

Peter Jones CBE gives support to World Merit Day

Dragons' Den star and entrepreneur Peter Jones CBE endorsed World Merit Day, the 'What Matters?' Conference and Concert which took place in Liverpool last week.



Speaking between filming the popular BBC TV series Dragons' Den **Peter Jones** said:

"At the Peter Jones Foundation, we have a mission to train and motivate young people to unleash entrepreneurial talent. We are delighted to support World Merit Day which helps create opportunities for young stars of the future to reach their potential and turn dreams and ambitions into reality."

Speakers

World Merit Day took place at the BT Convention Centre in Liverpool on the 24th July. Over 14 hours of speeches, workshops and music took place with a mission to be inspirational, educational and fun. Malala Yousafzai, the education activist who was shot by the Taliban paid a visit to Liverpool for the first time to speak at World Merit Day, the 'What Matters' Conference and Concert.

Malala was joined by world-renowned educationalist Sir Ken Robinson, acid attack survivor and TV presenter Katie Piper alongside Margaret Aspinall, chair of the Hillsborough Family Support Group. Climate change activists Felix Finkbeiner and Parker Liataud will encourage young people to think about environmental issues.

The grand finale of World Merit Day was an uplifting music concert featuring Space, Esco Williams, Mic Lowry, Nikki Belle and Hoodie Ledbetter.

As the only official youth focused event as part of the International Festival for Business (IFB), World Merit Day aimed to bring young people together beyond beliefs and borders for a truly transformative day for all who attended.

World Merit

Founded in 2009, World Merit has quickly grown an online community of over 80,000 individuals in almost every country in the world. With a digital reach of over 30 million people worldwide, attendees of World Merit Day were

invited to connect with the [worldmerit.org](https://www.worldmerit.org) online community to continue the momentum of inspiration and motivation after the event.

World Merit is a global community that operates beyond beliefs and borders. Those looking to make a social impact in their own community and beyond should join the World Merit online platform at www.worldmerit.org.

https://drive.google.com/folderview?id=0B_krWIKt71_0UkpHYmFYZd0U1U&usp=sharing.

Image source: [BBC](#)