



IMPROVING PERFORMANCE AT THE NEXUS OF THE COMMERCIAL AND SOCIAL SECTORS

ABSTRACT

INTERNET BASED PLATFORMS FOR VALUES EDUCATION
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Values education is an integral part of any educational process. It is mediated through news platforms that allow making informed conclusions. Interaction such as commenting, creating news, quizzes or playing educational games helps to internalize values. The Rotman School of Management at the University of Toronto, Executed SROI calculation of Canada's Kids Now program and "for every \$1 invested in Kids Now, a +25 percent average rate of return is generated through increased productivity and reduced health, welfare and justice system costs." There are many web based platforms with conscientious content that foster development of cultural awareness, increased tolerance and greater responsibility for kids.

