

*Empathy can
change the world.*

Omar, age 6

**Bookseller Children's
Conference**



Our mission

Empower the rising generation to drive
an empathy movement

1 million children in the
next 5 years



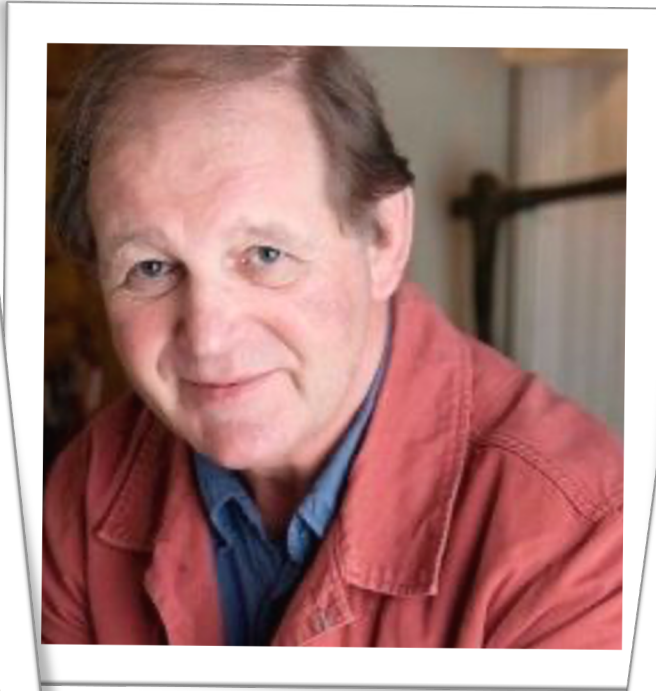
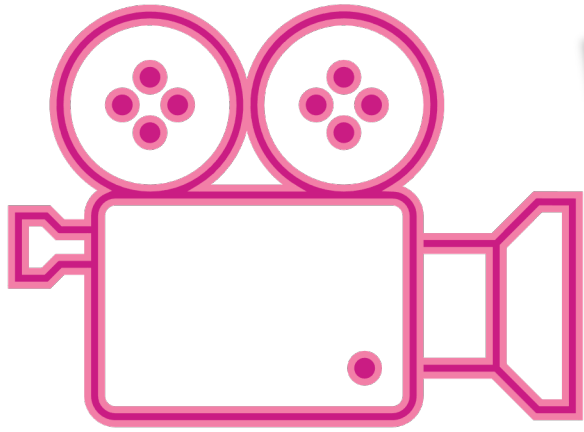
EmpathyLab

This EmpathyLab work is school-changing, life changing, child-changing and potentially world-changing.

**Sonia Thompson, headteacher,
St. Matthew's Primary School**



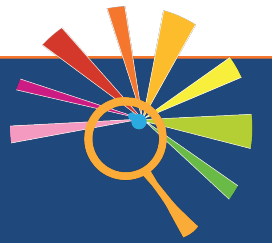
Authors on empathy



#EmpathyDay

READ. CONNECT. ACT.

empathylab.uk



Authors on empathy

<https://www.youtube.com/watch?v=o5TOfvOnfu4>



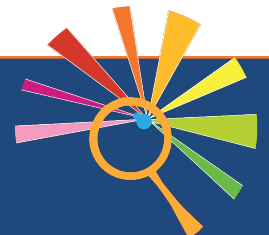
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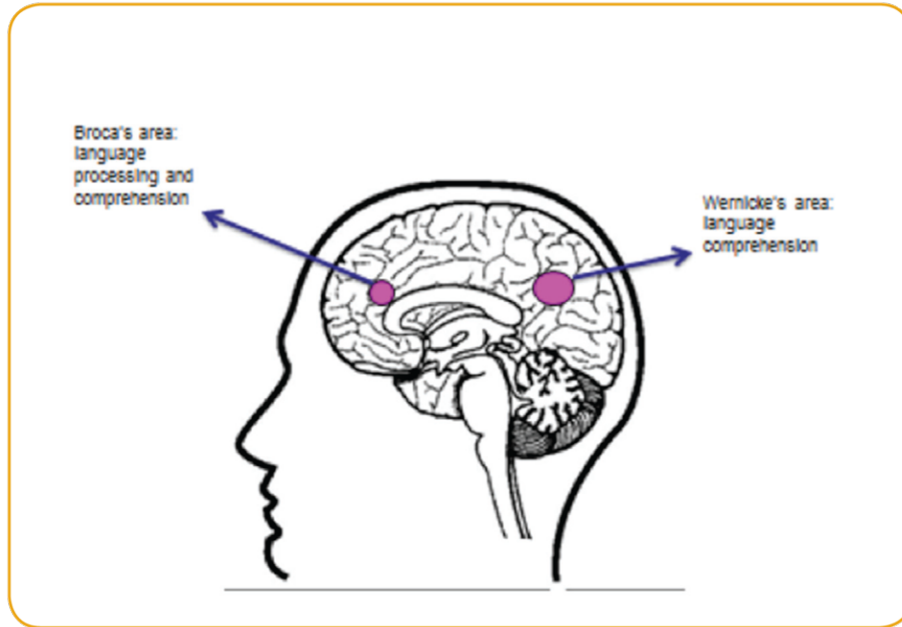


Empathy is a learnable skill

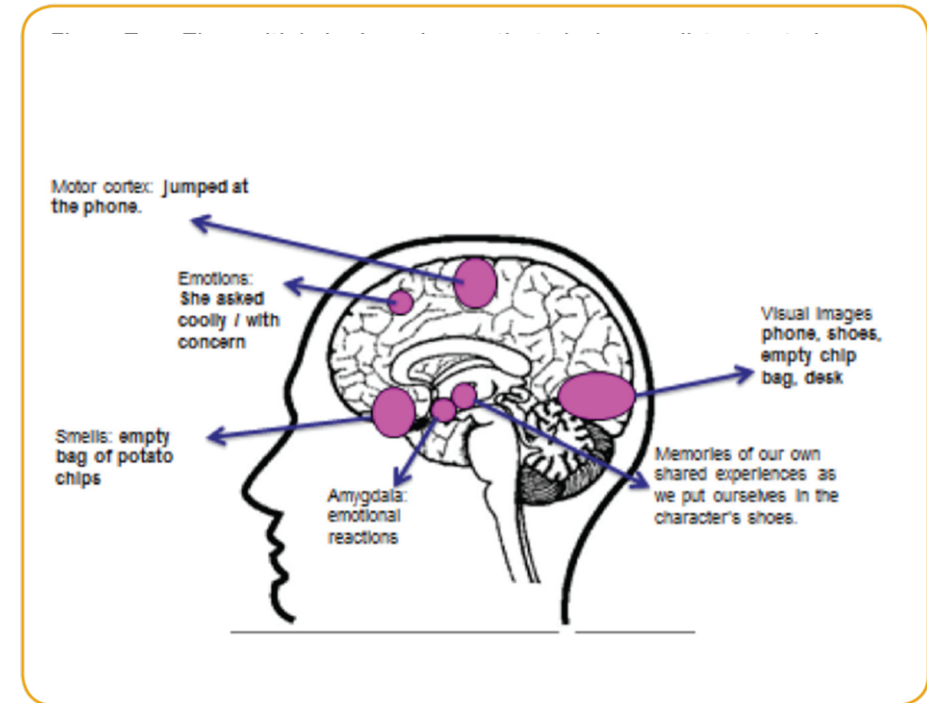


Stories are a training ground for understanding other people's feelings

When we **read a story**, multiple parts of our brain are activated, including those that control emotions. So we experience book characters' feelings as real. This builds real-life empathy.



When we **listen to facts**, just two parts of our brain are activated, with limited capacity for remembering them or any emotional impact.



Empathy Day helps young people

LEARN

more about
empathy

**BE
INSPIRED**

to put empathy
into action

Have
transformational
**EMPATHY
EXPERIENCES**
through stories

Empathy is sorely needed, is a learnable skill, so who wouldn't want to celebrate it and embed it into the curriculum?

**Richard Charlesworth,
Springwell School**

We need to develop a 'we' not 'me' culture

**Vicky Taithe,
Meltham CE Primary School**



4 key Empathy Day elements



**Resources for
libraries and
schools**



**Family Activities
Pack**



**Empathy Day
LIVE! online
festival**



**Thought
leadership event**

Underpinned by research and thought leadership

#EmpathyDay

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Headline results

**Top 10
Twitter
trend for 8
hours**

44%
growth in
school
participation

**Powerful
new
partners**
BBC Teach. Smiley
Movement event with
32,119 views

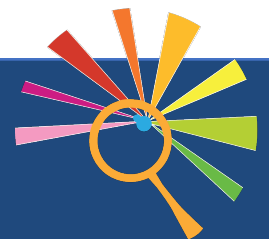
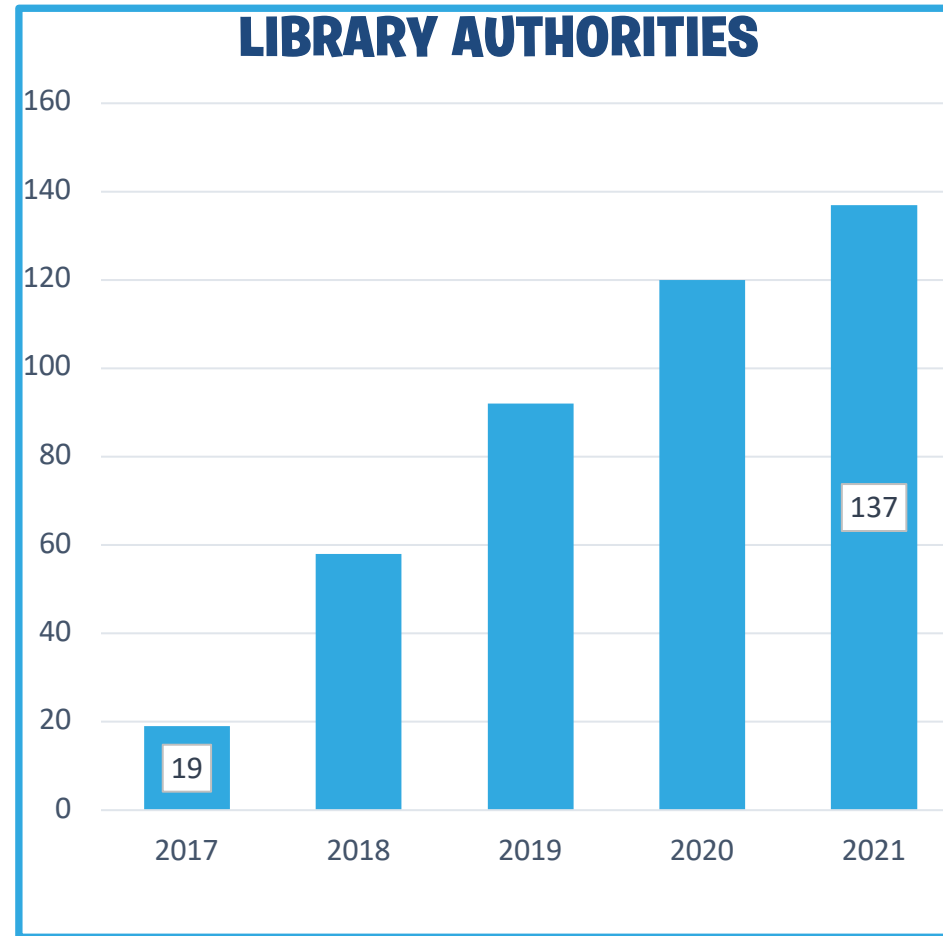
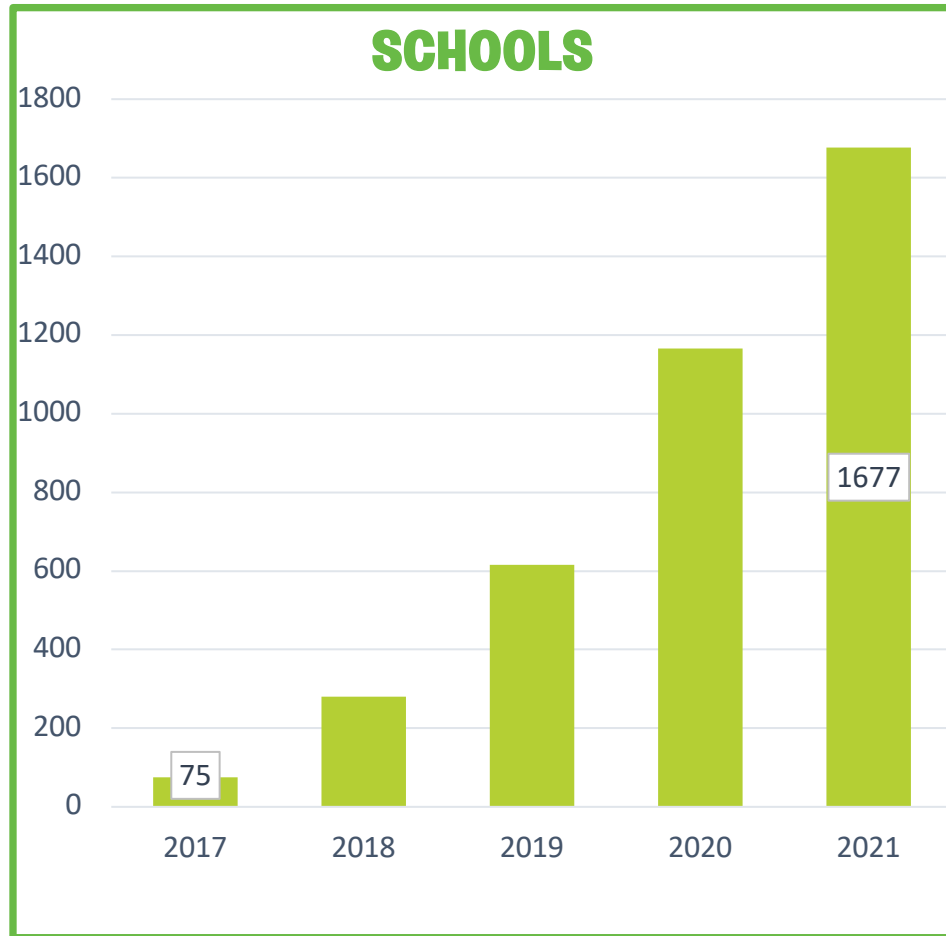
**22 authors
trained** as
empathy role
models through
author
masterclasses

**Going
global**
Australia, USA,
India, Denmark,
Canada and
Egypt

**305,000
children
reached**



Growth - partner delivery networks



Learning about empathy, fast

They went from not knowing what the word meant, to being super excited about it and wanting to improve their empathy.

Tracey Ruddle, teacher, Camblesforth Primary Academy

Learning about empathy has made me feel happier because I know I can help others.

Pupil, Cambleforth Primary School

The atmosphere around the school was truly electric today.

Kate Clarke, teacher, Pembroke Dock Community School

Before we learned about empathy, I would just play with my friends on the yard. Now I talk to lots of children and ask if they want to play.

Pupil, Brynhyfryd Primary School



It's so hard to get our young men to open up and talk about their feelings. We were blown away by how Empathy Day's creative approach changed things. They engaged with the books much more than usual, and took the Empathy Walk really seriously. Focusing on empathy opens things up in a whole new way.

Headteacher, Pupil Referral Unit, Ceredigion

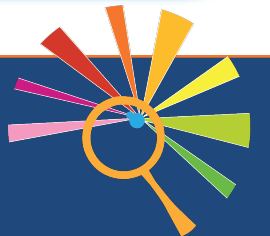


If we all use our empathy skills the world would be much happier. We need to show tolerance and understanding, we need to teach adults this to make the world a better place.

Year 2 pupil

Our pupils are going to be the empathy leaders of tomorrow and Empathy Day sets them up to go forth and lead.

**Amy Willoughby, Assistant Head
Beck Primary**



In-depth focus in Wales

9%

of Welsh schools
trained

35

- no. of times that empathy appears in the new curriculum for Wales

over
15,000

children
reached in Wales

Working with EmpathyLab has made the most difference of anything I've used in 30 years of teaching. My class are much better people as a result of the empathy work.

Teacher, Burlais Primary School



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Empathy journey

Knowing what
empathy is

1

Understanding
how it works in
humans

2

Opportunities
to experience
and practice
empathy

3

Learning to
recognise
emotions

4

7

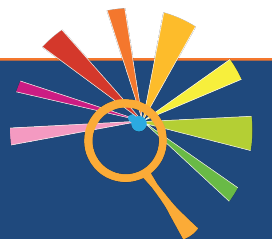
Putting
empathy into
action

6

More
developed
pro-social
attitudes

5

Building strong
empathic
communication
skills





We've learned about switching from focusing on plot to focusing on character and feelings. It's a massive shift from the understanding of a story to the understanding of people. It makes a huge difference, a culture difference, in our school.

Teacher, Hafod Primary School



94%

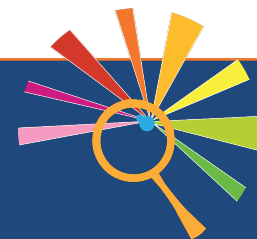
of teachers report pupils have far better understanding of empathy, its importance and the skills involved

72%

say pupils are more able to imagine and value others' perspectives

70%

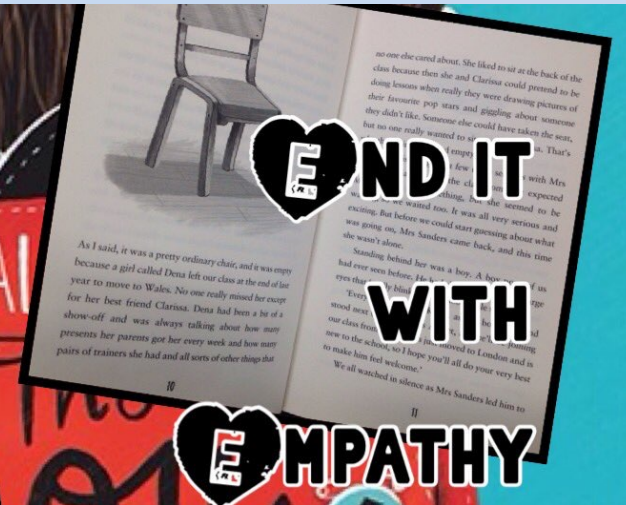
report children have wider vocabulary for feelings



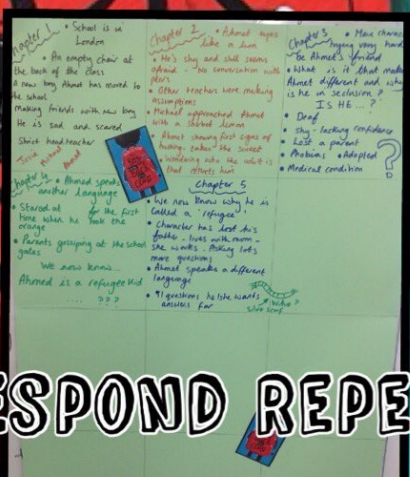
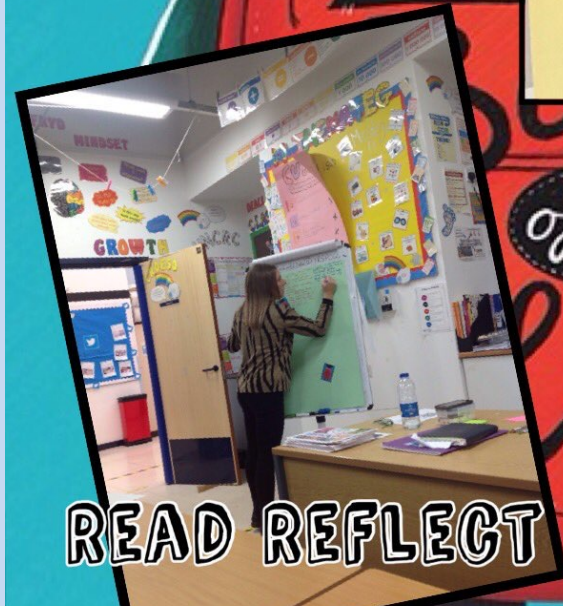
Kate Clarke

**Head of Health and Wellbeing,
Pembroke Dock Community School**

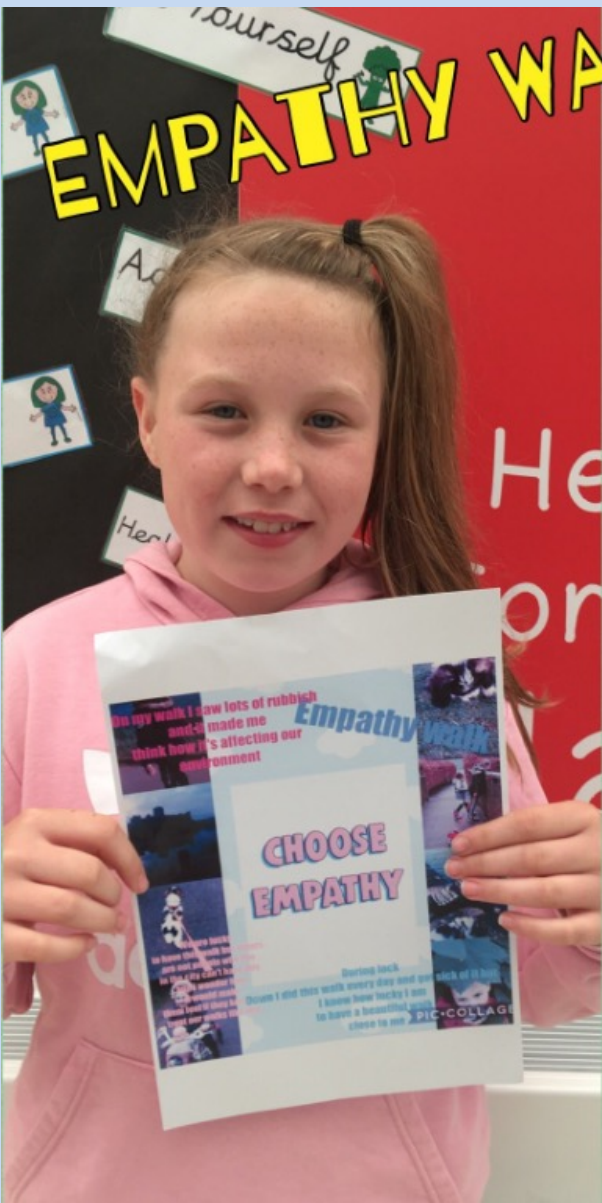




<p>Meet - the class headteacher Rosie - friend of Thompson</p> <p>The Empty Chair</p> <p>Herbert the hamster</p> <p>Astronaut ruler</p>	<p>Sharing lemon Sherberts</p> <p>New woman with big cheeks</p> <p>Clarissa sits next to new boy</p> <p>Thump was shy to go out</p> <p>Thump has ten eyes</p> <p>Trying to interact with new boy</p>	<p>We don't like the boy - the bully</p> <p>Think the new boy needs special treatment</p> <p>New boy Sealed</p> <p>Trapped incommunicado</p> <p>With the boy</p>	<p>New boy is a refugee</p> <p>Gave him a orange with a smiley face on</p> <p>The new boy looked at him for the first time</p> <p>New kid</p> <p>4) Nocturnal</p>	<p>He knew what a refugee is</p> <p>Dad died when he was 6</p> <p>in a car crash</p> <p>Revenge on the bully</p> <p>11</p> <p>12</p> <p>13</p> <p>14</p> <p>15</p> <p>16</p> <p>17</p> <p>18</p> <p>19</p> <p>20</p> <p>21</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p> <p>26</p> <p>27</p> <p>28</p> <p>29</p> <p>30</p> <p>31</p> <p>32</p> <p>33</p> <p>34</p> <p>35</p> <p>36</p> <p>37</p> <p>38</p> <p>39</p> <p>40</p> <p>41</p> <p>42</p> <p>43</p> <p>44</p> <p>45</p> <p>46</p> <p>47</p> <p>48</p> <p>49</p> <p>50</p> <p>51</p> <p>52</p> <p>53</p> <p>54</p> <p>55</p> <p>56</p> <p>57</p> <p>58</p> <p>59</p> <p>60</p> <p>61</p> <p>62</p> <p>63</p> <p>64</p> <p>65</p> <p>66</p> <p>67</p> <p>68</p> <p>69</p> <p>70</p> <p>71</p> <p>72</p> <p>73</p> <p>74</p> <p>75</p> <p>76</p> <p>77</p> <p>78</p> <p>79</p> <p>80</p> <p>81</p> <p>82</p> <p>83</p> <p>84</p> <p>85</p> <p>86</p> <p>87</p> <p>88</p> <p>89</p> <p>90</p> <p>91</p> <p>92</p> <p>93</p> <p>94</p> <p>95</p> <p>96</p> <p>97</p> <p>98</p> <p>99</p> <p>100</p>
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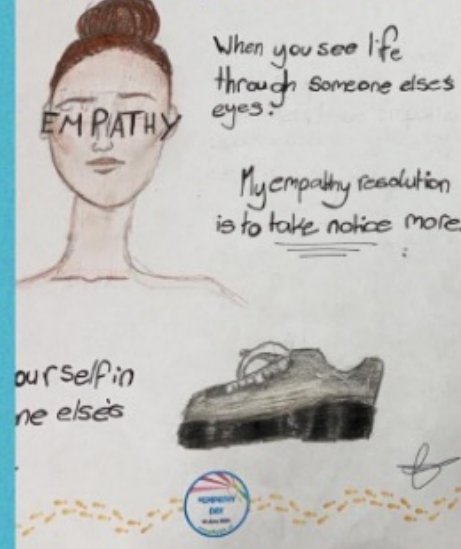


Bins are provided for a reason!

#EMPATHYDAY

TODAY IS EMPATHY DAY

My empathy resolution is...



TODAY IS EMPATHY DAY

My empathy resolution is...



EMPATHY
RESOLUTIONS



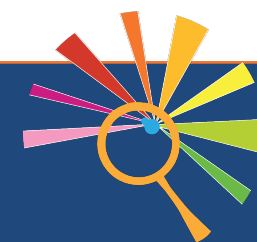
The Empathy Circle



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Empathy Circle Manifesto Pledges

Publish books that are empathy-boosting and diverse, for all audiences

Integrate empathy into our diversity and inclusion strategies

Commit to empathy skills staff training & to empathy being a part of our management / recruitment processes

Support specialist training for authors and illustrators

Involve our workforce in experiencing and amplifying Empathy Day

Inspire families and our school, library and retail partners to participate in Empathy Day

Help EmpathyLab and its partners build the research base and lobby for empathy to be integrated into key policies

Support EmpathyLab to become a major force for change

#EmpathyDay

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ONE MILLION CHILDREN

FIVE YEARS



EVERYBODY IN

Making Empathy Day a huge driver for change

EMPATHY BUILDERS

Supporting and benefitting from the growth of Empathy Day

#EmpathyDay

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Benefits

**New
empathy
CSR string
to your bow**

**New sales &
marketing
opportunities**

**Publishers as
thought leaders,
shaping
education's
future**

**New
positioning
for authors**

**Strengthened
diversity and
inclusion
strategies**



WILL YOU BE AN EMPATHY BUILDER?

Supporting and benefitting from the growth of Empathy Day

Talk to miranda@empathylab.uk, @MirandaMcK





Empathy

Contact us



empathylab.uk



@EmpathyLabUK



miranda@empathylab.uk

