



# Hope-Based Narratives

Krizna Gomez

"THE REAL DIFFERENCE BETWEEN  
US AND CHIMPANZEES IS THE  
**MYSTERIOUS GLUE** THAT ENABLES  
MILLIONS OF HUMANS TO  
COOPERATE EFFECTIVELY."



- YUVAL HARARI

"THIS MYSTERIOUS GLUE IS  
MADE OF **STORIES, NOT**  
**GENES.**"

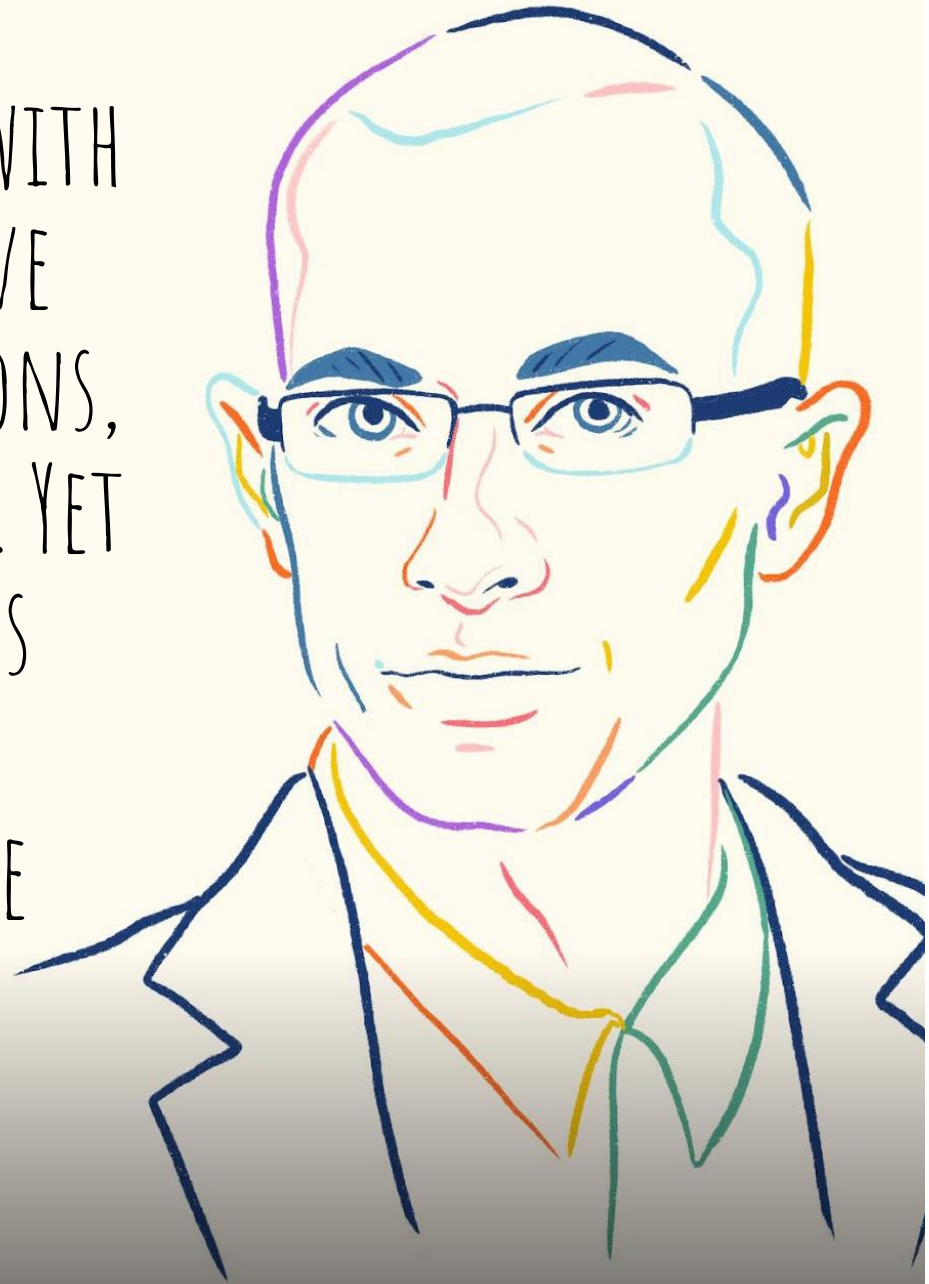


- YUVAL HARARI



"WE COOPERATE EFFECTIVELY WITH STRANGERS BECAUSE WE BELIEVE IN THINGS LIKE GODS, NATIONS, MONEY AND HUMAN RIGHTS. YET NONE OF THESE THINGS EXISTS OUTSIDE THE STORIES THAT PEOPLE INVENT AND TELL ONE ANOTHER."

- YUVAL HARARI





SOCIAL  
CHANGE WORK  
IS ABOUT  
TELLING  
NARRATIVES.







# **HOPE-BASED COMMUNICATIONS**

[WWW.HOPE-BASED.COM](http://WWW.HOPE-BASED.COM)

**FROM:**



**TO:**





 FEAR



 HOPE

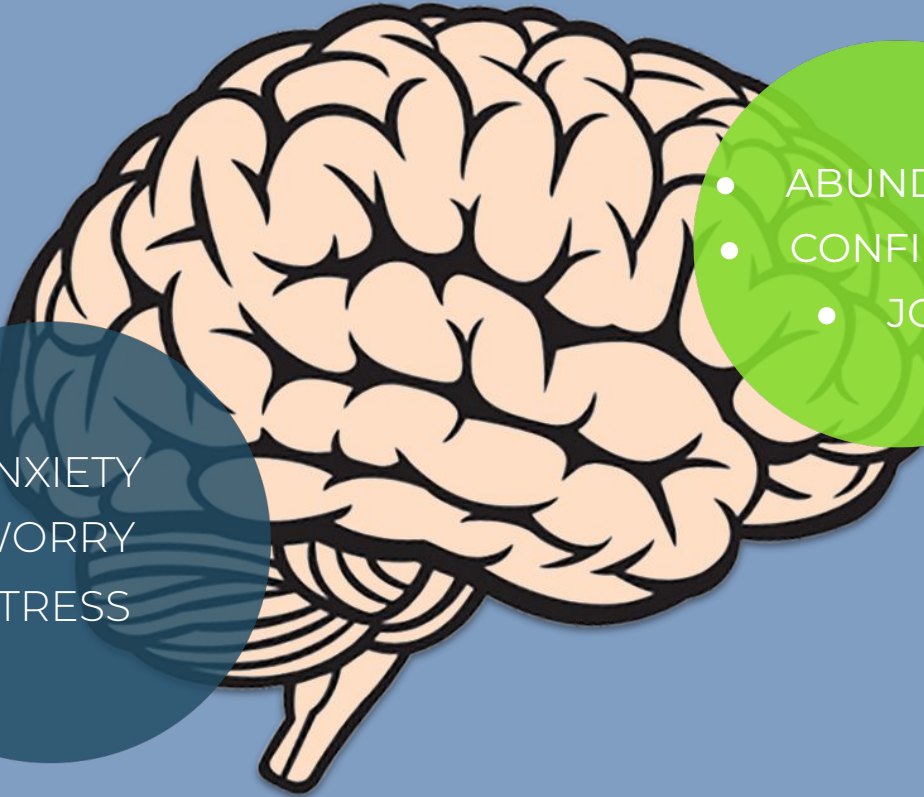


# NEW EVOLVED HIGHER BRAIN

- ABUNDANCE
- CONFIDENCE
- JOY

- ANXIETY
- WORRY
- STRESS

# OLD LOWER SURVIVAL BRAIN



# BREAKING POINT

The EU has failed us all

We must break free of the EU and take

our borders



*SONY PICTURES CLASSICS*

**NO**  
**OFFICIAL TRAILER**



For a Chile for everyone  
We are going to say No



BUT HOPE-BASED COMMS  
IS NOT ABOUT SHOWING  
ONLY HAPPY IMAGES.



⚡ AGAINST



☀ FOR





**JOURNALISM**  
**IS NOT A CRIME**



# Brain research suggests emphasizing human rights abuses may perpetuate them

Capitalizing on the brain's capacity to simulate events, messages of positive behavior – instead of repeated exposure to accounts of abuse – could better lead to the changes we wish to see in the world.

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By: Laura Ligouri

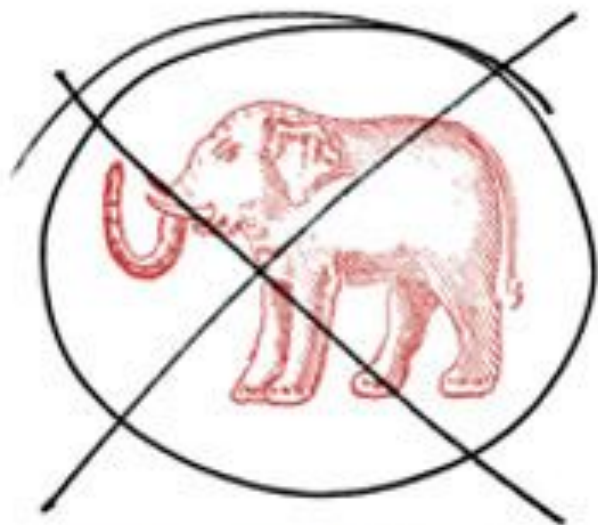
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"Essential reading in this neo-Orwellian age of Bush-speak."  
—Robert Reich



# DON'T THINK OF AN ELEPHANT

KNOW YOUR VALUES AND FRAME THE DEBATE

**George Lakoff**

INTRODUCTION BY JULIA BAIRD

★ ★ THE ALL NEW ★ ★

# DON'T THINK OF AN ELEPHANT!

*NEW YORK TIMES* BESTSELLER

**KNOW YOUR VALUES  
AND FRAME THE DEBATE**



**GEORGE LAKOFF**

The essential progressive guide for the issues that define our future: climate, inequality, immigration, health care, and more



RAISING AWARENESS  
IS NOT ENOUGH.







# EMOTIONS AND VALUES, NOT FACTS





**FOR  
WOMEN'S  
HEALTH**

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**YES**

**LABOUR**  
*Repeal the 8th*

**FOR  
COMPASSION  
IN A CRISIS**

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**YES**

**LABOUR**  
*Repeal the 8th*



# Why politicians around the world are getting on the radical love train

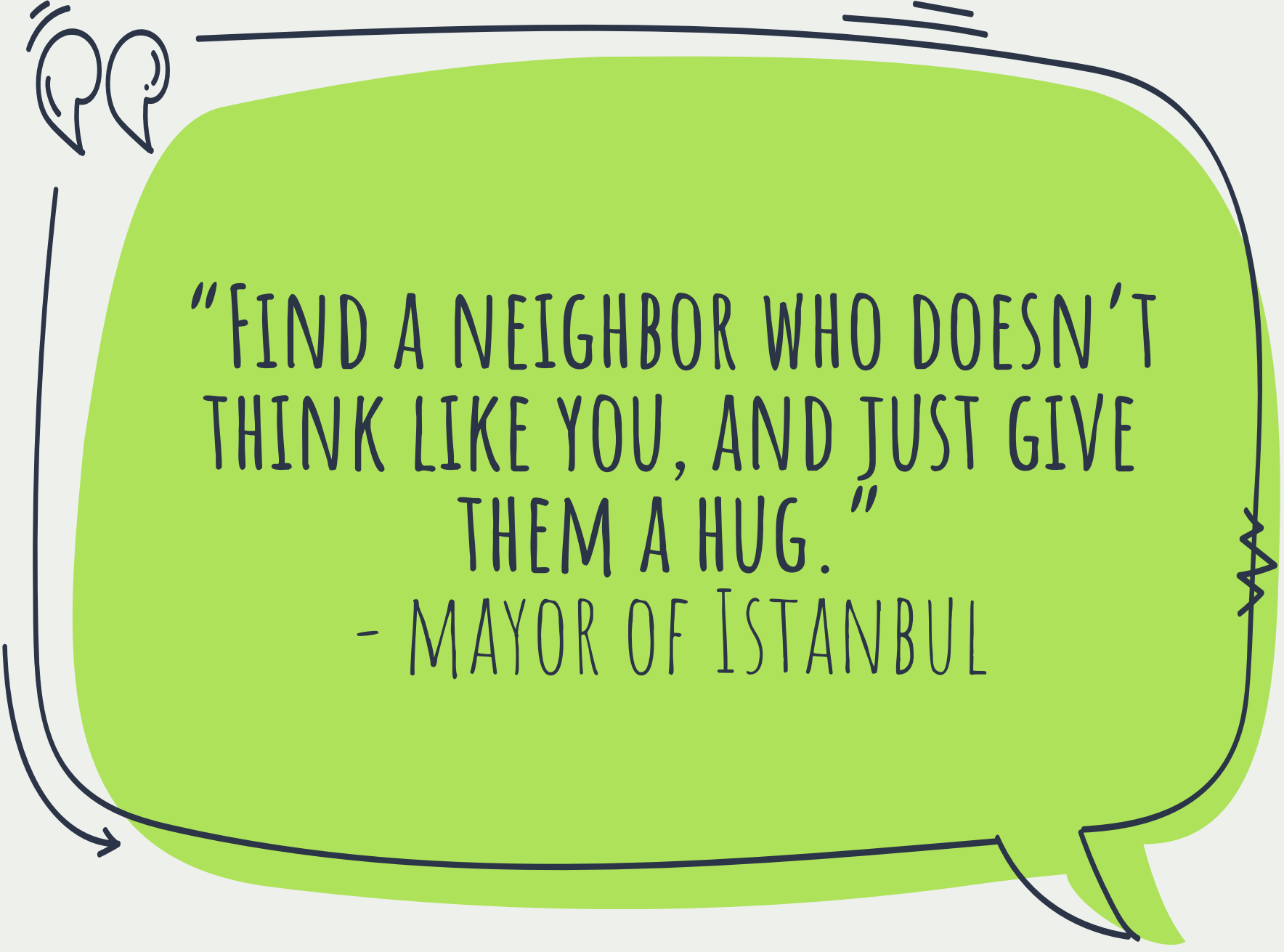
► A new political strategy based on respect and acceptance is gaining ground against the forces of populism





# Book of Radical Love





"FIND A NEIGHBOR WHO DOESN'T  
THINK LIKE YOU, AND JUST GIVE  
THEM A HUG."  
- MAYOR OF ISTANBUL

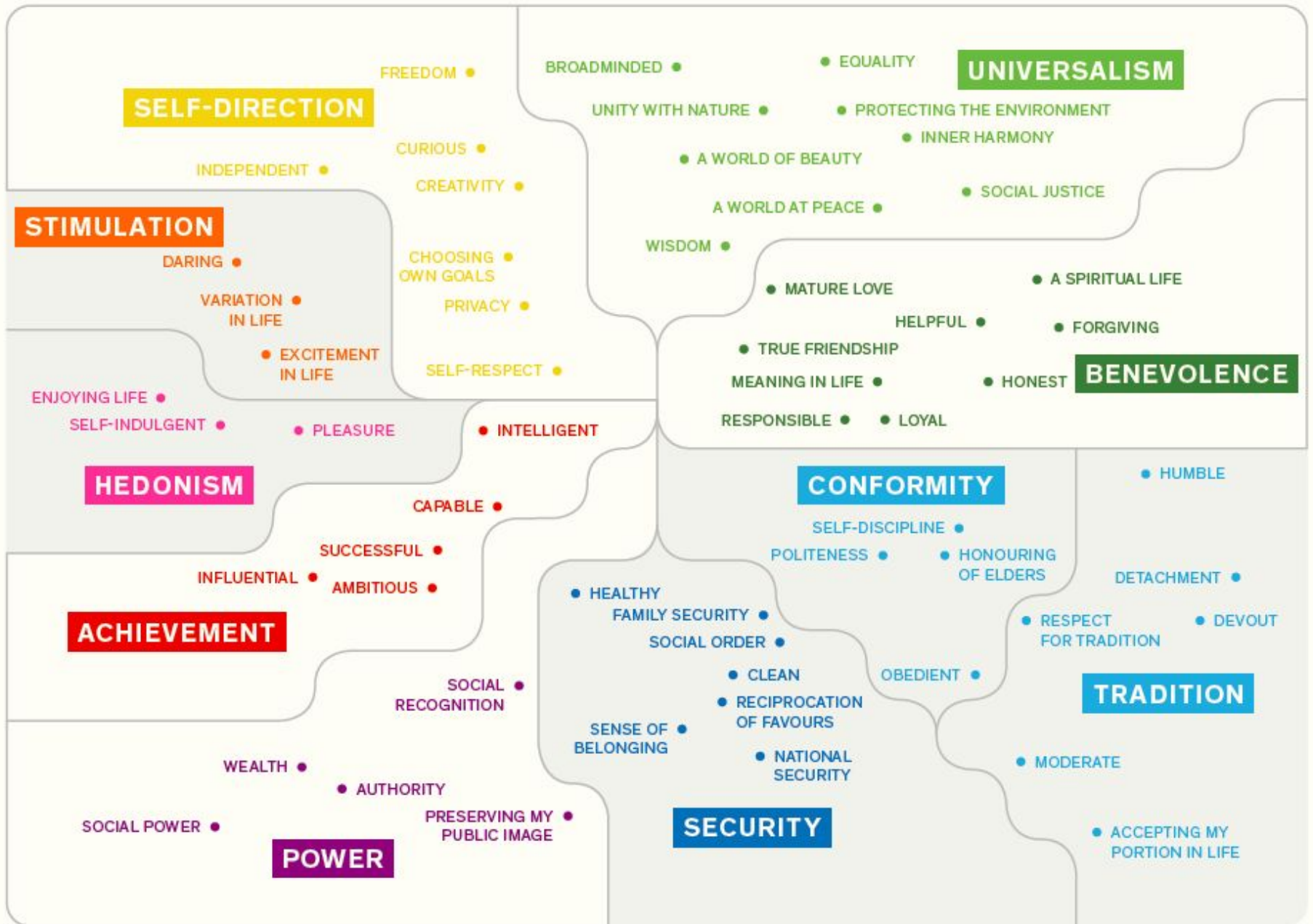
# ➔ A SENSE OF BELONGING







# INTRINSIC VALUES

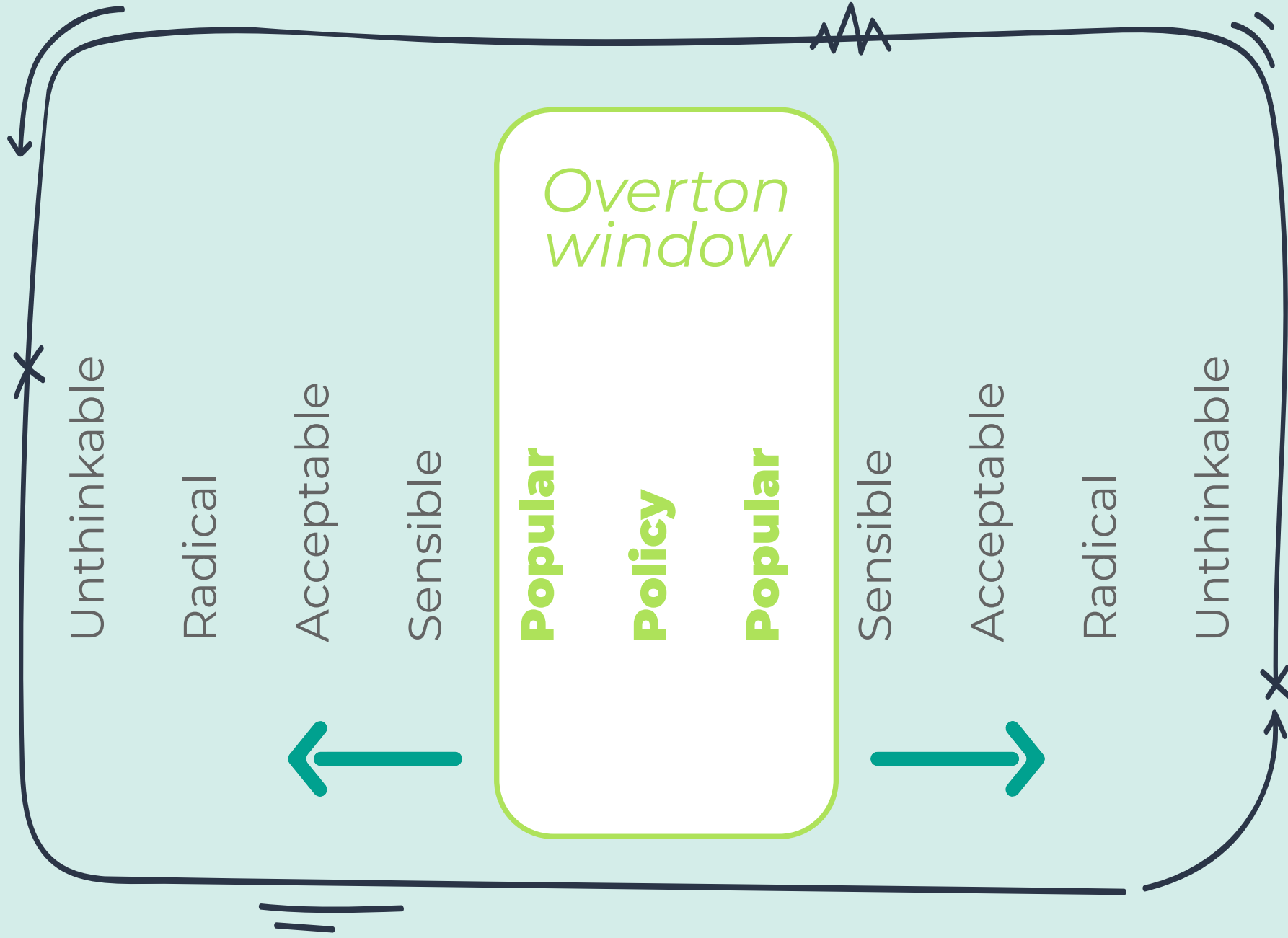


⚡ PROBLEM



☀ SOLUTION









⚡ THREAT



☀ OPPORTUNITY



# Syria: ISIS Overruns IDP Camps, Sends 5,000 Fleeing to Turkish Border

BY **CONOR GAFFEY** ON 4/15/16 AT 3:53 AM EDT







FEATURES / COOKERY

# MIGRANT CHEFS TO RUN COOKERY CLASSES IN EASTON





⚡ VICTIM



☀ HERO







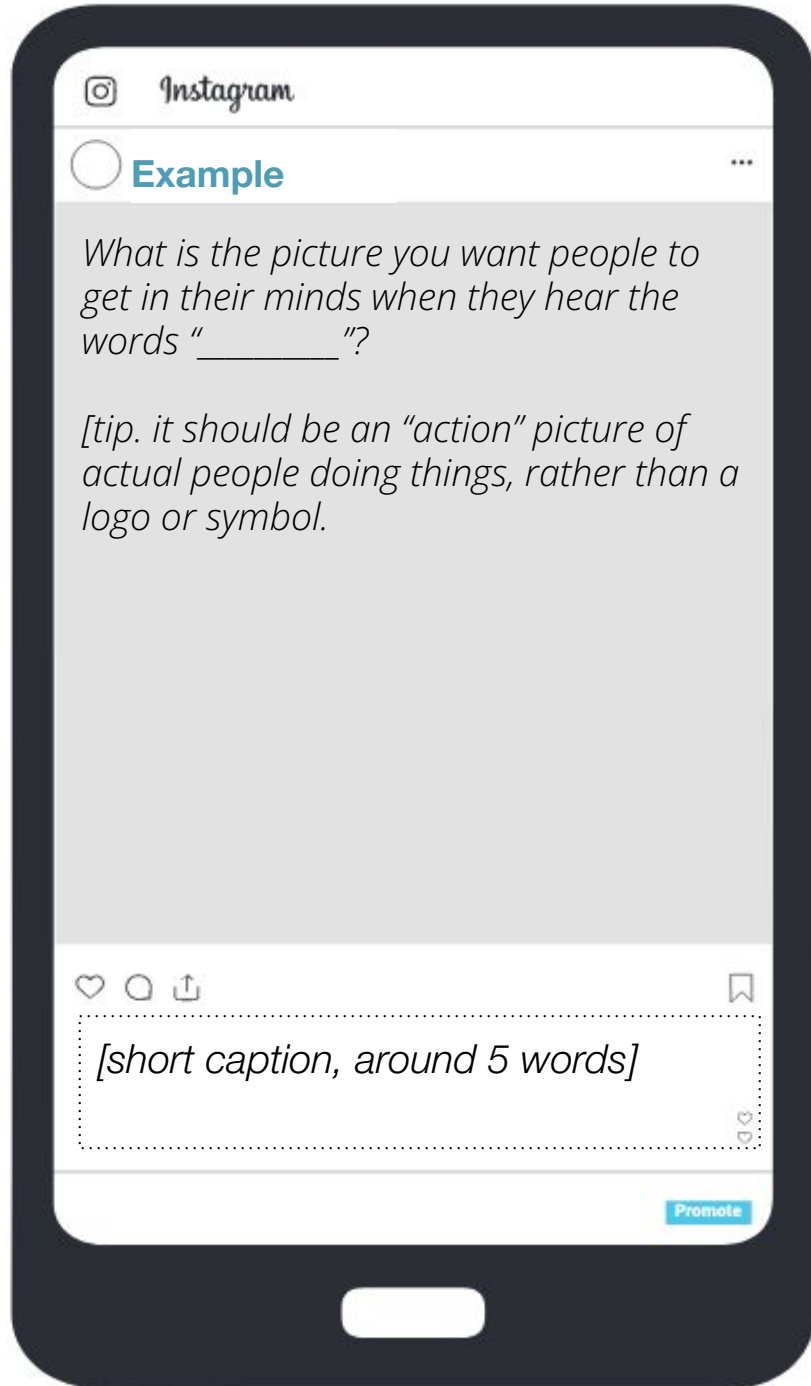
HBC IS NOT ABOUT  
ANOTHER HUMAN RIGHTS  
AWARD.





A hand-drawn dark blue border with rounded corners. It features a zigzag line at the top center, a small 'x' on the left side, and a small 'x' with an arrow pointing up on the right side. There are also some horizontal lines at the bottom center.

PUTTING HBC  
INTO PRACTICE



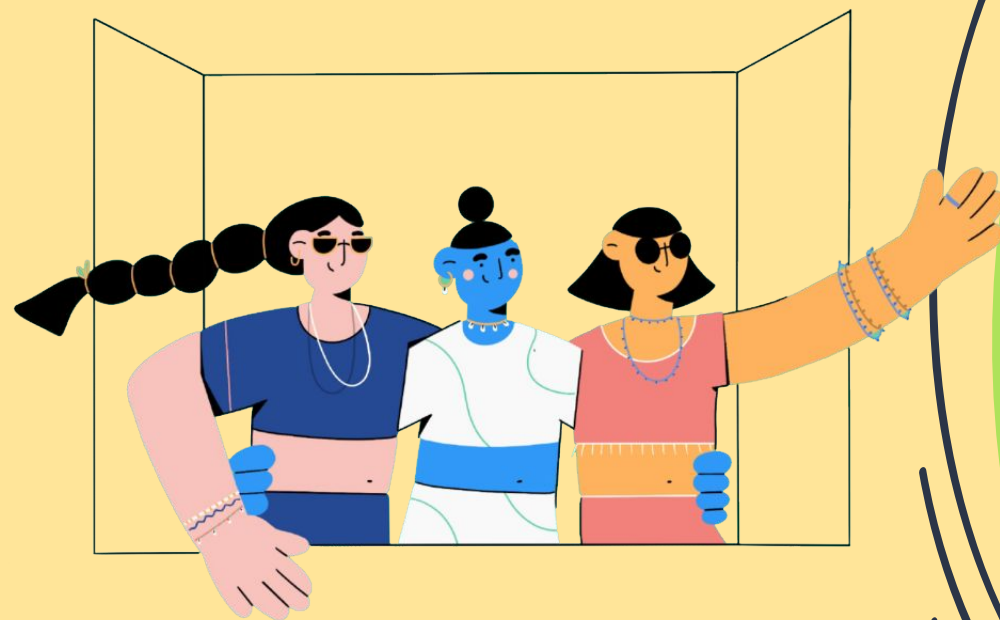
## What does it look like to act on your values?

- What would a story look like where your target audience carried out an activity that acted upon the values and worldview that you identified in the previous exercise?
- It should be an image that real people would post to instagram.
- Think for example of what picture you want people to get in their minds when they hear your main message.

[audience]

[values]





WHAT DOES ALL  
OF THIS MEAN  
FOR OUR WORK?

1

AUDIENCE, AUDIENCE,  
AUDIENCE.



# WHO?

NAME:

\_\_\_\_\_

Job: \_\_\_\_\_

Age (if relevant) :

\_\_\_\_\_

Relevant  
characteristics:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Interests

WHAT THEY DO, WHAT  
INSPIRES THEM, WHAT  
THEY LOVE, WHAT THEY  
ENJOY.

## Powers

WHAT RESOURCES DO THEY  
CONTROL, INFLUENCE,  
INVOKE?

## Needs

WHAT DO THEY NEED IN  
LIFE, AT WORK? WHAT IS  
ESSENTIAL? WHAT DO THEY  
LACK?

## Behaviors

ROUTINES, HABITS,  
RITUALS, FREE TIME

## Values

WHAT THINGS HAVE  
MEANING FOR THEM?  
WHAT IS THEIR ETHICAL  
COMPASS? WHAT MAKES  
THEM OUTRAGED, HAPPY,  
PROUD, FRUSTRATED?

## Aspirations

IN THEIR WORK, WHO DO  
THEY WANT TO BE? WHO DO  
THEY ADMIRE? WHAT KIND  
OF WORLD DO THEY ASPIRE  
TO BUILD?



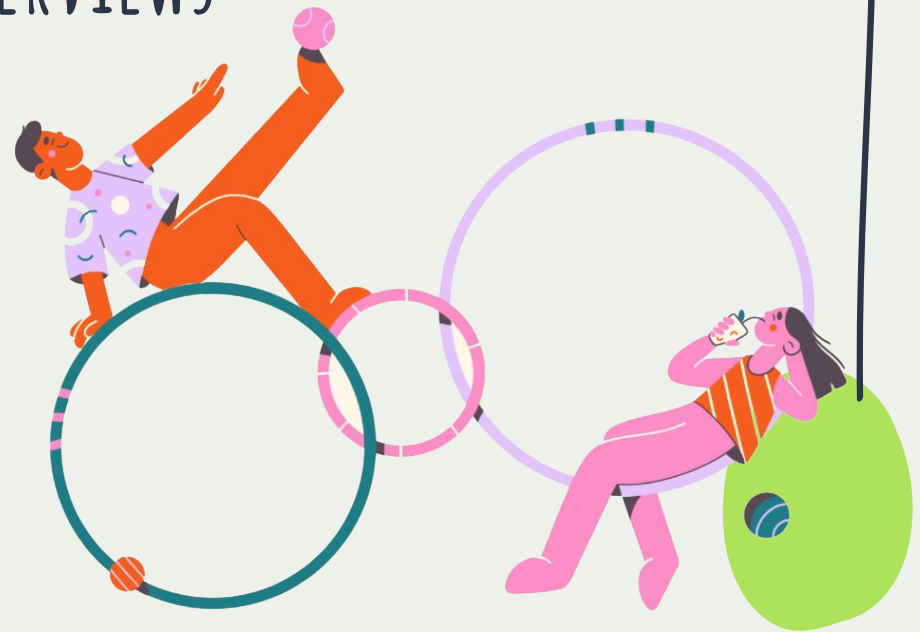
2

TEST, TEST,  
TEST.



# METHODS

- A. FOCUS GROUPS
- B. SEMI-STRUCTURED INTERVIEWS
- C. ONLINE SURVEYS
- D. ASK-A-FRIEND TEST
- E. TELEPHONE GAME



3

FIVE WORDS  
+ ONE IMAGE



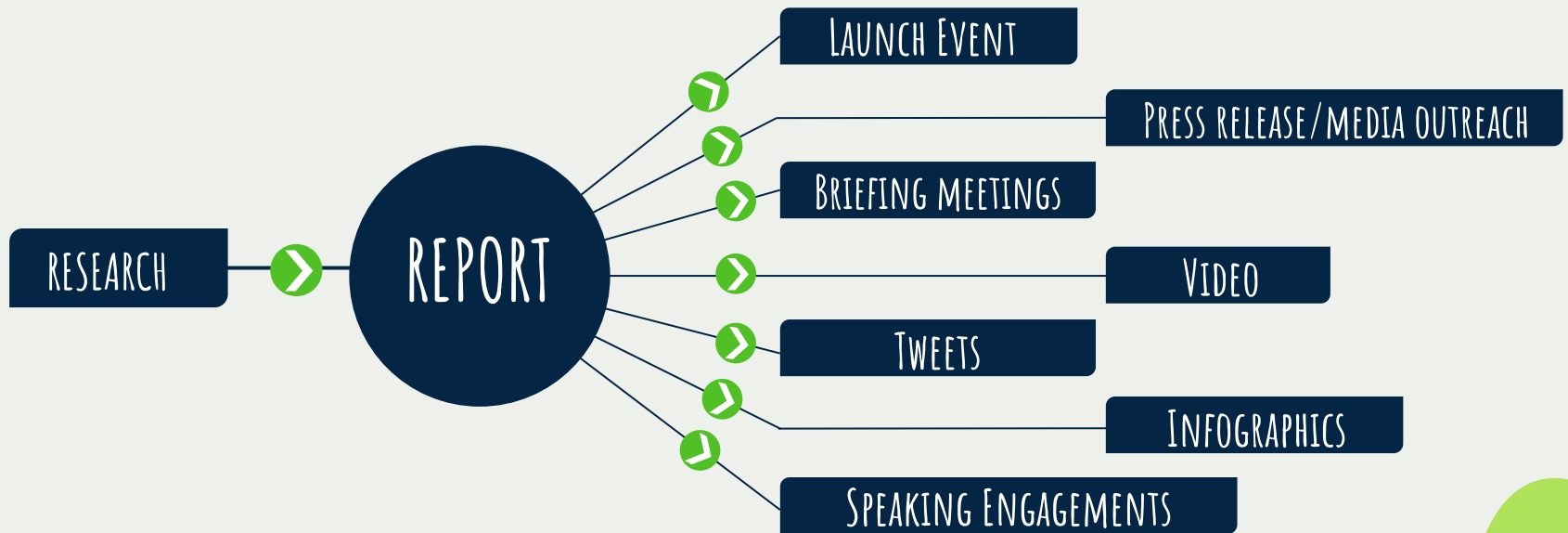


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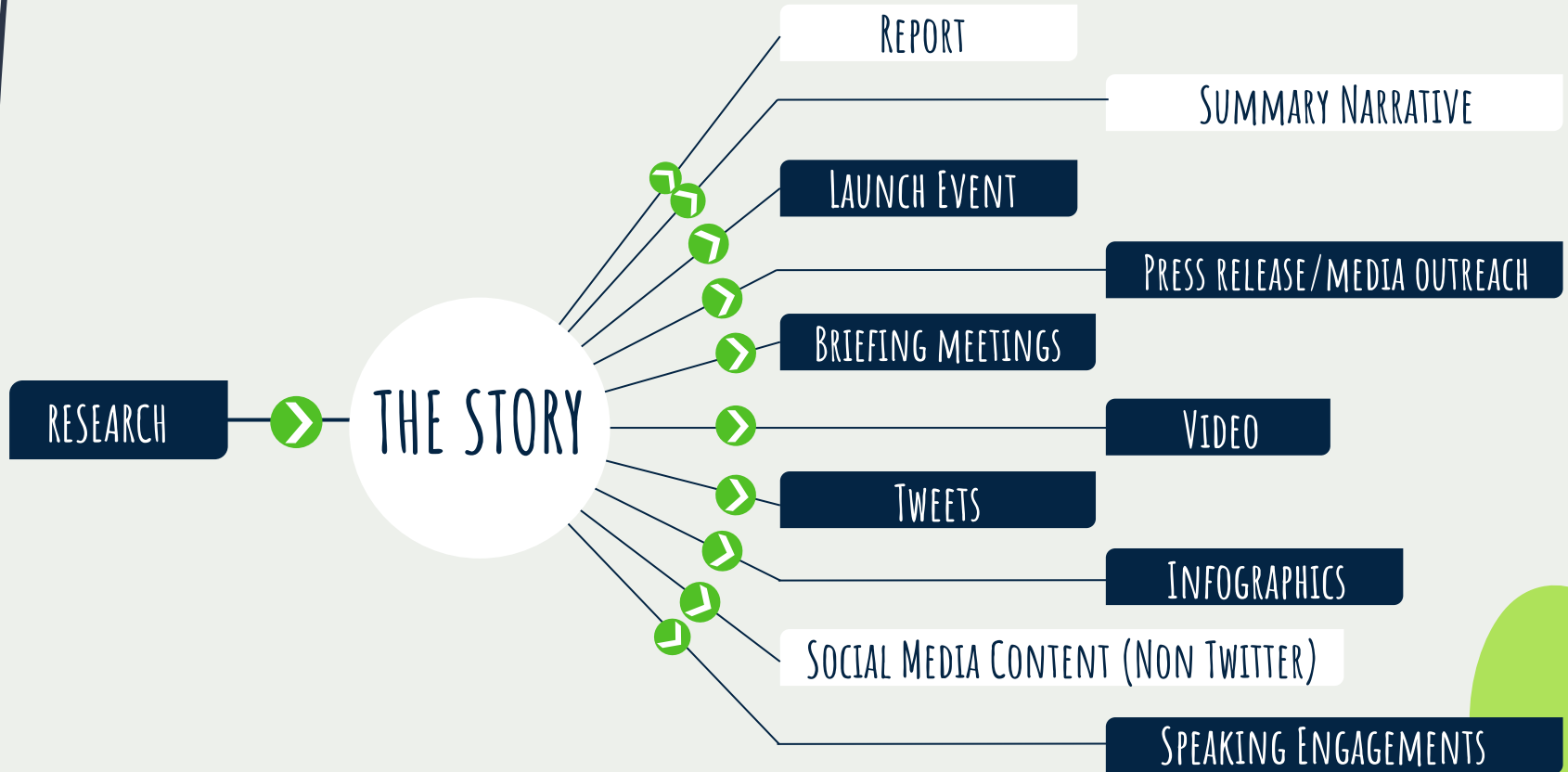
STORY BEFORE THE  
ACTIVITY, NOT AFTER



# OLD MODEL



# NEW MODEL



# Why Vladimir Putin has already lost this war

*Yuval Noah Harari*

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The Russians may yet conquer Ukraine. But Ukrainians have shown in the past few days that they will not let them hold it







[Strategies](#) [Topics](#) [Regions](#) [Up Close](#) [Tools](#) [Multimedia](#) [Partnerships](#)

The background of the lower half of the page is a photograph of a lantern festival at night. The sky is filled with hundreds of glowing, rectangular paper lanterns in warm yellow and orange tones. Below the lanterns, the dark silhouettes of a large crowd of people are visible, some standing and others sitting, all looking up at the floating lights. The scene is reflected in a body of water in the foreground.

# **A Guide to Hope-based Communications**

