

THE GOOD COUNTRY YOUR BAG OF TOOLS

We need your help to spread the word about the Good Country. It's very easy: anybody can do it. All you have to do is tell your friends, families, and networks. There are already hundreds of people around the world doing the same thing, and even if some of us only manage to reach a handful of people, and each of those people is inspired to pass on the word to others, we'll soon reach millions.

Whether you've done this kind of thing before, or whether you're an absolute beginner, we really value your help. You can play a huge role in building a new country that you'll be proud to be a citizen of. Either way, this document will provide you with the tools you need to get started. And we're always here to help.

We're starting a new country.

A country defined not by borders but by values. A country made up of hundreds of millions of people around the world, all motivated by a shared desire to make the world work better. A country with the power to bring about real change in the international community.

The Good Country exists to *prove* that if countries learn to work together, then we will start to make real progress against the grand challenges of poverty and inequality, climate change and conflict, migration and pandemics. But it doesn't end there: by collaborating more, countries can achieve more growth, peace and stability than by constantly competing against each other.

This means a big change in the way that countries are run. International agencies, charities and campaigning organisations don't have the influence to achieve such a change on their own: it's going to take a new nation, with millions of citizens, and the economic power that brings.

The Good Country's population already exists. Research shows that at least ten percent of the world's population shares the Good Country's values and its world-view. That's 760 million people, the third most populous nation on earth, and nobody even knew it was there.

Until now.

Help us tell the story.

The Good Country's ability to change the way that other countries work together depends entirely on the size of our population. The more citizens the Good Country enrolls, the more influence the country will acquire and the more money it will have to address the most pressing global challenges. This means that the Good Country's focus for its first few years of existence will be to grow our population.

Every citizen can help by spreading the word about the Good Country: online, in-person, at your school, or your workplace, or in the news. We tell everyone we meet about the Good Country: family, friends, random strangers. You never know who might be interested and willing to help.

There are many ways to share the Good Country story, and if you have ideas for new ways of doing so, we want to hear from you.

You can reach us at ambassadors@good.country to share your ideas for how to grow the Good Country, and we can also connect you with other citizens nearby doing the same thing. We're always here to help and to share the lessons we've learned along the way.

Who we're talking to.

Those 760 million potential citizens are everywhere. Often, you'll know straight away when you're telling the story of the Good Country to one of them. They'll "get it" instantly – you don't have to sell, argue, or persuade. All they need are the facts.

On the other hand, you may find some people who are highly skeptical of the Good Country idea. It's up to you whether you want to carry on trying to persuade them, but we generally find that those who resist the idea from the very beginning will seldom change their minds, no matter what we say. Talking to potential citizens should feel like an easy and enjoyable conversation. If it doesn't, it's usually better just to move on.

Feel free to contact us if you'd like to discuss your experiences – we know it can be hard and are always happy to support you in any way we can.

Tell it with social media...

We know that there are Good Country citizens in every corner of the planet: we must simply find ways of reaching them. Social media offers one of the best ways for us to spread the Good Country message quickly and at no cost.

Good Country Social Media Links:

- Facebook: <https://www.facebook.com/goodcountry.org/>
- Twitter: <https://twitter.com/@simonanholt>
- Youtube: <https://www.youtube.com/channel/UCzf-E4ILHitaBtflA5h31IQ>

Good Country Hashtag: #GoodCountry

1. Share our news.

- Visit www.good.country/XXX to find the latest articles, essays, interviews, and video clips about the Good Country, and share these resources over your social media channels.
- Please include a link to sign up at www.good.country at the end of every post you share.

2. Help us ask the right questions.

- As you come across articles or commentary on global challenges online, consider how the featured issue affects the entire international community.
- If you share this news over Facebook or Twitter, ask the question “What would a #GoodCountry do?” or add the hashtags #GoodCountry? #SelfishCountry?*
- Please include a link to sign up at www.good.country at the end of every post you share.

*These question marks are used intentionally. The most important thing is to get people thinking about what it means to be “good” and what’s good for all humanity. Sometimes labeling things outright as “good” or “bad” is distracting. We think it’s often better to prompt the right questions than impose our own answers.

3. Engage influencers.

- If you follow certain influencers, or know individuals with large followings within your own network, reach out and ask them to share your message about the Good Country.

4. Make a video.

- Make a video of yourself saying what you love about the Good Country, or explaining why the world needs the Good Country.
- Please start your video by introducing yourself, saying “I’m [name], I’m [age] years old, and I’m a [occupation]. I live in [location], but I’m a citizen of the Good Country. I love my country because...”
- Videos can be however long you want, though our suggested video length is 30 seconds – one minute.
- We suggest you record these videos on a phone and in landscape format. Make sure to use a tripod or else have someone hold the camera steady.
- Check out an example we’ve made at www.good.country/video.
- Send your video to media@good.country.

Facebook Post Templates (what to include):

- An image or graphic. Visit www.good.country/XXX to find the Good Country’s social media image bank.
- Our hashtag, #GoodCountry.
- Please include a link to sign up at www.good.country at the end of every post you share.

Twitter Tweet Add-Ons (to encourage others to consider the Good Country perspective):

- “I want to live in a #GoodCountry.”
- “Join me at: www.good.country.”

Sample Tweets:

“US withdraws from Paris Agreement. #GoodCountry? #SelfishCountry?”

“No deal Brexit? Re-join the international community on your own terms at: www.good.country. #GoodCountry”

Tell it with hospitality...

Some of the best ways to share the Good Country story don't use words at all. If you enjoy hosting events, big or small, consider bringing together family, friends, your school, town, office, or broader community for an event to celebrate the Good Country's values through food, music, arts, and culture.

1. "Around the World" potluck.

- Bring together 2-50 people for a multicultural [potluck](#) (or, even better, prepare the food together!).
- Determine the event location (your home, park, school, office, etc.), date, and hours.
- Share invitations through posters, letters, emails, or social media.
- Make a list of the different food categories you'll want for your meal (appetizers, sides, main dishes, desserts).
- Prior to the event, either*:
 - assign attendees a food culture and a dish; or
 - just a culture and allow them to choose a dish; or
 - allow them to choose both a culture and a dish.

*Encourage everyone to prepare a dish from a culture other than their own.

2. A celebration of world music, poetry, dance, film, or art.

- Host a film screening, concert, exhibition, or salon to showcase different art forms from around the world.
- Determine the event location (your home, park, school, office, etc.), date, and hours.
- Share invitations through posters, letters, emails, or social media.

Suggested ways of incorporating Good Country materials:

- Welcome your attendees and introduce the Good Country using one of the videos or presentations at www.good.country/XXX.
- Allow your attendees time to ask questions. Ask your attendees to introduce themselves and discuss their reasons for attending the event.

- Introduce each dish, piece of music, poetry, dance, film, or art and the culture it comes from. Discuss the concept of the event as it relates to the Good Country's values.
- Direct attendees to www.good.country to learn more and sign-up as citizens. Get feedback from attendees to improve similar events, and send any events photos or feedback to ambassadors@good.country.

Tell it with a workshop...

Another way to explain what the Good Country is and how it works is by letting people experience it first-hand. We've designed a 2-3 hour, 30-300 person workshop that simulates how the Good Country identifies the issues it will tackle and the actions it will carry out. If you are interested in running this workshop at your university or office, please contact us at ambassadors@good.country and we will share the workshop materials with you. Workshops may be run independently or, if they're big ones, may be moderated by Madeline or Simon.

Tell it to the media...

A critical part of our outreach program is talking to the media: newspapers, magazines, radio, TV, blogs, websites, podcasts etc. No matter how small, local, or specialized, every mention helps.

So if you meet a journalist, a blogger, or an editor, tell them that you're helping to launch a new country. They'll be interested! Simon and Madeline are happy to give interviews, write articles, and provide any other information required.

We're here to help.

There's no rulebook for how we build the Good Country, so we're counting on early citizens like you to help us chart the way forward. Your ideas and your feedback are incredibly valuable to us, so please keep in touch and don't stop telling us about your experiences. And always remember that you're not doing this alone. We're all working towards the same goals together, and we've already learned some valuable lessons on the journey thus far. So whenever you like, write to us at ambassadors@good.country and someone on our team will get back to you with help, feedback, advice, materials, and whatever else you might need.

Want to do more?

A number of early citizens have already taken on roles as ambassadors – leading larger, more coordinated outreach efforts in their communities. If you'd like to do the same for your city, country, or region, please contact us at ambassadors@good.country with the subject line: “Do More.”

Materials.

Whenever you start a new conversation about the Good Country, you'll find that you want to be able to tell the entire story quite quickly. Over time, you'll find your own way of telling it, but for starters, here's our version. You can read this as a script, share it with other people, or simply use it as a reminder of the main points.

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The Good Country story...in under five minutes.

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Here's how we'll make things happen:

- We will teach the leaders of other nations, and their citizens, how they can achieve all their aims without harming other populations or the planet; how co-operation and collaboration often produce better results than competition.
- We will follow those same principles ourselves, inspiring other countries to do the same.
- Sometimes, we'll use our financial muscle to push other countries to do the right thing.
- We will also use our powers of persuasion, and the collective voice of our millions of citizens.
- We will work with arts and culture to inspire people around the world to work together with courage and imagination, and tackle the great challenges of our age.
- We will use new forms of diplomacy and foreign policy to get the best out of the community of nations.
- We will use our own resources to design, build, and manage innovative new systems that will help make the world work better.

The Good Country doesn't exist because we want to build an ideal country, but because we need a new country to build a better world.

We're lucky enough to be living in an age where such extraordinary things really can happen.

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You'll find more materials to help you explain the Good Country and how it works at: www.good.country/XXX