

Annual Report 2024

Introduction

Good people came into being as a result of the need to promote fundamental universal values globally in conjunction with the need to connect a multiplicity of intersectional fights for freedom of democracy and bring them to the public at large in creative and effective ways. This is underpinned by the belief that raising awareness, enhancing understanding and fostering engagement with the broader society and local communities has the potential to foster a better future.

Engagements in 2024

As part of the strategy for its first year of existence (2024), **Good people** has prioritised engagement at Denmark's democracy and other people festivals. **Good people** has successfully engaged at the People's Summit (Folkemødet, 13-15 Jun); the Culture Festival (Kulturmødet Mors, 22-24 Aug); and the Youth Festival (Ungdommens Folkemøde, 4-5 Sep).

At **Folkemødet**, **Good people** brought together Syrian activists/influencers and civil society representatives to present to the Danish public the grave situation in Syria and how they had been mobilising to support its quest for freedom and democracy.





To this effect, **Good people** organised a display of photos of victims of mass death and torture by the Assad regime (the Caesar photos), with the same goal of bringing awareness and prompting engagement on these issues, in the form of a Syria Advocacy Corner. The Advocacy Corner was organised throughout the festival's three days, anchored around the *Caesar Photos* exhibit, which was organised in partnership with the Syrian Emergency Task Force (SETF), who are the custodians of the *Caesar* file (jointly with the US Holocaust Memorial Museum).



Representatives from some of the most prominent civil society organisations advocating for freedom and democracy in Syria – and who are supported by Denmark – joined **Good people** from outside Denmark: Baytna, The Day After and the White Helmets. Their remits span from advocacy, to civil defence, to fighting for accountability and against disinformation, to providing civil society support inside Syria and laying the ground for a future democratic Syria. These organisations were joined by Finjan and IMS (International Media Support), both based in Denmark, and SETF, based in the US, all working towards the same goals.

The theme was reiterated at **Kulturmødet Mors**, where **Good people** brought together young activists and influencers from Syria, Ukraine and Afghanistan in a panel entitled 'Fighting for Freedom and Democracy Through Culture' that discussed promoting

fundamental universal values through culture. This discussion was complemented by a concert by Ukrainian musician Sofia Shvager.



At **Ungdommens Folkemøde**, **Good people** organised a talk with young activists and influencers from Syria, Ukraine, Iran and Afghanistan, under the banner 'Young Voices Fighting for Freedom and Democracy.' The talk was extraordinarily well received by the festival, where the organisers also acknowledged its importance and powerful potential, and thus slotted it as the opening act on the main stage. This engagement was

complemented by a separate in-depth discussion with young Syrian and Iranian activists (at the Dybet scene), where the Caesar photos were also presented.



At all festival sites, Martin Thaulow's 'Voices of the Future' was also displayed.





Institutional setup and branding

Since its establishing in March 2024, **Good people** undertook a series of institutional consolidation processes. It opened a bank account, created a branding system, launched and expanded its website and established organisational protocols and systems, including communications and filing and archiving systems.

From a branding perspective, relevant key interlocutors in Denmark, among Syrian, Ukrainian and Afghan communities, as well as in Armenia and Moldova have become familiar with the organisation. As a result of the first six months of active experience, the founders agreed to use the brand name 'Good people for change' rather than the organisation's registered name of 'Good people.'