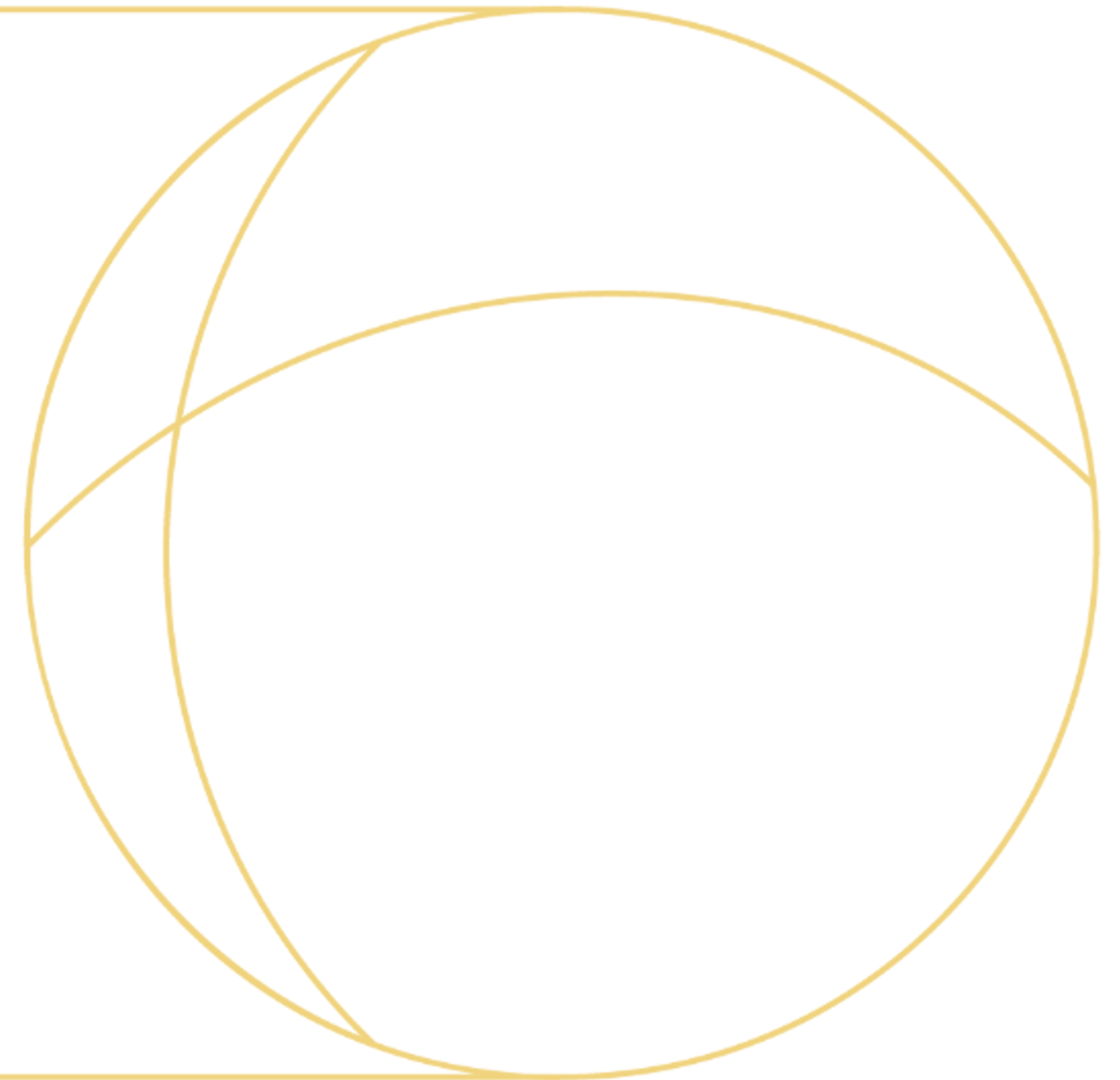


Creating good policy is often not good enough on its own. Without the right story, even the strongest commitments can be disregarded, misconstrued, or actively reframed by others. This manual is a practical guide for EU and member state officials as well as communications practitioners to build a better narrative of global governance that fits with today's contested world.

Narrative work is most powerful when it is proactive, not reactive. This manual is designed to be used at the start of policy cycles, not after positions have hardened and the framing battle has already been lost.



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September 2026

