



Interview of the Month **NATHALIE BERNADOTTE AF WISBORG**

*Co-founder of CircleHood,
Second hand marketplace & UK-based community app for parents
Council Member of #KindnessMatters*

INTERVIEWED BY VIBEKE THOMSEN, SHECANHECAN

1) You're a Council Member of the #KindnessMatters Campaign, which was launched in 2018 by UNESCO. Can you tell us more about the campaign and what it aims to achieve?

I recently joined the UNESCO MGIEP #KindnessMatters Global Campaign as a Council Member. Alongside our Patron, Tessy Antony de Nassau, our aim is multifold: (i) to collect and promote 1 million stories of kindness and we encourage readers to submit their stories of kindness too - they have until 1 December to do so; (ii) to celebrate outstanding youth kindness advocates at the 3rd World Youth Kindness Conference on 2 October 2021; (iii) to create a new United Nations International Day of Kindness at the UNESCO General Conference in November 2021 and (iv) to produce three documentaries around kindness.

The UNESCO Mahatma Gandhi Institute of Education for Peace and Sustainable Development (MGIEP) campaign is a much needed initiative that can transform lives and our planet. It aims to gather and celebrate acts of kindness to achieve the United Nations Sustainable Goals (SDGs) and has already collected over 800.000 acts of kindness!

The campaigns also aims to galvanise energetic youth to help gather the one million stories that will be celebrated at the 3rd World Youth Conference on 3 October 2021 and at the 41st General Conference of UNESCO where 200 Ministers of Education will vote to create the new International Day of Kindness.

2) Can you share an example of how an act of kindness can transform lives and our planet?

Yes, I've been fortunate to read many such stories and am happy to share this one, which is very relevant with the current unfolding of events in Afghanistan. Just a few days ago, 200 refugees from Afghanistan arrived in London and are currently in quarantine. They've arrived with nothing. My business partner and founder of CircleHood, Hulya Manton, rolled her sleeves up and today, the generosity and kindness of CircleHood members was absolutely mind-blowing - they actively came together to collect clothes and first necessities to help the Afghan refugees during their first days in the United Kingdom. It's a powerful act of kindness across cultures. This is a real life example of how kindness can make a difference in people's lives. Thanks to people's kindness and generosity who have donated to CircleHood, we were able to provide refugees with essentials for their babies and children.

CircleHood is a second hand market-place and community app for parents only. Via our platform, parents can buy, sell swap and donate second-hand baby and children items whilst growing their circle of trusted friends through our interactive community platform, hence why they were able to help so swiftly with donating clothes and items to Afghan refugees.

We are also really happy to see a growing community of lovely parents who see the value in buying things second-hand and bringing sustainability into their everyday lives.

3) What can our readers do to help promote and elevate the #KindnessMatters campaign?

As mentioned in the first answer, the first thing readers can do is to submit acts of kindness they've witnessed or done themselves. They can do so via CircleHood here: www.circlehood.co.uk/kindness-matters-en. Then, they can register for the World Youth Conference on Kindness here: mgiep.unesco.org/wyc2021 and share this within their network!

The #KindnessMatters campaign is such a meaningful campaign and has taught me so much on the meaning of kindness. As a mother, I teach my children kindness everyday and I realise that being kind isn't just about being nice. It, of course, starts with daily acts of kindness but it is so much more. I once heard someone say "Kindness is a movement" and I couldn't agree more. When someone is kind to you, you want to be kind back, so that's a start of a chain that grows within a family, a network of friends, co-workers, community and thanks to this #KindnessMatters campaign, it's growing globally. A chain of kindness and compassion towards everyone and everything that together we can make infinite.

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About Nathalie Bernadotte af Wisborg

Nathalie is the co-founder of CircleHood, a UK-based start-up in the second-hand marketplace and community app for families. She is also the mind behind the recently launched brand of breastfeeding covers called BeOne by My Three Stars.



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