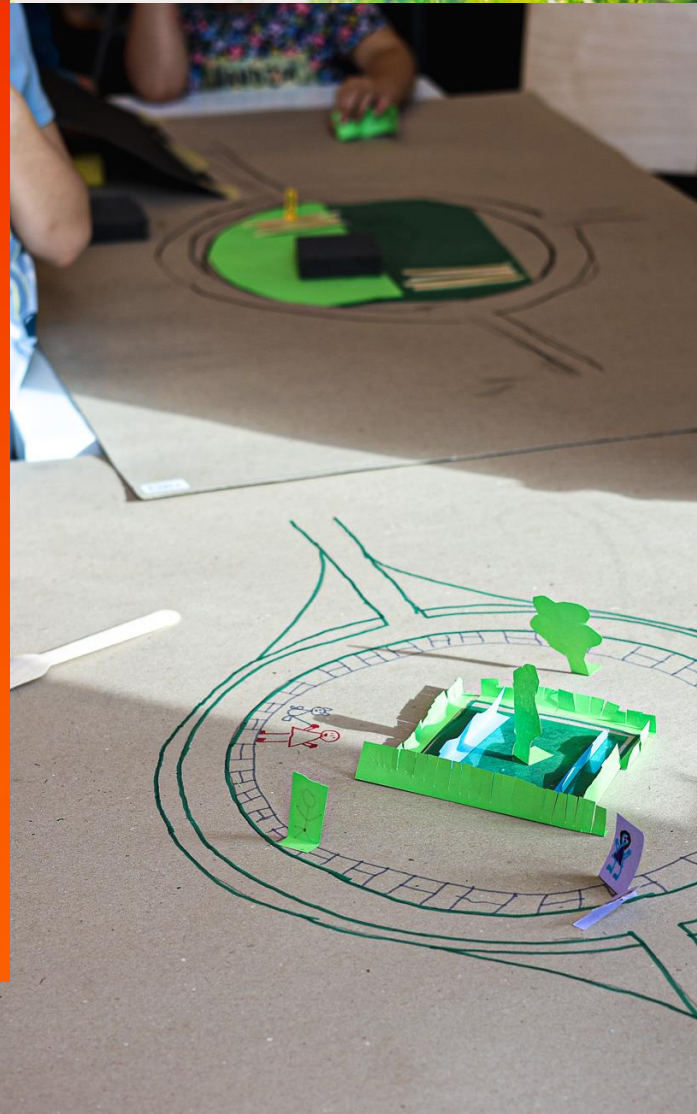


Responsible Business

**"ABC of Empathy"**

**GDC POLAND**



Location: Poland  
People: 409  
More information:  
[www.fujitsu.com](http://www.fujitsu.com)

**The „ABC of Empathy” program consisted of 16 various workshops for children and their families - open for everyone and sponsored by Fujitsu. The aim of this project was to promote empathy among participants (including employees’ families).**

## Challenge

The idea of running the “ABC of Empathy” Program was inspired by the Fujitsu Way corporate philosophy. It responded to the growing need of the society to emphasize and practice empathy in order to make the world more sustainable.

## Solution

In collaboration with Marek Edelman Dialogue Center in Łódź, GDC Poland organized a series of 16 workshops in 2023, covering topics of gender equality, aging, intergenerational cooperation, understanding and cultural diversity. Their goal was to create space for children and families to interact and develop their empathy on various planes together. The Program was inspired by the exhibition at the Center from 2022 around the life of Alina Margolis-Edelman, an empathic role model for people of all ages.

## Outcomes

The project showed the 409 beneficiaries the importance of empathy and how it improves relationships. It taught them various dimensions of empathy: for people of all ages and cultures, the environment, the planet and animals. It was a possibility to create a space for children and their family members to spend time together, get closer to each other and network with other people.



**„Participants emphasized the innovative nature of the workshops - using natural spaces around the building to teach children respect for nature and using old Slavic techniques of telling stories in a new manner.”**

Marek Edelman Dialogue Center in Łódź Report from the „ABC of Empathy” Program



The major outcome of this program was integrating and educating families about empathy.

This led to the improvement in employees' governance and soft skills.

Part of the events was related to natural environment and the participants' surroundings.

## Engagement and feedback

Empathy is one of the Fujitsu core values. Among others. The company understands it as a joint effort to create value for its employees and communities in which we operate as a business.

The program consisted of 16 various workshops open for everyone and sponsored by Fujitsu. The total amount of attendees reached 409.

The events were prepared for the children within the range from 5 to 12 years of age. During the program the workshops were led by 20 different instructors – psychologists, artists, writers and performers.

The program received positive feedback. The innovative and interactive form of the workshop had been underlined and the participants had been asking for more upcoming events.

The events were promoted internally and externally – on Center of Dialogue webpage, Facebook, Instagram, press notes and on the radio – ["Greetings from Planet Heart in the Center of Dialogue" - Radio Lodz](#)

## List of the events

Children's Day – “The delight over nature”:  
- Summertime: interactive concert  
- Botanical body: physical workshops  
- Tracking wild bees: natural workshops  
- Art in the park

“No-playground” Workshops on natural playground design

“Exercises on Empathy”

“Behind the Black Water” – Ukrainian legends and tales

“Diafilm Live” - Belarussian children stories

Workshop with EQdo® cards

First birthday of ABC of Empathy exhibition: 4 workshops during the event

“What does it mean to be old?” – performative workshops

“Greetings from Planet Heart” – art workshops

Superheroines – biographical workshops on “Cosmos for Girls Magazine”