

EVERY MOMENT MATTERS

A Shared Moment

One Day lasts throughout the entire day.

You can join at any time.

If you would like to experience this day together with people around the world, pause at 9:00 PM local time.

As the clock reaches 9:00 PM in each country, the wave of One Day will travel across the world, connecting people on every continent.

Can't join at 9:00 PM?

That's perfectly okay.

The most important thing is simply finding your own moment of intentional pause.

There Is No Right Way to Participate

You don't have to do the same thing as everyone else.

There is no single correct way to experience One Day.

You might spend one quiet minute in silence.

Go for a walk.

Talk with someone you care about.

Create music.

Take a photograph.

Make a short film.

Or simply put your phone away and spend a few moments fully present.

Every gesture matters.

HOW CAN YOU TAKE PART?

Choose one idea or several.

The most important thing is to do something meaningful to you.

Pause for a Moment

Spend one minute in silence.

Put your phone away.

Take a few slow breaths.

Simply be present with yourself.

Spend Time with Someone

Talk with your family.

Meet a friend.

Visit someone you love.

Listen carefully to another person.

Go Outside

Take a walk.

Sit in a park.

Listen to birds singing.

Watch the sky.

Watch the sunset.

Do Something Kind

Help someone.

Say thank you.

Apologise.

Forgive.

Call someone you haven't spoken to for a long time.

Take a Break from Screens

Turn off notifications.

Put your phone away.

Close your laptop.

Simply be here, now.

SEND A SUPPORT CARD

If you would like to do something more, you can send an anonymous Support Card through hughub.io.

It could be:

- A few simple words.
- A thank you.
- A wish.
- Words of encouragement.

- A reminder that someone is not alone.

We never truly know what another person is going through.

Sometimes just a few sentences, read at the right moment, can bring courage, restore hope, or simply help someone feel seen.

One message may mean far more than we imagine.

SHARE YOUR ONE DAY

Sharing your experience is completely optional.

If you feel like it, we'd love to see your version of One Day.

It isn't about creating a perfect photograph or a professional video.

Authenticity matters far more.

What Could You Photograph?

For example:

- The sky
- A forest
- A park
- Mountains
- The sea
- A sunset
- A cup of coffee or tea
- A book
- A shared meal
- A smile
- Your family

- A friend
- Your dog or another animal
- Any moment that felt meaningful to you

What Could You Record?

Perhaps a short video showing:

- Putting your phone away
- Closing your laptop
- Walking through a forest
- Walking your dog
- Birds singing
- Ocean waves
- A calm breath
- A quiet moment
- A conversation with someone close
- Cooking together
- Reading a book
- Looking out of the window
- Playing with a child
- A moment of gratitude

You don't need to speak.

You don't need to explain anything.

Sometimes the most beautiful moments are completely silent.

IF YOU REPRESENT AN ORGANISATION

You might:

- Invite your community to participate.
- Organise one minute of silence.
- Host a short gathering.
- Create your own activity.
- Share One Day with your audience.

IF YOU ARE A SCHOOL OR UNIVERSITY

You might:

- Organise a shared minute of silence.
- Start a conversation about wellbeing.
- Create a collaborative project.
- Go for a walk together.
- Develop your own interpretation of One Day.

IF YOU ARE A COMPANY

You might:

- Enjoy one minute without phones.
- Switch off notifications.
- Create a quiet break.
- Invite your team to reflect together.
- Experience One Day as colleagues.

IF YOU ARE AN ARTIST

Express One Day in your own way.

Through music.

Film.

Photography.

Writing.

Painting.

Dance.

Performance.

Or a short sound gesture.

The most important thing is that it reflects your own way of expressing a moment of pause.

SHARING ONLINE

If you decide to share your experience online, we'd be delighted if you tagged HugHub.

It helps us see how One Day is unfolding around the world, share selected stories with permission, and create a global summary of the day.

TikTok

@hughub_official

X

@HugHub_io

Website

hughub.io

Official Hashtags

#OneDay2026

#HugHub

#OneWorld

Using these tags makes it much easier for us to find your story and include it in our global recap.

NOT USING SOCIAL MEDIA?

That's perfectly okay.

If you don't use social media, you can still send us your photo or short video through hughub.io.

With your permission, selected contributions may become part of the global One Day recap and the international participant gallery.

REMEMBER

One Day is not about doing something extraordinary.

It is simply about choosing to pause, even for a moment.

We are not trying to change the world in a single day.

We are reminding ourselves that we all share it.

Everyone will experience One Day differently.

And every one of those moments matters.

JOIN PEOPLE AROUND THE WORLD

12 September 2026

ONE DAY

One world. One shared intention.