

HARMONY LABS

BUILDING SUPPORT FOR A JUST ENERGY TRANSITION:

MESSAGING EXPERIMENT,
RESULTS, AND RECOMMENDATIONS

FROM ACROSS CANADA, CHILE, DRC, GERMANY,
INDONESIA, MEXICO, PERU, PORTUGAL, AND USA

January 2026

INTRODUCTION

Energy transition materials, or ETM—materials like lithium, nickel, copper—have joined fossil fuels as important centerpieces for how people imagine energy, present and future. In its 2022 report, the International Energy Agency observed that, “Minerals are increasingly recognized as essential to the good functioning of an evolving energy system, moving into a realm where oil has traditionally occupied a central role.”

ETM HAVE LONG BEEN CONSEQUENTIAL for the places and peoples closest to where they are prospected, mined, processed, traded, transported, and turned into products. But not until recently have they come to explicitly drive all manner of policy in all manner of places, and to fascinate and preoccupy the people who shape our public discourses, through discussions of topics as far ranging as clean energy, climate mitigation, artificial intelligence, consumer innovation, and military expansion, to name a few.

In this moment, we sense the formation of deep, public stories that will govern what is acceptable and desirable with respect to ETM in the decades to come. And therefore we feel a gravity and a responsibility, as the next struggle for energy hegemony unfolds, to contribute to these deep stories in ways that ensure equitable and sustainable management of natural resources and a just energy transition, one that addresses both environmental and climate crises and long-standing development harms and inequities.

First, Harmony Labs and our partners set out to map ETM narratives, across 9 nations (Canada, Chile, DRC, Germany, Indonesia, Mexico, Peru, Portugal, USA) and 3 information domains (news media, industry, and policy communications, including from trade, advocacy, and audit organizations). Our [narrative landscape report](#) provides a detailed depiction of this complex, changing narrative terrain, which we synthesize in a [findings summary](#), also translated into [French](#), [Indonesian](#), [Portuguese](#), and [Spanish](#), along with a [review of relevant secondary literature](#).

Second, we experimented with strategic, narrative messages to build support for a just energy transition. In the pages that follow, we share results from this experiment.

Our intention was not to arrive at a single global campaign or message set to align partners. Rather, we wanted to begin to wrestle with a narrative landscape that appears unfavorable to a just energy transition. We wanted to model an empirical approach to identifying communications strategies that resonate with different audiences, in different geographies. We know that one messaging experiment cannot offer all the answers we need, and it may just open up more questions! But we hope what we share here will inspire and inform a wide range of actors to apply, extend, and improve on our findings to increase the effectiveness of their own work. And we welcome your questions, thoughts, and feedback.

.....

Table of Contents

CURRENT NARRATIVE LANDSCAPE	5
RECOMMENDATIONS	8
EXPERIMENTAL SET UP	11
FINDINGS	16-36
ETM AWARENESS	16
<i>Most people don't know what energy transition minerals or materials refer to.</i>	
NARRATIVE GOALS	18
<i>Generally, people move more toward the why, what, and where to of a just energy transition, rather than the how.</i>	
KEY CONCEPTS	21
<i>The concepts of "future generations," "cooperation," "promises kept," and "rules-based order" show promise for moving people to support a just energy transition.</i>	
MESSAGES	23
<i>Only some of the messages we tested moved people, and they tended to move people toward only some of our narrative goals.</i>	
VALUES-DISTINCT AUDIENCES	29
<i>Differences in values among each country's respondents point to how different values-based audiences receive ETM messages.</i>	
STUDY COUNTRIES	32
<i>We observe distinctive characteristics and message effects in each of our study countries.</i>	
CONCLUSION	37
APPENDIX	39
ABOUT HARMONY LABS	42



CURRENT NARRATIVE LANDSCAPE

In the findings summary from our narrative landscape report, we concluded that the 2025 narrative environment appears unfavorable to the goal of a just energy transition.

WE FOUND THAT GEOPOLITICAL RIVALRY dominates ETM narratives emerging from news media, industry, and policy communications, with climate change used to justify urgent calls for systems reforms that favor a wide range of actions, from stronger protections for local ecosystems to unchecked extraction. We also saw the environmental impacts of mining diminishing in volume, along with the voices, perspectives, and needs of those most affected by it, including Indigenous peoples.

Insofar as traditional environmental advocacy and narratives marrying geopolitical threats with business imperatives both rely on stoking a sense of fear and urgency in the public, we hypothesized that each may actually reinforce the other, exacerbating a narrative environment that is hostile to regulation, standards setting, multilateralism, cross-sector collaboration, long-term perspectives, and expansive conceptions of rights and responsibilities.

We found three big narrative frames characterized our current narrative environment. For our messaging experiment, we focused our efforts on the Real World Remake and By, With, For The People narrative frames, in search of clues for how to work inside of narrative frames that challenge some of the core ideas underlying a just energy transition.

BY, WITH, FOR THE PEOPLE

EVERYDAY FOLK WORK

HARD AND HAPPILY, side by side in the mines, “brothers and sisters” in the age-old struggle to improve their lot and take care of all they’ve been given. Stewardship and material culture predominate this feel-good, people-first, industry-driven narrative frame, comprising three narratives that move from a celebration of mining, through benefits sharing, to an emergent narrative seeking to rehabilitate fossil fuel in the drive to increase overall energy supply. Significantly more prominent in the Global South (52%) than in the Global North (27%).

Mining Lovefest

Mining goes hand in hand with human development and community prosperity through formalized operations, framing mining as high tech, nature-based lifestyle jobs, and reciprocal care between industry and people at any cost.

Shared Prosperity

Expanding participation across economic sectors, investors, and the full value chain drives increased benefits for all stakeholders through inclusive mineral development benefiting women, Indigenous peoples, knowledge workers, researchers, and more.

All Energy Is Good

Meeting rising energy demands requires the pursuit of the full range of energy options, including coal, to ensure an affordable, reliable, and diverse supply.

REAL WORLD REMAKE

UNSTABLE TIMES DRIVE

A BREAK UP of long-standing norms and systems and a search for shelter from geopolitical, economic, environmental, and/or neo-colonialist pressures.

This cold, concrete, policy and industry-driven narrative frame comprises four narratives, grounded in urgency, scarcity, energy, and threat, tacked onto industry adages to “move fast, break things” and preserve prosperity through growth at any cost. Slightly more prominent in the Global North (42%) than in the Global South (40%).

Security + Nationalism

Geopolitical tensions drive nations to secure more mineral resources by any means through increased national capacity, hardened alliances, and reduced dependence on adversaries.

Innovation Forever

Technological innovation drives economic prosperity through rapid, efficient, and clean capture of critical minerals via circular economy principles, AI, EV's, green mining, deep sea mining, and more.

Red Tape Reduction

Cutting bureaucracy, fast-tracking permitting leads to more minerals extracted and greater benefits to the economy through deregulation and streamlined processes, coming at the cost of community consult and transparency.

Military Will

Prioritizing material demands of the military paves the way for increased security and protection by making it an issue of life-or-death, and aligning the military and mining kindred self-contained, purposeful, fraternal orders.

ONE GREEN WORLD

HUMAN ACTIVITY NEEDS

RIGHT SIZING, relative to the natural world that is its host and only home. Variations on universalist themes from traditional environmental advocacy, taken up by industry, this narrative frame is a mirror image of Real World Remake, though with urgency driven by narratives of critique, around climate change, community justice, and ecosystem collapse, promoting a range of systemic changes and mitigations.

Quantified for Climate

By integrating environmental impact counts and quotas into the economic order, we can overcome climate change and save what society needs.

Community Justice

No more sacrificing the people and places most vulnerable to humanity's relentless quest for growth—we must actively repair our wrongdoings.

Embodied Earth

As humanity's only habitat, which provides for all our needs—material and spiritual—the earth demands our care and protection.

RECOMMENDATIONS

Our messaging experiment clearly validates the possibility of addressing head on today's narrative challenges, by redirecting and refocusing the urgency that drives them on factors critical to a just energy transition.

OUR MESSAGING EXPERIMENT furthermore points to significant regional, national, and values-based variation in how people understand and receive information about ETM. Therefore, we recommend, first and foremost, that you view the recommendations that follow through the lens of what you know about the peoples and territories your work serves. In trying on these recommendations, we encourage you to do your own additional experimentation, testing and tweaking, using what you learn to evolve and sharpen how you communicate.

RECOMMENDATION 1:

EXPERIMENT WITH COMMUNICATIONS APPROACHES THAT BRING TOGETHER SENSITIVITY TO BOTH PLACE AND AUDIENCE VALUES.

Globally uniform communications approaches risk uneven results and/or backlash. Between the Global South and Global North, and even within a region or single country, we observed significant differences in message effects across audience values profiles.

RECOMMENDATION 2:

START BY ADDRESSING THE AWARENESS BARRIER, OR SEEK TO MOVE PEOPLE WITHOUT RELYING ON ETM-SPECIFIC TERMS THAT PEOPLE MAY NOT BE FAMILIAR WITH.

Across all our study countries, most people reported never having heard the term “energy transition mineral,” or not knowing exactly what it means.

RECOMMENDATION 3:

IN OUTREACH TO GENERAL AUDIENCES, STICK TO BIG IDEAS RELATING TO THE WHAT, THE WHY, AND FUTURES CREATED BY A JUST ENERGY TRANSITION.

Communicating about the how of a just energy transition is likely to resonate only if it connects to a goal or outcome that audiences already value, like protecting the Earth or promoting the well-being of strangers in far away places.

RECOMMENDATION 4:

ADVOCATE FOR JUSTICE AND ACCOUNTABILITY NOW IN SERVICE OF PROSPERITY TO COME BY INVOKING FUTURE GENERATIONS.

“Future generations” and, more generally, “the future” were concepts that showed promise for moving people to support goals related to a just energy transition. Here is one example of how these concepts showed up in the messages we tested: “Governance reforms that strengthen Indigenous peoples’ rights, empower communities, bolster environmental protections, and produce economic benefits for the people most affected by mining will ensure a just, sustainable prosperity not just for Indigenous peoples, but for all humanity for generations to come.”

RECOMMENDATION 5:

TO COUNTER THE RED TAPE REDUCTION NARRATIVE, FROM THE REAL WORLD REMAKE NARRATIVE FRAME, TRY HIGHLIGHTING HOW A STABLE RULES-BASED ORDER IS OUR BEST BET FOR UNLOCKING THE OPPORTUNITY AND PROSPERITY IN A JUST ENERGY TRANSITION.

This is especially likely to resonate in the Global South, where the Changing the Rules Is Cheating message performed well, and also moved people to support the idea of protecting the environment, even at the expense of fast access to more minerals. Here is one example from the messages we tested: “The best way to protect communities is for everyone to keep following the rules, and to keep making those rules better. That means more accountability for everyone. More transparency. Enforcing existing laws. All of us—governments, business leaders, and everyday people—need to act with integrity.”

RECOMMENDATION 6:

TO COUNTER THE SECURITY + NATIONALISM NARRATIVE, FROM THE REAL WORLD REMAKE NARRATIVE FRAME, TRY HIGHLIGHTING HOW COOPERATION AND KEEPING PROMISES ARE PROVEN PATHWAYS TO MINIMIZING SECURITY RISKS.

For instance, “We know that the best way to protect what’s ours is by cooperation, not competition. To avoid the chaos new resource wars will bring, we need to prioritize international and multilateral cooperation over conflict, as well as partnership between local communities, governments, and companies.” This approach was especially resonant in Mexico and Germany.

RECOMMENDATION 7:

TO COUNTER THE MINING LOVEFEST NARRATIVE, FROM THE BY, WITH, FOR THE PEOPLE NARRATIVE FRAME, ESPECIALLY IN THE GLOBAL NORTH AMONG AUDIENCES WITH COMMUNITY VALUES, TRY ASSOCIATING INDIGENOUS POWER WITH THE EFFECTIVE MANAGEMENT OF ENVIRONMENTAL IMPACTS FOR THE PROSPERITY OF ALL PEOPLE.

For instance: “Governance reforms that strengthen Indigenous peoples’ rights, empower communities, bolster environmental protections, and produce economic benefits for the people most affected by mining will ensure a just, sustainable prosperity not just for Indigenous peoples, but for all humanity for generations to come.” The Power to Indigenous Peoples message enjoyed the largest effect sizes in Global North countries, especially Canada, Germany, and Portugal. This speaks for mainstreaming more perspectives and voices, like Indigenous leaders, youth organizers, scientists, and others who can make a just energy transition culturally resonant for diverse audiences.

In the pages that follow, we invite you to explore the findings from which we derive these recommendations and also to imagine how we might extend and expand this work to better support your own.

.....

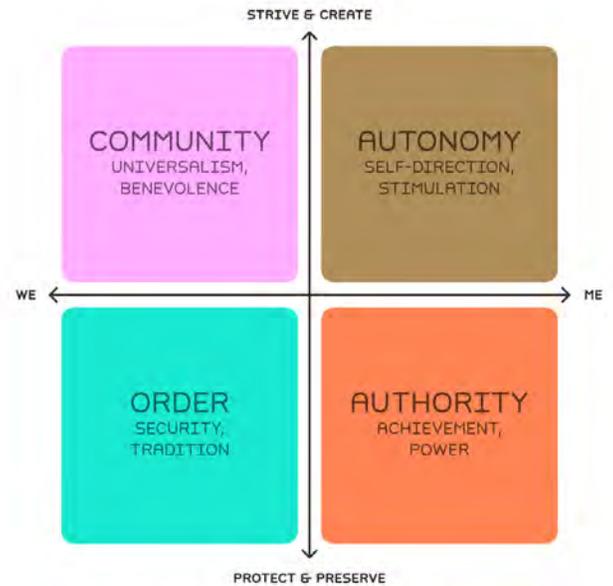
EXPERIMENTAL SET UP

We ran a collaborative process with some 50 people working across 40 organizations to specify key elements of our experimental design.

Step 1: Audience Model

FIRST, THE GROUP HELPED US identify a target audience for our experiment: leaders in politics, policy organizations, companies, and NGOs, which we conceptualized broadly as “decision makers.”

Drawing on Harmony Labs’ existing audience work and research by Shalom Schwartz, we established an audience model to help us imagine the full spectrum of values that different decision makers might hold, and measure message effects within values-distinct audiences. (You can find more about this model in our findings.)



Step 2: Narrative Goals

SECOND, THE GROUP HELPED US ARRIVE at consensus on our narrative goals: six concepts that express the minimum viable set of beliefs people will share once our work succeeds, once we have reached all our intended audiences on all the platforms via a multitude of

messages and stories. We translated these six narrative goals into survey questions, which we detail in the Appendix. We tested and iterated on them to maximize face validity, exclusive intercorrelation, and appropriately low agreement across study countries.

GOAL 1: OPPORTUNITY

To build a more prosperous, secure, and just world, we need to transform how we use and produce energy.

GOAL 2: MINIMIZING IMPACTS

In the energy transition, the impacts of mining on the environment and communities should be reduced, as we ensure that extracted materials go toward renewable technologies.

GOAL 3: DEMAND REDUCTION

We also need a full life-cycle approach that includes demand reduction and smart resource use, prioritizing recycling and reusable material designs.

GOAL 4: JUST FUTURE

Our energy transition will only take from the land what is needed to support life, in accordance with the needs and rights of the people who live on the land.

GOAL 5: PROSPEROUS FUTURE

A smart energy transition is a long-lasting economic opportunity that rewards companies and nations acting with transparency, accountability, and integrity.

GOAL 6: SECURE FUTURE

We can minimize resource-driven conflicts and national security risks by putting multi-lateral and international cooperation at the center of the energy transition.

Step 3: Messages

FINALLY, THE GROUP HELPED US GENERATE SIX STRATEGIC, NARRATIVE MESSAGES: three we imagined to operate inside the Real World Remake narrative frame, and three for the By, With, For The People narrative frame. Each addressed a particular narrative within each of these narrative frames. We aimed to reach new people with these messages and to convince them to support a just energy transition. We were not trying to activate existing supporters, nor to construct the perfect polemic.

REAL WORLD REMAKE MESSAGES

NO MORE RESOURCE WARS

We are in a new race for energy dominance. Companies and countries are competing to control materials like lithium and copper. They say we need to protect what's ours and ensure our security, by any means.

But we know that the best way to protect what's ours is by cooperation, not competition. To avoid the chaos new resource wars will bring, we need to prioritize international and multilateral cooperation over conflict, as well as partnership between local communities, governments, and companies.

Security and protection come from peace and prosperity. Peace and prosperity come from a stable, cooperative international order. Future generations will judge us by looking back at this moment: our children, our children's children, and generations to come. We still have a chance to prevent new resource wars.

CHANGING THE RULES IS CHEATING

We need to transition away from fossil fuels toward cleaner, renewable energy sources. This transition requires materials, like lithium and copper. The need to transition is urgent.

Powerful people are using this urgency to remove checks on how they do business, to change the rules of the game in their favor. They want to mine without protecting local water sources. They want to hide how and where they're acquiring materials. We can't let selfish actions reverse the progress we've made protecting our communities.

The best way to protect communities is for everyone to keep following the rules, and to keep making those rules better. That means more accountability for everyone. More transparency. Enforcing existing laws. All of us—governments, business leaders, and everyday people—need to act with integrity.

STEWARDSHIP OVER STATUS QUO

Business leaders tell us that technological innovation will bring people more prosperity. They tell us innovation will allow people to live better tomorrow, always tomorrow. Meanwhile, business as usual continues.

We need a new way of doing business. We need an energy transition away from fossil fuels to keep our planet livable. We need to use materials for this transition in a way that doesn't create more damage. We need to reuse and recycle materials that are already above the ground. We need to mine smarter, with less harm to the health of people and places we love. We need to use less to make better lives for more people.

Innovation can help get us there, if it focuses on improving people's lives now. Innovating in this way will make us the best stewards of all that we've been given.

BY, WITH, FOR THE PEOPLE MESSAGES

POWER TO INDIGENOUS PEOPLES

Mining has brought prosperity to many people in many places. It has also brought devastation that lasts generations, ruined homelands, disease and death.

We need to do a better job aligning prosperity and justice. This means improving the standards, practices, and regulations we require and enforce on mining. It means making sure promises are kept, and agreements are honored. It means understanding the Earth as a living being, who cares for us, and whom we care for.

This requires us to take from the land only what is required to support life, in accordance with the needs and rights of the people who live on the land. The majority of new mining projects are on or near the lands of Indigenous peoples. They should have the power to give or withhold consent to projects that affect their resources.

Governance reforms that strengthen Indigenous peoples' rights, empower communities, bolster environmental protections, and produce economic benefits for the people most affected by mining will ensure a just, sustainable prosperity not just for Indigenous peoples, but for all humanity for generations to come.

BOLD LEADERS & DARING ENTREPRENEURS

Mining alone will never bring lasting prosperity to our nation. Too often mining means trading our lands and resources for short-term profits that benefit too few people.

We need bold leaders and daring entrepreneurs from our local places, who help the people create lasting capacity where they live, taking only what is needed, in accordance with the needs and rights of the people who live on the land.

The bold leaders and daring entrepreneurs we need will create more with less: more economic growth, more industry, more innovation, more strategic advantage, with less extraction, less economic concession, less loss and damage.

The bold leaders and daring entrepreneurs we need will bring a lasting prosperity that improves quality of life for more people, families, and communities.

A NEW ENERGY ORDER

Our insatiable thirst for energy has always led to dependence. First with fossil fuels. Now with new energy materials, like copper and lithium.

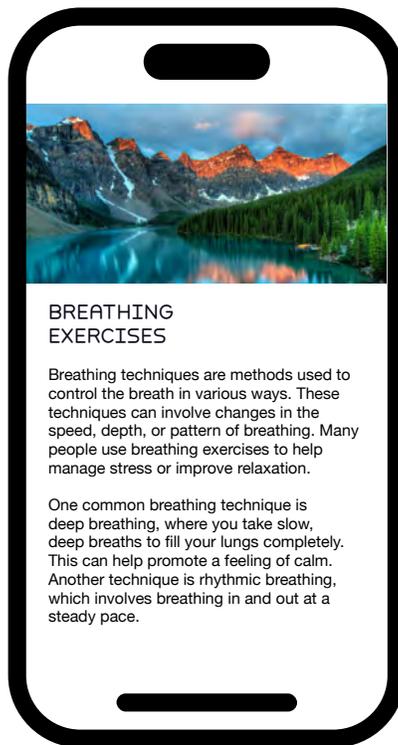
We need to transform how we use and produce energy. There is no going back. The fastest track to less dependence is using less, finding ways to reuse again and again materials that are already above ground.

On average it takes 30 years to bring a new mine online. Meanwhile, we may have all the materials we need already in circulation. Other countries are already working to achieve circular economies that work. They will reap the rewards: less dependence, more security, and more prosperity.

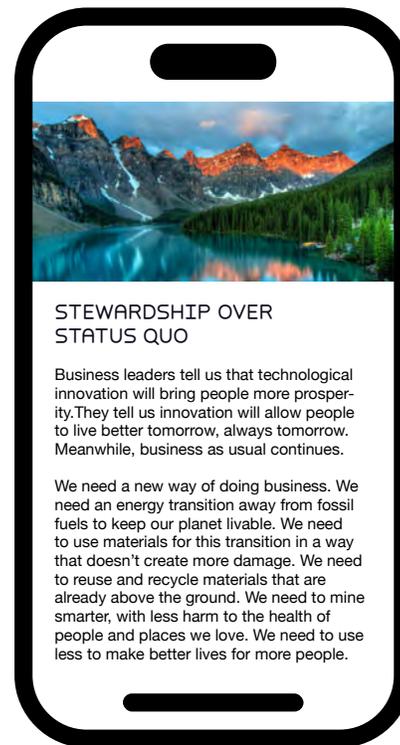
Step 4: Message Testing

WE USED RANDOMIZED CONTROL trial-style online tests to evaluate the effects of our messages, with about 1,000 people per country. (In DRC we used an in-person approach with some 400 people, due to limitations in popular penetration of online survey infrastructure.) In other words, we randomly assigned study participants to treatment and control groups. The treatment group we exposed to one of our messages, locked up with an image and voiced digitally. The control group we exposed to a “placebo” message, locked up with the same image and voiced digitally. (See message display examples below.) Then both groups completed the same survey questions pertaining to our narrative goals, as well as to ETM awareness, demographics, and values. Messaging experiments structured in this way allow us to isolate and precisely characterize the impact of a specific message on specific people. See appendix for descriptive information on survey participants, with respect to self-reported gender, age, education, urbanicity, and values profile.

CONTROL MEDIA



TREATMENT MEDIA EXAMPLE



FINDINGS:

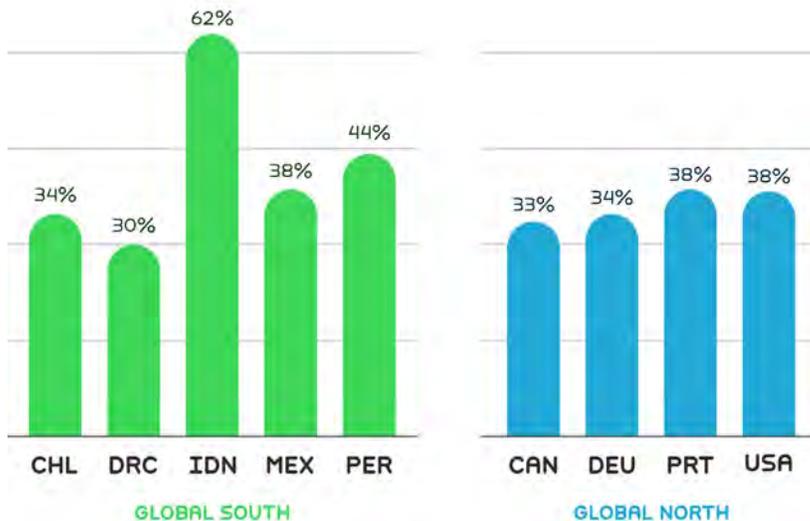
ETM AWARENESS

Most people don't know what energy transition minerals or materials refer to.

ACROSS ALL STUDY COUNTRIES, 60% of people surveyed reported never having heard the terms or not knowing exactly what they mean.

Generally, there's more familiarity in the Global South (42%) than in the Global North (36%). Indonesia stands out as having the highest familiarity (62%), and DRC stands out for having the lowest (30%).

PERCENTAGE OF RESPONDENTS PER COUNTRY WHO REPORTED BEING "SOMEWHAT FAMILIAR: CANNOT NAME ONE" OR "VERY FAMILIAR: CAN NAME AT LEAST ONE" WITH THE TERM "ENERGY TRANSITION MINERALS"



We also asked people whether the country they lived in was “a major producer of transition minerals,” and answers from each country reflected, in general, the overall level of familiarity with these terms. In addition, we asked anyone who claimed to have familiarity with these terms or that their country was a major producer to name one transition mineral. On average, across study countries, only 47% of respondents who expressed some familiarity with transition minerals correctly named a transition mineral, suggesting that the overall level of familiarity may be even lower than what respondents self-reported.

FINDINGS:

NARRATIVE GOALS

Generally, people move more toward the why, what, and whereto of a just energy transition, rather than the how.

FOR OUR MESSAGING EXPERIMENT, we identified six narrative goals: six concepts that all our messages sought to move people to support. These six concepts represented the why, what, how, and whereto of a just energy transition. By seeing how our messages move groups of people toward these different concepts, we understand generally which concepts are more attractive or easier to convince people about.

NARRATIVE GOALS

WHY/WHAT	OPPORTUNITY	<i>To build a more prosperous, secure, and just world, we need to transform how we use and produce energy.</i>
HOW	MINIMIZING IMPACTS	<i>In the energy transition, the impacts of mining on the environment and communities should be reduced, as we ensure that extracted materials go toward renewable technologies.</i>
	DEMAND REDUCTION	<i>We also need a full life-cycle approach that includes demand reduction and smart resource use, prioritizing recycling and reusable material designs.</i>
WHERE TO	JUST FUTURE	<i>Our energy transition will only take from the land what is needed to support life, in accordance with the needs and rights of the people who live on the land.</i>
	PROSPEROUS FUTURE	<i>A smart energy transition is a long-lasting economic opportunity that rewards companies and nations acting with transparency, accountability, and integrity.</i>
	SECURE FUTURE	<i>We can minimize resource-driven conflicts and national security risks by putting multilateral and international cooperation at the center of the energy transition.</i>

First, let's start with baseline agreement. We can look to the control group in our message experiment to understand the extent to which people endorse our narrative goal concepts, without encountering our ETM messages. Generally, we find a higher baseline agreement across all narrative goals in Global South countries (69%) as compared to Global North countries (58%). This means that audiences in Global North countries have further to move across all our narrative goals. In other words, we have more work to do to move these audiences to support our narrative goals.

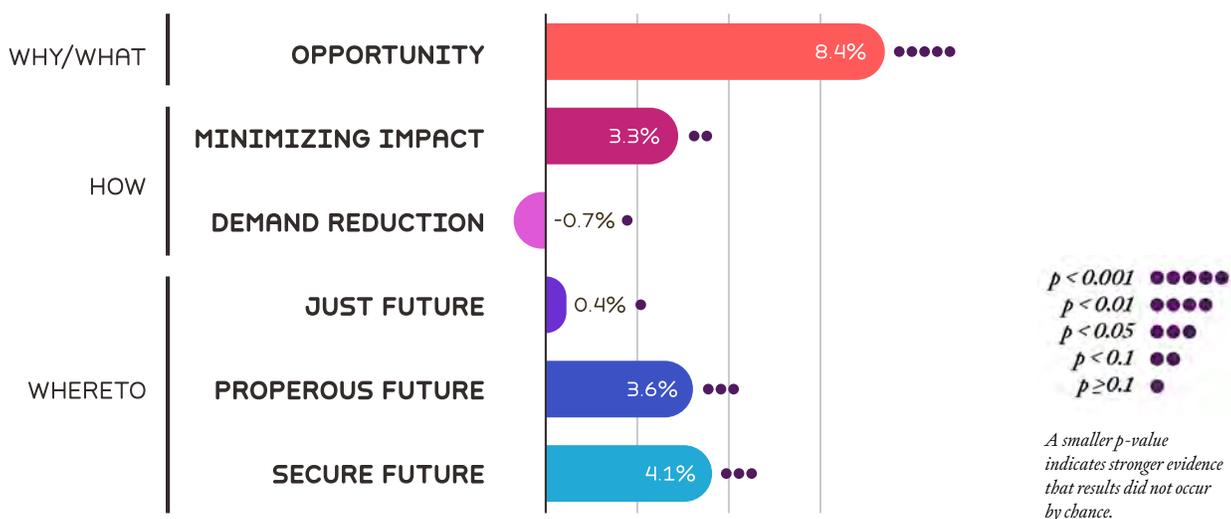
BASELINE NARRATIVE GOAL AGREEMENT IN GLOBAL SOUTH AND GLOBAL NORTH COUNTRIES



Another important observation is that baseline agreement about the how of energy transition is significantly lower than agreement about the what, why, and whereto. This suggests that, overall, we have more work to do to communicate about topics like minimizing impacts, reducing demand, or materials recycling.

Now let's look at the extent to which our messages succeed in moving people toward our narrative goals. Overall, the biggest effects across all tested messages were toward the narrative goal that articulates the why and what of energy transition (+8.4%), followed by narrative goals relating to the secure future (+4.1%) and the prosperous future (+3.6%) promised by a just energy transition.

OVERAALL PER NARRATIVE GOAL MESSAGE EFFECT SIZE, WITH P-VLAUE



FINDINGS:

KEY CONCEPTS

The concepts of “future generations,” “cooperation,” “promises kept,” and “rules-based order” show promise for moving people to support a just energy transition.

WE CONSTRUCTED OUR MESSAGES around 8 key concepts we hypothesized would move people toward our narrative goals. We were able to observe effects in messages that centered the concepts of “future generations,” “cooperation,” “promises kept,” and “rules-based order.” Effects were less in messages that centered concepts of “stewardship,” “energy independence,” “foreign adversaries,” and “daring leaders.” We describe each of these concepts in the below table and characterize observed effects.

CONCEPT	DETAIL	EFFECT
FUTURE GENERATIONS	LOCATING THE IMPERATIVE FOR A JUST ENERGY TRANSITION IN FUTURE GENERATIONS.	+++
COOPERATION	THE ALTERNATIVE TO COMPETITION, PROVEN TO YIELD MORE FAVORABLE FUTURES FOR MORE PEOPLE.	++
PROMISES KEPT	INTEGRITY AS THE GLUE THAT HOLDS TOGETHER THE HUMAN RELATIONSHIPS THAT MAKE UP CIVIL SOCIETY.	++
RULES-BASED ORDER	THE INTERNATIONAL RULES-BASED ORDER AS SOCIAL PROGRESS WE NEED TO KEEP BUILDING ON.	+
STEWARDSHIP	CARE TAKING ALL THAT WE HAVE BEEN GIVEN AS A CENTRAL PROJECT OF HUMAN BEING.	-
ENERGY INDEPENDENCE	REDUCING MATERIAL DEPENDENCIES AS A PATHWAY TO BETTER FUTURES.	--
FOREIGN ADVERSARIES	OTHER COUNTRIES ARE WORKING TO UNDERMINE OUR SUCCESS.	--
DARING LEADERS	BUSINESS AND GOVERNMENT LEADERS TAKING DECISIVE ACTION WILL EFFECT A JUST ENERGY TRANSITION.	---

We observed effect variation in these concepts, based on place. “Future generations” resonated in both the Global South and Global North, for example. (This finding about future generations framing accords with recent messaging research from [Potential Energy Coalition](#).) In the Global South, we saw distinctive resonance for the “cooperation” and “rules-based order” concepts, whereas “promises kept” resonated in the Global North.

Our findings suggest that “future generations” and “rules-based order” are most effective at bringing audiences to an appreciation of the opportunity and potential prosperity in a just executed energy transition. The concepts “promises kept” and “cooperation,” on the other hand, are most effective in connecting audiences to the idea of multilateralism as a hedge against security risks.

FINDINGS: MESSAGES

Only some messages we tested moved people, and they tended to move people toward only some of our narrative goals.

WE TESTED SIX STRATEGIC, NARRATIVE MESSAGES, as detailed in the Experimental Set Up section of this report: three we imagined to operate inside the Real World Remake narrative frame, and three for the By, With, For The People narrative frame. Each of these messages was imagined to grow out of a particular narrative identified in our narrative landscape report, offering a way of redirecting that narrative in support of a just energy transition.

REAL WORLD REMAKE MESSAGES

NO MORE RESOURCE WARS

We are in a new race for energy dominance. Companies and countries are competing to control materials like lithium and copper. They say we need to protect what's ours and ensure our security, by any means.

But we know that the best way to protect what's ours is by cooperation, not competition. To avoid the chaos new resource wars will bring, we need to prioritize international and multilateral cooperation over conflict, as well as partnership between local communities, governments, and companies.

Security and protection come from peace and prosperity. Peace and prosperity come from a stable, cooperative international order. Future generations will judge us by looking back at this moment: our children, our children's children, and generations to come. We still have a chance to prevent new resource wars.

CHANGING THE RULES IS CHEATING

We need to transition away from fossil fuels toward cleaner, renewable energy sources. This transition requires materials, like lithium and copper. The need to transition is urgent.

Powerful people are using this urgency to remove checks on how they do business, to change the rules of the game in their favor. They want to mine without protecting local water sources. They want to hide how and where they're acquiring materials. We can't let selfish actions reverse the progress we've made protecting our communities.

The best way to protect communities is for everyone to keep following the rules, and to keep making those rules better. That means more accountability for everyone. More transparency. Enforcing existing laws. All of us—governments, business leaders, and everyday people—need to act with integrity.

STEWARDSHIP OVER STATUS QUO

Business leaders tell us that technological innovation will bring people more prosperity. They tell us innovation will allow people to live better tomorrow, always tomorrow. Meanwhile, business as usual continues.

We need a new way of doing business. We need an energy transition away from fossil fuels to keep our planet livable. We need to use materials for this transition in a way that doesn't create more damage. We need to reuse and recycle materials that are already above the ground. We need to mine smarter, with less harm to the health of people and places we love. We need to use less to make better lives for more people.

Innovation can help get us there, if it focuses on improving people's lives now. Innovating in this way will make us the best stewards of all that we've been given.

BY, WITH, FOR THE PEOPLE MESSAGES

POWER TO INDIGENOUS PEOPLES

Mining has brought prosperity to many people in many places. It has also brought devastation that lasts generations, ruined homelands, disease and death.

We need to do a better job aligning prosperity and justice. This means improving the standards, practices, and regulations we require and enforce on mining. It means making sure promises are kept, and agreements are honored. It means understanding the Earth as a living being, who cares for us, and whom we care for.

This requires us to take from the land only what is required to support life, in accordance with the needs and rights of the people who live on the land. The majority of new mining projects are on or near the lands of Indigenous peoples. They should have the power to give or withhold consent to projects that affect their resources.

Governance reforms that strengthen Indigenous peoples' rights, empower communities, bolster environmental protections, and produce economic benefits for the people most affected by mining will ensure a just, sustainable prosperity not just for Indigenous peoples, but for all humanity for generations to come.

BOLD LEADERS & DARING ENTREPRENEURS

Mining alone will never bring lasting prosperity to our nation. Too often mining means trading our lands and resources for short-term profits that benefit too few people.

We need bold leaders and daring entrepreneurs from our local places, who help the people create lasting capacity where they live, taking only what is needed, in accordance with the needs and rights of the people who live on the land.

The bold leaders and daring entrepreneurs we need will create more with less: more economic growth, more industry, more innovation, more strategic advantage, with less extraction, less economic concession, less loss and damage.

The bold leaders and daring entrepreneurs we need will bring a lasting prosperity that improves quality of life for more people, families, and communities.

A NEW ENERGY ORDER

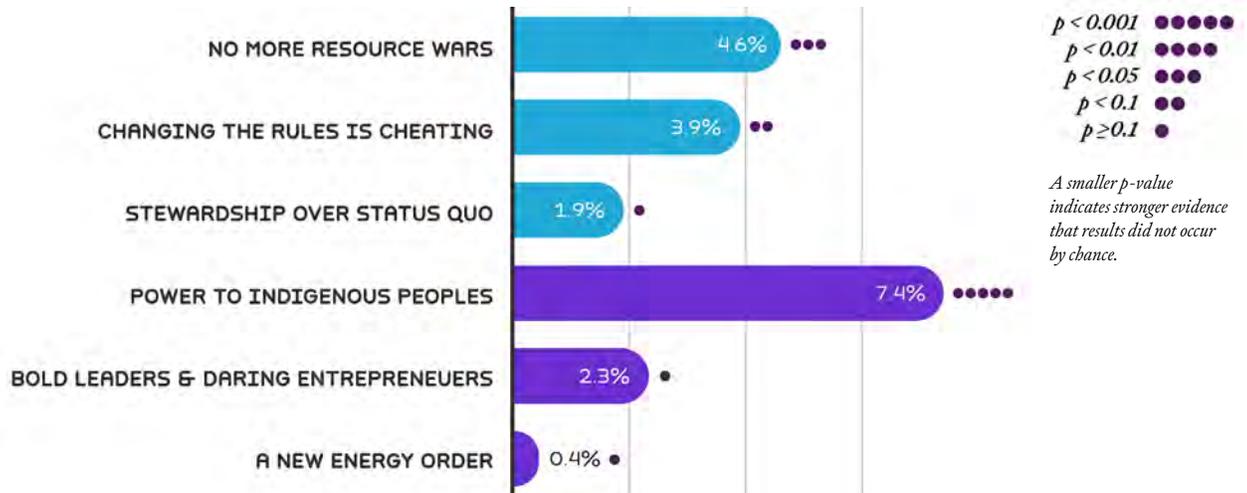
Our insatiable thirst for energy has always led to dependence. First with fossil fuels. Now with new energy materials, like copper and lithium.

We need to transform how we use and produce energy. There is no going back. The fastest track to less dependence is using less, finding ways to reuse again and again materials that are already above ground.

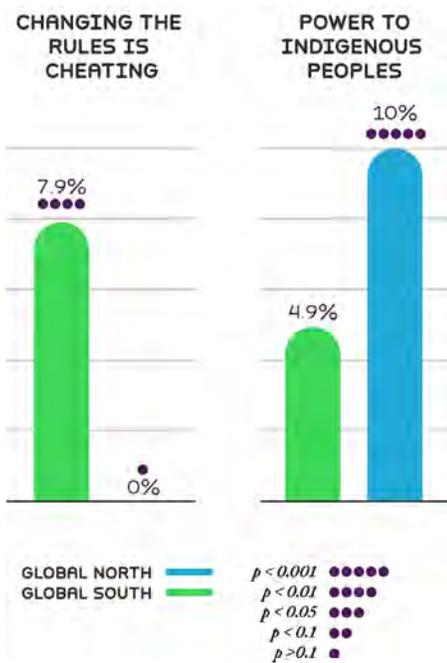
On average it takes 30 years to bring a new mine online. Meanwhile, we may have all the materials we need already in circulation. Other countries are already working to achieve circular economies that work. They will reap the rewards: less dependence, more security, and more prosperity.

The messages with the highest effect sizes were: Power to Indigenous Peoples (+7.4%), No More Resource Wars (+4.6%), and Changing the Rules Is Cheating (+3.9%). The messages with the lowest effect sizes were: Bold Leaders and Daring Entrepreneurs (+2.3%), Stewardship Over Status Quo (+1.9%), and New Energy Order (+0.4%).

MESSAGE EFFECT SIZE, WITH P-VALUE

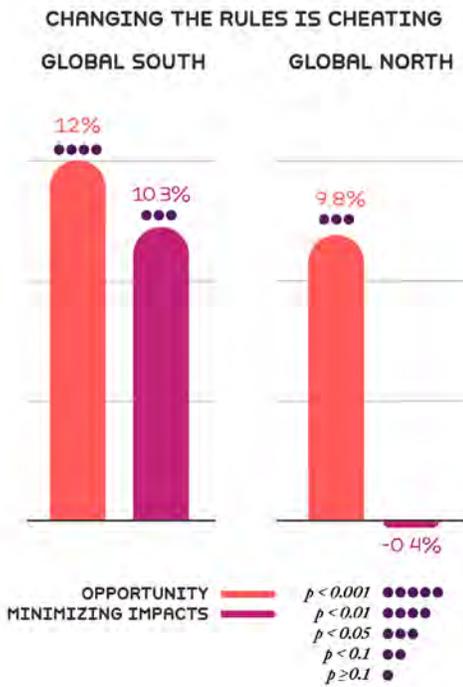


MESSAGE EFFECT SIZE PER GLOBAL SOUTH AND GLOBAL NORTH, WITH P-VALUE



There are significant differences in these effect sizes by place, with the Power to Indigenous People message creating the largest effect in the Global North (+10%), driven largely by Canada, Germany, and Portugal; and the Changing the Rules Is Cheating message with the largest effect in the Global South (+7.9%). (See Appendix for per country break outs on Power to Indigenous People message effects.)

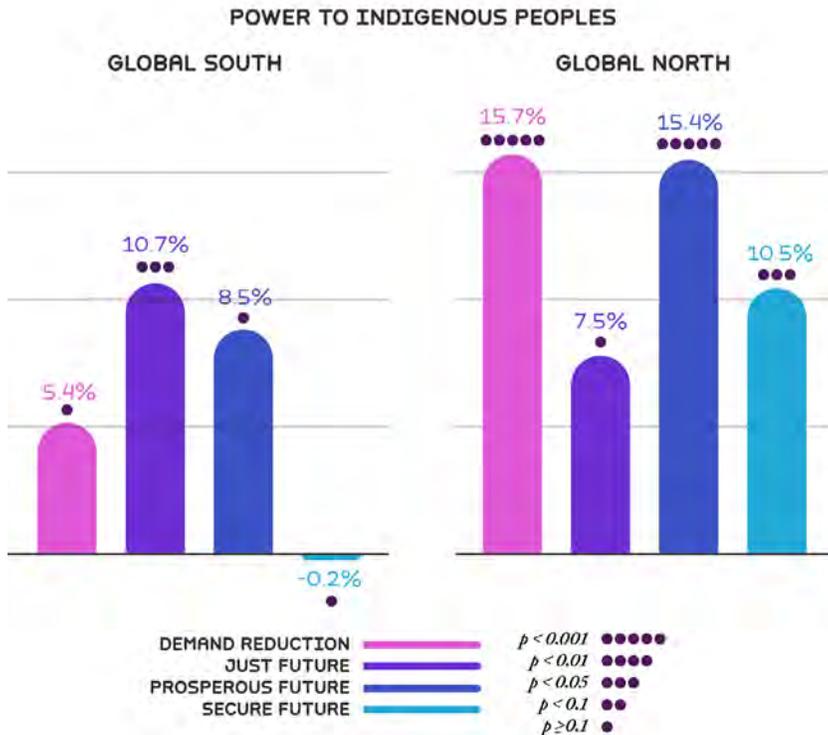
MESSAGE EFFECT SIZE PER GLOBAL SOUTH AND GLOBAL NORTH AND PER NARRATIVE GOAL, WITH P-VALUE



We uncover more nuance when we examine how different messages in the Global South and Global North generate movement on different narrative goals. The Changing the Rules Is Cheating message moves people in the Global North on seeing the energy transition as an opportunity, and creates backlash in their endorsement of the need to reduce the impacts of mining on the environment; whereas in the Global South, this message creates positive movement on the need to reduce mining impacts and on seeing the energy transition as an opportunity. Below you can see per narrative goal effect sizes for the Power to Indigenous Peoples message as well.

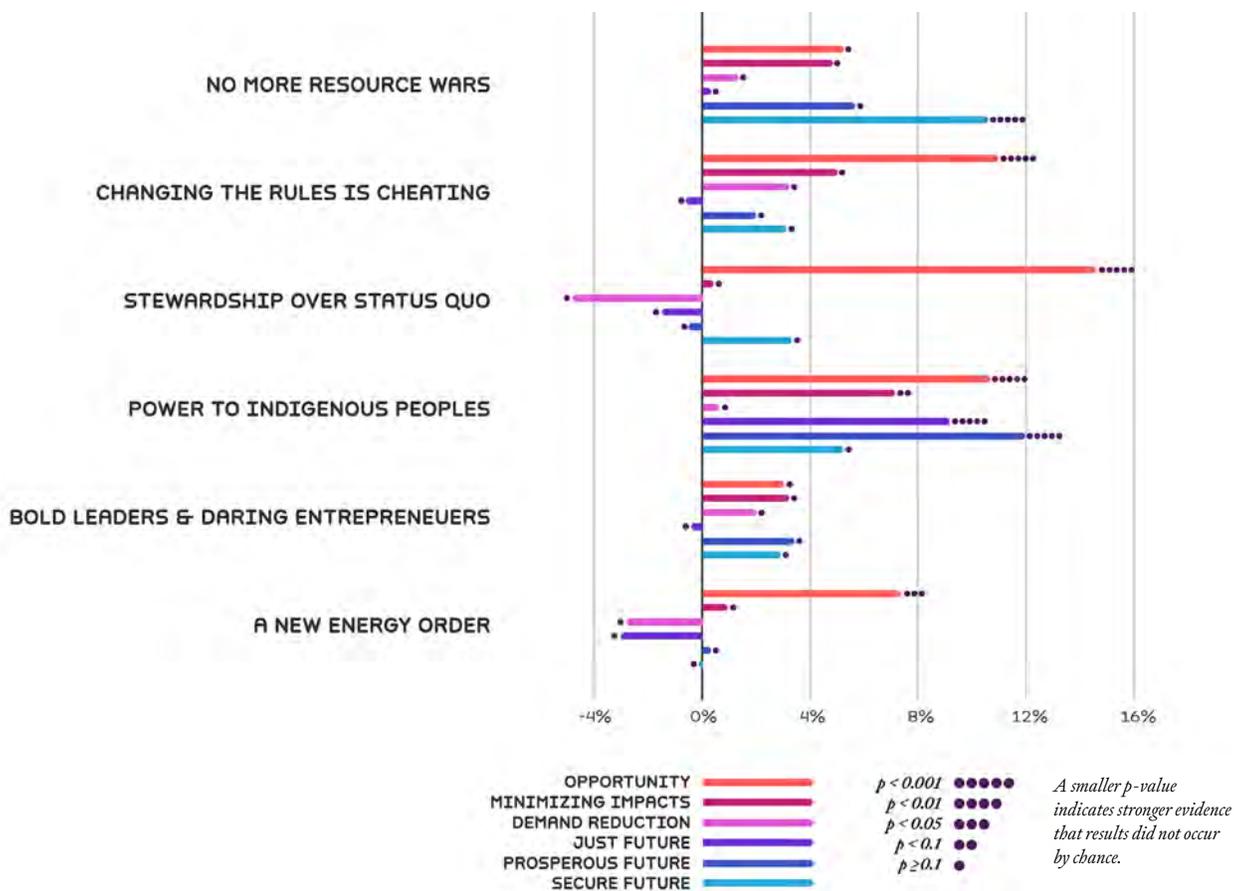
A smaller p-value indicates stronger evidence that results did not occur by chance.

MESSAGE EFFECT SIZE PER GLOBAL SOUTH AND GLOBAL NORTH AND PER NARRATIVE GOAL, WITH P-VALUE



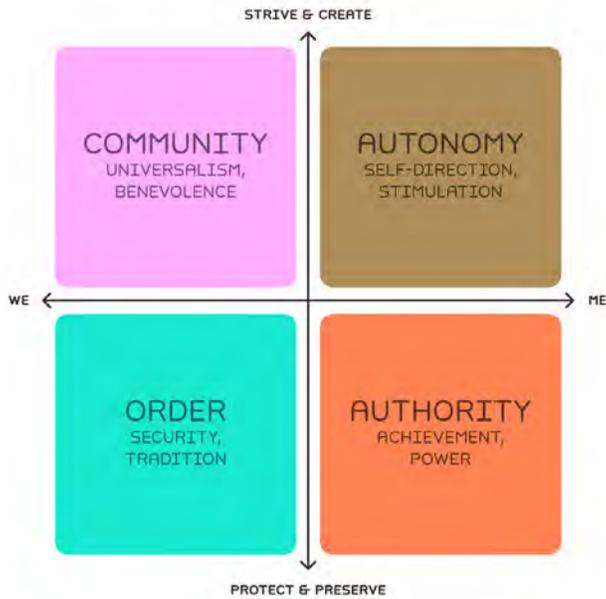
We can also zoom out and observe how, overall, different messages move people toward different narrative goals, regardless of place. The Power to Indigenous Peoples message saw the most movement across the most narrative goals. The Changing the Rules Is Cheating, Stewardship Over Status Quo, and New Energy Order messages saw the most movement toward the Opportunity narrative goal. No More Resource Wars saw the most movement toward the Secure Future narrative goal.

MESSAGE EFFECT SIZE PER MESSAGE AND NARRATIVE GOAL, WITH P-VALUE



FINDINGS: VALUES- DISTINCT AUDIENCES

Differences in values among each country's respondents point to how different values-based audiences receive ETM messages.

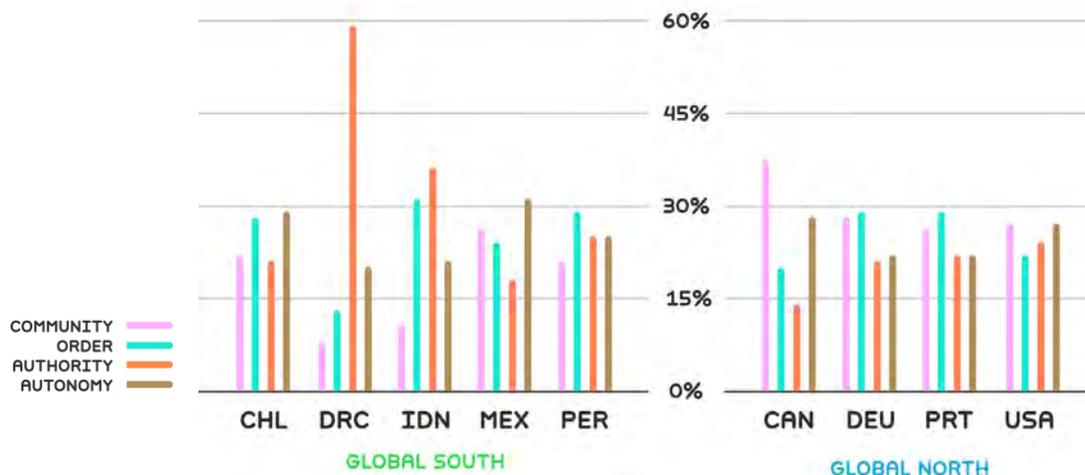


TO EXAMINE OUR TARGET AUDIENCE of “decision makers”—conceptualized as leaders in politics, policy organizations, companies, and NGOs—we used a values-based audience model, derived from Harmony Labs’ existing audience work and research by Shalom Schwartz. This model helped us imagine the full spectrum of values different decision makers might hold, and measure message effect sizes within values-distinct audiences.

We divided the space of all possible values with x-y axes. The x axis ranges from a focus on collectivity (“we”) to a focus on the individual (“me”), and the y axis ranges from a focus on protecting and preserving what we have to a focus on striving for and creating new things. Each of the resultant four quadrants centers a core value, listed in large type, and a number of associated secondary values, listed in smaller type. Below we use these core values—Community, Order, Authority, and Autonomy—to refer to each of these four values profiles.

On average, the Community profile—which values care for the Earth and faraway places and peoples—was more prevalent among our Global North study participants (30%) as compared to Global South participants (18%). Conversely, the Authority values profile—which values power, leadership, success, and individual achievement—was much more prevalent among Global South study participants (32%) as compared to Global North participants (20%). This values profile distribution may explain the particular effectiveness of the Power to Indigenous Peoples message in the Global North.

PERCENTAGE OF FOUR VALUES PROFILES IN SURVEY PARTICIPANTS PER COUNTRY

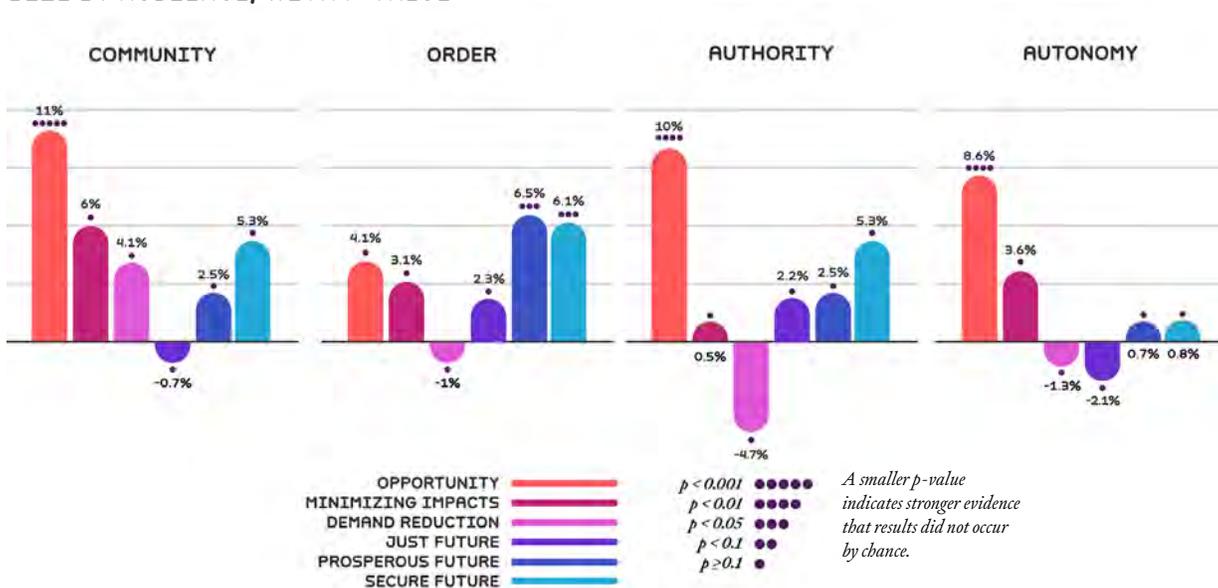


In terms of ETM awareness, the Community values profile (63%) reported being slightly more familiar with ETM terms as compared to the Order (60%), Autonomy (60%), and Authority (57%) values profiles.

In terms of narrative goals, the Community, Autonomy, and Authority values profiles moved most on the narrative goal related to the why and what of energy transition. Narrative goals around minimizing impact and demand reduction were most attractive to the Community values profile. This suggests that, until we better understand how to connect with most audiences in most places around important topics like demand reduction, we may want to stick to other components of raising awareness around the imperative for a just energy transition.

Narrative goals around a prosperous and secure future were most attractive for the Authority values profile. And the Order-oriented values profile moved most on narrative goals related to a prosperous and secure future.

OVERALL NARRATIVE GOAL MESSAGE EFFECT SIZE BY AUDIENCE, WITH P-VALUE



FINDINGS: STUDY COUNTRIES

We observe distinctive characteristics and message effects in each of our study countries.

Global South

GENERALLY, WE FIND MORE FAMILIARITY with ETM terms in the Global South than in Global North, with higher baseline agreement across all our narrative goals. (As a reminder, baseline agreement captures the extent to which people in our control group endorse our narrative goals, without encountering ETM messages.) The Authority values profile tended to be more prevalent in our survey sample in the Global South than in the Global North. In the Global South, there was a higher chance of observing movement against narrative goals related to the how of a just energy transition, specifically the Minimizing Impacts and Demand Reduction narrative goals. And we generally see strong positive movement on the Changing the Rules Is Cheating message. Additional country details are below, followed by a table with per country detail on ETM awareness, narrative goal baseline agreement, and values profiles in our survey sample. This information can be used to inform per country communications interventions and strategies, and also additional single country flash messaging experiments that dig more deeply into values-based audience message effects.

CHILE

34%

ETM AWARENESS

62%

NARRATIVE GOAL
BASELINE AGREEMENT

VALUES PROFILE :

AUTONOMY: 29%

ORDER: 28%

COMMUNITY: 22%

AUTHORITY: 21%

MESSAGE EFFECTS

POSITIVE MOVEMENT MOSTLY AROUND THE
OPPORTUNITY NARRATIVE GOAL.

DRC

30%

ETM AWARENESS

70%

NARRATIVE GOAL
BASELINE AGREEMENT

VALUES PROFILE

AUTHORITY: 59%

AUTONOMY: 20%

ORDER: 13%

COMMUNITY: 8%

MESSAGE EFFECTS

POSITIVE MOVEMENT AROUND THE DEMAND
REDUCTION NARRATIVE GOAL, WITH
BACKLASH ON THE PROSPEROUS FUTURE
NARRATIVE GOAL.

INDONESIA

62%

ETM AWARENESS

80%

**NARRATIVE GOAL
BASELINE AGREEMENT**

VALUES PROFILE

AUTHORITY: 36%

ORDER: 31%

AUTONOMY: 21%

COMMUNITY: 11%

MESSAGE EFFECTS

MOST SIGNIFICANT POSITIVE MOVEMENT OCCURRED AROUND THE **AUTONOMY** AND **AUTHORITY** VALUES PROFILES.

MEXICO

38%

ETM AWARENESS

62%

**NARRATIVE GOAL
BASELINE AGREEMENT**

VALUES PROFILE

AUTONOMY: 31%

COMMUNITY: 26%

ORDER: 24%

AUTHORITY: 18%

MESSAGE EFFECTS

STRONG MOVEMENT FOR THE **CHANGING RULES IS CHEATING** MESSAGE. ALSO MOVEMENT IN THE **ORDER** VALUES PROFILE ACROSS THE **NO MORE RESOURCE WARS**, **CHANGING THE RULES IS CHEATING**, AND **STEWARDSHIP OVER STATUS QUO** MESSAGES.

PERU

44%

ETM AWARENESS

72%

**NARRATIVE GOAL
BASELINE AGREEMENT**

VALUES PROFILE

ORDER: 29%

AUTHORITY: 25%

AUTONOMY: 25%

COMMUNITY: 21%

MESSAGE EFFECTS

POSITIVE MOVEMENT CONCENTRATED IN THE **AUTHORITY** VALUES PROFILE, AND THE **BOLD LEADERS & DARING ENTREPRENEURS**, AND **A NEW ENERGY ORDER** MESSAGES.

Global North

GENERALLY, WE FIND LESS FAMILIARITY with ETM terms in the Global North than in Global South, with lower overall baseline agreement across all our narrative goals, meaning there is more work to be done in the Global North around raising awareness and increasing support. (As a reminder, baseline agreement captures the extent to which people in our control group endorse our narrative goals, without encountering ETM messages.) The Community values profile tended to be more prevalent in our survey sample in the Global North than in the Global South. And the Power to Indigenous Peoples message was generally the most successful. Additional country details are below, followed by a table with per country detail on ETM awareness, narrative goal baseline agreement, and values profiles in our survey sample. This information can be used to inform per country communication interventions and strategies, and also additional single country flash messaging experiments that dig more deeply into values-based audience message effects.

CANADA

33%

ETM AWARENESS

53%

**NARRATIVE GOAL
BASELINE AGREEMENT**

.....
VALUES PROFILE

COMMUNITY: 37%

ORDER: 29%

AUTONOMY: 22%

AUTHORITY: 21%

MESSAGE EFFECTS

POSITIVE MOVEMENT CONCENTRATED IN THE **POWER TO INDIGENOUS PEOPLES, BOLD LEADERS & DARING ENTREPRENEURS, AND A NEW ENERGY ORDER** MESSAGES.

GERMANY

34%

ETM AWARENESS

56%

**NARRATIVE GOAL
BASELINE AGREEMENT**

.....
VALUES PROFILE

ORDER: 29%

COMMUNITY: 28%

AUTONOMY: 22%

AUTHORITY: 21%

MESSAGE EFFECTS

POSITIVE MOVEMENT CONCENTRATED IN THE **NO MORE RESOURCE WARS AND POWER TO INDIGENOUS PEOPLE** MESSAGES, WITH SOME GOOD MOVEMENT FROM THE **CHANGING RULES IS CHEATING** MESSAGE, ESPECIALLY IN THE **AUTONOMY AND COMMUNITY** VALUES PROFILES.

PORTUGAL

38%

ETM AWARENESS

69%

NARRATIVE GOAL
BASELINE AGREEMENT

VALUES PROFILE

ORDER: 29%
COMMUNITY: 26%
AUTONOMY: 22%
AUTHORITY: 22%

MESSAGE EFFECTS

POSITIVE MOVEMENT CONCENTRATED AROUND THE OPPORTUNITY AND MINIMIZING IMPACTS NARRATIVE GOALS.

USA

38%

ETM AWARENESS

56%

NARRATIVE GOAL
BASELINE AGREEMENT

VALUES PROFILE

AUTONOMY: 27%
COMMUNITY: 27%
AUTHORITY: 24%
ORDER: 22%

MESSAGE EFFECTS

POSITIVE MOVEMENT CONCENTRATED IN THE ORDER VALUES PROFILE, WITH BACKLASH OBSERVED IN THE AUTONOMY VALUES PROFILE.

		GLOBAL SOUTH						GLOBAL NORTH				
		ALL	CHL	DRC	IDN	MEX	PER	ALL	CAN	DEU	PRT	USA
NARRATIVE GOAL BASELINE AGREEMENT %	OVERALL ETM AWARENESS %	42	34	30	62	38	44	36	33	34	38	38
	OPPORTUNITY	59	45	75	69	44	62	52	49	51	59	50
	MINIMIZING IMPACT	60	55	56	71	51	65	45	35	43	61	40
	DEMAND REDUCTION	67	60	71	84	52	69	51	45	46	65	49
	JUST FUTURE	76	68	81	85	70	77	64	60	66	67	61
	PROSPEROUS FUTURE	74	64	73	82	77	78	69	60	62	81	71
	SECURE FUTURE	78	80	64	91	77	79	70	66	70	79	66
VALUES PROFILES %	COMMUNITY	18	22	8	11	26	21	30	37	28	26	27
	ORDER	25	28	13	32	24	29	25	20	29	29	22
	AUTHORITY	32	21	59	36	18	25	20	14	21	22	24
	AUTONOMY	25	29	20	21	31	25	25	29	23	22	28

CONCLUSION

We hope what we shared here will inspire and inform a wide range of actors to apply, extend, and improve on our findings to increase the effectiveness of their own work, in support of a just energy transition. We furthermore hope that this report invites further learning and reflection on how the energy transition is imagined, narrated, structured, and experienced across different socio-cultural contexts.

OUR FINDINGS CLEARLY INDICATE that place matters, people’s values matter, and the particular goals of energy transition matter, in terms of how general audiences respond to ETM stories. Messaging about even a topic as technical as ETM cannot be only a technical undertaking, a matter of efficient information delivery or fine-tuning scientific facts, if we want the stories we tell to reach and resonate with people, especially in territories where the manifold effects of extraction for energy run deep through time and place.

Along these lines, here are a few ideas and provocations to prompt extensions of this work:

LOW PUBLIC AWARENESS AROUND ETM SUGGESTS THAT COMMUNICATORS HAVE MORE WORK TO DO TO BETTER INFORM THE PUBLIC.

It may also suggest a gulf between the language of geopolitics and industrial process and the language most people use to understand and communicate day to day experience. That people moved less toward the bow of energy transition, as opposed to the what, why, and whereto could suggest less interest in managing energy transition impacts or altering consumption habits. It could also point to how technical, procedural solutions and language operate on a different level than language that foregrounds meaning, direction, and imagined futures. By the same token, concepts like “cooperation” and “promises kept” may outperform concepts like “rules-based order” simply because they are closer to more people’s lived experiences. How can we tell the story of ETM in a way that engages people’s lived experience fully to communicate clearly what is at stake, even in global contexts driven by geopolitical discourse?

THE CONCEPT OF “ENERGY” SERVES TO ESTABLISH STRATEGIC CONTINUITIES BETWEEN FOSSIL FUELS AND ETM, WHICH BELIE CONSEQUENTIAL MATERIAL DIFFERENCES AND SERVE ENTRENCHED ECONOMIC INTERESTS.

Fossil fuels combust upon use, for example, whereas most ETMs persist and could be used again and again, given different economic and cultural relationships to material use and reuse. How can we tell stories that unfold the full potential of energy transitions and energy economies supported by reusable materials and practices?

STRONG PERFORMANCE OF THE POWER TO INDIGENOUS PEOPLES MESSAGE, ESPECIALLY IN THE GLOBAL NORTH, SPEAKS FOR ADDITIONAL RESEARCH TO EXPLORE AND OPERATIONALIZE FOR AUDIENCES HOW INDIGENOUS COMMUNITIES THEMSELVES INTERPRET AND COMMUNICATE ABOUT THE CONCEPT OF ENERGY TRANSITION.

How do Indigenous languages, cosmologies, and territorial practices present, translate, and/or re-signify the energy transition? Is the energy transition perceived as an opportunity, a threat, a continuation of extractive histories, or something altogether different, when understood from Indigenous epistemic and relational frameworks? How can we tell ETM stories that reimagine scientific, technical, and energy innovation from conceptions of the Earth as a living being, and of human societies as ethically responsible for the care and continuity of a sacred, interdependent web of life?

BRIAN WANIEWSKI, CHONON BENSHO, PEDRO FAVARON
Lima, Peru
December 2025

APPENDIX

Narrative Goals and Survey Questions

BELOW WE DETAIL THE NARRATIVE GOALS we used in our experiment, six concepts that express the minimum viable set of beliefs people will share once our work succeeds, once we have reached all our intended audiences on all the platforms via a multitude of messages and stories. We translated these six narrative goals into survey questions, which we tested in four study countries and iterated on to arrive at questions that maximized face validity, exclusive intercorrelation, and appropriately low agreement across study countries. For example, in the Minimizing Impact survey question, we were only able to achieve sufficiently low agreement by adding the implied trade off, “even if it means I will pay more for the things I need.”

	NARRATIVE GOALS	SURVEY QUESTIONS
		5 POINT AGREE-TO-DISAGREE SCALE
OPPORTUNITY	<i>To build a more prosperous, secure, and just world, we need to transform how we use and produce energy.</i>	<i>The way we currently produce energy, such as by mining and drilling, makes the world less safe.</i>
MINIMIZING IMPACTS	<i>In the energy transition, the impacts of mining on the environment and communities should be reduced, as we ensure that extracted materials go toward renewable technologies.</i>	<i>We should protect the environment instead of having fast access to minerals, even if it means I will pay more for the things I need.</i>
DEMAND REDUCTION	<i>We also need a full life-cycle approach that includes demand reduction and smart resource use, prioritizing recycling and reusable material designs.</i>	<i>Even if it makes the things I need more expensive, we should prioritize using recycled materials for clean energy.</i>
JUST FUTURE	<i>Our energy transition will only take from the land what is needed to support life, in accordance with the needs and rights of the people who live on the land.</i>	<i>Indigenous and local people should have the right to make decisions about whether their land is used for energy projects, even if it means that we do not have as much energy as we need.</i>
PROSPEROUS FUTURE	<i>A smart energy transition is a long-lasting economic opportunity that rewards companies and nations acting with transparency, accountability, and integrity.</i>	<i>Even though some people may lose their current job, a fair and well-managed clean energy transition will lead to more jobs in the future than continuing to use fossil fuels.</i>
SECURE FUTURE	<i>We can minimize resource-driven conflicts and national security risks by putting multilateral and international cooperation at the center of the energy transition.</i>	<i>International cooperation on clean energy projects will prevent war and political conflict between nations, even if it causes leaders to focus less on other national security issues.</i>

Survey Sample Detail

TO ENSURE DEMOGRAPHIC REPRESENTATIVENESS, we sampled survey respondents with quotas on age and gender for each country. We also limited the number of respondents without a college degree, in order to try to oversample on our “decision maker” target audience. See table below. For age and gender population statistics, we used the US Census Bureau’s International Database (IDB). For education population statistics, we used the UNESCO Institute for Statistics (UIS) measure of educational attainment, which measures the proportion of people who completed at least a four-year bachelor’s degree (ISCED level 6 and above).

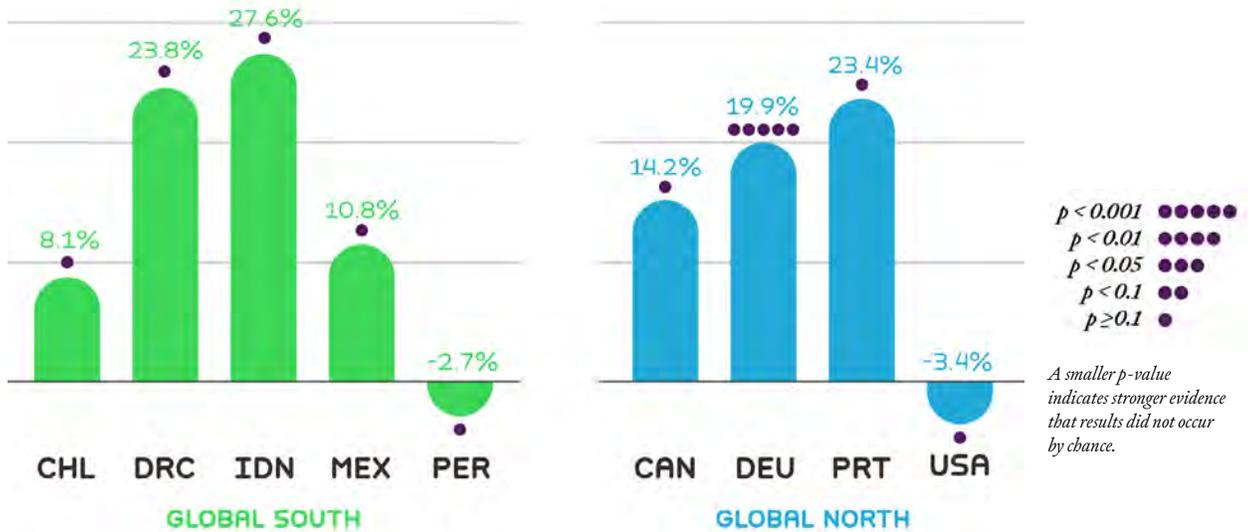
COUNTRY (GLOBAL SOUTH)	% "COLLEGE" IN POPULATION	% "COLLEGE" IN SAMPLE	COUNTRY (GLOBAL NORTH)	% "COLLEGE" IN POPULATION	% "COLLEGE" IN SAMPLE
CHL	22	45	CAN	35	36
DRC	7	34	DEU	31	32
IDN	9	58	PRT	25	53
MEX	17	36	USA	39	47
PER	26	47			

In the table below we share complete descriptive information on survey participants, with respect to survey size, treatment group, and self-reported gender, age, education, urbanicity, and values profile.

		GLOBAL SOUTH					GLOBAL NORTH					
		CHL	DRC	IDN	MEX	PER	CAN	DEU	PRT	USA		
N		5402	1267	412	1491	989	1243	4853	1032	1336	1208	1277
TREATMENT, % OF N		75	75	86	73	73	75	75	74	75	75	76
GENDER, % OF N	WOMAN	49	52	47	47	47	50	50	53	50	48	51
	MAN	51	48	53	53	52	50	49	45	50	52	48
	NON-BINARY	0	0	0	0	1	0	1	2	0	0	1
	OTHER	0	0	0	0	1	0	0	0	0	0	0
AGE, % OF N	18 - 24	18	17	24	13	27	17	10	13	8	10	10
	25 - 34	24	18	36	23	30	25	16	18	15	17	17
	35 - 44	22	20	25	21	25	23	19	24	18	17	18
	45 - 54	19	20	11	23	12	19	18	19	17	22	17
	55 - 64	11	16	4	14	4	12	18	17	19	20	16
	65+	5	9	0	6	2	4	17	9	23	14	21
EDUCATION, % OF N	NON-COLLEGE	54	55	66	42	64	53	58	64	68	47	53
	COLLEGE	46	45	34	58	36	47	42	36	32	53	47
PLACE, % OF N	URBAN OR SUBURBAN	82	88	69	79	79	87	69	73	57	78	68
	RURAL	17	11	27	21	20	12	31	26	43	22	31
	OTHER	1	1	4	0	1	1	0	1	0	0	1
AUDIENCE VALUES, % OF N	COMMUNITY ORDER	18	22	8	11	26	21	29	37	28	26	27
	AUTONOMY	27	28	13	31	24	29	25	20	29	29	22
	AUTHORITY	26	29	20	21	31	25	25	28	22	22	27
		29	21	59	36	18	25	20	14	21	22	24

Power to Indigenous Peoples Message Effect Size

WE ALSO INCLUDE BELOW a visualization of per country effect sizes for the Power to Indigenous Peoples message:



Acknowledgements

Thanks to advising organizations: CLIMATE AND LAND USE ALLIANCE, CLIMATEWORKS FOUNDATION, EARTHWORKS, INITIATIVE FOR RESPONSIBLE MINING ASSURANCE, KLINGER LAB AT UNIVERSITY OF WISCONSIN, NATURAL RESOURCES GOVERNANCE INSTITUTE, and SIRGE COALITION.

Thanks to Indigenous affairs advisors, CHONON BENSHO and PEDRO FAVARON, and ETM policy advisor, THEA RIOFRANCOS.

Special thanks to the international team of researchers who made this work possible, led by SEM DEVILLART: MARGARETH ARITONANG, NATALY MONTES BECERRA, MODESTE KAMBALA, EMILIA LARRAECHEA, CECILIA SOTO, LUCIA STECHER, and PHILIP DE WIT.

Thanks to CRISWELL LAPPIN for creative direction.

Funding for this research was generously provided by the CLIMATE AND LAND USE ALLIANCE and CLIMATEWORKS FOUNDATION. The views expressed herein are not intended to reflect the policy views of the Climate and Land Use Alliance, Climateworks Foundation, nor their affiliates.

ABOUT HARMONY LABS

HARMONY LABS IS A NONPROFIT MEDIA RESEARCH LAB on a mission to research and reshape society's relationship with media, using science, data, and creativity. For more than a decade, we have helped storytellers and strategists, decision makers and dreamers, harness the immense power of media to shape a positive, pluralistic future. With the [Narrative Observatory](#), for the first time ever, we're harnessing industry relationships to deliver one-of-a-kind data infrastructure that empowers partners to find, reach, and resonate with the right audience in today's media minefield. The Narrative Observatory delivers audience-based insights, narrative and network analysis, and empirical validation of cultural strategy and content—all derived from the actual behavior of real people and true audiences, not from social listening or AI-based synthetic panels, demographic groups, or inauthentic online activity.

We work with a wide range of partners on issues of existential importance, like [climate](#), [democracy](#), [equity](#), [immigration](#), [political violence](#), [public education](#), [identity](#), [artificial intelligence](#), and more, using an approach to research that is rigorous, participatory, and public. [One of the first papers](#) we co-authored looked at fracking narratives in documentary film. The outputs we've created with our partners include [websites](#), [presentations](#), [peer-reviewed publications](#), [toolkits](#), [blogposts](#), [curriculum](#), [interactives](#), [white papers](#), and [media](#). And our work has been covered in the press, like in this [New York Times article](#).

Founded by John S. Johnson in 2008, Harmony Labs is a 501(c)3 incorporated in New York State. Funders include [Atlantic Foundation](#), [Gates Foundation](#), [Robert Wood Johnson Foundation](#), [John D. and Catherine T. MacArthur Foundation](#), [Mellon Foundation](#), [Omidyar Network](#), [Open Society Foundations](#), [Meliore Foundation](#), [Nathan Cummings Foundation](#), [Google](#), and more.