








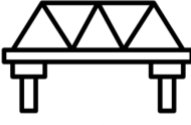
# IMMUNISING AGAINST CONSPIRACY NARRATIVES ON NGOS

## MESSAGING BRIEF - PROACTIVE PROTECTION PROJECT

INTERNATIONAL CENTRE FOR POLICY ADVOCACY | NOVEMBER 2024

This brief provides **tested messaging to rebuild trust on NGOs** among [the harder end of the movable middle in Germany](#) and immunise them for more extreme conspiracy thinking, like the 'Great Replacement'. For more insight on this **community well-being focused messaging**, see the [full detailed guide](#) from the [Proactive Protection](#) project.

### KEY DRIVERS OF THE MESSAGING APPROACH

<p>1. Build on <b>unifying value appeals</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Community Well-Being</p> </div> <div style="text-align: center;">  <p>Practicality &amp; Common sense</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>Responsibility, contribution &amp; dependability</p> </div> <div style="text-align: center;">  <p>Accountability &amp; Fairness</p> </div> </div>	<p>2. Build on <b>recognisable community challenges</b>, responses &amp; aspirations</p> <ul style="list-style-type: none"> <li>• Rising rents</li> <li>• School life after the pandemic</li> <li>• Employment</li> <li>• Caring for elderly relatives</li> <li>• Pension planning/security</li> <li>• getting off the hamster wheel from everyday stress &amp; away from social media bubbles.</li> </ul>
<p>3. <b>Expand</b> understanding of <b>the role of NGOs</b></p> <div style="text-align: center;">  </div>	<p>5. <b>Explain</b> the NGO sector roles in <b>metaphors</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Construction</p> </div> <div style="text-align: center;">  <p>Choir</p> </div> <div style="text-align: center;">  <p>Bridge</p> </div> </div>
<p>4. <b>Introduce the term NGO</b> to act as a stepping stone &amp; <b>a new name for the expanded view</b> of the sector</p>	<p>6. Bring the values to life through <b>authentic storytelling</b></p>

## TOPLINE MESSAGING

- NGOs work to maximise community well-being & human potential through the stages of life
- We can count on NGOs to work well for all

## DEVELOPED & TESTED MESSAGING

### Overall roles of NGOs

1	<b>Expansive role of NGOs</b>	For decades NGOs such as charities, immigrant support associations, youth and sports clubs run by dedicated community members have been supporting our communities. They give us a voice when issues arise and create opportunities for learning, growth, health and relaxation.
2	<b>Weather the storms</b>	These days, many of us are facing similar challenges: rising rents, school life after the pandemic, caring for elderly relatives or planning for retirement. NGOs advise and support us to weather these storms so that we can fulfil our potential by promoting education, solidarity and better access to services.

### Specific NGO roles

3	<b>Health &amp; Relaxation</b>	Sometimes we need a break from the stress of everyday life, the hamster wheel and social media bubbles. Whether youth clubs, choirs, sports clubs or hiking groups, they offer a chance to get back to simple things, relaxing, exercising, being creative and simply chatting with our friends. These e.V.s are all NGOs that have long promoted the well-being of our communities and remain important building blocks for this.
4	<b>Services &amp; Support</b>	Whether children, elderly people, the disabled, refugees or the homeless - NGOs such as charities and associations are there with guidance and support for individuals, families and communities, as they navigate through the tough times to building the foundations of a stable future.
5	<b>Right to Protest</b>	We need to tell our politicians what moves our communities, whether it's about jobs, pensions or rising rents. That's why we value the right to protest in Germany. NGOs often serve as a bridge to pool these concerns and unite our voices, so that decision makers will listen and take responsibility to act in the interests of the community.

## PARTNERS

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