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Mahatma Gandhi Institute of
Education for Peace and
Sustainable Development



Because #KindnessMatters Every Day

Here's how you are helping create
a Global Movement of Kindness →

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To know how many
acts of kindness
have been shared



The world today is home to 1.8 billion young people - the largest generation of youth in history - and we are so excited that more and more youth are sharing their acts of kindness from all over the globe and helping us create a positive culture where every person's selfless act matters which in turn will enable young people to engage creatively and responsibly with the world.



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Kindness is not defined by lofty stories, it exists all around us and needs to be celebrated at every moment of life because #KindnessMatters every day. We're celebrating K3: kindness for self, others and nature wherein every act of kindness - even as simple as giving yourself some rest from daily routine, watering plants, donating a few blankets for a cause, or calling your family - means the world.

K3: Kindness for Self, Others, Nature



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The Bigger Picture



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01

International Day of Kindness

No act of kindness is small or big. Join the campaign and share with us your kindness act today and every day. Your voice matters and will help us call upon UNESCO Member States and all the responsible actors in the global community to join our journey to declare an International Day of Kindness, to give us all an established day to reflect and celebrate the power and importance of kindness, which underlies both our common humanity and our prospects towards a sustainable future for all. You can take a step further and support the Declaration of the International Day of Kindness [here](#).

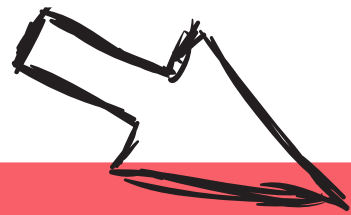


02

Global Movement of Kindness

Guided by the principle that youth are key actors to achieve the Sustainable Development Goals (SDGs), the #KindnessMatters campaign provides a platform to share positive stories of change, driven by compassion, care and kindness in a world characterised by rising intolerance, apathy, indifference, social exclusion, fear, gender-based violence, climate change and extremism. We ultimately want to create a global positive culture of kindness where a person's individual act matters, and show how it can contribute to/make a difference to the SDGs.

How you can show support



Partner with us!

if you are an organisation working actively with Kindness Changemakers and have more such stories to tell do write to us
[@ youth.mgiep@unesco.org](mailto:youth.mgiep@unesco.org)



Share the word!

help us spread the word by widely sharing the [#KindnessMatters Form](#) with your friends, family and colleagues, use the #KindnessMatters and tag us on [Instagram](#), [Facebook](#), [Twitter](#), [LinkedIn](#).



Thank you for making
the world a kinder place!



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