



# The 2021 Impact Report

Together, we are building the

**Empathy Generation**



Featured in



# 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.

***Imagine this...*** If a child takes part in Empathy Week every year from age 5-18, they will have **watched, heard and understood** the stories of **65 unique and unforgettable people**, from all kinds of backgrounds, countries, religions, ethnicities and beliefs.

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.

This report highlights the work we have done throughout the whole of 2021 not just within the parameters of Empathy Week itself. We hope you feel compelled to join us on our continued mission to build the #EmpathyGeneration.



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

# Empathy Week in numbers



80,000  
students  
engaged

5x increase  
in watch time

Schools in  
40 countries &  
6 continents

# 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."

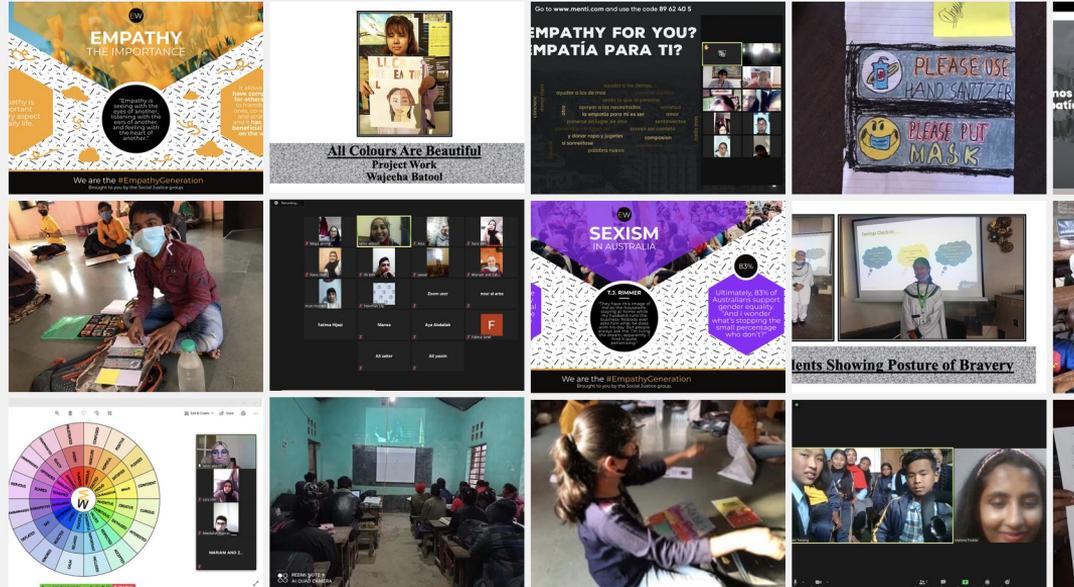
***Jordan Weatherl - Special Educational Needs Teacher, DSST, Byers High School, Colorado, USA***



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

# The Empathy Wall

A chance for schools and students to be celebrated amongst our community. Uploading photos of the lessons, workshops and screenings that they took part in as part of Empathy Week 2021 and beyond! Images below include schools from India, Nepal, Australia, Ecuador, UK, Pakistan and Lebanon!



# The Global Empathy Awards

We have two awards for schools and students that complete Empathy Action Projects: *Outstanding Primary School* (ages 5-11) and *Outstanding Empathy Action Project* (ages 11-18). We had winners from the UK and Nepal last year.

## Our 2021 Judging Panel



**Gavin Dykes**  
Director, Education  
World Forum



**Dr. Melissa Collins**  
Principal & Top 50  
Global Teacher Prize



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



**Watch the Global  
Awards Highlights**

**See the winning  
projects from 2021!**

# Our partners through 2021

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 and support for students across the world.



# International Teacher Ambassadors

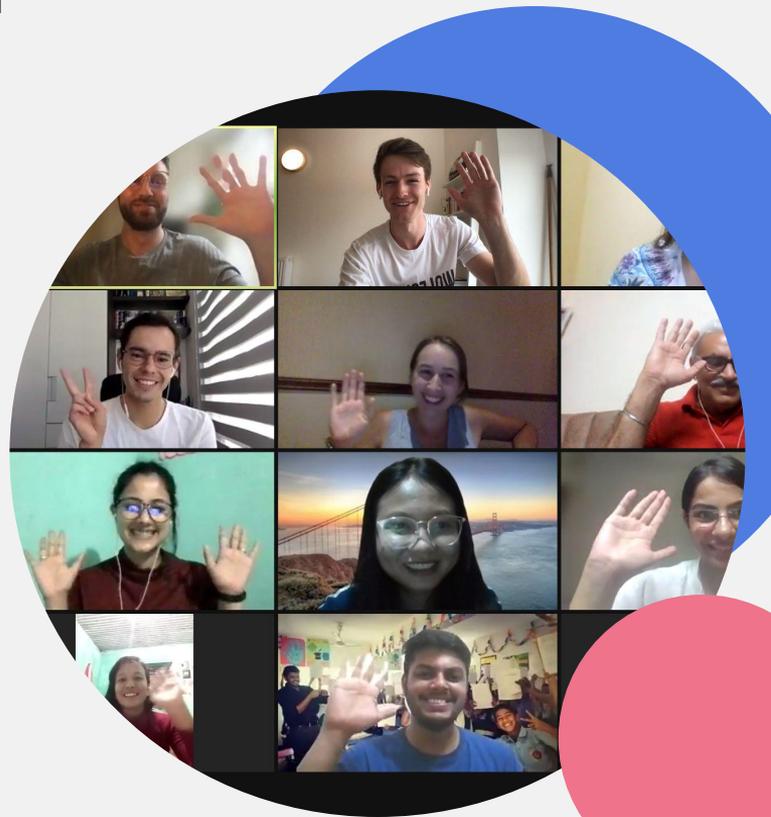
We partnered with Teach For All to create an online community of Empathy Week International Teacher ambassadors from across 5 continents! Every month for 6 months, teachers gather to share best practice, listen to exclusive leadership and empathy talks by experts and learn collectively how to develop our own empathy and that of students.

**Meet some of our ambassadors**

Partnership spotlight

**Teach For All**

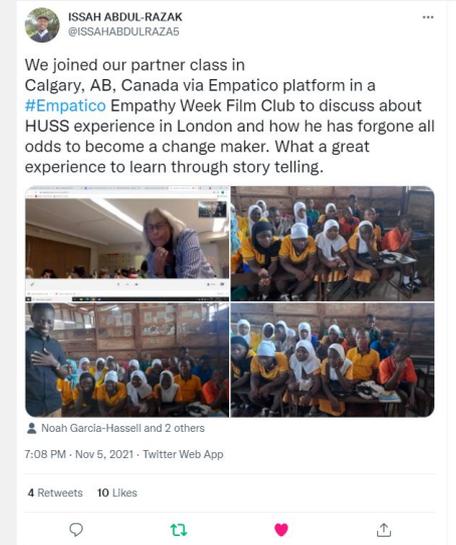
A Global Network



# International Film Club

We teamed up with Empatico to connect classrooms across the world in a pilot film club. With over 10 schools taking part **across 3 continents** it was a huge success as they watched the Empathy Week films of 2021 and discussed their opinions, thoughts and feelings from their own cultural perspective. A hugely powerful way to further develop the skill of empathy.

**100% of teachers and 98% of students** would love to do it again and so we are now offering every school the opportunity to take part in 2021!



Partnership spotlight  
**Empatico.**

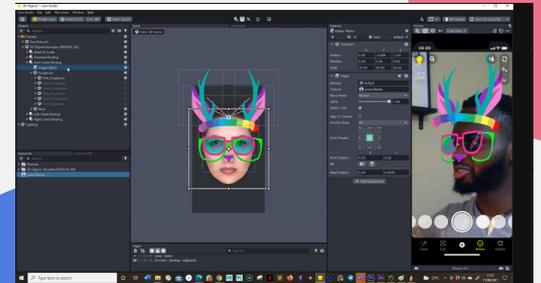
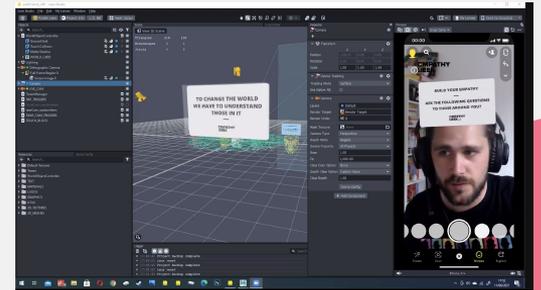
# Snapchat Workshop

We formed a partnership with Snap Inc. to give students a unique opportunity that would upskill students in their knowledge of augmented reality as well as empathy! We're also delighted to announce that we will be partnering again across 2022 in a much bigger way!

We gave 25 students from 5 schools in the UK, Mexico and USA an opportunity to take part in a Lens Studio Workshop. Expert animators and Snap creators taught students about the history of augmented reality (AR) and how they themselves could use this software to make an empathetic lens that they could then 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 in users
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.



Partnership  
spotlight



Our Snapchat report

# Snapchat Workshop: Feedback

## Student from Mexico:

I loved that the creators brought and showed us icons that currently help apps like Snapchat grow and that users like; I liked it too much because it is something that we currently use daily, but as you said we can also be helpful by sharing and I loved it :)

## Student from UK:

Hearing from professionals in the field, and how they use the lens studio on a daily basis to connect with people globally was my favourite part of the workshop!

## Jemima (UK Teacher)

“This was an amazing opportunity that inspired all of the students who took part. Our students don't have many opportunities to take part in workshops, let alone one with such a powerful company they know of. This workshop allowed learners to continue to engage with their empathy week projects but also they can now raise awareness of their work with their friends using a filter to send to them about it. Thank you for this opportunity!”

## Karina (Mexican Teacher)

“After the workshop I met my students and they were really amazed about what they learned during the workshop. We decided we will watch the recording and meet again to design two lenses: one for the school and one for Empathy Week. One of them shared that how impressive is to see how social media could be used to develop skills and socio-emotional skills as Empathy.”

Partnership  
spotlight



# #MyPassionMyPurpose Campaign

We partnered with Tes once again to kick start a campaign in late 2021 that highlighted the amazing teachers across the world who often do not get enough recognition and praise for their amazing work.

In keeping with the theme of Empathy Week 2022, we asked teachers to share their own passions and purpose in relation to education, resulting in teachers from all over the world sharing their powerful stories.

#MyPassionMyPurpose

**Alfred Bache**  
Kuwait

"My initial passion was to be a performer, and I ended up touring the UK doing what I thought was my career. In fact, working with children was my true calling. I spent time as a teaching assistant, and I knew right away that teaching in front of my own class was my dream. Passion and drive pushed me forwards many years later to do my PGCE!"

**EMPATHY WEEK** In partnership with **tes**

#MyPassionMyPurpose

**Chitra Balani**  
Ahmedabad

"The changing challenges and the daily discoveries all combine to make teaching an interesting and engaging adventure. I always feel proud being surrounded by young ones in the energetic environment of a school. I feel it's a great way to keep my outlook youthful and to retain a sense of playfulness- I am a part of shaping future by teaching."

**EMPATHY WEEK** In partnership with **tes**

#MyPassionMyPurpose

**Ankit Negi**  
Uttarakhand

"I am inspired and motivated by the work I do every day to develop values and bring about a change in the mindsets of the students and their community, along with helping them excel in academics. I want to provide my support in extending primary, elementary and secondary school education, especially in the rural geographical regions in India."

**EMPATHY WEEK** In partnership with **tes**

# Empathy Advisory Board

It is important to us to surround ourselves with amazing people and experts in the field of empathy that also have different specialities and experience. We're delighted to have the following people on our board that advise and support us and who are based in France, South Africa, UK and Denmark (from left to right). It allows us to better our programme every year and ensure that Empathy Week can truly develop the skill of empathy in students across the world.



**Dr. Lidewij Niezink**  
Empathic Intervention



**Dr. Katherine Train**  
Empathic Intervention



**Dr. Helen Demetriou**  
Psychologist, Lecturer  
& Author



**Dr. Claire Yorke**  
Author & Academic

# Education Consulting & Corporate Workshops

## Cognita

Alongside their brilliant wellbeing team, we designed a bespoke programme for their annual Global Be Well Day across all 77 Cognita schools. Incorporating our filmmaking and content design, we put empathy as the focus of their already existing 'Be Well Charter'. Helping students and teachers to focus on 'Connecting, Giving and Doing' through a lens of empathy.



## The Opportunity Group

We've worked alongside the brilliant Opportunity Group to create a bespoke Empathy workshop that supports their various executive leadership programmes across multiple corporate clients including Dentsu, BlackRock, Sharps and more. Creating an opportunity for future leaders to understand the importance of empathy and put it into their own leadership practice.



# The future

In 2022 we are filming 5 amazing individuals in the UK again (due to Covid-19) but bringing a new theme for 2022 - '**Passion and Purpose**'.

Within this theme we will be exploring 5 humans stories which touch on other themes such as gender equality, disability and living with Down syndrome, power of sport, music, chasing your passion, believing in yourself, dealing with negative mental health and thriving with positive mental health, immigration status and more.

Our long term vision is hard to achieve and know we cannot do it alone. However, we know that if we can reach every student in the world with Empathy Week each year. **It means a world where young people enter adulthood with the skill of empathy, an understanding of others, a curiosity to learn and communities that suffer less through ignorance and thrive through greater understanding.** Empathy is teachable and it can help us build a better world for ourselves and others.

**Are you in?**



# ARE YOU READY?

TO BE PART OF THE #EMPATHYGENERATION?



**EMPATHY**  
**WEEK**



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

21-25 February 2022  
[www.empathy-week.com](http://www.empathy-week.com)

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

**REGISTER HERE**

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**WATCH THE TRAILER**



**[www.empathy-week.com](http://www.empathy-week.com)**

**EMPATHY  
WEEK**