in](#)



Shaun Bhakta-Jones
Marketing Assistant
in [in](#)



Sara Milne Rowe
Leadership Advisor
in [in](#) [in](#)



Mamma Gera
Diversity & Inclusion Advisor
in [in](#) [in](#)

Global Empathy Award Judges



Gavin Dykes
Director, Education
World Forum



Dr. Melissa Collins
Principal & Top 50
Global Teacher Prize



Prof. Dr. Ger Graus
Global Director of
Education, Kidzania



Bhawana Shrestha
Founder, My
Emotions Matter

Our Empathy Advisory Board



Dr. Lidewij Niezink
Empathic Intervention



Dr. Katherine Train
Empathic Intervention



Dr. Helen Demetriou
Psychologist, Lecturer
& Author



Dr. Claire Yorke
Author & Academic

Our ambassadors



Alison Oliver MBE
CEO Youth Sport Trust
in [in](#) [in](#)



Pankaj Mahajan
Slum Soccer
in [in](#) [in](#)



Lord Jim Knight
Director SUKLA
in [in](#) [in](#)



Claude Silver
Chief Heart Officer
Vayner Media
in [in](#) [in](#)



Natalie Gayle
Presenter, Actor & DJ



Mingma Tenzing
Business advisor &
Counsellor
in [in](#)



Raymond Tannor
Audio Producer
& Host
in [in](#) [in](#)



Mimi Nicklin
Author & Empathetic
Influencer
in [in](#) [in](#)



Mae Yip
Co-founder ERIC
in [in](#) [in](#)



Minter Dial
Speaker, Podcaster
& Author
in [in](#) [in](#)



Dominic Norton
Founder Missing
Black People
in [in](#) [in](#)



Zahrah Surooprajally
Digital Specialist
in [in](#)



Samantha Hornsby
Co-founder ERIC
in [in](#) [in](#)



Loui Blake
Restaurant
Entrepreneur
in [in](#) [in](#)



Matt Crabtree
Founder & Partner
Positive Momentum
in [in](#) [in](#)



Kash Battacharya
Founder & Editor
The Budget Traveller
in [in](#) [in](#)



Pete Crocombe
Founder The Ordinary
Sports Group
in [in](#) [in](#)



Linda Papadopoulos
Psychologist, Author
& Broadcaster
in [in](#) [in](#)



Liz Warner
Founder Run to
Reach
in [in](#) [in](#)



Jasmine Birtles
Financial expert &
TV personality
in [in](#) [in](#)



Ola Christian
Casting Director &
Founder Leville TV
in [in](#) [in](#)



Louise Graham
Social Impact Mentor
& Coach
in [in](#) [in](#)



Mariliese De Viliers
Author, Founder &
CEO ROAR
in [in](#) [in](#)



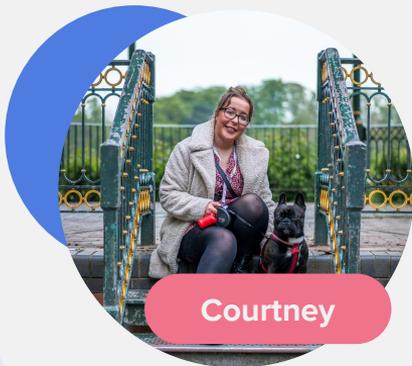
Matthew Barrett
Co-founder of Goal
Click
in [in](#) [in](#)



Kwasi

Passion & Purpose

Theme for Empathy Week 2022



Courtney



Dami



Lipa



James

How it works in schools



Films and Reflections

Empathy with
Myself

Empathy with
Others

Empathy Action Projects
& the Global Empathy Awards

Stage 1 | Discovering Empathy

Core learning: 5 films with structured reflections (15-20 mins per session).

Stage 2 | Building Empathy

Continued learning: 10x 20 minute sessions responding directly to the films and developing key empathic skills.

Stage 3 | Empathy+

Additional opportunity: 6-week student-led social action practising empathy in real life.

Teacher testimonials

"We absolutely loved Empathy Week and we got lots of thoughtful discussions out of it, the resources and videos were fantastic and really exposed the children to lots of social issues that they might not be exposed to here in Dubai. We also had some lovely feedback from parents that this was then being discussed around the dinner table. We are definitely hoping to do it again next year!"

Amanda Strachan - Assistant Headteacher (Primary), Dubai British School, UAE

"Empathy Week was a wonderful opportunity to heighten our students' awareness of this important value. I've really noticed that since then, both the word 'empathy' and its value – that we should all appreciate the perspectives and experiences of others – has become much more a part of our school language and culture."

Kathryn McDonald - Director of Pastoral Care K-12, Arden Anglican School, Australia

"It was an amazing experience for the whole school community. Getting to see my students grow in their understanding of others around the world who had quite different identity markers than them was so important. I'm looking forward to taking part in Empathy Week year on year and helping to build the #EmpathyGeneration."

Jordan Weatherl - Special Educational Needs Teacher, DSST, Byers High School, Colorado, USA



**Hear a British teacher speak about using
Empathy Week during a 2021 lockdown**

We are global

The Global Empathy Awards

Stage 3 (Empathy+) consists of students having the opportunity to take on their own Empathy Action project.

Outstanding projects can be submitted by schools to the Global Empathy Awards. In 2021, schools and students from Nepal, Mexico, Italy and the UK gathered online for the virtual awards and celebration of projects.

[Learn more](#)



Our International Teacher Ambassador Community

We have 30 teachers from across 13 countries and 5 continents that are dedicated to helping us build the Empathy Generation.

Meeting once a month, it is a place for shared best practice, guest talks and learning how we can develop our own empathy and that of students.

[Meet Nestor from Ecuador](#)



Our supporters & partners



We take pride in partnering with other organisations who are dedicated to building the Empathy Generation with us and have a commitment to providing opportunities for students across the world.



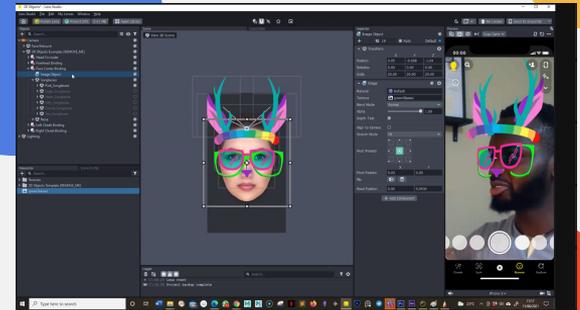
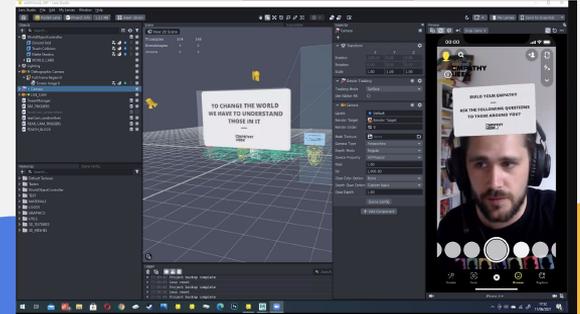
Previous partnerships - Snapchat



In 2021, Empathy Week formed a partnership with Snap Inc. to run a **lens studio workshop** with students from across the world and in June 2021, 25 students from 5 schools in the UK, Mexico and USA took part. A workshop that taught students about the history of augmented reality (AR) and how they themselves could use this software to make empathetic lens' they can use in the real world.

A unique opportunity that built empathy in a number of ways:

1. Understanding the use of tech to develop empathy
2. Meeting other students from around the world
3. Seeing and learning from 'real-life' humans at Snap and gaining a better understanding of careers in the creative, tech and AR space.



Our Snapchat report



Bespoke partnerships



Champion Empathy

Champion our mission to build the #EmpathyGeneration and be part of our mission to reach every school.

Your organisation will be featured in promotions and materials. Receiving data on how many students we engage because of your support.

Bronze
Sponsorship

Build Empathy

A chance to develop empathy with and for an organisation whilst being upskilled in the process.

Workshops, talks, online experiences where students meet the employees of your organisation. A mutually beneficial experience.

Silver
Workshops & Experiences

Let's Change The World

Let's be creative, we can change the course of some students lives from across the world with the right opportunities.

A competition / experience / opportunity for students to engage with organisations on a personal level.

Gold
Time to go big!

**To change the world, you first need
to understand the people in it.**

CONTACT US

WATCH THE TRAILER

www.empathy-week.com



**EMPATHY
WEEK**