

# How can you make a difference?



***"Yes, everyone counts!"***

## Feel helpless?

Feel helpless in solving world's problems?

You say, "What can I do as an individual?"

## There is hope!

There have been talks about climate change, social issues, and many other ills for years. It turns out the one thing lacking all along was a common measurement.

Introducing the 'World Civility Index'. It measures how a person can be a civilized, contributing citizen of the 21<sup>st</sup> century.

Now you can be a part of this!

## What is World Civility Index?

- Somewhat similar to your personal credit rating, but measures your manners!
- Soft skills such as etiquette, empathy, intercultural smarts, and perhaps also a bit on climate awareness.
- You earn "points" by attending webinars, reading articles, watching videos.

## What is ESG?

It stands for environmental, social, governance. Companies around the world are increasingly mandated by law to have an ESG annual report, beyond their traditional financial report.

## This changes the world!

When you earn your individual World Civility Index points, these can be collected together with those from your fellow employees. Your company can report the average score in its ESG report.

Different companies can gather such scores as a country average score. A good country score can help promote tourism, foreign investment, and most importantly, be seen as a role model to inspire other countries in terms of effort towards a civil society.

Your personal effort directly affects your company's and your country's reputation, directly affects world humanity. Everyone can contribute. Everyone counts!