

Skills Boost: How to avoid instrumentalisation and communicate without playing into polarisation?

All over Europe and Central Asia, LGBTI people are used by different political players to gain power. Our opponents create and feed harmful and dangerous narratives about us and our struggles. Is it possible to communicate with our target audiences without playing their rules and not feeding into their narratives?

[Video](#), [Hungary](#), [Spain](#), [Strategic Communications](#)

To explore this topic, we invited three amazing activists to talk about their experiences. You can get the insights about the strategies used in Hungary, where Háttér Society used the so-called “anti-LGBT Referendum” to talk to their allies and in Spain, where La Intersección successfully campaigned for the rights of trans people and even prepared a guide: [How we can change trans narratives collectively](#).

Speakers:

- Alberto Abellán, La intersección, Spain
- Javier Vaquero, La intersección, Spain
- Luca Dudits, Háttér Society, Hungary