



Creating Counter-Narrative Videos

Main Activity – LOVE Counter-Narrative

Respond with Love

Finding Counter-Narratives Poll.

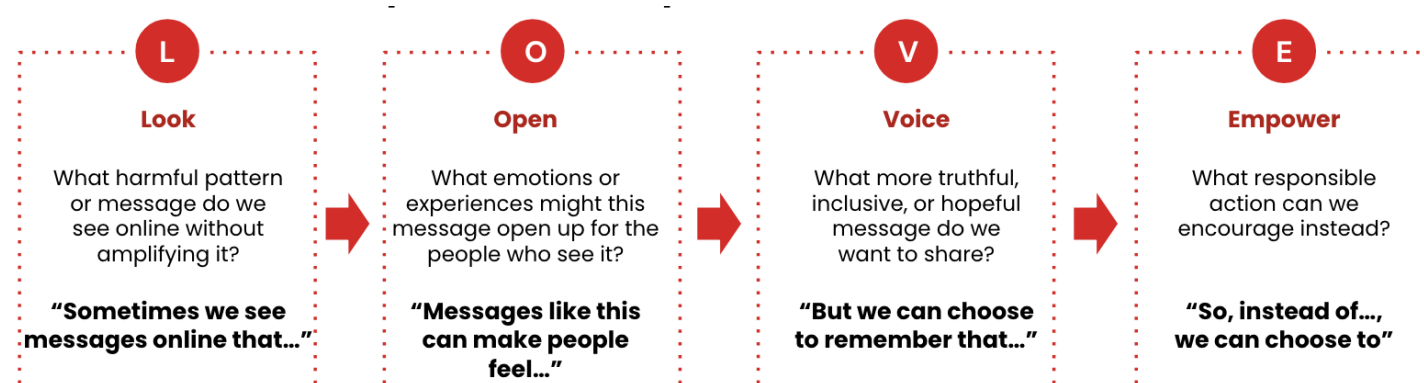
In situations where young people encounter hate speech:

What is the strongest counter-narrative?



Love Counter-Narrative

Respond with Love



Full "LOVE" Video Script AI Prompt

"Please help me write a short 30-second counter-narrative video script using the LOVE framework.

Look: Sometimes online, we see messages or patterns that [briefly describe the harmful pattern without repeating hateful language].

Open: Messages like this can make people feel [emotion or impact].

Voice: But there is another story to tell: [share a positive, truthful, inclusive message that challenges the harmful pattern and highlights dignity, belonging, empathy, or real lived experiences].

Empower: So, instead of [negative reaction to hate speech], we can choose to [counter-narrative action].

End with something like: Today, on the International Day for Countering Hate Speech, let's choose more love, less hate.

Keep it simple, natural to say aloud, youth-friendly, and aligned with the HATE-LESS message: more love, less hate.

Use a personal or collective voice, and do not repeat hateful language or identify real people."

One message. One drop of water. One different story.

Act of Courage! Record the LOVE Reel

Recording tips

1. **Record vertically if using a phone.**
2. Start by briefly naming the **harmful pattern** – and then offer a **counter-narrative approach**
3. **Follow the LOVE journey:** Look, Open, Voice a Different Story, Empower.
4. **Keep one clear message:** one harmful pattern + one positive counter-narrative + one responsible action.
5. **Use good light:** face natural light or a ring light.
6. **Keep the camera steady** with a tripod or stable surface.
7. **Protect privacy:** avoid addresses, documents, private screens, usernames, messages, or people without consent.
8. **Speak clearly and naturally.** Go slowly, and do not aim for perfection.



Rules for Feature

1. **Video values:** Reflect respect, inclusion, empathy, kindness, and constructive dialogue.
2. **Safe message:** Keep it positive, respectful, non-political, and non-divisive.
3. **Certificate requirement:** To receive a training certificate, participants are asked to complete a short video and share it with the trainers.
4. **Sharing options:** Upload it to: [HATE-LESS 4/4 Creating Counter-Narrative Videos](#) OR send it privately to the EAC team via Zoom chat or e-mail kate@ea.consulting.
5. **Publication:** Videos may be used for project communication only if they follow the project values and privacy rules.
6. **Privacy & GDPR:** Do not include children, identifiable people, personal data, private messages, usernames, addresses, phone numbers, license plates, or recordings of others without clear consent.

Trainer Evaluation:

<https://forms.gle/5z5DRUjAf91f6PYc9>



"Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that."

– **Martin Luther King Jr.**

