

Let's make empathy mainstream



EmpathyLab



This generation of children faces challenges like no other

Empathy is a vital life skill to help them tackle these challenges

EmpathyLab has developed a simple idea into a powerful empathy education programme

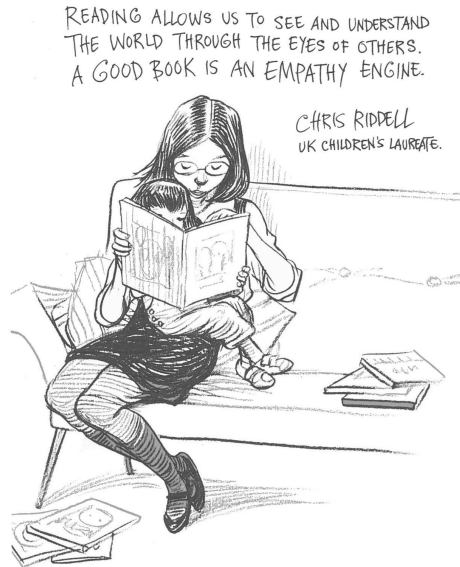
We are looking for partners to help us make empathy mainstream

Read stories. Build empathy. Make a better world.

empathylab.uk



EmpathyLab started with a simple idea...



The empathy-boosting power of stories

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Children's books ubiquitous in schools, libraries, homes

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A generation of children with the empathy skills to make a better world

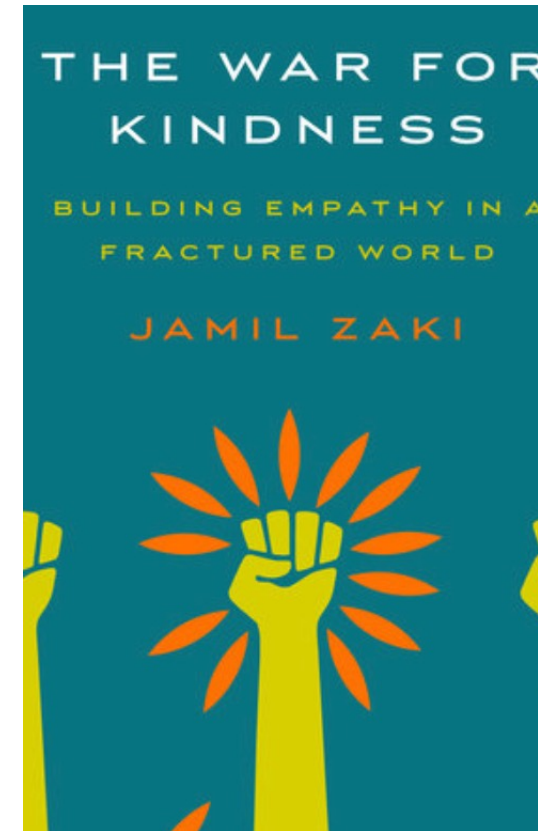
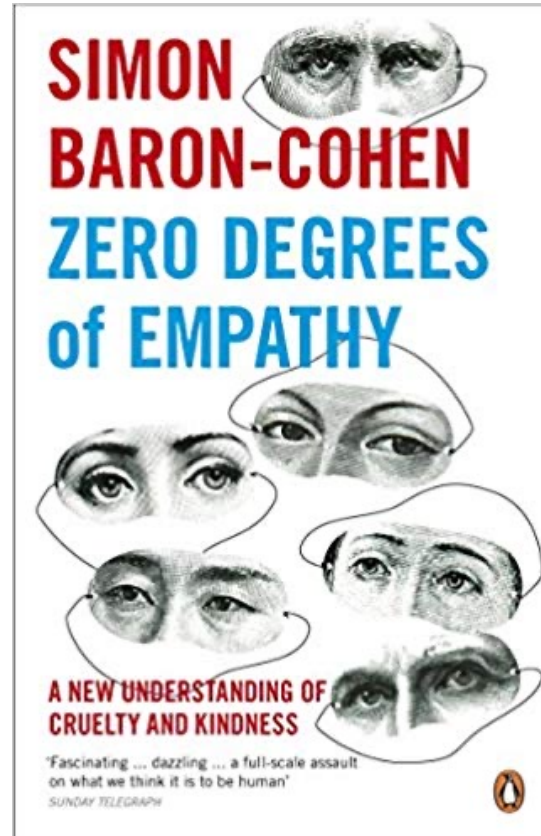
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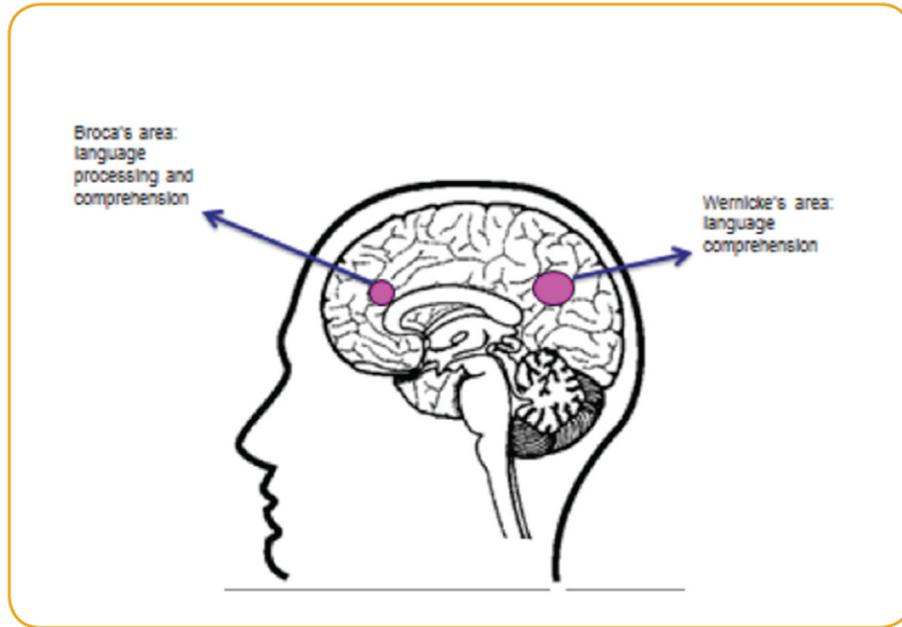
Empathy is a learnable skill

- Our plastic brains can develop new neural pathways
- Only 10% of our empathic ability is genetic
- 98% of us can build our empathy skills at any point in our lives

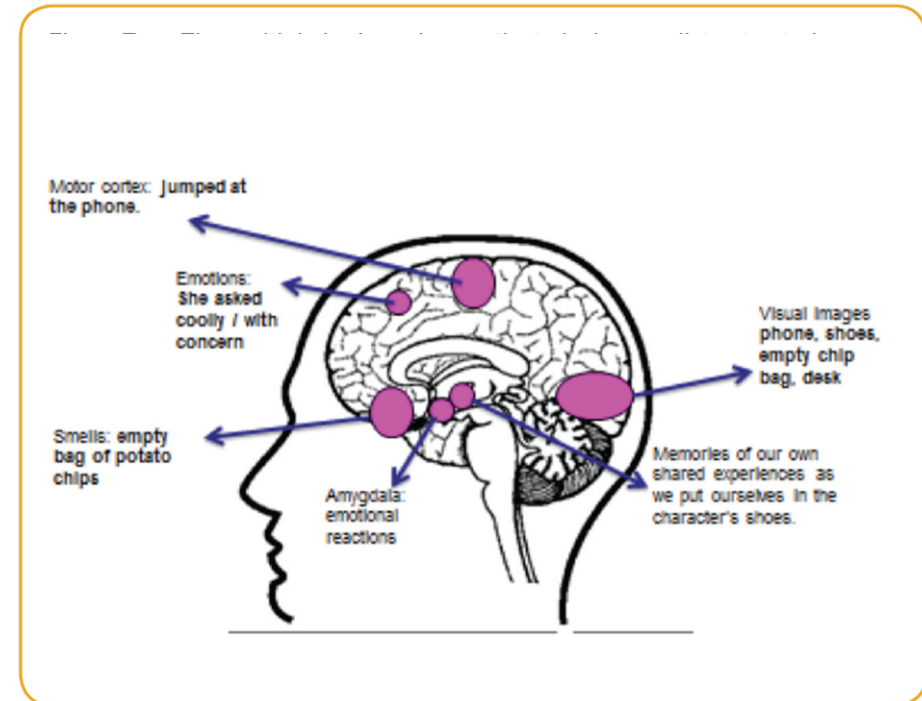


Scientific research: reading is empathy-building

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.



Michael Morpurgo speaking on Empathy Day



In the briefing, we played from **1:35 to 2:29**

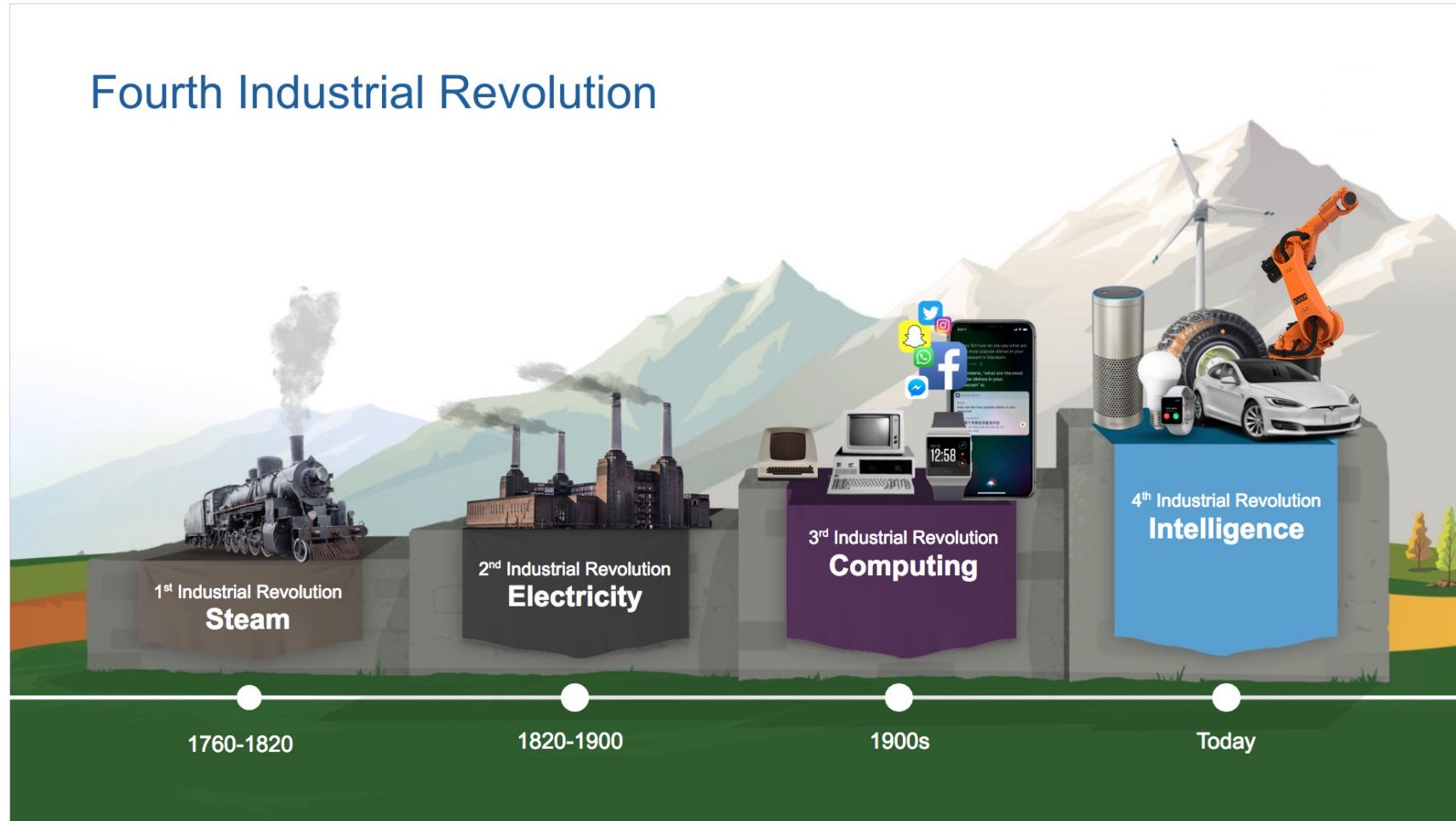
<https://www.youtube.com/watch?v=vKifEz--AHc>



Empathy as a powerful force for good is being recognised in politics, society, popular culture



The world of work is changing around us



Our education system needs to adapt

As well as producing engineers, scientists and teachers, **our education system will also be shaping empathetic humans** able to respond creatively to problems facing our world.

“We live in a highly inter-connected world where **how you interact with others matters.**” *The Power of Social and Emotional Skills, OECD*



The corporate world is embracing empathy



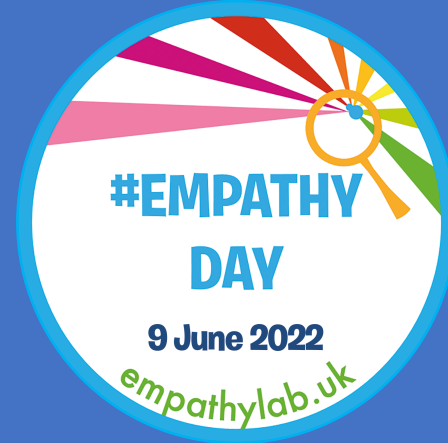
4 delivery programmes uniquely focused on the empathy-building power of literature



Schools Programme
18 month programme
6 month programme
Alumni offer



#ReadforEmpathy
annual book
collection



Annual Empathy Day
Read. Connect. Act.



Innovation with
authors, illustrators
and publishers

Underpinned by research and thought leadership

Read stories. Build empathy. Make a better world.

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Inspiring authors through empathy masterclasses

*"I have become inspired by
**EmpathyLab as an exciting new
force for change.**"*

Cath Howe, author

Empathy-boosting books through #ReadforEmpathy collection



Inclusive Minds CIC
@InclusiveMinds

...

Great collection of 50 superb empathy-building titles for 4-16 year olds. These are books that the [#ReadForEmpathy](#) team of judges selected to help children think "we", not "me". And as they say, right now, what could be more important?

Exciting children about empathy on Empathy Day 2021

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

Teacher, Camblesford Primary Academy

Making a difference for teachers, making children better people

*"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



Three partnership levels - Gold, Silver, Bronze

Sponsorship Level	Suitable for	Your contribution/benefits	Amount
Bronze	Individuals & organisations	<ul style="list-style-type: none"> You become an Empathy Champion Receive a digital certificate/logo to use as credentials on your website, LinkedIn or other social media Recognised as an Empathy Champion on EmpathyLab website We help you develop your knowledge and activism as an Empathy Champion with resources such as Empathy in the Workplace pack 	£500-£1,000 per year
Silver	Organisations	<ul style="list-style-type: none"> Co-branding opportunities as we make empathy mainstream (e.g. Empathy Day events) Build a more empathetic organisation - fireside conversation for your employees with EmpathyLab's empathy experts All Bronze level benefits 	£2,500 to £7,500
Gold	Organisations	<ul style="list-style-type: none"> Curated partnership programmes to build your brand as an Empathy Champion Build employee engagement, brand visibility and your engagement with your community All Bronze and Silver level benefits 	Minimum commitment of £10,000



ONE MILLION CHILDREN

FIVE YEARS



Contact us



empathylab.uk



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