PARTNERSGLOBAL
Together for Democratic Change

Alliance for Peacebuilding
Advancing sustainable peace and security worldwide

RE-WRITING THE NARRATIVE OF PEACE

MARCH 21, 2018

PARTICIPANT MEDIA

BEVERLY HILLS, CA

With support from:

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FRAMING DOCUMENT

I. OVERVIEW OF NARRATIVES FOR PEACE INITIATIVE

"Peace" has a serious branding problem – the concept seems hopelessly utopian, out of reach, or too connected to love beads and Birkenstocks to appeal to many activists and ordinary citizens. People do not grasp the connection between peace in their homes and communities, and peace on the world stage – and they therefore do not see the everyday actions that we can take to build peace. In a rapidly polarizing and intolerant political space, peace seems like an ever more distant goal, compounded by public narratives and misinformation campaigns that drive fear and distrust on all sides. "Peace" as a message and as a "brand" has not offered a unifying public narrative. In practice, peacebuilders have a hard time keeping up with the sophistication and coordination of other strong messages that focus on finding an enemy to blame, or scaring people by highlighting economic downfall and doomsday security threats

Those of us who have been working for democratic values, civic space and violence prevention globally are banding together with new allies around the world to heal these divisions, shore up civic actors and build new coalitions to respond to war-mongering, social injustices and humanitarian crises. Unfortunately, the messaging efforts of many activist organizations and our allies in other sectors often unintentionally have the negative effect of increasing divisions amongst potential supporters. There is an urgency for us to better understand this changing Narratives landscape, to adapt and incorporate more savvy strategies with new partnerships, and to build a more potent "peace" brand. Ultimately, we seek to strengthen and expand our existing networks to better shape societal attitudes, behaviors and actions for a more peaceful world.

Two global networks, **Partners**Global (formerly Partners for Democratic Change) and the Alliance for Peacebuilding (AfP), have spent the last two years laying the groundwork for this *Narratives for Peace* initiative. We are using a "systems" approach -- carefully mapping other efforts, talents and "non-traditional" allies. More than anything, we are committed to building partnerships with creative industry leaders and other private sector actors globally to link with our peacebuilding community, including marginalized groups and those most affected by conflict, to collectively improve the way we promote the brand of *Peace* and combat divisive and war-mongering messages. We are not focused on any specific campaign, but rather on building relationships, tracking resources and fostering learning in order to build a platform for on-going support for many different campaigns and efforts of peacebuilding organizations, together with private sector and citizen allies. The workshop we held on March 21, 2018 – part of a series of "creative brain trusts" occurring around the world – was intended to help build a stronger brand, and "core story" for peace.

II. UNCOVERING OUR CORE STORY[1]

Can a story change everything?

Stories are powerful. We think in stories. They guide our beliefs and actions.

[1] This section and the concept of "Core Story" are taken directly from our partners at Frameworks Institute who are consulting on this initiative.

To change what people think, feel, and do we need to change the stories we tell about the things that matter. We are seeking to uncover the "core story" of peace – providing a narrative scaffolding that can support a wide range of social action and messaging for diverse audiences. This workshop is one step in finding a core story of peace.

What is a core story?

A 'core story' is a powerful and memorable new story that replaces the standard ways people think about an issue. Like all good stories, a core story can be retold and adapted in a hundred different ways over time, making it a durable tool for changing hearts and minds.

There is a logic chain in creating a core story – leading from "uncovering" the disparate stories we already tell to make sense of an issue, to teasing out the individual narratives that inspire social action, then testing different "buckets" of narratives, and finally developing an overarching core story.

A core story translates scientific or expert knowledge to make it accessible to the public, practitioners, and policymakers. It contains different moments and chapters that introduce and explain important information and principles.

Rather than a single campaign, a core story serves as an overarching narrative that informs all kinds of strategic decisions and tactical executions. Creative content, individual campaigns, and everyday communications activities can focus in on particular parts or aspects of the overall story to bring them to life for particular purposes and audiences. For example, in American culture, rugged individualism is a powerful narrative—it has given rise to countless stories and is invoked to help make sense of how the world works and why it is the way it is. Barn-raising collectivism and interdependence are also powerful American narratives (although relatively unpracticed these days) that can be strung out to tell many stories. These narratives form part of an American "core story."

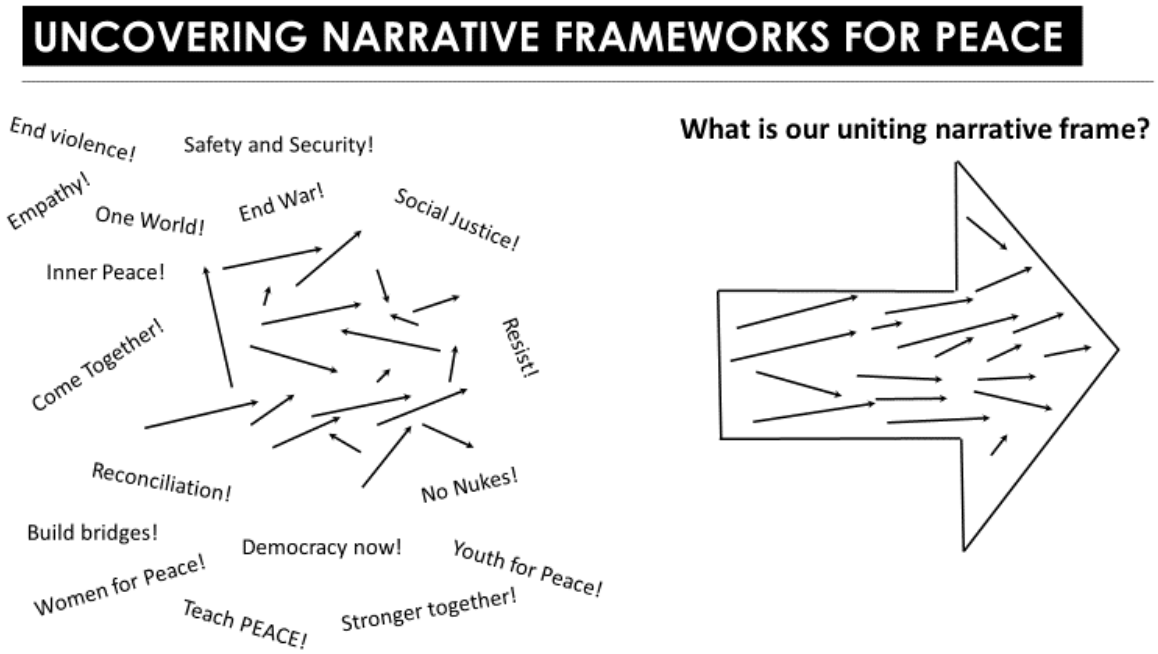
In summary, the core story gives people the words and ideas to talk about and understand complex concepts, and underscores a range of different narratives and social actions. It is powerful within individual conversations, creative content and mass communications. It is even more powerful when different versions of the same story are heard again and again.

How do you build a core story?

FrameWorks' researchers first identify the stories that people already tell themselves about an issue as well as those that they are currently being told. They then design and test a series of "frames" that have the power to override inaccurate or incomplete pictures in people's heads and open up new ways of seeing issues.

For instance, people think about stress and adversity as character building – even for children. A story about early childhood needs to replace that story with one that helps people to know that extreme stress damages developing brains.

Stories need to answer the question of *why something really matters, how it works, and what is required to address it*. Social science research can explore and identify the best ways to make sure people *care, know what to do and engage*.



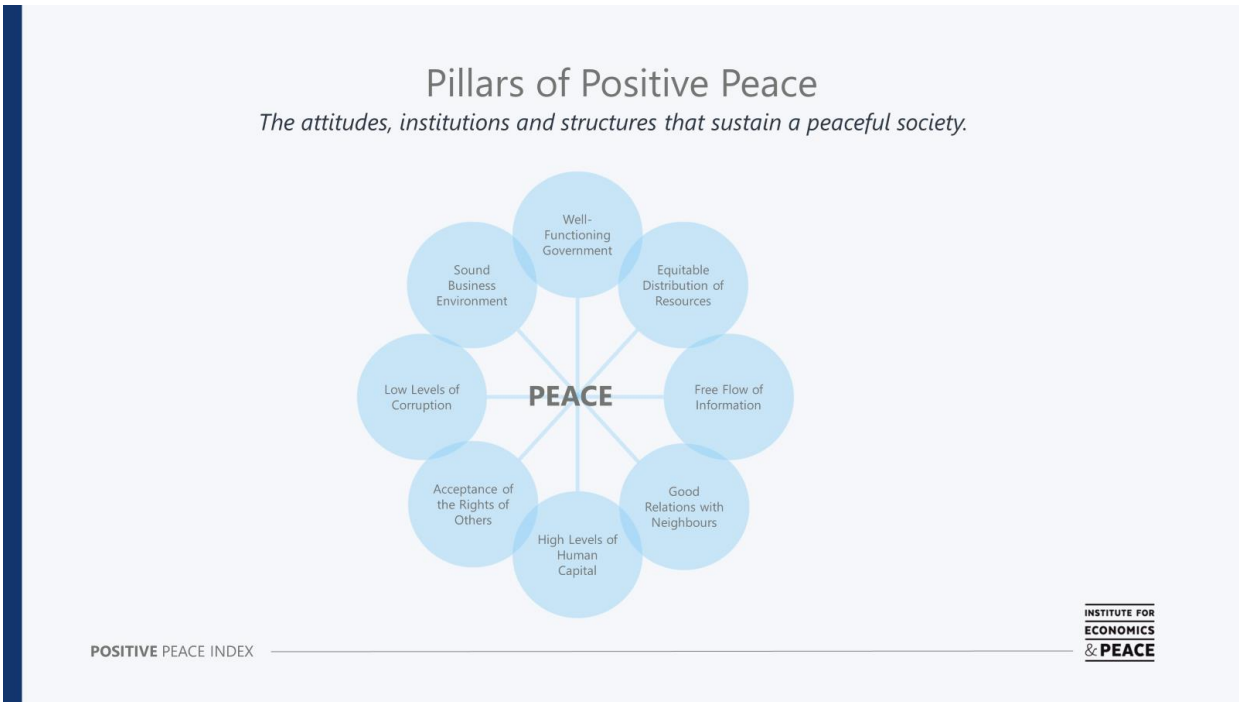
In the graphic, above, all the disparate messages around peace could converge into a larger "core story" that helps shape coherent action, while still respecting different approaches and narrative frames.

III. WHAT ARE WE TALKING ABOUT WHEN WE SAY "PEACE"?

Our definition of "peace": At its most basic, peace is an open and non-violent way of being. Peace is both a state of mind, and a state of society, encompassing a wide range of actions. Martin Luther King imagined peace as unfolding in a straight line - running from "inner peace" based in the heart, to the family, community, nation, and the world. Peace is associated with a range of values -- from kindness, to justice, to safety and security, and freedom.

One potentially helpful framework for understanding and measuring peaceful societies is the concept of "positive" and "negative" peace, originally formulated by the theorist Johan Galtung. Negative peace connotes simply the absence of violence. You can imagine a society that is not violent, but which does not feel particularly peaceful (think about Egypt, for example, where security forces suppress all dissent.) "Positive Peace" connotes the capacity of any society to build structures and processes that prevent conflict, and build resilience. Many in the peacebuilding field work in the areas of both positive and negative peace, and the Institute for Economics and Peace has developed a sophisticated taxonomy of both.

The Pillars of Positive Peace are currently used as a measuring tool, but also serve as a framework for expanding how peace may be viewed holistically, with many different sectors and factors contributing to sustain peace. As society becomes more divided and polarized, we are less able to work collectively on common solutions to establish and protect these aspects of peacefulness. This framework opens up the possibilities of who can be a "peacebuilder" and introduces a broader potential framing for our "core story."



Building Peace through Acts both Large and Small: Even with these expansive frameworks, "peace" often feels like an issue that is overwhelming; impossible to deal with as an individual; and, increasingly divisive and partisan. But similar to complex issues like climate change, peace begins at a very personal level and can fill us with a sense of connection that scales up to real social change.

Mother Teresa said that "peace begins with a smile," and many in the peacebuilding field work at a very individual basis of inner peace and connectivity with others. The framing of peace as moving in a straight line from "inner peace" through global peace is an intuitively appealing concept – and yet many

peacebuilders have struggled to connect how individual action can lead to a widespread global shift toward peace. Some people think of peace as occurring only through top-down, government-led action. In fact, while this may be necessary, the actions of thousands of individuals at a local level is necessary to create new political climates for peace, and to help develop unifying narratives to fight against polarization and violence.

Learning from the environmental movement, our *Narratives for Peace* initiative takes from the "ladder hypothesis" of messaging and engagement. This strategy conveys the idea that if you can get people to do something small towards an issue, you open the opportunity of scaling up that engagement and getting bigger and bigger and more and more meaningful (and costly) action from them. The idea stems from the connection between doing and thinking (i.e. if you get people to do something you can move their thinking.) There has always been a critique about the ability of messages alone to create major shifts in fundamental orientations to the world that incite the kind and level of action that is actually necessary to address big social issues. For example, while recycling is actually not going to solve global warming, it is seen as a gateway action to more costly engagement that will. We envision that our collective brainstorming on *Peace Narratives* can also feed into various levels of action for different audiences. We believe that in the realm of peace, there is a strong "butterfly effect," whereby small-scale action can have outsized results (think, for example, how the small group of Parkland students has shifted the narratives around gun control).

We seek to begin to identify and then amplify together a common high-level core story, while iterating and telling different stories that come out of that common narrative in different ways, for different audiences to act at many different levels.

IV. EXISTING EFFORTS

There are several complementary efforts to this initiative: within multi-laterals; emerging organizational expertise on narratives; peacebuilding coalitions for joint-messaging campaigns; and, new creative industry partnerships for peace. Several leaders of those initiatives will be participating in our meeting and represent our hopes to build on each other's efforts and amplify opportunities to partner.

1) Pathways for Peace is a recently released joint United Nations–World Bank Group study that originates from the conviction that the international community's attention must urgently be refocused on prevention. The study aims to improve the way in which domestic development processes interact with security, diplomacy, mediation, and other efforts to prevent conflicts from becoming violent. One of the key findings of the study is that inclusion is key, and preventive action needs to adopt a more people-centered approach that includes mainstreaming citizen engagement.

2) American Friends Service Committee (AFSC) Guide. *How to change a narrative: A guide for activists and peace builders* offers very practical advice on how to engage with narratives. They have been applying their framework on Narratives Change in the U.S. for specific projects: Communities Against Islamophobia, and also working to change the narrative on Gaza and Democratic People's Republic of Korea (DPRK/North Korea).

3) Peace First is a youth-focused peacebuilding organization that recently launched a robust storytelling platform to highlight the voices and stories of youth peacebuilders around the world. PeaceMaker 360 is another social media platform that is compiling and amplifying the stories of local peacebuilders.

4) Peace Studio is a bridge-building hub comprised of educators, change-makers, artists, writers, performing artists, government, community and institutional leaders, parents and children and caring people who are coming together to rebrand peace as something that is actionable, obtainable, and sustainable. A not-for-profit organization, The Peace Studio is committed to telling transformational stories—and to developing and disseminating all manner of literary and artistic works including books, films, music, visual art, and other creative projects—that celebrate the best in the human spirit.

5) Search for Common Ground with International Alert and Common have recently convened the CEOs of ten of the largest peacebuilding organizations, to explore how to develop a common campaign or set of campaigns to elevate peace, influence policy, and inspire individuals to take action for peace.

Sampling of Messaging from Peacebuilding Organizations

A sampling of social media messaging from Alliance for Peacebuilding members highlighted the following themes and trends:

Togetherness: We need to build bridges and partnerships to work towards peace. Notable examples include Build Bridges Not Walls, Partnering for Peace, Sanctuary Everywhere, #ConflictCafe and #FacingDifference.

Creating Change: Creating change is one of the largest themes and focuses on the transformation of conflict towards peace. Examples include #RipplesOfChange, Conflict Reimagined, #wagepeace100, Voices for Peace, #UnarmedCivilianProtection and #NourishChange.

Empowerment: The empowerment theme encompasses lifting marginalized groups up in society. Notable examples include 'Inspiring Women with Soul' and 'When Women Rise, We All Do.'

Fighting Injustice: Most organizations focus on specific injustices, for examples, #SaveTPS in regard to immigration, and #HealingIsJustice in regard to gun violence. The general messages of #HumanitarianAid are also being promoted.

Global Responsibility: Global responsibility honed in on bringing together all people to help create a better world for all. Examples include #peacehacks, Peace is Within Our Power and #WorldAidsDay.

Personal Responsibility: The idea that we all have the individual ability to make an impact is explored in several campaigns. One of the main examples was *Shine Bright*.

Religion: Some of the religious organizations in our field also promote religious messages. WorldVision used #PrayerFriday to accompany a prayer or encouragement to pray.

Togetherness

Creating Change

Search for Common Ground

Cost Effectiveness

Fighting Injustice

CURE VIOLENCE #HEALING JUSTICE

Religion

CRS CATHOLIC RELIEF SERVICES

Empowerment

MERCY CORPS WHEN WOMEN RISE WE ALL DO

international alert

Peace is within our power

Personal Responsibility

World Vision

Global Responsibility

Note that two interesting trends emerged:

The Motif of "Light" One common trend all organizations reiterated was the motif of light. WorldVision centered a whole campaign around the idea of light, the Shift Network also used light in the slogan for one of their Summits, "Illuminating Our Path to a Brighter Future." Catholic Relief Services created a virtual chapel for people to light candles. The idea of light creates a sense of hope and inspiration, which appears to be the theme many in our professional community wish to share.

Weekday Hashtags: Many AfP members use the days of the week to take advantage of daily hashtags to spread their message. Examples include #TBT, #WednesdayWisdom, #TransformationTuesday, #GoodNewsTues, #TuesdayThoughts, #MondayMotivation, #MusicMonday.

Brands' Values-Based Marketing that Elevates Messages of Peace

We recently conducted a brief look at how brands are also engaging with messages of peace and the values that they are connecting with their products and customer engagement:

The following media clips illustrate some of these trends:

Togetherness and Love

Amazon Knee Pad: https://www.youtube.com/watch?v=5TiMrWQhvP0

Pedigree A vote for good: https://youtu.be/tQk3lF2ljxc

Diversity and Inclusion

Starbucks Cups of Kindness and Born this Way campaign: https://twitter.com/Starbucks/status/876425691453022209

Overcoming Differences

Coke's Leave the Label Behind campaign: http://mashable.com/2015/07/06/coca-cola-no-labels-ramadan/#7U_zLxRIBsqp

The Gap #MeetMeInTheGap: https://www.youtube.com/watch?v=mLAXXEZlPr4

Heineken Worlds Apart: https://youtu.be/8wYXw4K0A3g

Creating Change

Delta, Changing the World Together: https://youtu.be/2nM1h2sWrHg

Personal Responsibility

Marriot Golden Rule: https://www.youtube.com/watch?v=v_NnEIkgCD4

V. CONCLUSION

Below are the results of the discussion of a that was held on **March 21st** to help build our "core story" for peace. The goal presented to participants for our brainstorming around potential peace narratives:

Together we want to reflect on the most effective narratives that a wide range of peacebuilders and allies can use to make progress on the following goals and outcomes:

- ✓ *Global Peace becomes a more salient issue—it moves up the ladder of important social issues.*
- ✓ *People understand that peace is a tenable, feasible, pragmatic goal to work towards.*
- ✓ *People associate "peace" with actions that can be taken at the individual, community, national, and global levels.*

MEETING SUMMARY

I. INTRODUCTIONS & SETTING THE STAGE

Melanie Greenberg from the Alliance for Peacebuilding and Julia Roig from **Partners**Global briefly presented the *Narratives for Peace* initiative, outlining the process that led us to the March 21st meeting. (1) We have begun initial research to uncover existing narratives within the private sector and the peacebuilding field (presented in the framing document); (2) We have established an initial taxonomy of those narratives (distilling into buckets); and (3) We are convening a series of Braintrusts to help us choose the most salient narratives for future testing through social science research, allowing us to form and then operationalize a hypothesis surrounding our potential Core Story for Peace:

Each participant was invited to introduce themselves and give a short Hashtag or Slogan for Peace as a part of their introductions.

The gathering began with a collection of every participant's personal hashtag or slogan for peace (pictured in the image below).

II. REFLECTIONS ON CURRENT PEACE MESSAGING

The organizers presented the initial research into messaging campaigns related to peace currently being employed by corporate entities and brands. This research, conducted by a team of American University Graduate students, represented a massive data collection and categorization effort. The researchers uncovered seven distinct narrative strains. The group reflected on these categories.

One participant inquired where human development would fit within these categories. Melanie suggested that it could fall under global responsibility. The participant expressed his belief that human development should stand alone as a value and as a narrative.

Another participant noted that the uniting strand between all these categories is self-interest. Self-interest is a tremendous motivator, regardless of the somewhat negative optics surrounding it. We have a self-interest to protect our children. It could be a motivator to push people to care about peace. Another participant noted that the next generation has a self-interest to create a better world for themselves, and this is not a bad thing.

On this note, an attendee suggested reframing the narrative categories to be more inclusive of self-interest. Moral foundations theory could play a role in this. She posited that in order to ensure that a story that flows from this will resonate, self-interest must be integrated.

Another attendee brought up loss aversion, and the reality that losing something can often feel much worse than never having it in the first place. There are substantial portions of society where people are satisfied with their current situation and don't want to put their reality at risk by taking a stand on these issues. Melanie responded that this can be addressed with the appropriate narrative frame. Peacebuilders must reframe their issue so that future actions feel like a "gain" (e.g. a more peaceful environment in which children thrive), while current costs become more apparent (e.g. pointing out a mutually hurting stalemate).

Julia and Melanie both reiterated that the narrative categories we presented reflect the messaging that currently exists, as opposed to what we would like to enact moving forward. A participant noted that in this vein, the "Creating Change" category theme seemed thin and vague. Moving forward, we should strengthen this area.

Participants also viewed two examples of peace-related advertisements. The first, Amazon Knee Pad, shows a priest and an Imam purchasing knee pads for each other, to ease the pain of knees that are sore from praying. The second, from Save the Children, shows a second a day in the life of a young girl in Great Britain as war breaks out. The destruction of the girl's life brings awareness to the crisis in Syria. Attendees reflected on these videos in small groups and shared their thoughts with the larger group.

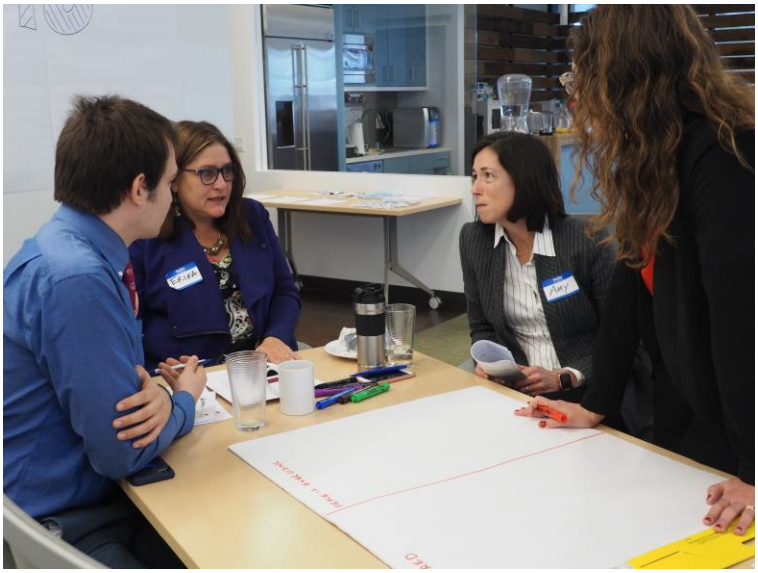
First, we inquired about which aspects of the two videos resonated the most. The group noted that in the Amazon advertisement, the use of humor and positive feelings was particularly effective. The group agreed that humor is often an underrated tool for tackling large, difficult issues. It helps people soften, let their guard down, and open themselves up to new possibilities.

In contrast, the Save the Children piece felt sad, and emotionally draining. Although this may be an effective fundraising strategy, it does not necessarily result in influence or action. Crisis is motivating, it encourages people to move, but it can also be demoralizing and emotionally exhausting. It can lead to a vicious cycle where people engage, the crisis persists, and they ultimately decide to cease engaging.

An attendee noted that the group should attempt to define what it means for one of these videos to "work" or be "effective." Is this determined by number of views? To raise funds? To promote active engagement with an issue? Those can be very different standards of success.

Another participant noted the power of human connection in the Amazon advertisement. The piece felt authentic, even without the religious connection. All our knees have hurt at some point and seeing an act of kindness opened us up to positivity. This attendee also wondered if there could be a combination of both videos that could be even more successful.

Finally, some participants expressed concern about the use of peace messaging for corporate advertisements. There is a fine line between promoting these ideas and abusing them for the ends of selling a product. Finding that line can be tricky, as we have seen with advertising flops such as the Pepsi Kendall Jenner ad.



Another attendee expressed concern with the Save the Children video. The video prompts you to care about this crisis by using a white girl from the UK. This plays into the stereotype that such actions are typical in Syria and surprising elsewhere. Is the video truly effective in raising awareness or causing you to care if it must play into these stereotypes? Would you care if the people in the video looked and sounded different from you?

III. FROM → TO

After breaking into five small groups, participants brainstormed what unproductive and toxic ideas currently percolate in the public domain, and what messages we would like to replace these ways of thinking. All the groups reported back a wealth of FROM → TOs. These were divided into two larger categories: Big Picture and Technical Areas. Big picture FROM → TOs addressed abstract, large ideas. Technicalities dealt in specifics.

BIG PICTURE	TECHNICAL AREAS
• War is sexy → Peace is sexy (Moonshot) • Peace is passive → Peace is ACTION • White male leaders → Diverse leadership (we are all leaders) • Zero sum game → Rising tides raise all boats • War is profitable → Peace is profitable	• Violence is structural → Peace must be structural • SDGs are irrelevant → Know them, take action • Educating girls is not peace → This builds peace • Water is plentiful → No, it's not but it is a human right

• War is human nature → Peace is a product of productive conflict • Didn't peace already happen? → Peace requires constant management • Peace is far away and hard, there is no role for me → Peace is a daily practice, present everywhere. I have a role • Peace is the absence of war → Peace is justice • Peace is an ideal state for the world → Peace is advantageous for me • We will never all agree → We can still be kind • We will never unite politically → More unites than divides us • Peace can't be everywhere → We can have peace somewhere • Peace means more security → Peace and security require one another	• Government should control resources → Government shouldn't allow exploitation of resources when it harms citizens

Following this division, the group voted for the top five FROM → TOs that they found the most compelling. The group settled on the following:

1. Peace is passive (weak and compartmentalized)	TO	Peace is action (Strong and integrated)
2. War is "sexy"	TO	Peace is "sexy" Peace is our "moonshot"
3. War is human nature	TO	Peace is a product of productive conflict
4. Peace is the ideal state of of the world	TO	Peace is advantageous for me
5. We will never all agree	TO	We don't have to agree to be kind (more unites us than divides us)

IV. Effective Messaging Strategies for these "FROM → TOs"

The full group divided into five different smaller groups to explore potential messaging strategies and campaigns for the top five FROM → TOs. Each small group brainstormed as many messaging strategies as possible and shared their top ideas with the larger group.

GROUP ONE

The first group based their messaging strategies in opposition to President Trump's proposed military parade. They suggested using the $30 million budget for the Veteran's Day parade as a starting point to take over the conversation about Veterans' affairs. Juxtaposing this huge amount of money for a parade with Veterans' programs that are sorely underfunded could bring more attention to important issues such as PTSD, urgently needed job training, and unemployment among veterans. This concept would allow for NGOs that work in this space to raise their profile and awareness of their issues, while also fundraising.

The group also put forth the idea of creating a series of PSAs for this event directed by some of the most prolific directors of war films, such as Christopher Nolan and Stephen Spielberg. Veterans could be hired for the production of these PSAs.

The goal of this campaign would be less anti-Trump or partisan, and more pro-Veteran. This could attract people from across the political spectrum. Additionally, this would connect Veterans with the issue of peace.

Members of the larger group expressed the need to emphasize support for Veterans, but not for war itself. Additionally, involving Trump could automatically create partisan splits.

GROUP TWO

The second group focused much of their efforts on considering the audience for their potential messaging. They examined how to connect a messaging campaign to a larger goal, and what aspect of behavior change to focus on. Eventually, they broke it down into the objectives of a potential campaign.

This group chose to focus on a US domestic audience, advocating for the PEACE IS SEXY/PEACE IS ACTION FROM → TO. This team sought to make the connection for their audience that peace in our backyard connects to the faraway conflicts that feel isolated. They wanted their audience to understand that peace is local.

One campaign centered on the concept that “peace starts here” or “____ is peace.” The campaign could collect stories and snapshots of everyday events that help contribute to peace and highlight them. For example, they could show a short video of a person preventing bullying in the hallways of their school and a clip of a white helmet helping someone in Raqqa. Using video imagery and photos could help the public connect the dots that all these actions contribute to peace. This could be similar to the feminist campaign using photos and videos declaring “this is what a feminist looks like.”

The group also reflected on the campaigns and symbols that were impactful in their own upbringing, such as the recycling symbol. What could that symbol for peace be? The symbols we have now feel tired.

Another participant noted that it is not the symbol itself that is tired, rather it is ideas that fill the vessel of the symbol. The goal should be to make the symbol meaningful. Other participants noted that this could be a result of a lack of policy promoting the idea of peace, or that the symbol means far too many things. Another participant noted that this would be a great concept for a tagline such as “Give peace a chance. Again.”

GROUP THREE

The third group sought to encourage people to identify with peace, making it personal, sexy, and advantageous to the individual. This group focused on the core atom of the issue: the person. To truly make this change, individual people need to believe that peace matters to them as a part of their identity but also as something larger than themselves.

The group drew parallels to the feminist movement, which has progressed by leaps and bounds in recent years by connecting that identity to tangible action. We could do the same for young people now, so that these groups self-identify with and take action for peace. Generation Z spends 10 hours a day on social media, and this could be potential fuel for a movement. How can we tap into these channels in a way that will benefit our cause?

The women’s march is a good example for a touchpoint that was approachable for everyday people. It was not limited to hardcore activists, anyone could get up off the couch and participate in it.

This group also touched on recent headlines regarding the abuse of data and analytics on Facebook. Although these issues seem nefarious, how can we use similar strategies for social good? We need to move people psychologically to get them to adjust their thinking on this issue. To do this, we can create positive peer pressure around peace, making it cool and trendy.

Additionally, this group noted that “snackable” opportunities for engagement will be critical in this space: small, bite-sized opportunities to buy in or act out and not just identify with the issue but make it a part of our lives. It has to be broad enough that every kid in high school can find a way in.

A participant noted that snackable engagements and variation in leadership can work hand in hand. The leader of a movement should not be one specific person. Different messengers can reach different groups and can keep the content and conversation around the issue fresh and engaging as it changes with time.

Another participant added that social media success and broad reach on these platforms should not be the “be all and end all” for determining success. Obtaining lists of people or fundraising for our issue can be more effective in the long run.

GROUP FOUR

The fourth group developed a concept of “doing peace” by putting it into action. They observed that in our current climate, there is a lot of explaining and talking rather than concrete action. A hashtag such as #DoPeace or #PeaceInAction could help spur activity in our space.

Another idea centered on bringing peace back into people’s everyday lives. A campaign for basic human decency could help- we need to name the mundane things that are peace. This could help develop a non-partisan way of talking about how we will approach each other and the world that we are all a part of. This group liked the idea of take a “_____” to lunch (e.g. Republican, teacher, Veteran, etc). This could go wrong, but could also be a positive endeavor. When people sit down and have a conversation where they can meet each other on a human level, there will inevitably be connections and understanding.

This group also proposed a campaign for early socio-emotive learning. We know that teaching children these skills early on changes their lives. Taking action and doing things together from a young age can build bridges: for example, police playing basketball with youth from the communities that they work in.

For the War is sexy → Peace is sexy FROM -> TO, this group proposed a campaign geared towards young people promoting the narrative that war is stupid and wasteful. This campaign would portray war as uncool, and peace as powerful, edgy, and confrontational. In this vein, they could issue a challenge to Hollywood to create a movie without war, violence against women or children, or a serial killer. This

campaign would be a challenge because you do not want to belittle the sacrifice of Veterans, or trivialize their life experiences.

This group also supported the concept of the “pause” app, for taking a moment to pause and consider how the world is feeling. How could this change the way that we interact with each other? We assume so much about the people around us without really knowing. Making these connections can help us break down partisan boundaries.

GROUP FIVE

Group five reiterated their support for the ideas from their colleagues in other groups. Rather than rehashing other messaging campaigns that are similar to those expressed by the other groups, this group focused on the essence of their conversation.

This group liked the concept of connecting with one another on a human level. This can be expressed with simple physical actions, like smiling to each other. We need to find and develop the “big bang” idea of peace, and land on a definition that resonates with the general public.

This group noted that attempts to connect with people outside of the technical NGO field will be critical moving forward. To be effective, we need to build coalitions across sectors and celebrate the ideas of filmmakers, artists, and writers rather than simply focusing on academics and governments. Who are the cool, trendy people with whom we can partner to promote our message?

We need to connect, focus, and really do something about this. We are not preaching to the choir anymore- we face large challenges ahead, and we need to work together with our existing resources and programs.

V. Wrap Up and Next Steps

The gathering concluded with a summary of next steps and concrete action items moving forward. These include:

1. Obtaining support for in-depth social science research on narratives of peace
2. Continue convening and strategic collaboration

3. Narratives for peace toolkit and training program for peacebuilders and our allies
4. Match-making between creative industry leaders, brands, and peacebuilders

A very special thank you to the U.S. Institute of Peace for their support of this initiative, and to Participant Media and the Jeff Skoll Group for their hospitality as hosts.

PARTICIPANT LIST

1. Rachael Burkholder, Vice President of Strategy, Propper Daley
2. Kathy Eldon, Founder and Chairman, Creative Visions
3. Lindsey Spindle, President, Skoll Group
4. Amanda Chen, VP of Social Impact, Participant Media
5. Lynn Hirshfield, SVP of Strategic Alliances, Participant Media
6. Julia Roig, President, **Partners**Global
7. Melanie Greenberg, President and CEO, Alliance for Peacebuilding
8. Bob Berg, Chairman of the Board of Directors, Alliance for Peacebuilding
9. Deborah Green, Founder, Live a Moment
10. Paul Carroll, Senior Advisor, Nsquared
11. Erika Gregory, Director, Nsquared
12. Laura Dawn, Founder and CEO, Art Not War
13. Daron Murphy, Founder and COO, Art Not War
14. Brandyn Keating, Founder, Stronger US/Bridge Alliance
15. Carly Goodman, Public Fellow, American Friends Service Committee
16. Lora Lumpe, Advocacy Director, Open Society Foundations
17. Erin Bromaghim, Sustainable Development Goals Lead, City of Los Angeles
18. Amy Smith, Chief Giving Officer, TOMS
19. Ruthie Eisenberg, Manager of Global Giving Experiences, TOMS
20. Carla Fernandez, Community Lead, Enso
21. Gary Milante, Programme Director, Stockholm Institute Peace Research Institute
22. Fish Stark, Fellow in Residence , Peace First
23. Bobby Jones, Chief Marketing and Communications Officer, Peace First
24. Doug Burnett, Founder and Creative Director, Buena
25. Lisa Taback, President and CEO, LTLA Communications
26. Bonnie Abaunza, Founder, Abaunza Group
27. Jim Moriarty, Director of Brand Citizenship, 72andSunny
28. Ed Cain, Vice President of Grant Programs, Hilton Foundation
29. Rachel Huguet, Program Associate for International Programs, Hilton Foundation

FEEDBACK

I. Feedback on substance

Participants appreciated the wide range of sector expertise that the attendees brought to the table. Generally, the facilitation and organization of the meeting was well received.

One attendee noted that they would have liked more time to meet fellow peacebuilders and explore opportunities for collaboration.

Someone noted that organizers must consider diversity when together such rooms, particularly with regards to race and income. Another noted that it can be challenging to determine the direction of messaging with such a diverse group.

II. Recommendations for Expanding the Conversation

A substantial number of participants stressed the importance of incorporating youth into this initiative moving forward. They stated that young people must be present for these conversations to provide insight on messaging ideas that will resonate among their peers, and to provide leadership and guidance within this movement.

Another participant noted the importance of connecting with more informal grassroots movements that may not necessarily have a formalized structure.

One attendee suggested that moving forward, the organizers should not only invite the heads of nonprofit organizations, but also their social media and/or communications directors.

Someone noted that there are some useful innovation and design-related methodologies that might be supportive of your goals in this work. They offered share or help design/facilitate such a session if it is useful.

One suggestion entailed offering a few “user types” or human centered profiles and then developing platform and messaging ideas.

A participant noted that it would be helpful to give participants an action item to leave with.

Another recommendation suggested reaching out to cities using the SDG framework (LA, New York, Santa Cruz). Another attendant noted that thinking through stories and branding related to specific SDG targets would be helpful.

Many suggestions advocated that the organizers should continue to create an “eco-system” around this issue, bringing together diverse groups such as corporations, non-profits, consultants, governments, and educators. Another comment suggested working directly with movements that have experienced success, such as the feminist movement and the LGBTQ movement.

Lastly, a suggestion stressed the need to connect so many existing micro-initiatives with a broader narrative structure.

III. Groups to Reach Out To

- Frank Karrel School of Public Interest Communications
- Nucleus Strategy, as they are doing relevant work on messaging and framing around nuclear threat reduction.
- Global Zero
- Connecting Business Initiative
- Grantmakers concerned with immigrants and refugees
- Harness SDG Partnership platform
- Rockefeller philanthropic advisors
- ReThink Media
- Bridge Alliance
- National Week of Conversation
- Obama Alumni Networks
- Life After Hate
- River Phoenix Peace Center
- Skoll Foundation
- Pathfinders Initiative
- Occidental College
- Global Development Incubator
- C-Change
- Other major corporate players that might have a vested interest in this space