



Sweden says HEJ & HELLO!

For a friendlier society that sticks together

Have you considered that "HEJ" is a small word with a superpower? A HEJ can spread joy and make us feel better. A friendly HELLO can even lay the foundation for a lifelong and rewarding friendship! November 21st is World Hello Day, and the initiative Sweden says HEJ has a clear goal for that day: that all of Sweden should vibrate with a resounding HEJ!

Sweden says **HEJ** is a simple way to spread joy and, at the same time, emphasize the importance of a society that sticks together, where we see and care for each other. You, me, your association, school and workplace have an important role to play, by easily contributing and initiating a HEJ-initiative yourself during **Sweden says HEJ!**

Why is your HEJ important?

Humans have always needed social contact, and that is still true in today's Sweden. We need to belong and be seen, however we are living in an era where more people are feeling excluded. According to recent figures from the SCB (Central Bureau of Statistics), 700,000 Swedes lack a close friend to talk to. We believe in the power of a friendly **HEJ!** Your **HEJ** has the power to end loneliness and make someone feel included. Sometimes the simplest step can be the most significant - like saying **HEJ** to a fellow human being.

How can I contribute?

Who offers the most **HEJ** in your school class or at the office? Which group comes up with the most creative way to spread joy with a **HEJ**? Contribute with your own HEJ activity! At www.sverigehejar.se, you can soon register what you, your organisation, school or workplace plans to do to contribute to a friendlier society that sticks together with a simple **HEJ**. Together, we will make Sweden vibrate with a thunderous **HEJ** on World Hello Day, November 21st!

What is World Hello Day?

World Hello Day is an international day celebrated in over 180 countries since 1973, which emphasizes the importance of talking to each other to avoid division and conflict.

Who is behind Sweden says HEJ?

The initiators of Sweden says **HEJ** are the [Network Stop Involuntary Loneliness \(NSOE\)](#), [Hello Stranger \(Hej främling\)](#), [social platform Citypolarna](#), and [Luleå municipality](#). And there are many more of us who participate. Do you want to join? Please get in touch with emma.jango@hejframling.se or christian@nsoe.se