

# 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*