

Narratives for Common Ground

Depolarization in 2026

Building bridges in the stories we tell



Purpose: Developing effective narratives across various media & comms platforms, to counter polarization

Request: Connect for a 30-minute conversation for feedback

Building bridges in the stories we tell

*This is a project in development by an open **grassroots network of 1000+ people & organizations** in from different countries and backgrounds, including academia, communications, and storytelling*

Contact us at:

Website: www.unitedfuture.earth/narratives
Email: contact@unitedfuture.earth

Coordinated by

- Former employees of the UN and other international organizations
- Academics specializing in narratives & comms

1 | WORLD IN 2026

In 2026, many forms of conflict and polarization in many countries around the world are growing in size and escalation. Many observers agree that media play a role in this process. There are concerns about increasing violence in many countries

Such polarization stretches across different divisions, including:

- Countries
- Men and Women
- Business and Government
- Conservatives and Progressives

2 | OUR IDEA

Messages

Narratives in media and communications, including online social media, have likely caused significant increases in social polarization recently. Our think tank network, composed of academic researchers and former employees of international organizations, developed a simple idea:

- What if we reverse the process of polarization through social media? What if we develop effective narratives that bring people together, instead of driving us apart?

This led to the development of resources guiding co-creation of narratives that build common ground among people in conflicting groups.

Media & Channels

The media and forms of communication that narratives can be shared through, include but are not limited to:

- Messages
- Articles
- Videos
- Podcasts
- Images
- Memes
- Articles
- Books
- Letters
- Movies
- Fiction
- Speeches
- Everyday conversations
- Presentations
- Reels
- Blogs
- Vlogs
- Chatbots
- Postcards
- Billboards
- Concerts
- Live TV
- Posts
- Emails
- Hashtags
- Artworks
- Documentaries
- Songs

3 | HOW TO CONTRIBUTE

If you would like to learn more and/or help develop narratives for common ground or the underlying guidance resources, please reach out to contact@unitedfuture.earth. We can schedule a 30-minute introductory conversation.