

HERO



ANTAGONIST

The Idealist



3	A character with high moral standards whose main strength is ethics and a pure cause, but lacks institutional influence or experience.
4	
12	
6	
5	

The Pragmatist



6	Knows how to act quickly and possesses high technical problem-solving skills, but sometimes compromises ethics for the sake of results.
5	
6	
11	
10	

The Diplomat



11	Possesses strong strategic influence and high competence. Prefers negotiations and official documents over direct confrontation.
7	
8	
4	
10	

The Activist



4	A character with strong motivation and speed, but extremely defenseless against the antagonist's blows and initially lacking allies.
1	
10	
9	
6	

The Hidden Leader



2	A hero who possesses immense power to defend themselves as well as high competence, but intentionally maintains low public influence in order to act undisturbed.
11	
9	
5	
11	

The Bureaucrat



10	Possesses immense institutional defense and influence. Acts slowly but methodically, using the rules against the Hero.
12	
2	
3	
9	

The Populist



11	Their main weapon is reaction speed and immense media/public influence. However, their competence is low and ethics are lacking.
5	
1	
11	
4	

The Puppeteer



4	An antagonist with maximum competence and defense who controls processes behind the scenes. Their public influence seems low, but it is fatal.
11	
3	
6	
12	

The Aggressor



8	Acts with lightning speed and pressure to intimidate the Hero. Easily makes mistakes due to low competence, but is difficult to block.
4	
1	
12	
3	

The Manipulator



7	A dangerous profile because they feign high ethics and competence to gain trust while actually sabotaging the cause.
8	
4	
5	
10	

Influence

Defense

Ethics

Speed

Competence



HERO HELPER

The Expert



3	Possesses maximum competence (e.g., IT skills, legal knowledge), but lacks influence or personal defense.
2	
9	
7	
12	

The Volunteer



4	Possesses immense speed and ethics. Ready to act immediately, but lacks experience and can easily become vulnerable.
3	
11	
12	
4	

The Insider



9	A person within the position of power or institution which has high influence and information, but acts cautiously (high defense).
10	
7	
4	
8	

The Wise One



7	A seasoned, experienced activist who has moderate influence and high defense against provocations. Acts slowly, but flawlessly.
9	
9	
3	
10	

The Protector



5	A helper whose sole purpose is to take the hits instead of the Hero (maximum defense) and buy time for action.
12	
8	
6	
3	



ANTAGONIST HELPER

The Puppet



5	Possesses high defense and speed when executing orders, but zero competence and ethics. Simply follows instructions.
10	
0	
10	
2	

The Propagandist



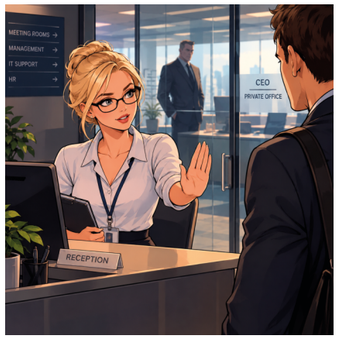
9	Their main weapon is the lightning-fast spread of disinformation and media influence, but they are completely defenseless if exposed.
2	
1	
12	
4	

The Corrupt Expert



6	A highly competent character who consciously uses their knowledge to find legal loopholes and block the Hero.
7	
2	
5	
11	

The Gatekeeper



3	A low- or mid-level employee (e.g., security guard, secretary) who has low influence but high defense, blocking physical or digital access.
11	
3	
4	
5	

The Provocateur



7	Acts extremely fast and aggressively to make the Hero lose their temper or make an ethical mistake.
4	
1	
11	
5	

Influence

Defense

Ethics

Speed

Competence



SPECTATOR

The Affected



Influence	4
Defense	2
Ethics	10
Speed	5
Competence	5

Directly affected by the issue. They have high ethics and a desire for change, but experience strong fear and lack protection from institutions.

The Apathetic



Influence	7
Defense	9
Ethics	2
Speed	2
Competence	4

A community that has moderate influence and high defense (security), but their ethics and interest in the cause are near zero. Difficult to mobilize.

Digital Nomads



Influence	8
Defense	3
Ethics	7
Speed	12
Competence	6

An online community of youths. Possesses maximum speed in reaction and sharing, but quickly loses interest (low defense and persistence).

The Skeptics



Influence	6
Defense	8
Ethics	6
Speed	3
Competence	10

A group of educated people or older citizens who have high competence, but do not believe young people can change anything (low speed).

The Conscious



Influence	6
Defense	5
Ethics	11
Speed	8
Competence	8

The most valuable ally. A community with established ethics, good knowledge of the issue, and readiness to support the Hero if organized effectively.

Influence

Defense

Ethics

Speed

Competence



STOP CARD

STOP!

СПРИ!

ԴԱԴԱՀ

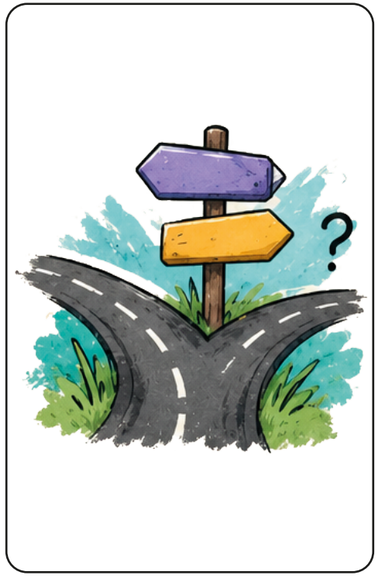




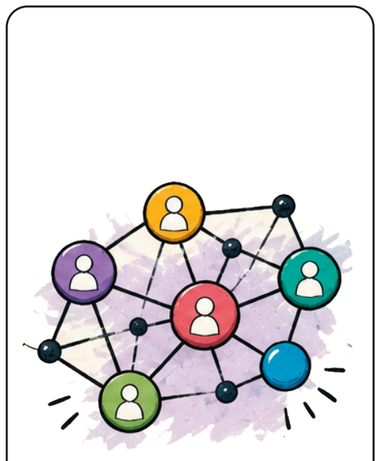




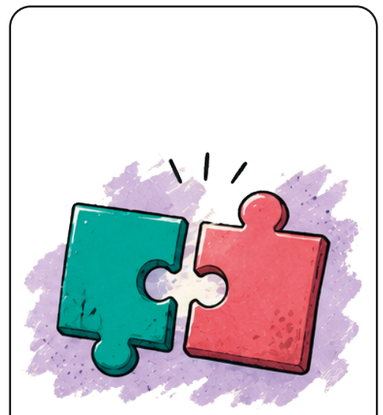




ACTION

















ACTION











CLIMAX











SETUP

Youth Goals

#1 Connecting EU with Youth

Institutional Wall
Boring Messages
EU Funds Reserved for the Chosen Few
A Voice Nobody Hears Youth Forum
Empty Promises

Youth Goals

#2 Equality of All Genders

Glass Ceiling
Leadership Positions
Social Pressure and Stereotypes
Undervalued Skills
Team Mockery
Unequal Pay / Sexism

Youth Goals

#3 Inclusive Societies

Hate Speech / Barriers
Social Isolation
Disadvantaged Youth
Prejudice and Fear of Being Different
Lack of Accessible Environments

Youth Goals

#4 Information & Constructive Dialogue

Fake News / Tabloid Media
Digital Manipulation
Sensationalist Headlines
Internet Trolls / Cyberbullying
Hidden Facts / Distorted Truth

Youth Goals

#5 Mental Health & Wellbeing

Burnout / Panic Attacks
Toxic Environment
Peer Pressure / Ignored Issue
Lack of Psychological Help
Shame of Sharing
Social Pressure

Youth Goals

#6 Moving Rural Youth Forward

Locked or Missing Community Center
Abandoned Village
Lack of Transport and Opportunities
Closure of Youth Spaces
Poor Connection
Digital Isolation

Youth Goals

#7 Quality Employment for All

Unregistered Work
Summer Exploitation
Under-the-Table Payments
Unpaid Overtime
Threats of Dismissal
Psychological Pressure
Lack of Experience

Youth Goals

#8 Quality Learning

Outdated Methods
Dictation from Textbooks
Lack of Practical Training
Missing Digital Skills
Conservative Educators
Fear of Innovation
Grades Instead of Real Knowledge

Youth Goals

#9 Space and Participation for All

Abandoned Building
Hidden Privatization
Idea for a Casino vs. a Youth Center
Ignored Petition
Decisions Made Behind Closed Doors by the Municipality

Youth Goals

#10 Sustainable Green Europe

Polluted River / Toxic Air
Corrupt Eco-Inspectorate
Blind Eye Turned by Institutions
Corporate Threats Against Activists
Consumer Culture
Lack of Recycling

Youth Goals

#11 Youth Organisations & European Programmes

"Erasmus+" Only for the Chosen Few
Hidden Information About Free Training Opportunities
Shell Organizations Fight for Transparency and Equal Opportunities



RESEARCH

Official Document
Reports, Registers, Archives

Forgotten Archive

A hidden document with low distribution, but immense weight if someone finds it.

3 6 1 6

Official Document
Reports, Registers, Archives

Public Report

An officially uploaded document accessible to every-one, but written in complex language so nobody reads it.

4 5 3 6

Official Document
Reports, Registers, Archives

Classified Report

A document secretly shared online by someone, creating shockwaves in the Community.

6 6 5 6

Rumors
Gossip, Chat Groups, Comments

Whisper

A rumour circulating only within a small group of people, with no real significance.

2 1 2 2

Rumors
Gossip, Chat Groups, Comments

Viral

The rumour has swept the entire city/school, having a massive effect on public mood, despite being fabricated.

5 2 6 1

Rumors
Gossip, Chat Groups, Comments

Rumor

Mass conversation in the community that intuitively hits upon part of the real issue.

4 3 5 4

Fake News
Disinformation

Clickbait

A sensational lie on a shady website. Spreads quickly, but people debunk it fast.

4 1 5 1

Fake News
Disinformation

Deepfake

A professionally edited video targeted against the Hero. Deals a massive blow and misleads the community.

6 3 6 1

Fake News
Disinformation

Institutional Manipulation

A lie packaged as official statistics by the Antagonist to derail the investigation.

5 4 4 2



RESEARCH

Reliable Information
Journalists, Witnesses

Eyewitness

A person who saw everything with their own eyes. Their information is spot on, but they are afraid to speak publicly.

4 6 1 6

Reliable Information
Journalists, Witnesses

Investigative Journalist

A journalist publishes an article with facts. It gains traction and shifts public opinion.

5 5 4 6

Reliable Information
Journalists, Witnesses

Media Report

A major independent media outlet broadcasts the investigation during prime time. Maximum impact and reach.

6 6 6 6

Unconfirmed Information
Anonymous Tips

Anonymous Tip

An anonymous tip with unclear content. Takes a lot of work to figure out if it's true.

2 3 1 3

Unconfirmed Information
Anonymous Tips

Unsubstantiated Leak

Screenshots of the Antagonist's chat posted by a fake profile. Looks completely relevant, but holds no legal value.

4 5 3 5

Unconfirmed Information
Anonymous Tips

Whistleblower

An anonymous tip sent simultaneously to all media outlets. Creates chaos before being proven.

5 4 5 4

Official Statement by the Antagonist
PR Campaign

Crisis Apology

An emergency statement by the Antagonist attempting to defend themselves. Spreads widely, but people remain skeptical.

5 2 5 2

Official Statement by the Antagonist
PR Campaign

PR Event

An ad campaign showing how "good" the Antagonist is, drowning out the protests.

6 3 6 1

Official Statement by the Antagonist
PR Campaign

Legal Threat

An official letter or press conference where the Antagonist threatens legal action against anyone who criticizes them.

5 5 4 3



RESEARCH

Cold Trail
Information Noise

Parallel Scandal

A trivial, domestic story breaks in the media, completely diverting public attention away from the core issue.

4 | 1 | 5 | 1

Cold Trail
Information Noise

Outdated Data

Someone floods the debate with 10-year-old data that is useless for the current conflict.

2 | 2 | 3 | 2

Cold Trail
Information Noise

Red Herring

An issue that appears similar, but investigating it leads the Hero down a dead end.

3 | 1 | 4 | 1

Expert Analysis
Science, Research, Specialists

Scientific Analysis

Analysis from a reliable source / expert proving the issue, but written so densely that nobody shares it.

2 | 5 | 1 | 6

Expert Analysis
Science, Research, Specialists

Infographic

Data turned into an easy-to-share image. Helps the Hero convince a segment of the public.

4 | 5 | 4 | 6

Expert Analysis
Science, Research, Specialists

Authoritative Opinion

An official stance by a large, respected foundation or institution that carries significant weight.

5 | 6 | 3 | 6



TURNAROUND

Sudden Change of Plans
An event that forces the Hero to change strategy on the fly.

Local Delay
A minor detail goes wrong – for example, a closed venue or power outage, requiring a quick response on the ground.

3 2 1 4

Sudden Change of Plans
An event that forces the Hero to change strategy on the fly.

New Requirement
Institutions suddenly introduce a new administrative rule or request an additional document.

4 5 2 6

Sudden Change of Plans
An event that forces the Hero to change strategy on the fly.

Complete Blockade
The Hero's plan becomes completely unfeasible due to a radical change in circumstances.

6 6 3 6

Secret Meeting / Hidden Negotiations
Behind-the-scenes negotiations that can change the balance of power.

One-on-One Conversation
A confidential conversation between the Hero and a Helper that clarifies the next steps.

2 4 1 5

Secret Meeting / Hidden Negotiations
Behind-the-scenes negotiations that can change the balance of power.

Institutional Pressure
The Antagonist calls the Hero or the Community to a meeting to offer an unsatisfactory compromise.

5 5 2 6

Secret Meeting / Hidden Negotiations
Behind-the-scenes negotiations that can change the balance of power.

Secret Agreement
A meeting behind the Hero's back that threatens to ruin the entire cause.

6 6 1 6

Media Scandal
The conflict comes to light and attracts mass attention.

Storm in a Teacup
The news appears in a small local Facebook group, sparking debates.

3 2 4 3

Media Scandal
The conflict comes to light and attracts mass attention.

Information Leak
Serious evidence against the Antagonist's actions leaks to the media.

5 5 5 6

Media Scandal
The conflict comes to light and attracts mass attention.

National Resonance
The story becomes a central topic in major media, putting huge pressure on everyone.

6 6 6 5

Change in Behaviour
Treason, an unexpected alliance, or an emotional breakdown.

Hesitation
One of the helpers experiences fear and wants to give up on the cause.

3 4 1 5

Change in Behaviour
Treason, an unexpected alliance, or an emotional breakdown.

Unexpected Ally
A character from the Community or even from the Antagonist's camp decides to switch to the Hero's side.

5 5 3 6



TURNAROUND

External Interference
Interference of force majeure circumstances or a higher authority.

Bureaucratic Snag
Inconvenient timing or a minor administrative inspection briefly slows down actions.

2 2 2 2

External Interference
Interference of force majeure circumstances or a higher authority.

Inspection
A higher governing body or ministry launches an investigation into the case, alarming the Antagonist.

5 6 3 6

External Interference
Interference of force majeure circumstances or a higher authority.

Public Crisis
An external event paralyzes the work of institutions and completely shifts the focus.

6 5 6 2

Change in Behaviour
Treason, an unexpected alliance, or an emotional breakdown.

Stab in the Back
A key helper betrays the Hero or reveals their secrets to the Antagonist.

6 6 2 6

New Discovery
The Hero discovers an unexpected solution or hidden evidence.

Small Lead
Discovery of a forgotten message or clue that hints at the next step.

3 3 1 5

New Discovery
The Hero discovers an unexpected solution or hidden evidence.

Unexpected Witness
A person appears who is ready to tell the whole truth on camera.

5 5 3 6

New Discovery
The Hero discovers an unexpected solution or hidden evidence.

Conclusive Evidence
Finding a document or indisputable fact that completely exposes the Antagonist's lies.

6 6 4 6

Deadline
The situation becomes urgent and requires immediate action.

Notification
Little time remains before a routine municipal decision; the team must hurry.

3 3 2 4

Deadline
The situation becomes urgent and requires immediate action.

Changed Deadline
The Antagonist intentionally shortens the response timeframe to catch the Hero unprepared.

5 5 3 6

Deadline
The situation becomes urgent and requires immediate action.

Last Chance
Critical moment – if the video is not shot or published within the next few hours, the cause is lost forever.

6 6 5 6



Total Youth Victory

The Youth Goal is fully achieved, and the Antagonist is forced to back down under rules or pressure.

Local Success

The issue is successfully resolved locally; the cause wins even though the news remains within the city/school.

5 6 3 6

Total Youth Victory

The Youth Goal is fully achieved, and the Antagonist is forced to back down under rules or pressure.

Media Sensation

The victory is so powerful and loud that it becomes an example for youth across the entire country.

6 6 6 5

Total Youth Victory

The Youth Goal is fully achieved, and the Antagonist is forced to back down under rules or pressure.

Institutional Victory

Institutions accept all of the Hero's demands without unnecessary noise; documents are signed, and change is a fact.

4 6 2 6

RESOLUTION

Compromise

Neither side wins completely, but a workable solution is achieved.

First Step

A temporary agreement is reached – for instance, the municipality allocates a small portion of the building/budget, with the rest to be negotiated next year.

5 6 3 6

Compromise

Neither side wins completely, but a workable solution is achieved.

Official Pact

A serious agreement is signed between the community and the authorities, guaranteeing transparency moving forward, albeit with concessions from both sides.

6 6 6 5

Compromise

Neither side wins completely, but a workable solution is achieved.

Forced Truce

The Antagonist is cornered and agrees to a compromise solely to stop the media scandal.

4 6 2 6

Awakening

The goal might not be fully realized administratively, but people are united and ready for future action.

Birth of a Movement

The story ends with citizens stepping up; a strong new organization is formed.

5 5 3 6

Awakening

The goal might not be fully realized administratively, but people are united and ready for future action.

Social Impact

The entire online and offline community is talking about the issue; the cause gains massive moral support.

6 4 6 4

Awakening

The goal might not be fully realized administratively, but people are united and ready for future action.

Solidarity

People self-organize and resolve the problem themselves – for example, cleaning up the park/ river/ neighbourhood or raising funds, bypassing the Antagonist.

4 5 4 5



The Battle Continues

The decision is postponed indefinitely. The conflict remains open, and the Hero must prepare for a long fight.

Red Tape

The court or municipality freezes the case for review in a few months; no one wins right now.

2 4 2 5

The Battle Continues

The decision is postponed indefinitely. The conflict remains open, and the Hero must prepare for a long fight.

Stalemate

Both sides are exhausted by the conflict and retreat to their positions, awaiting the next move.

3 3 3 4

The Battle Continues

The decision is postponed indefinitely. The conflict remains open, and the Hero must prepare for a long fight.

Calm Before the Storm

Even though the case is temporarily closed by the authorities, tension in the Community grows and the ending promises a new clash.

5 5 5 5

RESOLUTION

Bitter Victory

The goal is achieved, but in the process, the Hero or their team has suffered serious personal or reputational damage.

End of the Team

The cause succeeds, but due to strain and fatigue, team friendships are broken.

4 5 2 6

Bitter Victory

The goal is achieved, but in the process, the Hero or their team has suffered serious personal or reputational damage.

Pyrrhic Victory

Change is won, but the Antagonist manages to retaliate – for example, through firing helpers or imposing heavy fines.

5 6 4 6

Bitter Victory

The goal is achieved, but in the process, the Hero or their team has suffered serious personal or reputational damage.

High Price

The goal is achieved, but through bad PR and disinformation by the Antagonist, the Hero's public image is tarnished before the Spectators.

6 5 5 4

Defeat

The Antagonist succeeds in blocking the initiative entirely through rules or force, and the goal is not achieved at this moment.

Stifling

Institutions reject the project/demands without explanation, and the topic quickly disappears from the Community's agenda.

2 5 2 6

Defeat

The Antagonist succeeds in blocking the initiative entirely through rules or force, and the goal is not achieved at this moment.

Ruin

The Antagonist wins publicly and uses the opportunity to show that people cannot change anything, demotivating the audience.

6 6 5 5

Defeat

The Antagonist succeeds in blocking the initiative entirely through rules or force, and the goal is not achieved at this moment.

Out of Time

The deadline expires, documents/actions were not submitted/ executed in time, and the project/demands fail due to poor coordination.

4 4 3 6