



An open access and online series to learn how to navigate it.



Session 5:

Navigating the “Social Dialogue” Tab

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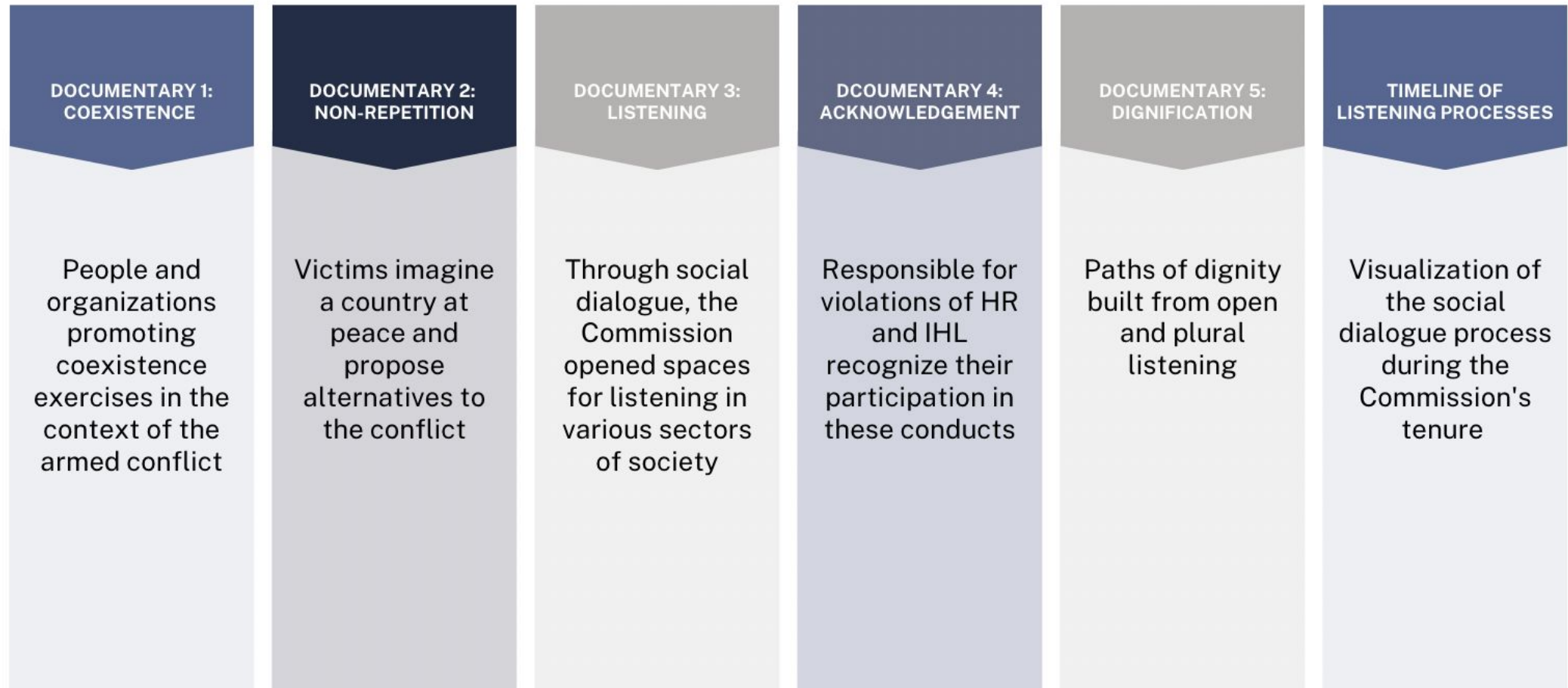


Agenda for Session 5

1. Introduction and welcome
2. Agenda for Session 5
3. **Tab** *“Social Dialogue”*
4. **Experience** *“JEP and the Acknowledgments of Responsibility as lessons learned from the Truth Commission”*
5. Questions and answers
6. **Content tree** and main takeaways from the introductory session
7. Conclusion and next session

SOCIAL DIALOGUE

Content to narrate the social dialogue process at the Commission



FORMATS



Tool to Report Glitches on the Transmedia Platform

- As part of its agreement of hosting and maintaining the Transmedia Platform over time, the University of Notre Dame's [Legacy Project](https://go.nd.edu/LPInformeUnProblema) has created a form to receive reports of glitches that appear in the Transmedia Platform:

<https://go.nd.edu/LPInformeUnProblema>

- Please use and help us disseminate the form to follow up, correct, and ensure the best possible performance of the platform over time.



The Call for a Great Peace (Session 1)

From pain and hope, a message for the future, thinking of non-repetition for Colombia. That is the message that the victims left the Commission: no more violence!

"Where's Your Brother?"

- Download the Call for a Great Peace [here](#) (English).
- Watch the public ceremony of the Call for a Great Peace [here](#) (Spanish).

WHY A TRANSMEDIA PLATFORM? (Session 1)

- The Transmedia (TM) is a storytelling medium that corresponds to this historic moment: history can no longer depend on the interpretation of "specialists" but on the multiple voices/experiences of those who lived the experience directly.
- The truth is built not only from research, but also from lived stories.
- The TM is a platform of voices that opens debate and conversations.
- The TM allows, through many means, to expand lived stories and circulate it.
- The Commission envisioned a Legacy Strategy and the TM is a fundamental part of it.

WHAT IS THE TRUTH COMMISSION'S TRANSMEDIA PLATFORM? (Session 1)

- This TM articulates a "story"- based on the research and public dialogue promoted by the Commission-and takes it public, through digital means, to a country that is often not familiar with its diversity.
- The TM is an experience - it is not fixed content - it is an exercise of profound exploration. In each step of navigating the TM, there is an exercise of clarification. And in the final step you will always find the victims: the ones to whom the Commission committed itself to.
- The TM is a peace project. It aims to help overcome prejudices that we have had in this country's horrific history.
- The TM recalls that in Colombia we were not only war, we were also love, we were resistance, we were creativity, we were solidarity.
- The TM does not seek to lecture, but to touch the audience. It is about having a relationship with the characters that are presented (elaborated from real stories). We want the audience to understand that the connection with the life of the other was our mission.
- The TM allows the audience to be emotionally engaged because they will find testimonies of real people.
- The TM is a public good - its contents belong to the country. The idea of the TM is that its contents can be downloaded to be used throughout the country and in other media: community radio stations, classrooms, etc. In a country that is largely offline, the TM seeks to ensure that everyone can have the same experiences, regardless of where they live, by downloading its contents.

WHY SO MANY DIFFERENT MEDIA FORMATS?

(Session 1)

- To develop the TM, the Commission needed to understand the social, narrative, visual, and sensory dynamics of the people in each region.
- Uniting the story: the challenge was not to leave pieces of stories told separately. Yes, there are different elements and different narrative formats found in each component, as they correspond to different life stories. But they are all part of the same country. For these reasons, the visual graphic design on the TM brings these stories together.
- The formats are part of the conclusion. They are part of the Commission's view of the truth (for example, a spiral to tell the Historic Narrative tab).
- The TM coined the story to take it to very different users and audiences: this inspired the visual, conceptual, and technical aspects. All with an emphasis on non-repetition.
- The TM is not made with templates. Each piece is elaborated uniquely, from scratch and separately, thinking about the different users and especially targeting audiences new generations of peace and non-repetition (children and adolescents).

Thank you!

Next session - Friday, February 23

Session 5: Feedback survey

We invite you to share your feedback on this session.

bit.ly/3OfJHhz

-> Link in the chat, which will also be sent via email.

Session 6: Registration

<https://go.nd.edu/PlataformaTransmedia>

**Navigating the tab on
“Artistic and Cultural Activations”**

