

## **Designing Collective Memory in Post-Conflict Scenarios. The Study Case of the “Hay Futuro si Hay Verdad” Colombia’s Report - Transmedia**

**Johanna Soto**

This study examines the role of transmedia platforms in shaping collective memory in post-conflict scenarios, focusing on “Hay Futuro, si hay Verdad,” the first digital platform created by Colombia’s Truth Commission. This platform offers an innovative approach to fostering dialogue and reconciliation. Using a mixed-methods approach that combines descriptive analysis and interviews, the research investigates how diverse narratives, multimedia formats, and interactive elements promote awareness, emotional connection, and participation. The findings highlight both the potential and limitations of transmedia narratives in contributing to collective memory, emphasizing the importance of multidisciplinary collaboration, early design integration, and continuous community engagement. These insights underscore the critical role of narrative design in facilitating social transformation, building collective memory, and promoting peace.