

**THE
NARRATIVE
PROJECT**



**BUILDING PUBLIC SUPPORT FOR GLOBAL
DEVELOPMENT IN THE US, UK, FRANCE
AND GERMANY**

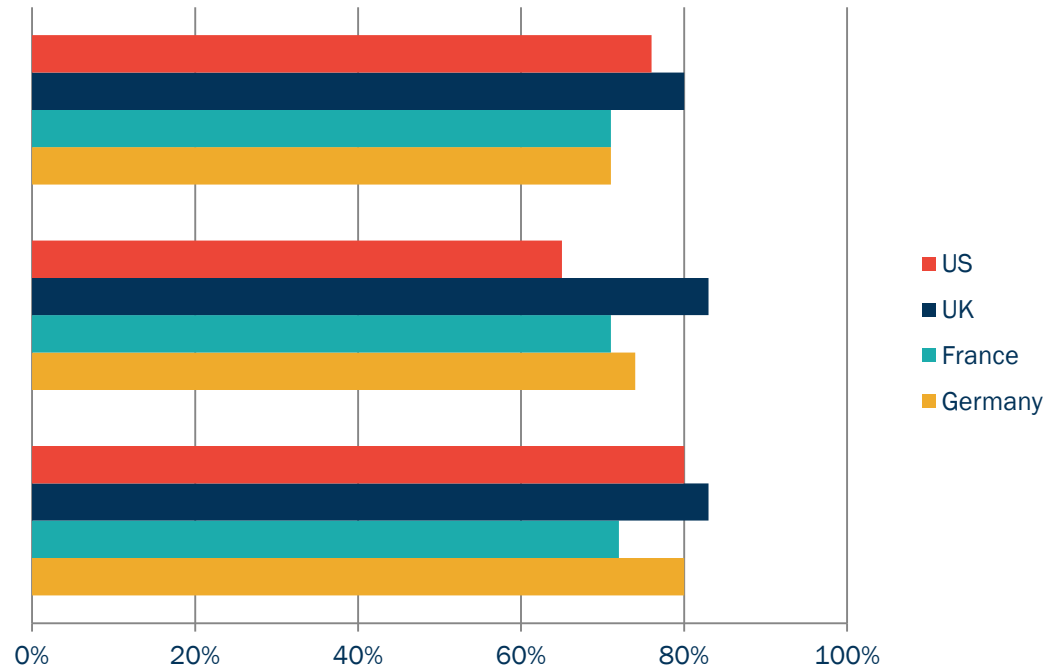
Can you change a narrative?

Public Attitudes are Negative

Poor countries tend to stay poor.

Despite billions in aid, the poorest people around the world are not much better off than they were 20 years ago.

Most of the countries that were poor 30 years ago are still poor today.



Objective: Learn something *new* about how to
change public attitudes
(rather than greater understanding of existing attitudes)

Comprehensive Approach



Qualitative
(focus groups)



Quantitative
(1200 interviews per country)

Significant Audiences Don't See Evidence of Positive Change

“ I feel the emphasis is too much on suffering.

I know this is reality, but

most people are desensitized to it - they see it on their TVs, and they don't

care. There needs to be an emphasis on the global family, and on the actual successes.”



“ Despair. I find it overwhelming and discouraging. We hear about

everything that's wrong in the world every single day in the news and it

makes me feel useless and unable to help. I think that using

positive images of how we ARE helping would be much more beneficial.”



Three BIG barriers to public support

CYNICISM

There is widespread agreement among the public that there has been no progress in developing countries.

DISTANCE

Most people do not have any connection (and little empathy) with the world's poorest people.

FUTILITY

Very few believe that their actions can have any impact on these problems.

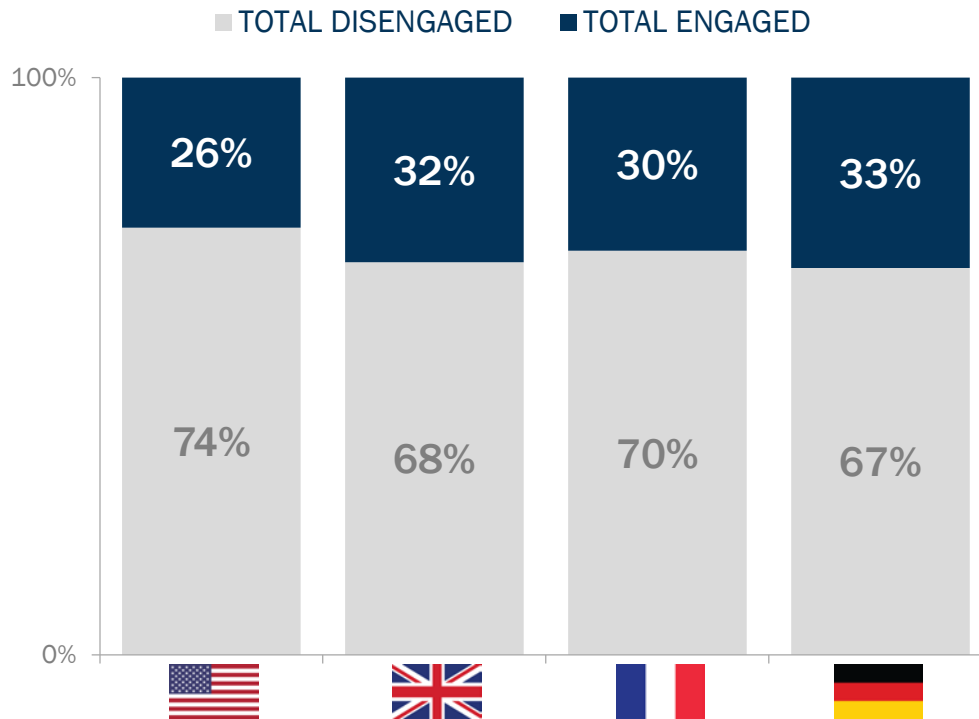
OUR AUDIENCE

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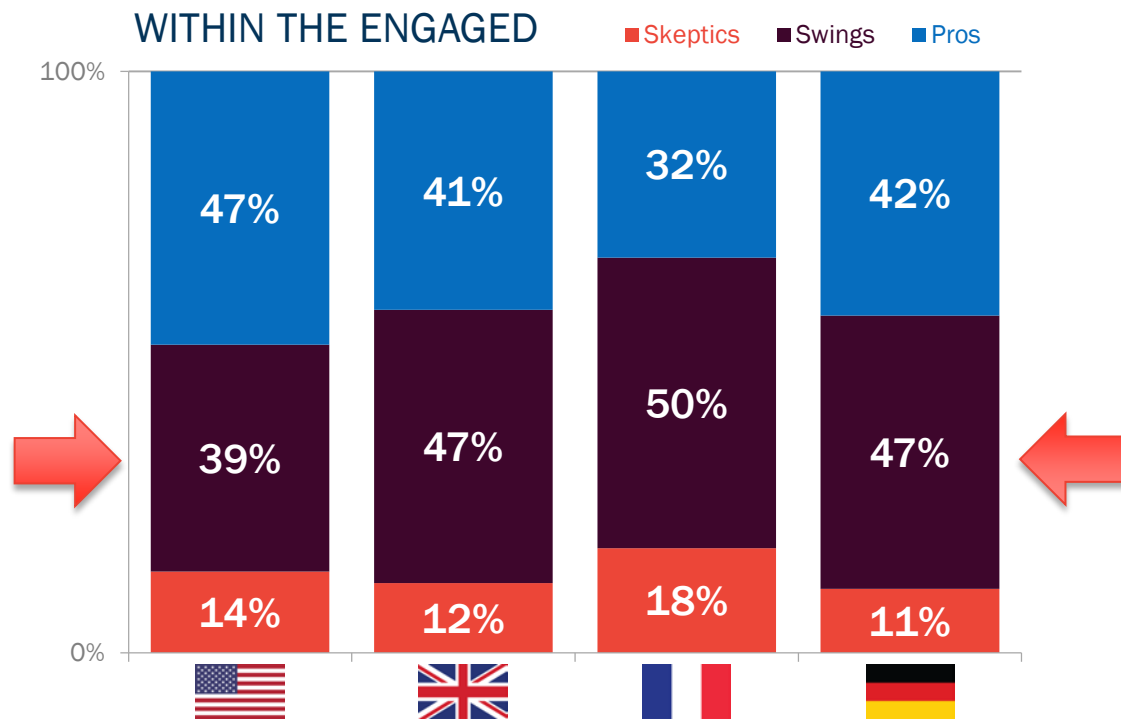
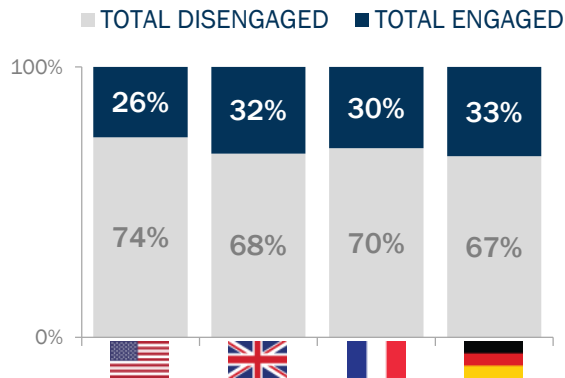
The Engaged Public is Quite Small

To qualify, people must:

- Have some self-declared *knowledge* about development
- Pay some attention to related *media coverage*
- Believe that development-related issues are at least somewhat *important*



Three Segments within the Engaged



Swings Say...



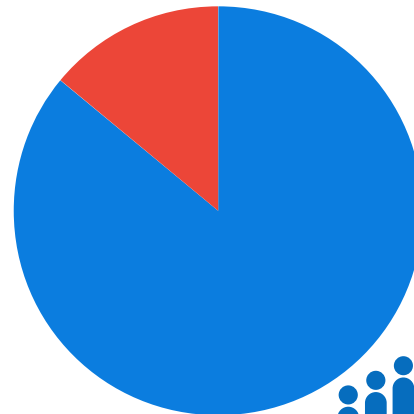
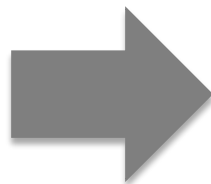
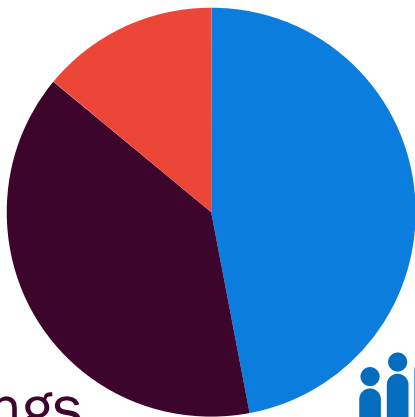
“My heart goes out to the people suffering such extreme poverty. I don’t know how I can change it.”

- U.S. Survey Participant

Opportunity to Move Swings to Supporters

 Skeptics

 Skeptics



 Swings

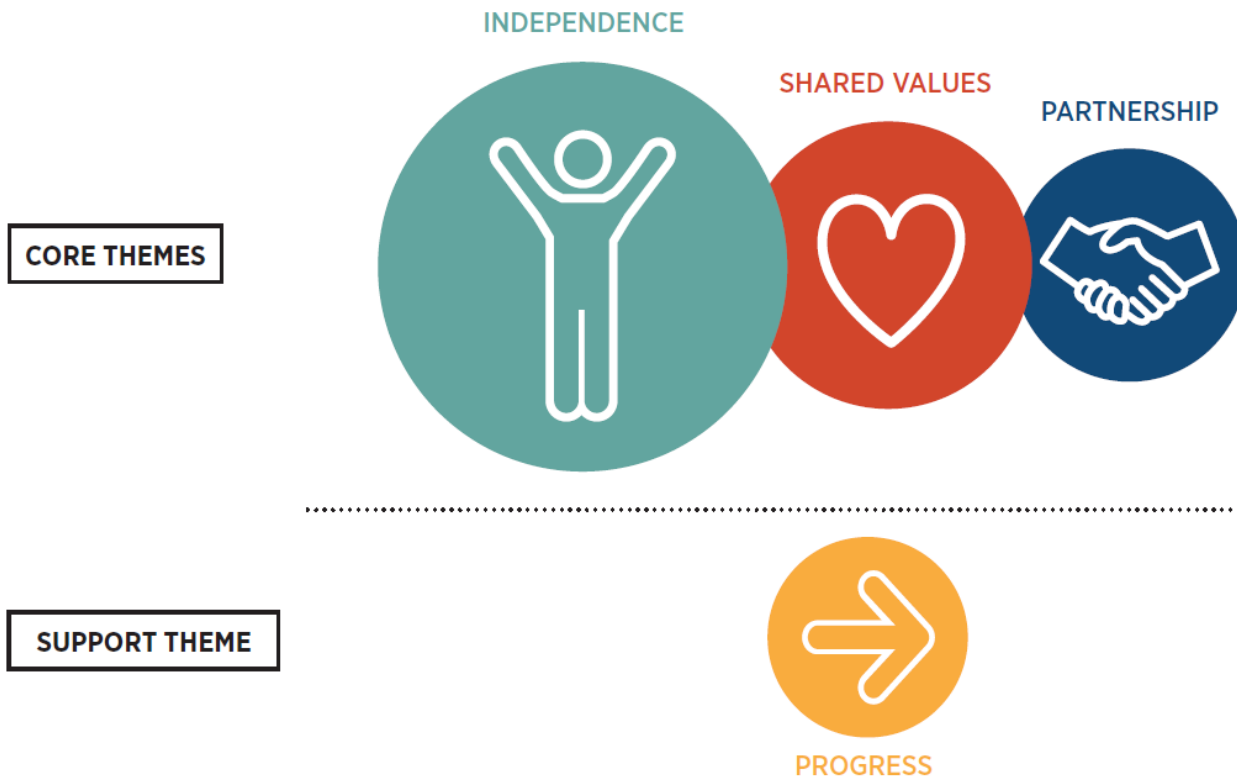
 Supporters

 Supporters



THE NARRATIVE

Narrative Themes



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EXAMPLES

Examples:

RESULTS
September 1, 2015 · 🌐

"With proper, basic health care, nearly all deaths during pregnancy and childbirth can be prevented."

We have the chance to make sure every mother and child, regardless of where they are born, has a healthy start to life. Raise your voice in support of the Reach Every Mother and Child Act.



MSH
@MSHHealthImpact

⚙️ Follow

"It will be a great experience, helping my own people from my community"-Geomack Banda, Malawi ow.ly/Ra5LP



Our Ambition •


• Transform the way the sector talks about itself.

• Reverse the decline of public support for our work.

• Create a climate that helps us all be more effective.

• Bring coordination and consistency to our approach.

Resources Website



The Narrative Project

Photo: M3 Shamsuddin Khan

To download Narrative Project documents, please fill in your email address and organization name.

Your Email *

Your Organization *

Submit

The Narrative Project aims to increase public support for global development.


- Research across four countries (U.S., UK, France, Germany) found that the biggest barriers to public support are a sense of cynicism, distance, and futility.
- It also found we can shift the perspective of the almost 40% of the engaged public who are unsure of our sector's impact.

We can do this through framing communications around independence, shared values, partnership and – in conjunction - progress. To combat negative attitudes and help the public believe they can make a difference, InterAction is partnering with members to evolve their communications messaging.

Below you will find links to documents for implementing the Narrative Project within your organization. Please let us know if you have any questions or comments. We love to hear from you.

CORE THEMES

INDEPENDENCE SHARED VALUES PARTNERSHIP SUPPORT THEME
PROGRESS



User Guides

- One Page User Guide
- Summary User Guide
- Full User Guide
- User Guide Examples

Concept Rollout Documents

- Background Brief
- Summary Presentation
- Full Presentation
- Internal Outreach Emails

<http://www.interaction.org/narrativeproject>



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Narrative Project Resources Website:

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