



Creating Counter-Narrative Videos

Energizer – The Hummingbird Mission

1) Countering Hate Speech with Love

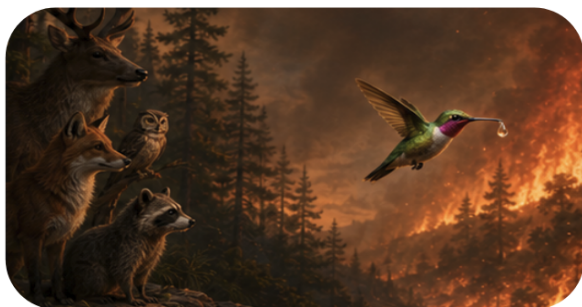
Act of kindness: What is one act of kindness or positive message someone can share on social media? Answer with emojis.



2) Awareness – Small Reactions Matter

The Hummingbird Mission

“What can I do to help reduce hate and fear?”



A forest is burning. The animals feel overwhelmed. A tiny hummingbird carries one drop of water toward the fire. Instead of adding to the flames, the hummingbird asks itself:

“What can I do to help reduce fear and hate?”

Creating Counter-Narratives

What can I create that helps shift the story?



Online, harmful messages can spread quickly too. Before we like, share, comment, or create content, we can pause and ask ourselves:

“What can I create that helps shift the story?”

3) Awareness – Countering Hate Speech

Impact of Hate Speech on Youth: 2025: 54% of young people (aged 15–35) encountered hostile messages online (Source: [Eurostat](#))

International Day of Countering Hate Speech #NoHate – 18th of June, 2026

UN Strategy and Plan of Action on Hate Speech highlights the importance of collaborating and creating networks for the fight against hate speech (Source: [United Nations](#))

Actions to counter hate speech

- Promote respect for human rights and non-discrimination
- Encourage acceptance of diversity and peaceful coexistence
- Strengthen understanding across cultures and religions
- Support respectful intercultural dialogue

Counter-narratives help make another message visible (Source: [COE](#)):

- Human dignity and equality
- Respect and non-discrimination
- Diversity, inclusion, and belonging
- Dialogue, understanding, and coexistence
- Solidarity instead of scapegoating
- Human-rights-based alternatives

4) Impact of Counter-Narratives

Countering Hate Speech:

How can counter-narratives help fight hate speech?



5) The Hummingbird Mission

Guided Visualisation

- | | | |
|---|--|------------------------|
| 1 | Meet the Young Person – Imagine a young person scrolling through social media. | Ordinary World |
| 2 | See the Fire – They encounter a harmful message that creates fear, exclusion, or division. | Call to Courage |
| 3 | Notice It Spreading – The message gains attention through reactions, comments, and shares. | Rising Stakes |
| 4 | The Hummingbird Mission – A hummingbird arrives with one drop of water and asks: “What can we do to help reduce fear and hate?” | Meeting the Mentor |
| 5 | Use Water, Not Fire – Together, they choose a response that cools the situation and reduces harm. | Crossing the Threshold |
| 6 | Add One Drop of Water – The young person creates a short message of dignity, truth, empathy, or belonging. | Act of Courage |
| 7 | Help Shift the Story – Their counter-narrative joins the hummingbird’s drop of water and helps spread love instead. | Return with Love |



When hate spreads online, what can help “put out the fire”?

6) The Hummingbird Lesson

Notice. Choose Water. Create.

- Notice:** What is this message spreading?
- Choose Water:** What could help reduce fear and hate and stop “spreading the fire” of hate messages?
- Create:** What message of dignity, truth, empathy, or belonging can I add?



7) Carrying the Hummingbird Mission Forward

“Whenever you are confronted with an opponent, conquer him with love.”

— Mahatma Gandhi ([Source](#))