



PRO-DEMOCRACY:

Global Narrative and Message Guide

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Metropolitan Group

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INTRODUCTION

Data and evidence from around the world make clear that authoritarian governments and their allies are dominating the information ecosystem. They are using orchestrated, well-resourced, and weaponized narratives to justify repression and delegitimize liberal democracy. These autocrats are watching and learning from each other, borrowing from a shared authoritarian playbook, and using narratives as a powerful tool to advance their authoritarian policies. The impact is that democratic norms, institutions, and basic freedoms are under attack in nearly every part of the world.

Narratives are critical because they are an upstream element of the information ecosystem that impacts mindsets, how people see and experience issues, and what people pay attention to and believe. In striving to advance and bolster democracy around the world, narrative change can be a powerful tool, as it has been for so many other social change efforts, because it both reflects and shapes our mindsets. These mindsets help determine what we think and believe, what we see as normative, what we accept without question, and what we are willing to challenge. Narratives also impact the information ecosystem, shifting where the critical human capacities of attention and priority are placed, advancing or inoculating against mis/dis/malinformation, and impacting social norms.

While narratives are often used by authoritarian governments to perpetuate mindsets that protect entrenched power and privilege, they can also be used to create new mindsets and promote changes in behaviors, social norms, practices, and policies. These narratives or meta-stories shape the information and cultural ecosystem within which people make choices and decisions. As the upstream element of that ecosystem, narratives significantly impact the downstream elements of what information or disinformation is seen and believed. Changing these meta-stories by proactively advancing an upstream narrative—and the message frameworks, stories, and data connected to it—is a key part of driving social and behavior change (SBC) and improving the enabling environment for democracy strengthening and nearly all social impact activities. (See page 13 for an overview of narrative.)

This guide introduces an evidence-based pro-democracy narrative and supporting message framework grounded in high-frequency values that are intended to accomplish the following:

- Build currency for an upstream pro-democracy narrative that broadens support for liberal democracy and increases its value to stakeholders
- Strengthen the work of pro-democracy stakeholders in deploying more effective messaging
- Increase support for democratic governance and the democratic institutions and principles critical to it
- Increase resistance to—or inoculate against—pro-authoritarian narratives and help to counter disinformation and misinformation

The development of this guide involved extensive global research and analysis of narratives currently employed both by pro-authoritarian and pro-democracy advocates, identification of the values associated with governance and considered to be important in people's lives, and engagement with people and organizations working to advance democracy around the world. The narrative concepts were developed, tested, and refined based upon the inputs above.

Metropolitan Group (MG) conducted a global scan of the most dominant and salient pro-authoritarian and pro-democratic narratives. This was followed by in-depth narrative scans conducted with local partners in local languages in 11 countries on five continents: El Salvador, Ecuador, Indonesia, Kenya, Kyrgyz Republic, Libya, Nigeria, Peru, the Philippines, Serbia, and Uganda. Narrative development and testing was conducted in collaboration with strategic communication partners in three of these countries: El Salvador, Indonesia, and Serbia. These three countries represent diverse historical and contemporary experiences with governance, as well as cultural, social, demographic, and religious attributes. All aspects of this guide were developed with a commitment to co-creation and localization, which incorporated the expertise and local knowledge of our local partners in all countries.

This message guide is intended to support efforts to advance freedom and democracy around the world. The narrative and message framework can be customized for any sector, issue, and stakeholder. To that end, the guide provides five evidence-based guidelines for effective pro-democracy communication, an overview of recommended values to trigger in pro-democracy narratives and messaging, a recommended global narrative and three examples of how to apply the narrative and messaging in communicating about important issues related to democracy. This guide also includes a worksheet to help users apply the narrative and messaging to other issues, activities, and communications that can advance democratic principles, guidance on use of accessible language, and examples of narrative customization and issue application from three different countries.

EXECUTIVE SUMMARY

In striving to advance and bolster democracy around the world, narrative change can be a powerful tool. The development of this guide involved extensive research and analysis of the current narrative landscape, identification of the core values associated with governance and considered to be important in people's lives, and engagement with people and organizations working to advance democracy around the world. This guide includes **five evidence-based guidelines for more effective messaging**, a **recommended narrative and message framework**, and a set of **evidence-based recommended core values** that are most important to trigger in pro-democratic communication and messaging.

EVIDENCE-BASED GUIDELINES FOR MORE EFFECTIVE COMMUNICATION

Narrative research identified five key evidence-based guidelines for more effective narrative and messaging application. Following these guidelines when creating talking points, speeches, and presentations, preparing for interviews, posting on social media, and writing pro-democracy communications generally, will help create more effective messaging. The more detailed guidelines can be found on page 9. The guidelines include:

1. **VALUES-BASED:** Center or highlight core values in all communications.
2. **ASSET-FRAMED:** Focus on opportunity and benefits (assets) instead of challenges and shortfalls (deficits).
3. **RELATIONAL, NOT TRANSACTIONAL:** Use language that focuses on what matters to people.
4. **ACCESSIBLE:** Use everyday, easy-to-understand language
5. **CULTURALLY RELEVANT:** Use a cultural context lens when applying narrative and messaging, and in crafting stories.

EVIDENCE-BASED NARRATIVE AND MESSAGE FRAMEWORK

The recommended pro-democracy narrative and supporting message framework below were developed by applying research findings, data, and the five evidence-based guidelines. They were refined based on testing in three countries using qualitative and quantitative methods. The narrative and message framework evoke priority core values (see color key below); are primarily asset-framed; prioritize relatable (non-technical) language; and are informed by cultural, historical, and political context.

Core Values Color Key	Freedom	Fairness	Safety/ Security	Honesty	Representation
	Prosperity	Strength/ Fearlessness	Responsibility	Family/ Belonging	Tradition

FREEDOM AND DEMOCRACY LIVE IN ALL OF US	
Core Message (summary)	All people deserve to be both free and secure . True security is only possible when we all can live and speak freely , honor our traditions , and provide for our families . Freedom is both our right and a responsibility we share to participate and to respect the freedom of others. Freedom and democracy live in all of us . We expect and deserve an honest and open government that answers to the people and treats everyone fairly . When we stand together for freedom and democracy, we build strong communities and a safer world .
Problem	Denying the rights and freedom of anyone puts at risk the rights and freedom of everyone . Too often, we are told that security is only possible if we sacrifice some of our freedom or that democracy undermines traditional family values . Both are untrue and are used to deny our rights and protect those in power, paving the way for corruption and disinformation . This limits our ability to solve our collective challenges and promote shared prosperity while also limiting people's access to education, health care, and jobs that make it possible to support themselves and their families .
Solution	To be a truly democratic society, we must demand a government that is honest and open , treats people fairly , and provides opportunities for all people . That is only possible if we do our part to actively participate , defend freedom for ourselves and others , and hold our government accountable to the people .
Benefits	When people are free to live and speak their minds without fear and are treated fairly , they can provide for themselves and their families , and fully participate and contribute to their communities . This combination of freedom , fairness , and fearlessness is also why democracies can best find innovative solutions to our shared challenges and build strong communities and a safer world .
Call to Action	Freedom and democracy live in all of us . To best ensure strong communities and a safer world , we need to stand together for honest and open government , treat all people fairly , and protect our freedom .

OVERVIEW OF RESEARCH FINDINGS

This narrative work was grounded in two comprehensive phases of research. In the Narrative Scan Phase MG and partners conducted formative research to identify and analyze existing dominant and salient¹ pro-authoritarian and pro-democratic narratives and counternarratives, including message framing and the key values reflected in the narratives. The research conducted included a multi-methodology global scan and in-depth multi-methodology research in seven countries (El Salvador, Indonesia, Kenya, Nigeria, Peru, Serbia, and Uganda). Subsequent narrative scans were conducted in Ecuador, the Kyrgyz Republic, Libya, and the Philippines. In the Narrative Development and Testing Phase, MG and partners in three countries (El Salvador, Indonesia, and Serbia) engaged in country-level stakeholder research; narrative development and framing; testing (survey, focus groups, and key informant interviews); and narrative refinement and supporting message framework build-out based on testing outcomes.

The following are key findings that arose from this research.

EXISTING NARRATIVES ABOUT DEMOCRACY AND AUTHORITARIANISM

1. Pro-democratic narratives are not nearly as dominant or salient as pro-authoritarian narratives.
2. The brand and word “democracy” is powerful and holds value. Authoritarians are appropriating the word and redefining democracy and democratic values to advance their narratives, and democracy appropriation narratives are dominant in the current narrative landscape. Despite appropriation, the power of the concept and “brand” merits pro-democracy advocates utilizing the term and better defining it as connected with democratic principles, rather than narrowly defined as elections.
3. Many pro-democracy narratives use technical language and assume relevance and understanding of liberal democratic principles, while pro-authoritarian narratives center to a greater extent on triggering values and highlighting benefits.
4. Some of the most dominant pro-democracy narratives have “deficit framing” that can bolster pro-authoritarian narratives, and reinforce concerns for high-frequency values of stability and security that further advance pro-authoritarian narratives.
5. Despite “freedom” being identified as the value most associated with democracy, the “Democracy promotes freedom” narrative has lost dominance in recent years and was not found among the current salient and dominant pro-democratic narratives.
6. Principles of liberal democracy resonate strongly across country contexts, even if perceptions of democracy are complex and mixed.
7. The message components that had the highest levels of support in testing included “We deserve both security and freedom” and “Freedom is both a right and responsibility.”
8. The pro-authoritarian narrative describing the excesses or “indulgences and weaknesses” of democracy is well-entrenched.
9. The historical and cultural context and lived experience of people have a significant impact on how they experience narratives and perceive messengers. This includes a perception that the United States and some Western European states do not respect the sovereignty of other countries.

¹ Salient and dominant means that the narratives were found across multiple methodologies and met criteria established at the outset of this project (i.e., relevance, prevalence, impact, reach, traction, diverse contexts).

10. The choice between democracy and authoritarianism is not a binary one—and exists on a continuum. Many people make choices based upon their values and perceived tangible benefits, not necessarily in favor of democracy or autocracy.
11. All narratives can be orchestrated and organic, and many of the most effective are both. Orchestrated narratives are those that are designed, coordinated, and instrumentalized for specific objectives. Organic narratives tend to grow out of cultural, historical, or other social experiences.

CORE VALUES ASSOCIATED WITH DEMOCRACY GLOBALLY

1. Looking across the full body of research conducted, MG identified 10 core values that are relevant to efforts to advance democracy around the world:
 - a. Initial research of the salient and dominant pro-authoritarian and pro-democracy narratives in the existing landscape identified **security**, **prosperity**, **strength**, **honesty**, and **representation** as the most powerful values.
 - b. Two other values associated with governance were identified as being unique to democracy and harder for authoritarians to authentically claim in their own narratives: **freedom** and **fairness**.
 - c. The value of **family** (including a sense of connection, community, and belonging) was identified from broader values studies. While this core value is not necessarily connected to values of governance, it is directly related to what people care about in their own lives.
 - d. Subsequent formative research and narrative testing in three countries provided additional evidence confirming that **freedom** and **fairness** are among the highest priority values that should be incorporated into future pro-democracy messaging. It also identified **tradition**, **family**, and **responsibility**, and confirmed **security**, **prosperity**, **strength**, **honesty**, and **representation** as important values to trigger in pro-democracy narratives.
2. Drawing on this research, the following ten core values are recommended for use in pro-democracy narratives and messaging:

Freedom, Fairness, Security, Honesty, Representation, Prosperity, Strength, Responsibility, Family, Tradition.

NARRATIVES AND MESSAGING THAT RESONATE²

1. **Freedom is a powerful concept that should be prioritized** in narratives and messaging about democracy. Survey respondents in all three countries strongly endorsed the idea that freedom is both a right and a responsibility, and that people deserve to be free and have a responsibility to respect the freedom of others.
2. In a direct refutation of an argument frequently made by authoritarians, survey respondents supported the idea that people should not have to sacrifice their freedom as citizens to be secure as a country, and that **people deserve to be both secure and free**.
3. **A range of narrative themes tested strongly in terms of agreement, relevance, and likelihood to share in all three test countries.** All of the tested narratives were designed to evoke high-priority values and were developed following the evidence-based guidelines. One narrative (“Freedom and democracy live in all of us”) had the strongest

² Based on testing in Indonesia, El Salvador, and Serbia.

testing results; the greatest intensity of agreement, relevance, and likelihood to share; and broad resonance (increasing the potential to move additional audiences and reducing potential for backlash).

4. The “**Freedom and democracy live in all of us**” thematic narrative tested the strongest in Serbia and Indonesia, performed strongly in El Salvador, and connects most directly to narrative scan learnings in the other four countries. Due to its broad resonance across the population—including democratic supporters and even those with authoritarian preferences—and its demonstrated low risk for potential backlash, it is the recommended narrative.
5. Exposure to the narratives and messaging during testing **increased the preference for democracy over authoritarianism and the intention to take civic action** in all three countries.

INTENDED STAKEHOLDERS AND AUDIENCES

For a narrative and message framework to be effective, it is important to identify the stakeholders and audiences they are intended to reach, engage, and motivate to action since they have the most to gain (or lose), and their needs and interests need to be centered in every respect.

It is also important to remember that no narrative or messaging initiative will (or should even try to) reach and motivate everyone. On any issue, including—and perhaps especially—governance, some segments of the population will already agree with you, and others will never agree with you no matter what you say or do. Between these two polar opposites is a segment of the population that is potentially “movable.”

In the context of governance, narrative and messaging can provide those segments of the population who already believe in democracy (“champions”) with the tools and resources to communicate more effectively, to be more motivated to take civic action in support of this belief, and to help motivate others. Key findings in the research conducted for this activity included lower dominance and salience of pro-democratic narratives and a lack of unified/shared narrative and messaging among pro-democracy advocates in case study countries. Narrative and messaging can also help to influence those who are receptive to the idea of democracy (or at least recognize the limitations of authoritarianism) and are, therefore, “movable.” However, narrative and messaging are unlikely to convince those who do not believe in democracy or who are satisfied without reservations by what authoritarianism has to offer them.

For these reasons, narrative and messaging will be most effective when they prove inspiring and motivating to champions, and convincing to those who are movable (leaning democratic but not active, or leaning authoritarian but with reservations, who are also receptive to the narratives).

Informed by the research conducted across this project at a global level, we have identified the following stakeholders and general population audiences for the recommended narrative and messaging:

STAKEHOLDERS	AUDIENCES
Messengers and amplifiers of the narrative and messaging	Population groups who are likely to be receptive and consider taking action
<ul style="list-style-type: none">• Governments that support strengthening of democracy (government officials, elected and appointed officials) in any country that supports democratic principles and institutions. Of note, in hybrid contexts, branches or levels of government (regional, state, municipal, etc.) that support democratic principles and institutions can also benefit from use of the narrative and framing	<ul style="list-style-type: none">• People who believe in the power and relevance of democracy and who are civically active (e.g., voting, participating in a public protest or demonstration, sharing their opinion about a political or governmental matter with people they know and trust, contacting a public official or community leader, etc.)• People who believe in the power and relevance of democracy, but are not

<ul style="list-style-type: none"> • Civil society organizations (CSOs) • Civically involved groups (unions, pro-democracy political parties and movements, etc.) • Think tanks and academia • Media • Influencers and validators (such as pundits, public intellectuals, social media influencers, celebrities, artists, musicians, content creators, and other creative expression and pop culture influencers) • Faith leaders 	<p>civically active</p> <ul style="list-style-type: none"> • People who lean toward democracy and are civically active • People who lean toward democracy, but are not civically active • People who lean toward authoritarianism but express some doubts about current leadership, and are civically active
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GUIDELINES FOR EFFECTIVE COMMUNICATION

This work identified five key guidelines for narrative and messaging. Following these guidelines when creating talking points, speeches, and presentations; preparing for interviews, posting on social media, and writing pro-democracy communications generally, will help create more effective messaging that is:

VALUES-BASED

Center or highlight core values in all communications.

People make decisions about what to believe and what (if anything) to do based on the extent to which they connect what they're hearing (including facts and data) with their deeply held values and perceptions about how the world works. So, it's important that communication be designed to evoke core values that are widely held and authentic in terms of their connection to priority values for governance (e.g., security and prosperity), the idea and practice of democracy (e.g., freedom and fairness), and those that are important in people's personal lives (e.g., family).

TIPS: Recommended pro-democracy core values to evoke are: Freedom; Fairness; Security; Honesty; Representation; Prosperity; Strength; Responsibility; Family; and Tradition.

ASSET-FRAMED

Focus on opportunity and benefits (assets) instead of challenges and shortfalls (deficits).

Deficit framing for broad audiences can reinforce pro-authoritarian narratives about democracy not meeting people's needs and can be demoralizing. At the same time, acknowledging the challenges confronting democracies maintains credibility, demonstrates awareness of current realities, and offers solutions that are only possible in democracies. People want and need to understand what democracy means in the context of their lives. For most audiences, communication should focus on filling that gap while also drawing a contrast between democracy and authoritarianism.

TIPS: Avoid using deficit-based language, like "Democracy is in decline." Instead, lead with the strengths of democracies—for example, "The combination of freedom, fairness, and fearlessness is why democracies can best solve our shared challenges and build strong communities and a safer world."

RELATIONAL, NOT TRANSACTIONAL

Use language that focuses on what matters to people.

Utilize language that is relational (focusing on what matters to people) and avoid language that is transactional (focusing on quantifiable or immediate-term comparisons). For example, the phrase “Democracy delivers” implies outcomes or impacts on people’s lives that might not have been fully manifested, inviting identification of all the ways in which democracies have not yet delivered for the people they serve. As a result, one of the most dominant and salient pro-authoritarian narratives is “Democracy doesn’t deliver.”

TIPS: Talk about the ways in which democracies create opportunities to make a difference in people’s lives—for example, “When people are free to live and speak their minds without fear and are treated fairly, they can pursue an education, access health care, and provide for themselves and their families.”

ACCESSIBLE

Use everyday, easy-to-understand language.

Use everyday, easy-to-understand language with tangible references that connect the idea and practice of democracy with what matters to people instead of relying on jargon or technical terminology that can easily be misunderstood and can be off-putting. Communication should describe what democracies look like in practice and how they help to manifest what people care about in order to bolster support for democracy.

TIPS: When possible, avoid using words or expressions that might be unclear or confusing, like “transparent,” “accountability,” or “rule of law.” Instead, use words that are more clear, like “honest and open,” “answers to the people,” or “treats everyone fairly.” See Accessible Language below for more examples.

CULTURALLY RELEVANT

Use a cultural context lens when applying narrative and messaging, and in crafting stories.

To be effective in reaching and engaging audiences, narrative and messaging must be tailored to specific communities or populations and grounded in cultural relevance, reflecting both the cultural heritage and the contemporary lived experience of your audiences. Messaging that fails to be grounded in cultural context or disregards current realities will raise concerns about credibility and is bound to be rejected.

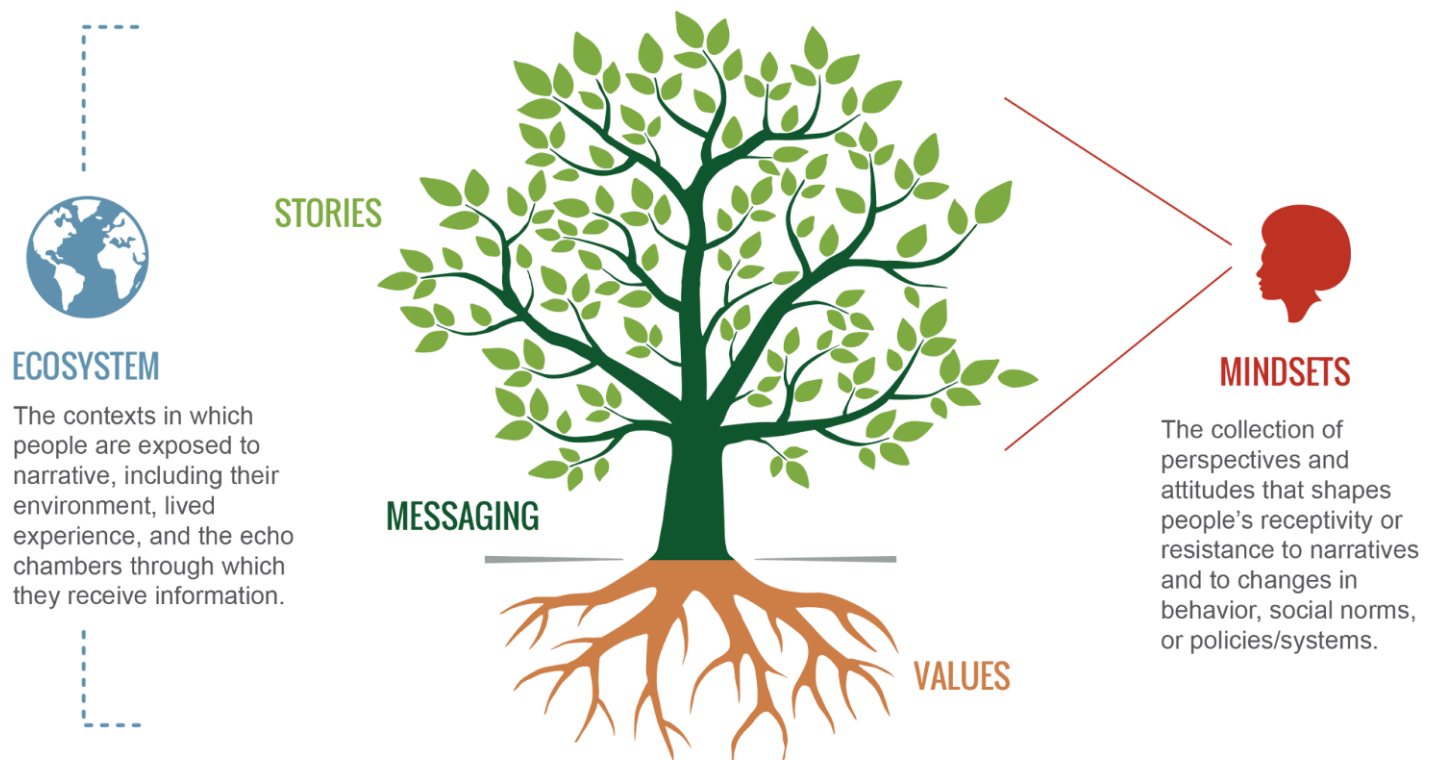
TIPS: Incorporate localized, culturally rooted metaphors and imagery to connect with audiences and establish relevance. Determining when to use or not use metaphors is also an important part of respecting cultural context. When communicating with culturally and linguistically diverse communities, some metaphors may not have relevance or could feel exclusionary.

AN OVERVIEW OF NARRATIVE AND MESSAGING

NARRATIVES AND THE POWER THEY HOLD TO CHANGE THE WORLD

For those seeking to advance a more just, healthy, and sustainable world, narrative can be one of the most powerful tools. The narratives we accept—and the narratives we reject—reveal something about ourselves, the world we see, and the change we seek to create or the status quo we strive to protect. No narrative exists in a vacuum. It is deeply influenced by—and in turn can influence changes in—the social, cultural, environmental, and political ecosystems all around us. Similarly, while the mindsets people hold shape their receptivity or resistance to narratives, narratives can also influence changes in people's mindsets.

NARRATIVE The articulation of a particular way of understanding the world and how it works that shapes what people think, believe, and do.



STORIES: What people experience over time both literally (e.g., through social media, oral tradition, etc.) and figuratively (e.g., through policy, the built environment, etc.) that aggregates to create or reinforce a particular narrative.

MESSAGING: The core ideas that provide the foundational structure for the narrative.

VALUES: The deeply held beliefs that ground the narrative, connect it to what people care about, and increase their likelihood of attention, adoption, and action.

CORE VALUES TO PROMOTE DEMOCRACY

The most effective narratives, which precipitate action and spark decision-making, utilize closely held values. The narrative and message framework described here were intentionally designed to evoke these core values, and this guide recommends incorporating these core values when creating pro-democracy communication materials.

Core Values	Definition
Freedom	Connects with the broad range of freedoms that are important to people, including the right to think and speak freely, to act and live their lives, to worship as they choose, to make choices, and to express their views about their government without fear of reprisal. Connects to core democratic principles, including freedom of speech, freedom of assembly, freedom of the press, etc.
Fairness	Reflects the ideas of justice and equality, where everyone receives the same benefits or opportunities and is treated fairly under the law regardless of position, power, or identity.
Safety/Security	Defined in a broad sense in terms of personal security and safety, economic security, and cultural/identity security. It is often associated with a threat, fear, or insecurity of losing something.
Honesty	Associated with truth, trust, trustworthiness, openness, and transparency, and often triggered in contrast to concerns about corruption, accountability, and disinformation.
Representation	Conveys a sense of inclusion (political and communal), having personal agency or a voice, and actively participating in their governance.
Prosperity	Captures both individual benefits (e.g., jobs, increased family income, and access to opportunity and services) and collective benefits (e.g., development, progress, and economic growth for a community or country).
Strength /Fearlessness	Closely connected to stability, action, decisiveness, and effectiveness; this value also aligns with the desire people have for stable and resilient communities and nations. This value can also be an effective counter to authoritarians' frequent use of fear-based framing.
Responsibility	Connects with the widely held belief that freedom is not just a right, but also comes with the responsibility to respect and help protect the freedom of others. Also reflects the importance of being civically active, people's sense of duty, and the responsibility of governments to their people.
Family/ Belonging	Connects people to their most important relationships, including family, kinship, and community; what they want for their children; and their sense of connection to, and responsibility for, each other.
Tradition	A multi-faceted core value associated with family, culture, and heritage, as well as national, religious, and ethnic identity.

RECOMMENDED NARRATIVE AND MESSAGING TO ADVANCE DEMOCRACY

The recommended pro-democracy narrative and supporting message framework below were developed by applying research findings, data, and the five evidence-based guidelines. They were refined based on testing in three countries using qualitative and quantitative methods. The narrative and message framework evoke the core values (see color key below); are primarily asset-framed; utilize relatable (non-technical) language; and are informed by cultural, historical, and political context.

The Narrative Development and Testing Phase created four narratives that were tested with focus groups and surveys. The recommended narrative tested the strongest among stakeholders, standing out with the highest levels of agreement, relevance, and willingness to share across all audience segments. Even authoritarian-leaning respondents showed high agreement with the narrative—reducing the potential for backlash. Based upon the findings from the message testing, the messaging was refined to increase the prevalence of the highest-performing message components.

Words and phrases that reflect the identified core values are shown in the corresponding colors in the narrative and message framework:

Core Values Color Key	Freedom	Fairness	Safety/ Security	Honesty	Representation
	Prosperity	Strength/ Fearlessness	Responsibility	Family/ Belonging	Tradition

FREEDOM AND DEMOCRACY LIVE IN ALL OF US	
Core Message (summary)	All people deserve to be both free and secure . True security is only possible when we all can live and speak freely , honor our traditions , and provide for our families . Freedom is both our right and a responsibility we share to participate and to respect the freedom of others. Freedom and democracy live in all of us . We expect and deserve an honest and open government that answers to the people and treats everyone fairly . When we stand together for freedom and democracy, we build strong communities and a safer world .
Problem	Denying the rights and freedom of anyone puts at risk the rights and freedom of everyone . Too often, we are told that security is only possible if we sacrifice some of our freedom or that democracy undermines traditional family values . Both are untrue and are used to deny our rights and protect those in power, paving the way for corruption and disinformation . This limits our ability to solve our collective challenges and promote shared prosperity while also limiting people's access to education, health care, and jobs that make it possible to support themselves and their families .
Solution	To be a truly democratic society, we must demand a government that is honest and open , treats people fairly , and provides opportunities for all people . That is only possible if we do our part to actively participate , defend freedom for ourselves and others , and hold our government accountable to the people .
Benefits	When people are free to live and speak their minds without fear and are treated fairly , they can provide for themselves and their families , and fully participate and contribute to their communities . This combination of freedom , fairness , and fearlessness is also why democracies can best find innovative solutions to our shared challenges and build strong communities and a safer world .
Call to Action*	Freedom and democracy live in all of us . To best ensure strong communities and a safer world , we need to stand together for honest and open government , treat all people fairly , and protect our freedom .

***NOTE:** The call to action statement shown here is a general statement appropriate to an overarching narrative message framework. It can be customized for audiences and key issues in ways that identify specific actions they can take (e.g., speaking out, contacting their elected representatives, or voting).

THE RECOMMENDED NARRATIVE AND MESSAGING IN ACTION

This message guide includes guidance on the application of the narrative through three illustrative examples, showing how the narrative and message framework may be used on three core issue areas with global relevance and salience. These examples and the worksheet below can help implementers apply the narrative to numerous other issues relevant to bolstering democratic principles and countering pro-authoritarian narratives, messaging, and disinformation.

ANTI-CORRUPTION	
Core Message	<p>Fighting corruption cannot be done in secret. Yet, too often we are being denied our right to the information we need to hold our leaders accountable to the people. This paves the way for abuse of power and makes it harder for us to challenge disinformation. That hurts all of us by diverting resources to the rich and powerful instead of funding the education, health care, and infrastructure we all rely on. We must demand an open and honest government that is committed to actively fighting corruption so we can create a just, secure, and prosperous nation for all of us.</p>
Problem	<p>Too often we're told that we have to sacrifice our rights and freedoms to be secure. But it's not true. Without free access to information, we have no way to hold our leaders accountable or to make informed decisions. Limiting this access paves the way for corruption and abuse of power and makes it harder for us to challenge disinformation. Laws are applied unfairly and public resources are diverted to the rich and powerful instead of funding education, health care, and infrastructure. Corruption also undermines our democratic institutions, denies us justice we can trust, restrains our economic development, and weakens our faith in our government and each other.</p>
Solution	<p>Fighting corruption cannot be done in secret. To effectively fight corruption, we need a government that answers to the people and is committed to protecting our democratic ideas and institutions. Our leaders must respect and abide by the basic democratic principle that no one is above the law. We must demand honest and open government that enables us to see how decisions are made and public resources are used. We must support and protect a free and active press that asks important and hard questions. And each of us must be able to speak out against corruption without fear.</p>
Benefits	<p>When we fight corruption, we ensure public resources are used to increase access to jobs, education, health care, and safe infrastructure for all of us. As a result, people will live more freely and be better able to provide for themselves and their families. Fighting against the abuse of power will also increase fairness, promote shared prosperity, and deepen our trust in our society, our government, and each other.</p>
Call to Action	<p>Freedom and democracy live in all of us. Together—we must actively participate and demand that our government honestly and openly fight corruption to create a better future for all of us.</p>
Draft Social Post	<p>Fighting corruption cannot be done in secret. We deserve free access to information to be able to make informed decisions and to hold our leaders accountable to the people. It's the only way to make sure public resources are being used to fund jobs, education, health care, and infrastructure for all of us. #FreedomAndDemocracyLiveInUs #FreedomMatters</p>

HUMAN RIGHTS	
Core Message	Denying the rights and freedom of anyone puts at risk the rights and freedom of everyone . Yet, today we are told that to be secure we have to sacrifice our most basic human rights , including the freedom to speak out , the right to work and education , freedom from inhumane treatment , a justice system we can trust , and more. We must demand that our leaders protect the human rights and freedoms that represent the backbone of life and liberty to which every person is entitled. When we stand together for freedom and democracy, we build strong communities and a safer world .
Problem	Denying the rights and freedom of anyone puts at risk the rights and freedom of everyone . Too often we are told that security is only possible if we sacrifice our freedom . But that's just an excuse used to deny our rights . Today, people are subjected to unlawful detention and inhumane treatment, denied equal protection under the law, and discriminated against based on their race, religion, or gender . Too many people experience abusive working conditions or forced labor . Our right to express ourselves freely and speak out is under attack, and those who stand up are at risk of violence or worse. As long as these injustices can happen to anyone, no one is truly safe or free . <i>NOTE: The examples of human rights violations referenced above can be replaced with others based on the country and the context.</i>
Solution	To be a truly democratic society, we need justice we can trust . Our leaders must do more to protect the basic freedoms and human rights that represent the backbone of life and liberty to which every person is entitled. Our government must commit to protecting strong democratic institutions, a legal system where innocent people do not suffer from injustice or abuse and where everyone can speak freely and live without fear . That is only possible if we do our part to demand that our government defend freedom and protect human rights for everyone , not only the rich and powerful.
Benefits	When people can live without fear , they can freely speak their mind , stand up for themselves and others , and better provide for themselves and their families . This makes it possible for them to more fully participate and contribute . This combination of freedom , fairness , and fearlessness is why democracies can best build strong communities and a safer world . By creating a society that is fair and treats everyone with respect , our country will be more secure and free .
Call to Action	Freedom and democracy live in all of us . We must stand together to defend everyone's freedom and rights . Only when we ensure fair treatment and speak out against injustice can we all live without fear . Together, we can build a country where everyone can enjoy freedom , security , and justice for themselves and their families .
Draft Social Post	We all deserve to live without fear . Our leaders must do more to protect the human rights and freedoms that represent the backbone of life and liberty to which every person is entitled. When we stand together for freedom and democracy, we build strong communities and a safer world . #FreedomAndDemocracyLiveInUs #JusticeWeCanTrust #FreedomMatters

FREEDOM OF EXPRESSION	
Core Message	<p>All people deserve to be both free and secure. Yet, we are told that we must sacrifice our freedom—including the right to express ourselves and speak out—to be more secure. That's a false choice. Without this freedom, we can never be truly secure. Together, we must demand that our government protect everyone's right to express themselves and question those in power without fear. When we stand together for freedom and democracy, we build strong communities and a safer world.</p>
Problem	<p>Too often, we are told that we must sacrifice our freedom to be more secure. That's a false choice used by those in power to deny our most basic freedoms including the right to speak out, to challenge disinformation, and to question—or even criticize—our leaders. Today, journalists, people who express different opinions, and organizations that exist to protect our freedoms, face harassment and violence. This weakens our country by preventing honest discussions about how to address our challenges and makes it impossible to hold our leaders accountable. This makes us both less free and less safe.</p>
Solution	<p>To be a truly democratic society, our leaders must do more to protect everyone's right to express themselves without fear, support a free and active press, and welcome diverse voices and criticism that help to make us stronger. Freedom is both a right and a responsibility. We must do our part by expressing ourselves, respecting the opinion of others, actively participating in our democracy, and defending freedom for ourselves and others.</p>
Benefits	<p>When people are free to speak their minds without fear—and have access to a free and active press—they are better able to fully participate in our democracy and contribute to their communities. Our right to speak out is central to the freedom, fairness, and fearlessness that makes democracies best equipped to find solutions to the challenges we face. In this way, freedom of expression is key to building strong and prosperous communities and a safer world.</p>
Call to Action	<p>Freedom and democracy live in all of us. We must demand that our leaders defend our freedom to speak out. And we must stand up for a free press and the rights of others to express diverse ideas and perspectives.</p>
Draft Social Post	<p>Without freedom to speak out and question our leaders, we can't have honest discussions about how to address our challenges and we can't hold our leaders accountable. This makes us both less free and less safe.</p> <p>#FreedomAndDemocracyLiveInUs #FreePress4FreePeople #FreeSpeech4FreePeople #SpeakOutForFreedom #StandUpAndSpeakOut #FreedomMatters</p>

NARRATIVE AND MESSAGE APPLICATION WORKSHEET

HOW TO USE THIS TOOL

This worksheet is designed to help create customized communications tools and resources that effectively persuade and inspire your stakeholders and audiences to take desired actions.

Part 1 will guide you in considering your messaging goals, the stakeholders and audiences that can best accelerate progress toward those goals, and your audiences' context before developing messages and communications. These questions are evergreen and can guide any of your communications.

In Part I, you may find that there are questions that you do not have the answers to. That's okay. Just detail what you know or seek input from someone who might have insights into those questions.

Part 2 offers a guide for developing a message framework that is relevant to your context and audiences, and provides opportunities for layering in the local examples, stories, and data that will bring the message framework to life.

PART 1: PLANNING

The questions below can and should be utilized before developing any communication that leverages your messaging.

Once you have developed the first draft of your messaging (as outlined further in Part 2), you will want to review your answers to these questions and confirm that the draft reflects them—or refine the communication so that it will be more effective.

1.1 Goal for your messaging: What do you want your messaging to help accomplish, e.g., what changes in understanding and/or actions? (Your responses will inform the call(s) to action you will craft in Part 2.)

1.2 Stakeholders and audiences: Who is in a position to take the actions necessary to accomplish this goal?

1.3 Communication channels/messengers: What communication channel(s) will be most effective for reaching your intended stakeholders and audience? Who is the most effective (i.e., trusted) messenger for this communication? Or, who is the person already identified as the messenger (e.g., the person delivering a speech or presentation)? What are the strengths and limitations of the communication channel?

Communication Channels	Messengers

1.4 Stakeholders' and audiences' values: Based on what you know from research—or can surmise from experience—identify which of the following core values are likely to be most motivating to your prioritized stakeholders and audiences.

✓	CORE VALUES	✓	CORE VALUES
	Freedom		Prosperity
	Fairness		Strength/Fearlessness
	Safety/Security		Responsibility
	Honesty		Family/Belonging
	Representation		Tradition

PART 2: MESSAGE DEVELOPMENT

This worksheet is designed as an example of how to apply the narrative and message framework to a particular issue or communication you are crafting. In completing this worksheet, refer to the core message below:

Freedom and Democracy Live in All of Us

All people deserve to be both free and secure. True security is only possible when we all can live and speak freely, honor our traditions, and provide for our families. Freedom is both our right and a responsibility we share to participate and to respect the freedom of others. Freedom and democracy live in all of us. We expect and deserve an honest and open government that answers to the people and treats everyone fairly. When we stand together for freedom and democracy, we build strong communities and a safer world.

Using this core message for inspiration, use the tips below to craft a draft message framework for your use. You might wish to use color coding for your draft text to highlight the words and phrases that evoke the core values you identified in Section 1.4 above.

This worksheet can be used both generally and to address specific issues. As you use this worksheet, think about stories and examples you can reference throughout that relate to people's lives. Also, consider what languages or dialects are most relevant to your audience.

In crafting your message framework, be sure to refer to the Guidelines for Effective Communication found on page 11 of this guide.

TIPS	CORE MESSAGE (the summary)
<p><i>What is the most important idea you want your audience to remember?</i></p> <p><i>Include it here, trying to be as clear and direct as possible, making sure to frame the issue in ways that are relevant to your audience.</i></p>	

TIPS	PROBLEM
<p><i>How would you define the problem or challenge you seek to address? Think of the tangible ways this problem impacts your stakeholders and audiences.</i></p> <p><i>Describe the situation here in ways that would be relevant to your audience. Consider references to local examples, if relevant.</i></p>	

TIPS	SOLUTION
<p><i>How can this problem or challenge be resolved in ways that reflect the identified core values (e.g., freedom, fairness, honesty, etc.)?</i></p>	

<p><i>Think about describing the solution in ways that would be perceived as relevant by your audience.</i></p> <p><i>Be sure to reference things that can be accomplished, as well as actions that people might take to be part of the solution.</i></p>	
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TIPS	BENEFITS
<p><i>How would your stakeholders and audiences benefit from your proposed solution? Identify benefits that are both tangible (e.g., access to health care or housing) and intangible (e.g., promoting freedom or fairness, access to opportunity, etc.).</i></p> <p><i>Think about ways people would benefit both individually and collectively.</i></p>	

TIPS	CALLS TO ACTION
<p><i>What specific, tangible, and realistic actions can your stakeholders and audiences take, and/or what can they demand of their government to help manifest the solution described above?</i></p> <p><i>Consider actions that can be taken both individually and collectively.</i></p>	

Once you have completed your message framework, use it to inspire the content of your communication. You might find it useful to periodically review this worksheet and make adjustments or refinements over time based on your use of it and the response to it from your audiences.

ACCESSIBLE LANGUAGE

Below are suggestions that can be used directly in pro-democracy communications that are informed by the five principles referenced above. They are not hard rules because there are audiences and use cases for which the specific language in the “*instead of this*” column may be the right framing. For example, when communicating with democracy professionals, more technical and precise language may be more appropriate. However, when communicating with broad audiences, using more relatable language in the “*consider this*” column can increase the relevance, understanding, and impact of your messaging.

The preferred language shown here is appropriate for developing messaging or communication materials about democracy.

Instead of this...	Consider this...
“Democracy delivers.”	“Democracies are better able to solve global challenges and improve people’s lives.”
	“Democracies help build strong communities and a safer world.”
“Democracy is in decline.”	“Democracies are rising to the moment, which is why authoritarians are on the attack.”
	“Freedom and fearlessness are why democracies are stronger and better able to rise to the moment in finding innovative solutions to the challenges we face.”
“Democracy is messy,” or “Democracy is a work in progress.”	“Democracies aren’t afraid to question themselves and welcome new ideas.”
	“Democracies are committed to doing the work to improve themselves.”
“supporting free and independent media”	“supporting freedom of the press”
“transparent” or “transparency”	“honest and open”
	“open to everyone”
“accountable government,” “accountable governance,” or “accountability”	“government that is responsive to the needs of the people”
	“government that answers to the people”
“fighting corruption”	“fighting for (or creating) honest and open government”
“bolstering democratic reformers”	“supporting people fighting for democracy”
	“supporting people fighting for your rights”
“advancing technology for democracy”	“using technology to bring us together and

	help make democracy work better for everyone”
	“using technology to make democracy more accessible to us all”
“rule of law”	“everyone treated fairly”
	“a justice system that treats everyone fairly, no matter who they are”
	“justice you can trust”
“equitable” or “equity”	“fair”
“participatory electoral systems”	“free and fair elections”
	“honest elections”
	“elections where every vote counts”
“participatory democracy” or “democracy giving voice to all”	“everyone matters”
	“making sure everyone is heard”
	“every vote counts”
“economic inequity”	“gap between rich and poor”
	“economic unfairness”
	“unequal access and opportunity”
“good governance”	“government that works for everyone”
	“honest and responsive government”
“historically marginalized” or “vulnerable populations”	“people (or communities) that are left out and left behind”

APPENDIX I: RESEARCH METHODOLOGY SUMMARY

During the **Narrative Scan Phase** from April 2022 to May 2023, MG conducted a global research scan of pro-authoritarian and pro-democracy narratives, and, in coordination with local research partners, conducted a narrative research scan and analysis across seven case study countries. We used these different methodologies to identify, deconstruct, and evaluate the most salient and dominant narratives and to garner preliminary information on stakeholders, messengers, and narrative opportunities and challenges.

These **narrative scans** included the following methodologies:

1. **Literature review:** Reviewed approximately 800 bibliographic sources, including academic articles, books, and reports.
2. **Key informant interviews:** Conducted approximately 140 interviews with a wide range of local experts, journalists, academics, activists, civil society organizations (CSOs) and NGOs, private-sector individuals, and former government officials.
3. **Social media analysis:** Conducted a robust scan and analysis of over 1,000 search terms used on the most popular social media platforms, including Twitter, Facebook, and Instagram, to scan and analyze over one million messages and posts.
4. **Media analysis:** Reviewed almost 5,000 articles and posts from more than 80 media outlets, using keyword search terms to identify narratives that promote or undermine democratic values and institutions.
5. **Indices:** Consulted over 25 national and international indices that track democratic institutions, rule of law, press freedom, and corruption.
6. **Polling and survey analysis:** Reviewed approximately 27 national, regional, and international surveys focused on elections and important national or international moments, as well as general polling and surveys on democracy and democratic values, national issue priorities, social norms, and values.
7. **Political discourse analysis:** Analyzed speeches and social media posts from almost 60 key politicians, government officials, opposition leaders, and presidents.

During the **Narrative Development and Testing Phase**, MG and our local research partners in three countries conducted formative research to inform the development of pro-democracy narrative concepts, followed by a multi-methodology message testing process to test these narrative concepts and to explore the prioritized stakeholder categories in greater depth.

The **formative research process** included the following methodologies:

1. **Focus groups:** Research partners conducted a total of 15 focus groups in urban and rural areas.
2. **Surveys:** Research partners in one country conducted a survey with over 600 respondents.
3. **Key informant interviews:** Research partners conducted a total of 38 interviews with key stakeholder segments in geographically diverse regions.

4. **Indices, surveys, and literature scan:** Partners reviewed relevant research, surveys, and polling, as well as academic, media, and social media coverage related to stakeholders and democratic issues.

The **message testing process** included the following methodologies:

1. **Focus groups:** Research partners conducted a total of 19 focus groups in urban and rural areas, with identified stakeholder segments.
2. **Surveys:** Research partners conducted national surveys with over 3,100 respondents across three countries.
3. **Key informant interviews:** Research partners conducted 18 interviews with key stakeholder segments in geographically diverse regions of their respective countries (in two countries).
4. **Indices, surveys, and literature scan:** Partners reviewed relevant research, surveys, and polling, as well as academic, media, and social media coverage related to stakeholders and democratic issues.

APPENDIX II: EL SALVADOR RECOMMENDED NARRATIVE AND MESSAGE FRAMEWORK

The recommended pro-democracy narrative and supporting message framework below were developed in El Salvador by applying research findings, data, and the five evidence-based guidelines. The narrative and message framework evoke priority core values (see color key below), are primarily asset-framed, prioritize relatable (non-technical) language, and are informed by cultural, historical, and political context. The Narrative Development and Testing Phase created four narratives that were tested with focus groups and surveys.

The recommended narrative tested the strongest among stakeholders, standing out with the highest levels of agreement, relevance, and willingness to share across all audience segments. Even authoritarian-leaning respondents showed high agreement with the narrative - reducing the potential for backlash. Based upon the findings from the message testing, the messaging was refined to increase the prevalence of the highest-performing message components.

Words and phrases that reflect the identified core values are shown in the corresponding colors in the narrative and message framework:

Core Values Color Key	Freedom	Fairness	Safety/Security	Honesty	Representation
	Prosperity	Strength/ Fearlessness	Responsibility	Family	Tradition

FREEDOM TO BUILD THE COUNTRY WE DESERVE <i>Libertad para construir el país que merecemos</i>		
Core Message (summary)	Una guerra contra la corrupción no puede hacerse en secreto. Nuestro derecho a la información es fundamental no sólo para combatir eficazmente la corrupción , sino también para ser verdaderamente libres . Debemos exigir un gobierno honesto y abierto , comprometido en luchar activamente contra la corrupción para proteger nuestro país y garantizar un acceso justo a las oportunidades que todos nosotros , y nuestras familias , merecemos.	Salvadorans need and deserve to be both secure and free . Freedom is more than being able to walk without fear , it is when healthcare, education, and fair treatment under the law are not an illusion, but a possibility. Being truly free is being able to make informed decisions for our families and communities , and to express our views without being accused of attacking El Salvador. The leaders of our country must promote democracy, protect our freedoms , and ensure open and honest government . It is up to us to express ourselves and demand the country we deserve , because nothing changes if we remain silent.
Problem	En la actualidad nos piden que sacrifiquemos algunas de nuestras libertades , incluido el derecho a la información , para saber cómo se está	Today, we are told that to be secure , we have to sacrifice some of our freedom . But, that's not true , and it's used as an excuse to violate our rights , justify

	<p>llevando a cabo la guerra contra la corrupción. Nos dicen que los resultados deberían ser evidentes y por eso no hace falta que nos compartan información. Pero eso no es cierto. Frecuentemente nos ocultan información y esto crea oportunidades para abusar del poder, escondiendo cómo se manejan los recursos públicos. Esto nos niega el acceso a servicios básicos y a una justicia en la que podemos confiar, a la vez que amenaza nuestra libertad, limita nuestro desarrollo económico y debilita a nuestro país.</p>	<p>unfair treatment and silence the voices of those who question. It also paves the way for corruption that tips the scales in favor of the few instead of looking out for the rest of us. This weakens our country and takes opportunities away from our families and our communities.</p>
Solution	<p>Una guerra contra la corrupción no puede hacerse en secreto. Los líderes de nuestro país están obligados a compartir la información que debería ser pública y a hacer cumplir las leyes que protegen el libre acceso a dicha información. Podemos hacer la diferencia si exigimos un sistema de justicia fuerte e independiente, además de honestidad y transparencia de todos los funcionarios electos y si votamos por candidatos que respeten nuestras libertades.</p>	<p>The leaders of our country must do more to promote democracy, protect the liberties of everyone, and ensure a more honest and open government that works for all of us. And we must all do our part to recognize that freedoms are rights we must defend while also respecting the freedom of others.</p>
Benefits	<p>Al proteger nuestras libertades y promover la transparencia y el derecho al acceso a la información, podremos prevenir la corrupción de forma más efectiva y así proteger el acceso justo a las oportunidades que todos nosotros—y nuestras familias—merecemos. Sin corrupción, nuestro sistema de salud tendrá suficientes camas para atender a los enfermos y los niños podrán asistir a escuelas dignas y cercanas.</p> <p><i>Nota: Se pueden usar otros ejemplos diferentes o ejemplos adicionales para complementar este mensaje, de tal forma que sean más relevantes según la región, los stakeholders u otros factores.</i></p>	<p>By protecting our freedoms we will be able to speak our minds, live without fear, and provide for the well-being of our families and communities. A more honest and open government can provide better access to essential services like healthcare and education. We will be truly safe and be treated fairly under the law.</p> <p><i>Note: Different and additional benefits examples can be used in this messaging to be relevant by region, stakeholders, or other factors.</i></p>
Call to Action*	<p>Unámonos para exigirle a nuestros líderes honestidad, rendición de cuentas y libre acceso a la información</p>	<p>Let us unite to demand freedom and security for ourselves and our families—and honesty and justice</p>

	<p>pública. Es crucial que nos hagamos escuchar, escogiendo funcionarios que estén comprometidos con mantenerse honestos y abiertos. Al comprometernos con la transparencia, podremos luchar contra la corrupción y construir el país que merecemos, porque nada cambia si permanecemos en silencio.</p>	<p>—from our leaders. Let us express ourselves freely, listen to others, and promote dialogue and understanding. Together, we can build the country we deserve, because nothing changes if we remain silent.</p>
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***NOTE:** The call to action statement shown here is a general statement appropriate to an overarching narrative message framework. It can be tailored for audiences and key issues in ways that identify specific actions they can take (e.g., speaking out, contacting their elected representatives, voting, or other actions).

RECOMMENDED NARRATIVE AND MESSAGING IN ACTION

The recommended narrative includes three illustrative examples, showing how the narrative and message framework can be customized for any salient and relevant issue area in El Salvador. These examples can help implementers apply the narrative to numerous other issues relevant to bolstering democratic principles and countering pro-authoritarian narratives, messaging, and dis/mis/malinformation.

CORRUPTION		
Core Message	<p>Una guerra contra la corrupción no puede hacerse en secreto. Nuestro derecho a la información es fundamental no sólo para combatir eficazmente la corrupción, sino también para ser verdaderamente libres. Debemos exigir un gobierno honesto y abierto, comprometido en luchar activamente contra la corrupción para proteger nuestro país y garantizar un acceso justo a las oportunidades que todos nosotros, y nuestras familias, merecemos.</p>	<p>A war against corruption cannot be fought in secret. Our right to information is crucial not just to effectively combat corruption, but also to be truly free. We must demand an open and honest government that is committed to actively fighting corruption so we can protect our country and ensure fair access to the opportunities all of us—and our families—deserve.</p>
Problem	<p>En la actualidad nos piden que sacrifiquemos algunas de nuestras libertades, incluido el derecho a la información, para saber cómo se está llevando a cabo la guerra contra la corrupción. Nos dicen que los resultados deberían ser evidentes y por eso no hace falta que nos compartan información. Pero eso no es cierto. Frecuentemente nos ocultan</p>	<p>Today, we are told we need to sacrifice some of our freedoms, including the right to information about how the war against corruption is being waged. We are told that the results should be plain to see, so there is no need to share information. But, that's not true. Too often, information is kept from us, creating opportunities for abuse of power that make it possible to hide how public resources are</p>

	<p>información y esto crea oportunidades para abusar del poder, escondiendo cómo se manejan los recursos públicos. Esto nos niega el acceso a servicios básicos y a una justicia en la que podemos confiar, a la vez que amenaza nuestra libertad, limita nuestro desarrollo económico y debilita a nuestro país.</p>	<p>managed. This denies our access to basic services and justice we can trust, threatens our freedom, restrains our economic development, and weakens our country.</p>
Solution	<p>Una guerra contra la corrupción no puede hacerse en secreto. Los líderes de nuestro país están obligados a compartir la información que debería ser pública y a hacer cumplir las leyes que protegen el libre acceso a dicha información. Podemos hacer la diferencia si exigimos un sistema de justicia fuerte e independiente, además de honestidad y transparencia de todos los funcionarios electos y si votamos por candidatos que respeten nuestras libertades.</p>	<p>A war against corruption cannot be fought in secret. The leaders of our country must share information that should be public and enforce the law that protects our freedom of access to information. We can make a difference by demanding a strong and independent justice system and honesty and openness from all elected officials, and by voting for candidates who respect our freedoms.</p>
Benefits	<p>Al proteger nuestras libertades y promover la transparencia y el derecho al acceso a la información, podremos prevenir la corrupción de forma más efectiva y así proteger el acceso justo a las oportunidades que todos nosotros—y nuestras familias—merecemos. Sin corrupción, nuestro sistema de salud tendrá suficientes camas para atender a los enfermos y los niños podrán asistir a escuelas dignas y cercanas.</p> <p><i>Nota: Se pueden usar ejemplos de beneficios diferentes y adicionales en este mensaje para que sean relevantes por región, partes interesadas u otros factores.</i></p>	<p>By protecting our freedoms and advocating for transparency and the right of access to information, we can more effectively prevent corruption to protect fair access to the opportunities all of us—and our families—deserve. Without corruption, our healthcare system will have enough beds to attend to the sick and children will be able to attend good schools that are close to home.</p> <p><i>Note: Different and additional benefits examples can be used in this messaging to be relevant by region, stakeholders, or other factors.</i></p>
Call to Action	<p>Unámonos para exigirle a nuestros líderes honestidad, rendición de cuentas y libre acceso a la información pública. Es crucial que nos hagamos escuchar, escogiendo funcionarios que estén comprometidos con mantenerse honestos y abiertos. Al comprometernos con la transparencia, podremos luchar contra la corrupción y</p>	<p>Let us unite to demand honesty, accountability, and free access to public information from our leaders. It is crucial that we make ourselves heard by electing officials who are committed to being honest and open. By committing to open government, we can fight against corruption and build the country we deserve, because nothing changes if</p>

	<p>construir el país que merecemos, porque nada cambia si permanecemos en silencio.</p>	<p>we remain silent.</p>
Draft Social Post	<p>La lucha contra la corrupción no puede hacerse en secreto. Tenemos derecho a saber cómo se están protegiendo los recursos públicos. La transparencia y el libre acceso a la información son clave para prevenir abusos de poder. ¡Exijamos honestidad y rendición de cuentas a nuestros líderes! ¡Así protegeremos las oportunidades para todos los salvadoreños y garantizaremos el trato justo e igualitario!</p> <p>#TransparenciaContraLaCorrupción #LibertadDeInformación #NomasReservasDeInformacion</p>	<p>The fight against corruption cannot be done in secret. We have the right to know how public assets are being protected. Transparency and free access to information are key to preventing abuses of power. Let's demand honesty and accountability from our leaders! This way, we will protect opportunities for all Salvadorans and ensure fair and equal treatment!</p> <p>#TransparencyAgainstCorruption #FreedomOfInformation #NoMoreInformationReserves</p>

FREEDOM OF SPEECH / FEAR OF SPEAKING OUT

Core Message	<p>La libertad de expresión es vital para proteger y mejorar nuestro país y para crear oportunidades para todas nuestras familias. No debemos continuar acusando a quienes tienen opiniones diferentes de estar atacando a El Salvador. Hacer esto genera división entre nosotros lo que hace más difícil trabajar juntos para mejorar las condiciones de nuestro país. . Es nuestra responsabilidad respetar las opiniones de los demás y exigir un gobierno que proteja el derecho de todos nosotros a expresarnos libremente, mientras promueve el diálogo y la comprensión.</p>	<p>Freedom of expression is vital to protecting and improving our country, and creating opportunities for all our families. We must not continue to accuse anyone with a different opinion of attacking El Salvador. Doing this divides us from each other, making it harder to work together to improve conditions in El Salvador. It is our responsibility to respect others' opinions and demand a government that protects the rights of all of us to speak freely and promotes dialogue and understanding.</p>
Problem	<p>En la actualidad se nos dice que no critiquemos, que nos quedemos callados incluso cuando algo no nos parece correcto. Nos dicen que no hay necesidad de cuestionar al gobierno porque estamos seguros y no tenemos nada que temer. Pero merecemos tanto la seguridad como la libertad. En lugar de eso, se nos niegan nuestras libertades básicas, incluido el derecho a expresarnos. Se crean nuevas leyes</p>	<p>Today, we're told not to criticize and to stay quiet even when something feels wrong. We are told there's no need to question our government because we're safe and have nothing to fear. But, we deserve both safety and freedom. Instead, we are being denied our basic freedoms, including the right to speak out. New laws are put in place to control public opinion and silence voices, while journalists and citizens who think</p>

	<p>para controlar la opinión pública y silenciar las voces, mientras que periodistas y ciudadanos que piensan diferente son acusados de atacar a El Salvador. Esto solo beneficia a aquellos que desean que solo se escuche su versión de los hechos y evita que cuestionemos lo que hacen. Este miedo debilita a nuestro país y limita nuestra libertad de expresarnos abiertamente.</p>	<p>differently are accused of attacking El Salvador. This benefits those who want only their side of the story to be heard and stops us from questioning what they do. This fear weakens our country and limits our freedom to express ourselves openly.</p>
Solution	<p>Los líderes de nuestro país deben hacer más para escuchar la diversidad de voces y aceptar las críticas, protegiendo las leyes que garantizan el derecho de todos a expresarse libremente. También es vital proteger la libertad de prensa, para que se puedan hacer las preguntas importantes y reportar honestamente para que todos tengamos acceso a la información. La libertad de expresión es un derecho y una responsabilidad. Debemos hacer nuestra parte respetando la opinión de los demás y apoyando a líderes honestos que vean las críticas como algo esencial para encontrar las mejores soluciones para El Salvador.</p>	<p>The leaders of our country must do more to embrace diverse voices and welcome criticism by protecting laws that guarantee everyone's right to express themselves freely. It is also essential to protect a free press so it can ask important questions and report honestly so we all have access to information. Freedom of expression is both a right and a responsibility. We must do our part by respecting the opinion of others and by supporting honest leaders who see criticism as essential to finding the best solutions for El Salvador.</p>
Benefits	<p>Al proteger nuestras libertades y promover la libertad de expresión, podemos crear un entorno donde las personas puedan expresar sus opiniones sin miedo. Al tener libertad para expresarnos, podremos participar activamente en la toma de decisiones que nos afectan a nosotros, a nuestras familias y a nuestras comunidades. Al escuchar y valorar voces y perspectivas diversas, vamos a poder descubrir nuevas formas de enfrentar los desafíos que nos afectan. Esto facilitará el camino hacia un futuro justo para todos, al trabajar juntos para mejorar las condiciones en nuestro país y crear oportunidades para todos.</p>	<p>By protecting our freedoms and promoting free speech, we can create an environment where people can express their opinions without fear. When we have the freedom to speak up, we can actively participate in making decisions that affect us, our families, and our communities. In welcoming diverse voices and perspectives, we find new ways of solving the challenges that face us. This paves the way for a fair and just future for all of us, as we work together to improve the conditions in our country and create opportunities for everyone.</p>
Call to Action	<p>Unámonos para exigir la protección de nuestras libertades y el derecho a expresarnos. Escuchemos todas las ideas y perspectivas, y exijamos lo mismo de nuestros líderes, para que</p>	<p>Let us unite to demand protection of our freedom and our right to speak out. Let us listen to all ideas and perspectives—and demand that our leaders do the same—so we can create</p>

	<p>podamos crear las mejores soluciones para los retos que enfrentan nuestras familias, nuestras comunidades y nuestro país. Nada cambiará si permanecemos en silencio.</p>	<p>better solutions to the challenges faced by our families, our communities, and our country. Nothing will change if we remain silent.</p>
Draft Social Post	<p>Opinar no es atacar a El Salvador. Opinar es libertad. No tengamos miedo de cuestionar cuando algo no nos parece correcto. Escuchemos todos los puntos de vista y dejemos de acusar a quienes piensan diferente de estar atacando a El Salvador. Unámonos para exigir a nuestros líderes que protejan nuestras libertades y el derecho a expresarnos. ¡Nada cambiará si permanecemos en silencio!</p> <p>#OpinarNoEsAtacar #ExpresateSinMiedo #YoHabloPorElSalvador #OpinarEsLibertad</p>	<p>Speaking out is not attacking El Salvador. Sharing an opinion is an act of freedom. Don't be afraid to ask questions when something doesn't seem right. Let's listen to all points of view and stop accusing those who think differently of attacking our country. And, let's unite to demand that our leaders protect our freedoms and the right to express ourselves. Nothing will change if we remain silent!</p> <p>#OpinionsAreNotAttacks #SpeakUpWithoutFear #ISpeakForElSalvador #OpinionsAreFreedom</p>

VIOLATION OF CONSTITUTIONAL GUARANTEES OF HUMAN RIGHTS IN THE JUSTICE SYSTEM		
Core Message	<p>Ninguna sociedad puede decir que es realmente segura si hace daño a los inocentes. La libertad y la seguridad van de la mano y merecemos ambas. Para proteger nuestra nación, los inocentes no pueden seguir sufriendo abusos e injusticias, que están destruyendo sus vidas y las de sus familias. Debemos tomar medidas y exigir una verdadera protección de nuestra libertades para que todos estemos seguros, se respeten nuestros derechos y recibamos un trato justo. De esta forma eliminaremos la falta de cuidado, las injusticias y los abusos que están perjudicando a personas inocentes.</p>	<p>No society can truly claim to be secure if it harms the innocent. Freedom and security go hand-in-hand, and we deserve both. To protect our nation, innocent individuals should not have to suffer abuse and injustice that can destroy their lives and the lives of their families. We need to take action and demand real protection of our freedom, so everyone is safe, has their rights respected, and is treated fairly. By doing so, we can eliminate the carelessness, injustice, and abuse that are harming innocent people.</p>
Problem	<p>Actualmente nos dicen que para proteger nuestra seguridad, debemos sacrificar nuestras libertades. Pero eso no es cierto, y no debería ser una excusa para arrebatarlos nuestros derechos. Muchas personas son arrestadas sin orden de</p>	<p>Today, we are told that to protect our security, we must sacrifice our freedoms. But that's not true, and it shouldn't be used as an excuse to take away our rights. People are arrested without a warrant, face trials without a</p>

	<p>captura, van a juicio sin abogado y pasan largo tiempo en condiciones inhumanas. Esto debilita nuestro país y causa mucho dolor a muchas familias. Si estas injusticias pueden ocurrirle a cualquiera, entonces nadie está verdaderamente seguro o libre.</p>	<p>lawyer, and endure prolonged detention and inhumane conditions. This weakens our country and causes pain to countless families. If these injustices can happen to anyone, then no one is truly safe or free.</p>
Solution	<p>Necesitamos poder confiar en la justicia. Los líderes de nuestro país deben hacer más para proteger los derechos y libertades de todos. Deben comprometerse con un sistema legal en el que los salvadoreños no sufran injusticias ni abusos. Nosotros debemos exigir líderes con la capacidad de hacer avanzar al país, sin sacrificar nuestra libertad, el trato justo o la seguridad.</p>	<p>We need justice we can trust. The leaders of our country must do more to protect the rights and freedoms of everyone. They must commit to a legal system where Salvadorans do not suffer from injustice or abuse. And we must demand leaders who can move the country forward without sacrificing our freedom, fair treatment, or safety.</p>
Benefits	<p>Al proteger nuestras libertades, garantizar un trato justo ante la ley y exigir honestidad en el manejo de los casos, vamos a poder detener las injusticias y los abusos. Todos estaremos protegidos de arrestos y detenciones injustas, y nuestras familias no tendrán que enfrentar incertidumbre y angustia. Juntos, podemos crear una sociedad que sea segura y justa sin caer en el falso dilema entre seguridad y libertad.</p>	<p>By protecting our freedoms, ensuring fair treatment under the law, and demanding openness in how cases are handled, we can stop injustice and abuse. Everyone will be protected from unjust arrest and detention and families won't have to face uncertainty and anguish. Together, we can create a society that is both safe and fair without having to make the false choice between security and freedom.</p>
Call to Action	<p>Exijamos a nuestros líderes que defiendan nuestras libertades y garanticen un trato justo bajo un sistema legal confiable. Alcemos la voz contra las injusticias y elijamos líderes comprometidos con la protección de nuestras libertades, para así prevenir sufrimientos innecesarios. A través de estas acciones, podemos construir un país en el que todos los salvadoreños puedan disfrutar de la libertad, la seguridad y la justicia para ellos y sus familias.</p>	<p>Let us demand that our leaders defend our freedoms and ensure fair treatment with a legal system we can trust. Let us speak out against injustice and choose leaders dedicated to protecting our freedoms so we can prevent suffering. Through these actions, we can build a country where all Salvadorans can enjoy freedom, security, and justice for themselves and their families.</p>
Draft Social Post	<p>Nadie puede estar seguro, si la libertad de cualquiera persona puede ser negada en el nombre de la seguridad. Hoy en día, muchos salvadoreños son</p>	<p>No one can be safe if anyone's freedom can be denied in the name of security. Today, many Salvadorans are arrested without a warrant, tried without a</p>

arrestados sin orden de captura, van a juicio sin abogado y están expuestos a condiciones inhumanas. Necesitamos un sistema legal que nos proteja a todos de las injusticias y abusos. Exijamos a nuestros líderes que se defiendan nuestras libertades y garanticen un trato justo a través de un sistema legal confiable. Todos merecemos libertad, seguridad y justicia.

#SeguridadSinAbusos
#SeguridadConLibertad
#SeguridadSinSacrificio

lawyer, and exposed to inhumane conditions. We need a legal system that protects everyone from injustice and abuse. Let's demand that our leaders defend our liberties and guarantee fair treatment through a legal system we can trust. We all deserve freedom, security, and justice.

#SecurityWithoutAbuse
#SecurityWithFreedom
#SecurityWithoutSacrifice

APPENDIX III: INDONESIA RECOMMENDED NARRATIVE AND MESSAGE FRAMEWORK

The recommended pro-democracy narrative and supporting message framework below were developed in Indonesia by applying research findings, data, and the five evidence-based guidelines. The narrative and message framework evoke priority core values (see color key below), are primarily asset-framed, prioritize relatable (non-technical) language, and are informed by cultural, historical, and political context. The Narrative Development and Testing Phase created four narratives that were tested with focus groups and surveys.

The recommended narrative tested the strongest among stakeholders, standing out with the highest levels of agreement, relevance, and willingness to share across all audience segments. Even authoritarian-leaning respondents showed high agreement with the narrative - reducing the potential for backlash. Based upon the findings from the message testing, the messaging was refined to increase the prevalence of the highest-performing message components: freedom and responsibility, and we deserve both freedom and security.

Words and phrases that reflect the identified core values are shown in the corresponding colors in the narrative and message framework:

Core Values Color Key	Freedom	Fairness	Safety/Security	Honesty	Representation
	Prosperity	Strength/ Fearlessness	Responsibility	Family	Tradition

DEMOCRACY AND FREEDOM LIVE IN ALL OF US <i>Demokrasi dan kebebasan hidup dalam diri kita semua</i>		
Core Message (summary)	<p>Berlandaskan Pancasila, demokrasi Indonesia menjunjung tinggi Bhinneka Tunggal Ika sebagai kekuatan kita dan menekankan kebebasan sebagai hak dan tanggung jawab bersama. Menghormati Pancasila berarti bukan hanya mengatakan bahwa keberagaman itu penting, namun juga mewujudkannya dengan tindakan. Caranya adalah dengan menuntut para pemimpin kita untuk memerintah dengan keterbukaan dan kejujuran, melindungi kebebasan kita, dan memperlakukan semua orang secara adil. Demokrasi dan kebebasan hidup dalam diri kita semua. Bersama, kita dapat membuat Indonesia menjadi lebih inklusif, sejahtera, dan aman bagi kita semua dan keluarga kita.</p>	<p>Rooted in Pancasila, Indonesia's democracy embraces Bhinneka Tunggal Ika (unity in our diversity) as our strength and emphasizes freedom as both our right and our shared responsibility. Respecting Pancasila means not only saying that diversity matters but turning it into action. We do this by demanding that our leaders govern with openness and honesty, protect our freedoms, and treat everyone fairly. Democracy and freedom live in all of us. Together, we can make Indonesia more inclusive, prosperous, and secure for all of us and our families.</p>
Problem	Meskipun fondasi kita kuat , kita	Despite our strong foundation , we face

	<p>menghadapi tantangan dalam menjalankan prinsip ini. Ketimpangan dan diskriminasi membuat kita terpecah belah, dimana kita harus memilih salah satu di antara kebebasan atau keamanan. Padahal, kita semua pantas mendapatkan keduanya. Selain itu, kurangnya pemerintahan yang adil, jujur dan terbuka, merusak kepercayaan publik, menciptakan hambatan untuk kita dapat berpartisipasi dalam demokrasi yang sesungguhnya.</p>	<p>challenges in fully living and governing by these principles. Inequalities and discrimination pull us apart. And we're told that we have to choose either freedom or security. In truth, all of us deserve both. Lack of fair, honest, and open government undermines public trust, creating barriers for us to participate in true democracy.</p>
Solution	<p>Oleh karena itu, ini adalah tanggung jawab kita untuk dapat memperkuat komitmen kita terhadap prinsip-prinsip Pancasila. Dengan bebas menyuarakan pendapat dan menuntut transparansi dari pemimpin kita, kita menegaskan bahwa demokrasi sepatutnya menjamin kebebasan, tanpa harus mengorbankan keamanan kita.</p>	<p>It is our responsibility to strengthen our commitment to the principles of Pancasila. By freely speaking our minds and demanding transparency from our leaders, we affirm that democracy can ensure our freedom without having to sacrifice our security.</p>
Benefits	<p>Dengan menghormati hak dan kebebasan, kita memastikan komunitas yang aman dan kuat, sehingga kita dapat hidup tanpa rasa takut, dan menciptakan peluang serta kesejahteraan yang lebih besar untuk kita semua serta keluarga kita. Dengan cara ini, kita lebih menghormati dan mencerminkan semangat Pancasila yang sejati.</p>	<p>Respecting our rights and freedoms ensures safe and strong communities, allows us to live without fear, and creates greater opportunities and prosperity for all of us and our families. In this way, we better honor and reflect the true spirit of Pancasila.</p>
Call to Action*	<p>Demokrasi dan kebebasan hidup dalam diri kita semua. Bersama-sama—kita menuntut agar para pemimpin kita memerintah dengan kejujuran dan keterbukaan, melindungi kebebasan kita, dan memperlakukan setiap orang dengan adil. Dengan menghormati kekuatan dan persatuan dalam keberagaman, dan menggunakan hak kita secara bertanggung jawab—kita dapat menjadikan Indonesia tempat yang lebih baik bagi kita semua dan keluarga kita.</p>	<p>Democracy and freedom live in all of us. Together, we demand that our leaders govern with honesty and openness, protect our freedoms, and treat everyone fairly. By respecting our strength and unity in diversity—and exercising our rights responsibly—we can make Indonesia a better place for all of us and our families.</p>

***NOTE:** The call to action statement shown here is a general statement appropriate to an overarching narrative message framework. It can be tailored for audiences and key issues in

ways that identify specific actions they can take (e.g., speaking out, contacting their elected representatives, voting, or other actions).

RECOMMENDED NARRATIVE AND MESSAGING IN ACTION

The recommended narrative includes three illustrative examples, showing how the narrative and message framework can be customized for any salient and relevant issue areas in Indonesia. These examples can help implementers apply the narrative to numerous other issues relevant to bolstering democratic principles and countering pro-authoritarian narratives, messaging, and dis/mis/malinformation.

CORRUPTION		
Core Message	Berlandaskan Pancasila , demokrasi Indonesia menjunjung tinggi Bhinneka Tunggal Ika . Korupsi dan penyalahgunaan kekuasaan tidak hanya melanggar semangat Pancasila , tetapi juga menggerogoti kemerdekaan , keamanan , dan kesejahteraan kita bersama . Dengan bekerja sama , kita dapat mewujudkan bangsa yang adil , jujur , dan sejahtera di mana setiap suara berarti dan setiap orang memiliki kesempatan untuk berpartisipasi dan berkontribusi .	Rooted in Pancasila , Indonesia's democracy embraces Bhinneka Tunggal Ika (unity in diversity) . Corruption and abuse of power not only violate the spirit of Pancasila , they also erode our freedom , our security , and our shared prosperity . Working together , we can create a just , honest , and prosperous nation where every voice matters , and everyone has the opportunity to participate and contribute .
Problem	Korupsi dan ketidakjujuran mengkhianati semangat Pancasila dan merugikan kita semua . Korupsi mengalihkan sumber daya publik untuk menguntungkan segelintir orang juga secara tidak adil memperburuk kualitas infrastruktur , pelayanan kesehatan , pendidikan , dan peluang ekonomi bagi kita semua . Dengan demikian, korupsi melemahkan kepercayaan , kemajuan ekonomi , keamanan , dan kebebasan kita.	Corruption and dishonesty violate the spirit of Pancasila and hurt all of us . Corruption diverts public resources to benefit a few while unfairly lowering the quality of everything from infrastructure and healthcare to education and economic opportunity for all of us . In this way, corruption weakens our trust , economic progress , security , and freedom .
Solution	Hanya dengan menuntut langkah-langkah anti-korupsi yang kuat dan menumbuhkan budaya integritas , kita dapat menjunjung tinggi semangat Pancasila . Pemerintah harus secara jujur dan terbuka memerangi korupsi dan penyalahgunaan kekuasaan dalam segala bentuknya. Bersama-sama , kita bisa membuka jalan bagi masyarakat yang lebih adil dan demokrasi yang lebih kuat .	By demanding strong anti-corruption measures and fostering a culture of integrity , we uphold the spirit of Pancasila . The government must honestly and openly fight against corruption and abuse of power in all their forms. Together , we can pave the way for a more fair society and a stronger democracy .

Benefits	<p>Memerangi korupsi akan memperkuat demokrasi kita, melindungi kebebasan kita, membangun kepercayaan publik, dan memastikan bahwa kesejahteraan dan kesempatan dapat dinikmati oleh kita semua. Dengan demikian, kita dapat lebih menghayati semangat Pancasila yang sejati. Hal ini akan menciptakan manfaat nyata bagi setiap rakyat Indonesia, berupa layanan kesehatan yang berkualitas, sekolah yang lebih baik untuk anak-anak kita, jalan yang lebih baik, dan transportasi umum yang lebih andal untuk menghubungkan kita dan komunitas kita satu sama lain dengan lebih baik.</p> <p><i>Catatan: Contoh manfaat lainnya dapat digunakan dalam pesan ini agar relevan dengan wilayah, pemangku kepentingan, atau faktor lainnya.</i></p>	<p>Fighting corruption will strengthen our democracy, protect our freedom, build public trust, and ensure that prosperity and opportunities can be enjoyed by all of us. In this way, we can better live up to the true spirit of Pancasila. This will create real benefits for every Indonesian, including quality healthcare, better schools for our children, improved roads, and more reliable public transportation to better connect us and our communities.</p> <p><i>Note: Different and additional benefits examples can be used in this messaging to be relevant by region, stakeholders, or other factors.</i></p>
Call to Action	<p>Demokrasi dan kebebasan hidup dalam diri kita semua. Bersama-sama, kita harus menuntut para pemimpin kita memerangi korupsi dan memperkuat institusi demokrasi untuk memastikan pemerintahan yang jujur dan terbuka untuk menciptakan Indonesia yang lebih baik bagi semua.</p>	<p>Democracy and freedom live in all of us. Together, we must demand that our leaders fight corruption and strengthen democratic institutions to ensure honest and open government to create a better Indonesia for everyone.</p>
Draft Social Post	<p>Korupsi merusak kebebasan, keamanan, dan kemakmuran kita serta mengkhianati semangat Pancasila. Mari kita serukan pada para pemimpin kita untuk memastikan pemerintahan yang jujur dan terbuka, dan berjuang untuk Indonesia yang lebih bebas, adil, dan sejahtera untuk kita semua.</p> <p>#LawanKorupsi #Pancasila #DemokrasiIndonesia #KebebasanDanDemokrasiHidupDalamDiriKita</p>	<p>Corruption erodes our freedom, our security, and our prosperity in ways that violate the spirit of Pancasila. Let's call on our leaders to ensure honest and open government, and strive for a more free, fair, and prosperous Indonesia for all of us.</p> <p>#FightCorruption #Pancasila #IndonesianDemocracy #FreedomandDemocracyLiveInUs</p>

FAIR DEMOCRATIC PROCESSES

Core Message	<p>Berlandaskan Pancasila, Indonesia berkomitmen untuk mewujudkan demokrasi yang adil, jujur, dan terbuka di mana setiap suara didengar, pemerintah menjawab kebutuhan rakyat, dan institusi demokrasi yang kuat untuk mencegah penyalahgunaan kekuasaan. Demokrasi yang sejati tidak hanya melayani kepentingan segelintir orang melainkan mendorong kebebasan, keadilan, keamanan, dan kemakmuran bersama untuk semua orang.</p>	<p>Rooted in Pancasila, Indonesia is committed to a fair, honest, and open democracy where every voice is heard, government answers to the people, and our strong democratic institutions prevent the abuse of power. A true democracy doesn't serve the interests of the few. Instead, it promotes freedom, fairness, security, and shared prosperity for everyone.</p>
Problem	<p>Terlepas dari fondasi yang kuat pada Pancasila, kita menghadapi tantangan dalam menjalankan prinsip-prinsip ini secara penuh. Kita semua dirugikan oleh kurangnya pemerintahan yang jujur dan terbuka, sistem yang tidak memperlakukan semua orang dengan adil, yang juga melemahkan institusi demokrasi kita, hak kita, dan kebebasan kita. Dari ketidakadilan kesempatan kerja dan kemiskinan, hingga kesenjangan dalam pelayanan esensial dan layanan kesehatan yang tidak merata, tantangan-tantangan ini menghalangi kita untuk mewujudkan Indonesia yang padu dan sejahtera bagi kita semua juga keluarga kita.</p>	<p>Despite our strong foundation in Pancasila, we face challenges in fully living and governing by these principles. We are all hurt by a lack of honest and open government, systems that don't treat everyone fairly, and weakening of our democratic institutions, our rights, and our freedoms. From unequal job opportunities and poverty to gaps in essential services and unequal health outcomes, these challenges prevent us from realizing a united and prosperous Indonesia for all of us and our families.</p>
Solution	<p>Kita perlu menuntut pemerintahan yang jujur dan terbuka, perlakuan yang adil terhadap semua warga negara, institusi demokrasi yang kuat, dimana suara kita didengarkan. Dengan berpartisipasi aktif dalam demokrasi dan tetap bersuara, kita mampu menjalani prinsip-prinsip Pancasila dengan lebih baik yang bermanfaat bagi kita semua.</p>	<p>We need to demand honest and open government, fairness in how people are treated, strong democratic institutions, and the opportunity for every voice to be heard in our society. By actively participating in our democracy and speaking out, we can better live up to the principles of Pancasila in ways that benefit all of us.</p>
Benefits	<p>Dengan mewujudkan demokrasi yang adil, bebas, dan inklusif, kita bisa membangun masyarakat yang lebih kuat di mana setiap orang diperlakukan dengan setara dan dapat mengakses layanan dan kesempatan yang dibutuhkan dan layak didapatkan. Ini adalah cerminan dari semangat Pancasila yang sebenarnya, dengan memastikan setiap keluarga dapat berkembang dan berkontribusi bagi</p>	<p>By achieving a fair, free, and inclusive democracy, we can build a stronger society where everyone is treated equally and can access the services and opportunities they need and deserve. This is a reflection of the true spirit of Pancasila by making sure that every family can thrive and contribute to a prosperous Indonesia for all of us.</p>

	Indonesia yang makmur untuk kita semua .	
Call to Action	Demokrasi dan kebebasan hidup dalam diri kita semua . Bersama-sama, kita bisa menuntut pemilihan yang bebas dan adil , institusi demokrasi yang kuat , dan pemerintah yang bertanggung jawab kepada rakyat serta tetap setia pada prinsip-prinsip Pancasila . Dengan mencari informasi, memberikan suara dalam pemilihan, dan membagikan apa yang kita pikirkan dan kita yakini , kita bisa membantu membentuk Indonesia yang lebih bebas, adil, dan makmur untuk kita, keluarga kita, dan generasi mendatang .	Democracy and freedom live in all of us . Together we can demand free and fair elections, strong democratic institutions, and government that answers to the people and stays true to the principles of Pancasila . By staying informed, voting, and sharing what we think and believe , we can help shape a more free, just, and prosperous Indonesia for us, our families, and future generations .
Draft Social Post	Setiap suara penting dalam demokrasi yang bebas dan kuat . Bersama, kita dapat menuntut pemerintahan yang jujur dan terbuka yang melindungi hak-hak kita dan memperlakukan setiap orang secara adil . #DemokrasiAdil #Pancasila #Indonesia #KebebasanDanDemokrasiHidupDalamDiriKita	Every voice matters in a free and strong democracy. Together, we can demand honest and open government that protects our rights and treats everyone fairly . #FairDemocracy #Pancasila #Indonesia #FreedomandDemocracyLiveInUs

MINORITY RIGHTS		
Core Message	Berbekal semangat Pancasila , demokrasi Indonesia menjunjung tinggi Bhinneka Tunggal Ika karena setiap orang , terlepas dari latar belakangnya, memiliki hak yang sama, dilibatkan sepenuhnya, dan mendapatkan perlakuan yang adil di mata hukum . Sayangnya, kita tidak selalu bertindak sesuai dengan nilai tersebut. Adalah tanggung jawab kita bersama untuk menjamin kebebasan, keadilan, dan kesempatan untuk semua , serta berkontribusi bagi Indonesia yang makmur, aman, dan inklusif di mana setiap orang dapat berkembang .	In the spirit of Pancasila , we embrace Bhinneka Tunggal Ika (unity in diversity) because every person —regardless of their background—should have equal rights, be fully included, and be treated fairly under the law . Yet, we don't always live up to those principles . It is our shared responsibility to guarantee freedom, justice, and opportunity for all , contributing to a prosperous, secure Indonesia where everyone can thrive .
Problem	Komitmen kita terhadap nilai Pancasila	Our commitment to the principles of

	<p>melemah ketika kita gagal melindungi hak orang-orang serta kelompok yang berbeda, dikucilkan, atau terpinggirkan. Akses kesehatan, pendidikan, pekerjaan, dan banyak hal lain terhambat oleh ketidakadilan dan diskriminasi. Pelanggaran yang terus-menerus terhadap hak-hak orang menyebabkan perasaan terasing dan tidak berdaya, kehilangan akses dasar dan kesempatan yang lebih luas, serta menjadi sasaran kebencian dan kekerasan. Ini bertentangan dengan semua yang kita perjuangkan sebagai negara demokrasi. Minimnya keadilan dan kesetaraan yang terus mempengaruhi kita semua dengan dengan melemahkan persatuan, merusak kepercayaan publik kita, mengancam keamanan kita, dan menghambat kemajuan dan kemakmuran kita sebagai bangsa yang bebas dan demokratis.</p>	<p>Pancasila is undermined when we ignore the rights of people and communities that are different, left out, or left behind. Unfairness and discrimination limit access to health care, education, jobs, and more. When people's rights are consistently disregarded, they feel alienated and powerless, lose access to services and opportunities, and can even become targets of hate crimes and violence. This is a direct contradiction to our democratic ideals. The persistent lack of fairness and equality affects all of us by weakening our unity and our public trust, threatening our security, and hindering our progress and prosperity as a free and democratic nation.</p>
Solution	<p>Merupakan tanggung jawab kita bersama untuk membela kebebasan, akses layanan dan kesempatan yang lebih luas, serta keadilan bagi setiap individu dan komunitas, terlepas dari latar belakangnya. Kita harus berkomitmen penuh pada prinsip-prinsip Pancasila dan menciptakan masyarakat inklusif di mana setiap suara didengar dan dihargai. Pemerintah harus tanggap terhadap kebutuhan seluruh rakyat Indonesia tanpa mengesampingkan siapa pun. Demokrasi yang kuat mampu dan sudah seharusnya melindungi kebebasan dan keamanan setiap orang tanpa pengecualian atau kompromi.</p>	<p>It is our shared responsibility to stand up for freedom, access to services and opportunities, and justice for every individual and community, regardless of their background. We must fully commit to the principles of Pancasila and create an inclusive society where every voice is heard and valued. The government must be responsive to the needs of all Indonesians without leaving anyone out. A strong democracy can and must protect everyone's freedom and security without any exceptions or compromises.</p>
Benefits	<p>Melindungi hak semua orang dan kelompok, terutama mereka yang terpinggirkan, berperan dalam membangun masyarakat yang bebas, adil, dan inklusif di mana setiap orang dapat berpartisipasi, berkontribusi, dan berkembang. Dengan menghormati keragaman kita dan menguatkan hubungan satu sama lain, kita meningkatkan stabilitas masyarakat dan menciptakan lebih banyak peluang bagi</p>	<p>Protecting the rights of all people and communities—especially those that are different, left out, or left behind—helps build a free and fair society where everyone can participate, contribute, and thrive. In respecting our diversity and strengthening our connections to each other, we increase the stability of our society and create more opportunities for us all. This truly reflects the essence of Pancasila—a</p>

	<p>kita semua. Hal inilah yang benar-benar mencerminkan esensi Pancasila—Indonesia yang makmur yang memberi manfaat bagi semua orang.</p>	<p>prosperous Indonesia that benefits everyone.</p>
Call to Action	<p>Demokrasi dan kebebasan hidup di dalam diri kita semua. Sebagai satu bangsa, mari kita membela hak-hak semua orang, terutama orang-orang yang mengalami ketidakadilan dan diskriminasi. Hanya dengan mendorong Indonesia yang inklusif, kita dapat benar-benar mencerminkan semangat Bhineka Tunggal Ika dan memungkinkan seluruh keluarga untuk berbagi kemakmuran, keamanan, dan kebebasan yang ditawarkan oleh bangsa kita yang hebat.</p>	<p>Democracy and freedom live in all of us. As one nation, let us stand up for the rights of all people, especially those who experience unfairness and discrimination. Only by fostering an inclusive Indonesia can we truly reflect the spirit of unity in diversity and enable all families to share in the prosperity, security, and freedom that our great nation has to offer.</p>
Draft Social Post	<p>Kita semua berhak atas kebebasan dan keadilan, terlepas dari latar belakang kita. Mari kita bersatu untuk hak SEMUA orang dan komunitas.</p> <p>#HakUntukSemua #Pancasila #IndonesiaInklusif #KebebasanDanDemokrasiHidupDalamDiriKita</p>	<p>We all deserve freedom and justice, regardless of our background. Let's stand together for the rights of ALL people and communities.</p> <p>#RightsForAll #Pancasila #InclusiveIndonesia #FreedomandDemocracyLiveInUs</p>

APPENDIX IV: SERBIA RECOMMENDED NARRATIVE AND MESSAGE FRAMEWORK

The recommended pro-democracy narrative and supporting message framework below were developed in Serbia by applying research findings, data, and the five evidence-based guidelines. The narrative and message framework evoke priority core values (see color key below), are primarily asset-framed, prioritize relatable (non-technical) language, and are informed by cultural, historical, and political context. The Narrative Development and Testing Phase created four narratives that were tested with focus groups and surveys.

The recommended narrative tested the strongest among stakeholders, standing out with the highest levels of agreement, relevance, and willingness to share across all audience segments. Even authoritarian-leaning respondents showed high agreement with the narrative - reducing the potential for backlash. Based upon the findings from the message testing, the messaging was refined to increase the prevalence of the highest-performing message components.

Words and phrases that reflect the identified core values are shown in the corresponding colors in the narrative and message framework:

Core Values Color Key	Freedom	Fairness	Safety/Security	Honesty	Representation
	Prosperity	Strength/ Fearlessness	Responsibility	Family	Tradition

CARING ABOUT OTHERS IS CARING ABOUT US <i>Briga o drugima je briga o nama</i>		
Core Message (summary)	<p>U našoj tradiciji, porodica je svetinja i imamo obavezu da brinemo jedni o drugima. Kao u porodici, u demokratiji je neophodno da svi zajednički rade na poštovanju i zaštiti prava svakog od članova.</p> <p>Ne bi trebalo da moramo da žrtvujemo svoje slobode u zamenu za ličnu bezbednost ili bezbednost naše zemlje. Prava bezbednost postoji samo kada svi možemo slobodno da živimo, mislimo, govorimo—i damo svoj doprinos dobrobiti zemlje.</p> <p>Sloboda je i pravo i odgovornost; svi imamo pravo da budemo slobodni, i odgovornost da poštujemo slobodu drugih. Kada svako od nas bude brinuo o Srbiji kao što brinemo o svojoj porodici, nećemo morati da strahujemo za budućnost demokratije u našoj zemlji.</p>	<p>In our tradition, family is sacred, and we have a duty to care for each other. Like in a family, democracy demands that everyone work together to respect and protect all of our freedoms and rights.</p> <p>But too often we are told we must sacrifice our freedom in exchange for security. True security exists only when we all can live, think, and speak freely, and fully participate in contributing to the well-being of the country.</p> <p>Freedom is both a right and a responsibility; we all have a right to be free and a responsibility to respect the freedom of others. When each one of us cares for Serbia like we care for our own families, we will not have to worry about the future of democracy in our country.</p>

Problem	<p>Previše često slušamo kako bezbednost Srbije zahteva da žrtvujemo svoja lična prava i slobode, kao i da demokratija podrija tradicionalne porodične vrednosti. Ali to je samo paravan za one koji bi hteli da nam uskrate prava i slobode koje svi mi zaslužujemo.</p>	<p>Too often we're told that Serbia's security demands that we sacrifice our personal rights and freedoms, or that democracy undermines traditional family values. But that is just a smokescreen used by those who would deny the rights and freedoms every one of us deserves.</p>
Solution	<p>Istinski demokratska Srbija štiti bi i brinula o pravima i slobodama svih, baš kao što naša tradicija nalaže da brinemo o svim članovima naših porodica. Demokratsko društvo funkcioniše na pošten i otvoren način, sa punom svešću o tome da niko ne može da bude bezbedan ako nije slobodan.</p>	<p>A truly democratic Serbia protects and cares about the rights and freedoms of everyone, just as our tradition dictates that we care for all the members of our families. A democratic society operates honestly and openly and recognizes that no one can be secure if they are not free.</p>
Benefits	<p>Svi zaslužujemo demokratsku Srbiju izgrađenu na slobodi i pravdi, koja može da obezbedi bezbednost za sve nas, naše porodice i našu zemlju. Poštena vlada koja odgovara na potrebe građana—i pravična je prema svima - može da pomogne da se izgradi bogato društvo, u kojem svako može da stvari bolji život i da pun doprinos zajednici i čitavom društvu.</p>	<p>A democratic Serbia built on the freedom and justice we all deserve can provide security for ourselves, for our families, and for our country. An honest government that is responsive to the needs of the people—and treats everyone with fairness—can help build a more prosperous society in which each person can create a better life and contribute fully to their community and our country.</p>
Call to Action*	<p>Hajde da brinem o slobodi i pravu drugih da žive, rade, misle i govore slobodno, kao što brinemo o članovima naše porodice. Hajde da govorimo, slušamo druge i tražimo transparentnost i odgovornost od onih koji nam služe. Zajedno možemo da doprinesemo bezbednosti i slobodi Srbije i svakog od nas.</p>	<p>Let us care for the freedom and rights of others to live, work, think, and speak freely, like we care for the members of our own families. Let us speak out, listen to others, and demand transparency and accountability from those who serve us. Together, we can contribute to security and freedom for Serbia and for each of us.</p>

***NOTE:** The call to action statement shown here is a general statement appropriate to an overarching narrative message framework. It can be tailored for audiences and key issues in ways that identify specific actions they can take (e.g., speaking out, contacting their elected representatives, voting, or other action).

RECOMMENDED NARRATIVE AND MESSAGING IN ACTION

The recommended narrative includes three illustrative examples, showing how the narrative and message framework can be customized for any salient and relevant issue in Serbia. These examples can help implementers apply the narrative to numerous other issues relevant to bolstering democratic principles and countering pro-authoritarian narratives, messaging, and dis/mis/malinformation.

CORRUPTION		
Core Message	<p>Zaslužujemo da imamo i slobodu i bezbednost.</p> <p>Neki nam govore da moramo da žrtvujemo slobodu da bismo bili bezbedni. To je samo izgovor koji koriste kako bi nam uskratili pravo da pravo da znamo kako se donose važne odluke i koriste javni resursi. A to stvara pogodno tlo za korupciju, zbog koje nismo ni bezbedni ni slobodni. Svi zajedno moramo da se borimo protiv korupcije. Moramo se zalagati za osnovne demokratske principe: za poštenu i transparentnu vlast, zajedničku odgovornost i pravičnost za sve.</p>	<p>We deserve both freedom and security. Some people say we have to sacrifice freedom to be secure. That's only an excuse they use to deny our right to know how important decisions are made and how public resources are used. And that creates fertile ground for corruption, which makes us neither safe nor free. We must fight together against corruption. We must stand up for the core democratic principles of honest and open government, shared responsibility, and fairness for all.</p>
Problem	<p>Previše često nam govore da moramo da žrtvujemo naša prava i slobode da bismo bili bezbedni. Ali to je samo izgovor da bi nam se uskratilo pravo da znamo kako se donose važne odluke i koriste javni resursi. To podrija naše demokratske institucije i utire put korupciji i zloupotrebi moći. U Srbiji ne važe isti zakoni za sve. Javni resursi se preusmeravaju ka onima koji su bogati i moćni umesto da se ulažu u obrazovanje, zdravlje i infrastrukturu. To su važne stvari na koje se mi i naše porodice oslanjamo i koje zaslužujemo. Korupcija podrija moгуćnosti za privredni rast i opštu dobrobit. I smanjuje našu veru i poverenje u vladu, ali i međusobno poverenje građana.</p>	<p>Too often we're told that we have to sacrifice our rights and freedoms to be secure. But that's just an excuse to limit our right to know how decisions are made and public resources are used. And it undermines our democratic institutions and paves the way for corruption and abuse of power. In Serbia, laws are applied unfairly. Public resources are diverted to the rich and powerful instead of funding education, healthcare, and infrastructure. These are the important things we and our families deserve and rely on. Corruption hurts opportunities for economic growth and shared prosperity. And it weakens our faith and trust in our government and each other.</p>
Solution	<p>Niko nije iznad zakona. Da bismo suzbili korupciju, potrebna nam je vlada koja poštuje taj demokratski princip i koja je odgovorna prema narodu. I potrebna nam je vlada koja štiti naše demokratske</p>	<p>No one is above the law. To defeat corruption, we need a government that respects this principle of democracy and answers to the people. And we need a government that protects our democratic</p>

	<p>ideje i institucije, uključujući slobodne i aktivne medije. Moramo da zahtevamo poštenu i transparentnu vladu kako bismo znali kako se donose odluke i koriste javni resursi. I moramo podržati i zaštititi pravo svakoga od nas da bez straha digne glas protiv korupcije.</p>	<p>ideas and institutions, including a free and active press. We must demand honest and open government so we can see how decisions are made and public resources are used. And we must support and protect everyone's right to speak against corruption without fear.</p>
Benefits	<p>Što je manje korupcije, javni resursi se bolje koriste. To znači lakši pristup poslovima, boljem obrazovanju i zdravstvenoj zaštiti za svakoga od nas. Ljudi onda žive slobodnije i mogu bolje da brinu o sebi i svojim porodicama. Borba protiv korupcije će povećati i pravičnost i mogućnost da svi imaju koristi od napretka države. Borba protiv zloupotrebe moći će povećati i naše međusobno poverenje, poverenje u društvo, i u našu vladu.</p>	<p>The less corruption, the better public resources are used. That means more access to jobs, education, and healthcare for all of us. As a result, people will live more freely and have a better chance to provide for themselves and their families. Fighting against corruption will also increase fairness and opportunities to share in our country's prosperity. Fighting the abuse of power will also increase our trust in our society, our government, and each other.</p>
Call to Action	<p>Svi zajedno moramo da zahtevamo da naša vlada preduzme ozbiljne korake u borbi protiv korupcije. I moramo da zahtevamo pravičnost i jednaki uslovi za sve. Svako od nas može da da svoj doprinos tako što će da podigne glas protiv korupcije. Bilo kada. Bilo gde.</p>	<p>Together, we must demand that our government take real steps to fight corruption. And we must demand fairness and opportunity for everyone. Every one of us can make a difference by speaking out against corruption. Anytime. Anywhere.</p>
Draft Social Post	<p>Niko nije iznad zakona. Da bismo suzbili korupciju, potrebna nam je vlada koja odgovara narodu, a ne bogatima i moćnima. Manje korupcije znači lakši pristup poslovima, boljem obrazovanju i zdravstvenoj zaštiti za svakoga od nas. Naša vlada mora da preduzme ozbiljne korake u borbi protiv korupcije. Zajedno, moramo da zahtevamo pravičnost i jednaki uslovi za sve.</p> <p>#EndCorruptionNow #SlobodaiDemokratijaZiveuNama</p>	<p>No one is above the law. To defeat corruption, we need a government that answers to the people instead of the rich and powerful. Less corruption means more access to jobs, education, and healthcare for all of us. Our government must take real steps to fight corruption. Together, we must demand fairness and opportunity for everyone.</p> <p>#EndCorruptionNow #FreedomAndDemocracyLiveInUs</p>

Core Message	<p>Slobodna društva stvaraju najbolje uslove za snažnu i stabilnu privredu. Ona to čine zaštitom slobode izražavanja i ideja, snažnih demokratskih institucija i zakona koji su isti za sve. Ovo stvara stabilno poslovno okruženje koje privlači investicije i pokreće privredu. Time su preduzetnici inspirisani da pokreću poslove i poslovno okruženje podstiče inovacije. Sve ovo otvara nova radna mesta. U Srbiji našu privredu kontroliše šaćica ljudi sa privilegijama. Govore nam da misle na opšte dobro. Ali, zapravo oni slabe naše demokratske institucije, ograničavaju nam slobodu i umanjuju prilike koje nam se pružaju. Zajedno, možemo da zahtevamo poštenu i transparentnu vlast, Zahtevajmo vlast koja štiti naše slobode. Tako ćemo stvoriti slobodniju, pravičniju, prosperitetniju i bezbedniju Srbiju za sve nas.</p>	<p>Free societies create the best opportunity for a strong and stable economy. They do this by protecting freedom of expression and ideas, strong democratic institutions, and laws that treat everyone fairly. This generates a stable business environment that attracts investment and boosts trade. Entrepreneurs are inspired to start businesses and it's easier to drive innovation. All of this creates jobs. In Serbia, our economy is controlled by a privileged few. They say they have our best interests at heart. But they are weakening our democratic institutions, our freedom, and our opportunities. Together, we can demand honest and open government that protects our freedoms. That is how we create a more free, fair, prosperous, and secure Serbia for all of us.</p>
Problem	<p>U Srbiji našu privredu kontroliše šaćica ljudi sa privilegijama. Govore nam da misle na opšte dobro. Ali, oni samo brinu o sopstvenom bogatstvu i moći. Zapravo nam ograničavaju slobodu govora i medija kako ne bi saznali šta oni rade. To dovodi do korupcije i obezbeđuje neravnopravan pristup resursima i prilikama. Odvraćaju se investicije i otežava slobodna trgovina. Zbog toga naša privreda i naša zemlja u teškim vremenima postaju manje izdržljivi. Ovo nanosi štetu našem ekonomskom rastu i ugrožava se budućnost naših porodica i dece. Naša privreda i naše društvo postaju manje bezbedni, manje prosperitetni i manje slobodni.</p>	<p>In Serbia, our economy is controlled by a privileged few. They say they have our best interests at heart. But they care only about their power and wealth. They limit our freedom of speech and media to make it harder for us to know what they are doing. This leads to corruption and creates unequal access to resources and opportunities.</p> <p>Investments and trade are deterred. Because of that, our economy and our country become less resilient during hard times. This hurts our economic growth and jeopardizes the future of our families and children. It also makes our economy—and our society—less secure, less prosperous, and less free.</p>
Solution	<p>Da bismo imali snažnu i stabilnu privredu, potrebna nam je vlada koja štiti slobodu izražavanja, podržava jake demokratske institucije, sprovodi zakone koji svakog tretiraju pravično i javno i iskreno se bori protiv korupcije.</p>	<p>To have a strong and stable economy, we need a government that protects freedom of expression, supports strong democratic institutions, enforces laws that treat everyone fairly, and fights corruption honestly and openly.</p>
Benefits	<p>Demokratsko društvo koje poštuje lična prava i slobode svojih građana je bolje</p>	<p>A democratic society that respects the rights and freedoms of its citizens is</p>

	<p>opremljeno da izgradi snažnu privredu. To je iz razloga što privlači investicije, omogućava razvoj kompanija i promoviše zajednički prosperitet. Kao rezultat toga ljudi i društvene zajednice dobijaju bolji pristup zdravstvenoj zaštiti, obrazovanju i poslovima. To znači da ljudi neće morati da napuštaju svoju zemlju u potrazi za boljim životom. Tako možemo da izgradimo slobodniju, pravičniju, prosperitetniju i sigurniju Srbiju za sve nas i našu decu.</p>	<p>better equipped to build a strong economy. That's because it attracts investment, grows companies, and promotes shared prosperity. As a result, people and communities have increased access to health care, education, and jobs. That means people don't have to leave our country in search of a better life. That is how we can build a more free, fair, prosperous, and secure Serbia for all of us and our children.</p>
Call to Action	<p>Svi zajedno moramo da zahtevamo poštenu i transparentnu vladu koja štiti slobodu izražavanja i ideja, jake demokratske institucije i zakone koji svakog pojedinca tretiraju ravnopravno.</p>	<p>Together, we must demand honest and open government that protects freedom of expression and ideas, strong democratic institutions, and laws that treat everyone fairly.</p>
Draft Social Post	<p>Kakve veze imaju sloboda i ekonomija? Slobodna društva štite slobodu izražavanja i ideja, snažnih demokratskih institucija i zakona koji su isti za sve. Tako se stvara stabilno poslovno okruženje, i lakše privlače investicije i razvija trgovina. Ljudi pokreću inovacije i osnivaju nove firme čime se otvaraju nova radna mesta. Zajedno možemo da zahtevamo poštenu i transparentnu vlast, koja štiti naše slobode. Tako ćemo stvoriti slobodniju, pravičniju, prosperitetniju i bezbedniju Srbiju za sve nas.</p> <p>#SlobodnoDrustvoSnaznaEkonomija #SlobodaIDemokratijaZiveUNama</p>	<p>What does freedom have to do with the economy? Free societies protect freedom of expression and ideas, strong democratic institutions, and laws that are the same for everyone. That creates a stable business environment and attracts investment and trade. People innovate and start new businesses, which creates jobs. Together, we can demand honest and open government that protects our freedoms. That is how we create a more free, fair, prosperous, and secure Serbia for all of us.</p> <p>#FreeSocietyStrongEconomy #FreedomAndDemocracyLiveInUs</p>

FREEDOM OF THE PRESS

Core Message	<p>Sloboda medija je od suštinskog značaja ne samo za naše ljudske slobode. Ona je istovremeno i temelj našeg zajedničkog prosperiteta i bezbednosti. Zahvaljujući slobodnim medijima imamo pristup informacijama koje su nam neophodne za donošenje odluka, sprečavanje korupcije i proveru poštenja i transparentnosti naših liderima. Svi zajedno moramo da štitimo slobodu</p>	<p>Freedom of the press is not just essential to our freedom as people. It is also the foundation of our shared prosperity and security. A free press makes sure we have access to the information we need to make decisions, prevent corruption, and keep our leaders honest. Together we must protect freedom of the press so the press is in a better position to protect</p>
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	<p>medija kako bi mediji bili u boljoj poziciji da zaštite slobodu svih nas.</p>	<p>freedom for all of us.</p>
Problem	<p>Previše često, pred nama je lažni izbor između bezbednosti i slobode. Kažu nam da kritičari i novinari koji postavljaju važna i teška pitanja napadaju Srbiju. Uskraćuje nam se pristup informacijama koje su nam potrebne, ili nam se podmeću dezinformacije osmišljene da nam odvuku pažnju. Zbog toga nam je teže da se pošteno suočimo sa izazovima i da pozovemo naše lidere na odgovornost. Ograničavanje slobode medija slabi naše međusobno poverenje kao i poverenje u naše lidere. Zbog toga postajemo i manje slobodni i manje bezbedni.</p>	<p>Too often, we are given a false choice between security and freedom. We are told that critics and journalists who ask important and hard questions are attacking Serbia. We are denied access to the information we need and subjected to disinformation designed to distract our attention. Restricting freedom of the press makes it harder to face our challenges honestly and hold our leaders accountable. As a result, we lose trust in our leaders and each other, and we become less free and less safe.</p>
Solution	<p>Sloboda izražavanja i informacija—uključujući i slobodu medija—može i mora da bude temelj naše bezbednosti. Naši lideri moraju da poštuju i štite slobodu medija da bismo imali pristup informacijama neophodnim za donošenje dobrih odluka. Kao Srbi, dovoljno smo jaki da cenimo kritike, istinite informacije i ideje o tome kako da našu naciju učinimo boljom. To mogu da nam obezbede samo slobodni mediji.</p>	<p>Freedom of expression and information—including freedom of the press—can and must be the foundation of our security. Our leaders must respect and protect freedom of the press so we have access to the information we need to make informed decisions. As Serbs, we are strong enough to value the criticism, honest information, and ideas on how to make our nation better that only a free press can provide.</p>
Benefits	<p>Čuvanje slobode medija nastavlja dugu tradiciju Srbije da se stvari nazovu pravim imenom. Slobodni i nezavisni mediji mogu da nam pomognu da bolje razumemo i rešimo izazove pred nama. Zahvaljujući slobodnim medijima lakše je boriti se protiv korupcije, razdvojiti činjenice od dezinformacija i pozivati lidere na odgovornost prema narodu. Očuvanje slobodnih i nezavisnih medija gradi poverenje u naše vođe i međusobno poverenje građana. Tako gradimo snažniju Srbiju koja je prosperitetnija, slobodnija, pravičnija i bezbednija za sve nas i naše porodice.</p>	<p>Protecting freedom of the press honors Serbia's long tradition of speaking hard truths. A free and independent press can help us better understand and solve the challenges we face. A free press makes it easier to fight corruption and challenge disinformation, and to hold our leaders accountable to the people. Ensuring freedom of the press builds trust in our leaders and in each other. It also builds a stronger Serbia that is more fair, more prosperous, more free, and more secure for all of us and our families.</p>
Call to Action	<p>Svi zajedno moramo da zahtevamo da naše vođe poštuju i štite slobodu medija kako bi mediji mogli da zaštite našu slobodu.</p>	<p>We must stand together to demand that our leaders respect and protect freedom of the press so the press can protect our freedom.</p>

Draft Social
Post

Da li je **sloboda** moguća bez **istine**?
Kada nam se **uskraćuje pristup informacijama** koje su nam potrebne, ili nam se podmeću **dezinformacije**, gubimo sposobnost da se kao društvo pošteno suočimo sa **izazovima**. **Slobodni i nezavisni mediji** pomažu nam da **donosimo odluke**, sprečavamo **korupciju** i **pozivamo lidere na odgovornost prema narodu**. Čuvanje **slobode medija nastavlja dugu tradiciju Srbije da se stvari nazovu pravim imenom**. Svi **zajedno** moramo **da zahtevamo da naše vođe** poštuju i **štite slobodu medija** kako bi mediji mogli da efikasno **zaštite** našu **slobodu**.

#SlobodniMedijiSnaznaSrbija
#SlobodaiDemokratijaZiveuNama

Is **freedom** possible without the **truth**?
When we are **denied access to information** and subjected to **disinformation**, we can't **face Serbia's challenges honestly**. A **free and independent press** helps us **make informed decisions**, prevent **corruption**, and **keep our leaders honest**. Protecting **freedom of the press honors Serbia's long tradition of speaking hard truths**. We must **stand together to demand that our leaders** respect and **protect freedom of the press** so the press can effectively **protect** our **freedom**.

#FreePressStrongSerbia
#FreedomAndDemocracyLiveInUs

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