Be aware and attend to the world and the people around you.

Focus on others in order to better understand their points of view.

Welcome all groups of citizens working for the greater good of the community.

Honor other people and their opinions, especially in the midst of a disagreement.

Don't shift responsibility and blame onto others; share disagreements publicly.

Don't make a personal attack.

This is not a campaign to end disagreements. Rather it is a campaign to improve communication by reminding ourselves of the basic principles of respect.