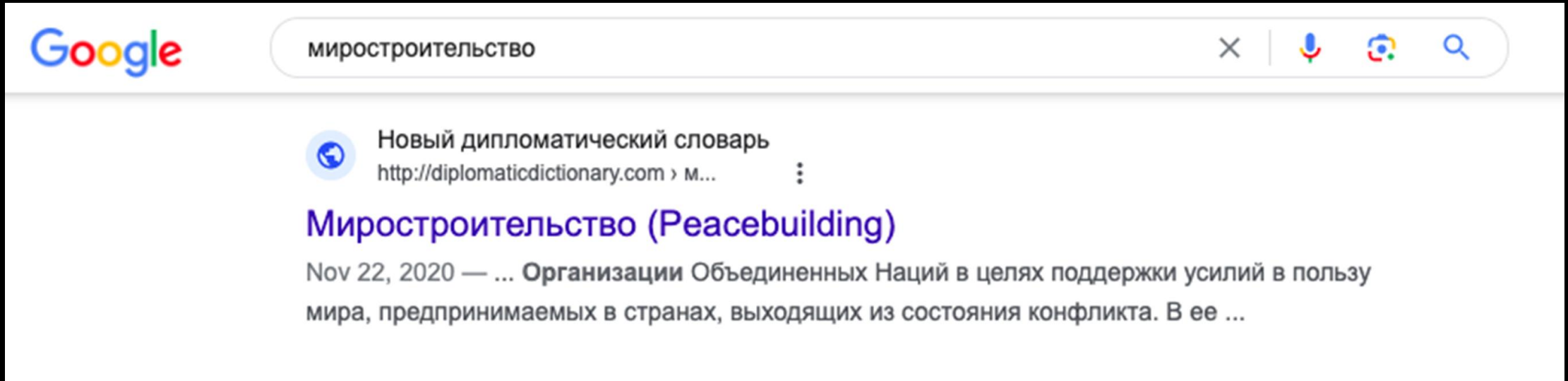


Story Telling & GAM indicators

By Cholpon Kurmanbaeva
9 September 2025

What is 'peacebuilding' and who needs it?



Peacebuilding is one form of peacekeeping that emerged in the early 1990s after the end of the Cold War. It is a characteristic feature of the new type of peacekeeping operations — the so-called multi-component or complex operations carried out both by the UN and with the involvement of regional international organizations. It encompasses activities conducted after the end of a conflict with the aim of restoring the foundations of peace and creating conditions to prevent a return to conflict



Accountability to Donors



Accountability to Community

2nd

KAZ 4 06:25 3 KGZ

Qazaqstan Kazakhstan Kyrgyzstan

04 06:22 03

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LIVE QAZAQSTAN





- Посыл должен быть практичным и укладываться в одно предложение
- Если посыл приходится долго разъяснять, вы не добрались до посыла
- Помнить, для кого мы делаем – интерес и боль аудитории
- Не углубляйтесь в терминологию и собственную экспертизу

WHY GAM INDICATORS suitable for Story Telling?

The GAM indicator creates the practical message should and fits into one sentence

If the message takes a long time to explain, you haven't reached the message

Remember who we are doing Story Telling for – the audience's interests and pain

Do not go too deep into terminology and your own expertise points

Q&A