Small Group: Communicating ESR

Challenges

- Increasing cynicism around language of rights “decorative terminology” without corresponding action
- Focusing on the message but not sufficiently on the audience
- Negative discourse rather than positive discourse
- Reaching to those who do not agree

Actions

- Position rights-holders as agents in their own rights, rather than victims
- Start from a position of common values and build a narrative of what we want to see
- Focus on targeting the “persuadables” through values-based communications

Proposals

- “Theatre of the oppressed” -> engaging the public in a play to create empathy and solutions
- Focusing on positive communications
- Giving a platform to people with lived experiences
- Paying attention to both the audience (the persuadables) and the message
- Facilitate cooperation and communication between government and civil society