

The Manifesto of Non-Hostile Communication

1. Virtual is real

I know that communication is an integral part of my political activity, directed to the common good. Therefore, I always take responsibility for my communication, both online and offline. I do not consider the Internet to be a free zone where everything is allowed, and I do not use it in that way.

2. You are what you communicate

I am defined by what I communicate. I always ensure that everything communicated by me or on my behalf is respectable, and I act respectfully in my political life.

3. Words shape the way I think

I am intellectually honest. I define my ideas and intentions as best I can. I do not exploit the immediacy of the media to spread seductive but offensive or unfounded messages. I respect the intelligence of my audience.

4. Listen before you speak

I give full consideration to the opinions of others even when I do not share them. I do not interrupt others. I do not twist their words to gain advantage. I prefer dialogue and reasoned argument to monologue.

5. Words are bridges

I believe in the force of my ideas and the power of my words. Whether speaking to political opponents or voters, I use my arguments and passion to convince, never to destroy.

6. Words have consequences

I believe that public debate, even if heated, should give everyone an opportunity for growth. As a public figure I realise that everything I say affects many people. I think of the consequences before making any statement.

7. Share with care

My personal credibility is affected by what I share online. I do not create, disseminate or promote news, information or data that I know to be false, manipulated or misleading. Nor do I permit anyone communicating on my behalf to do so. I remind my supporters of their responsibilities.

8. Ideas can be discussed. People must be respected

People must be respected. I fight for my own views and challenge those I think are wrong, but I do so always and only based on content. I respect people I engage with and their personal space. I do not belittle them or attribute words to them that they never said.

9. An insult is not an argument

Machiavelli wrote that men offend either from fear or from hatred. I know that insults are humiliating for the insulted and the insulter: that is why I neither insult nor respond to insults, and I commit myself to improving my country by starting to improve the level of public debate.

10. Silence says something too

I do not speak merely to occupy space or deprive my opponents of space. When I speak, I use words and phrases that are relevant and have weight and meaning. When I am silent, even my silence has weight and meaning.