


# Project Storytelling

## Workshop, 30 May 2017



An aerial photograph taken from an airplane window, showing a vast, rugged mountain range stretching across the horizon. The terrain is a mix of brown and green, with winding roads and valleys. The sky is a clear, deep blue. The wing of the airplane is visible in the upper left corner.

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around the world

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# Member Digital Skills & Jobs Coalition



**Digital Skills and  
Jobs Coalition**

# Team

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*“You have to keep surprising your audience”*

**Shane Black, Director**

*“Good Conversation will drive traffic”*

**Kat Chow, NPR Digital Journalist**

# Workshop Agenda

**10.00 – 10.15h. Presentation by facilitators. Creative Storytelling & Audience Development for communicating your Projects.**

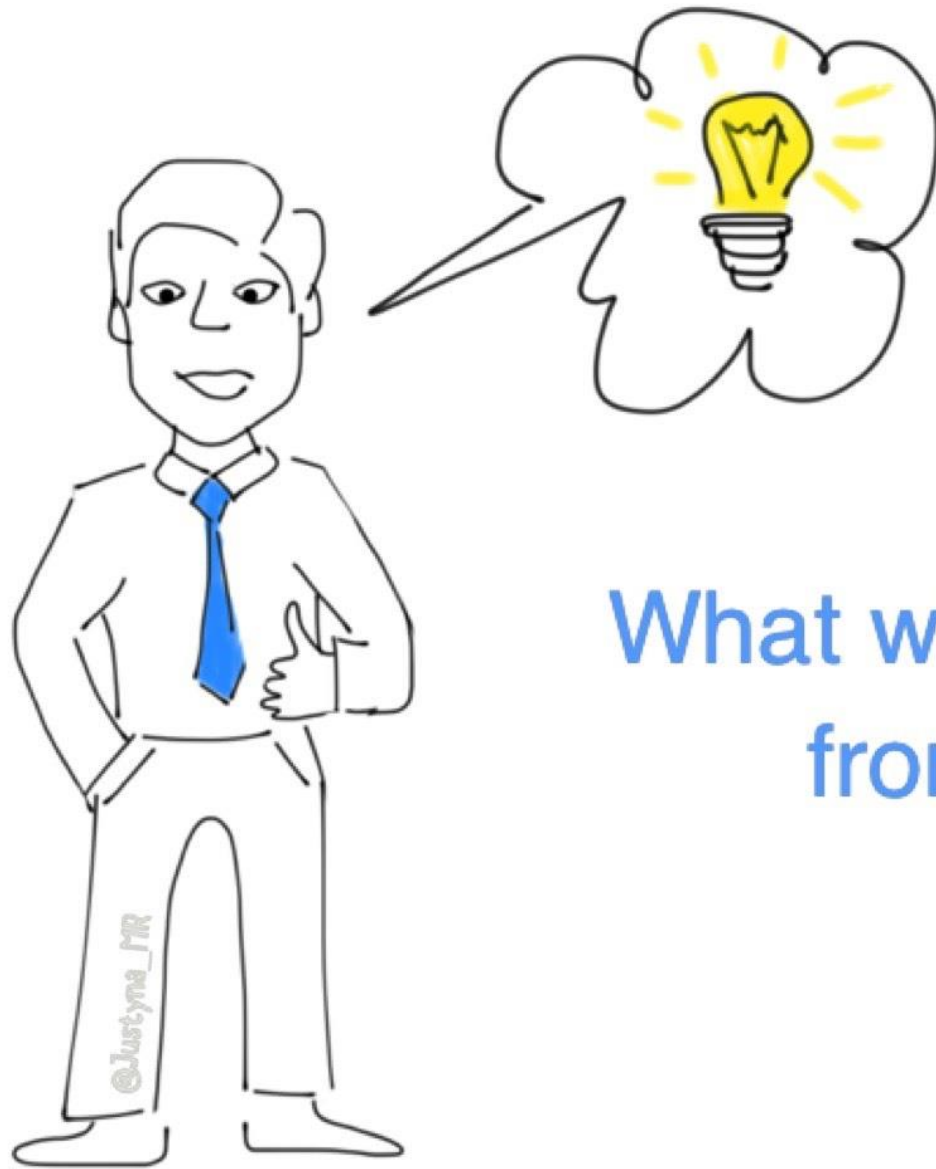
- 1) How can Interreg Projects benefit from engaging and interactive communication with stakeholders and the public
- 2) Audience Development, the route map to your Project Storytelling.
- 3) What is Creative Storytelling? Creative Storytelling as a tool for Audience Development. How to implement creative storytelling for audience development.

**10.15 – 11.00h. Group Activities for Project Storytelling (Part I)**

**11.30 – 12.00h. Group Activities for Project Storytelling (Part II)**

**12.00 – 12.20h. Drafting Project Pitch**

**12.20 – 12.30h. Wrap up & conclusions**



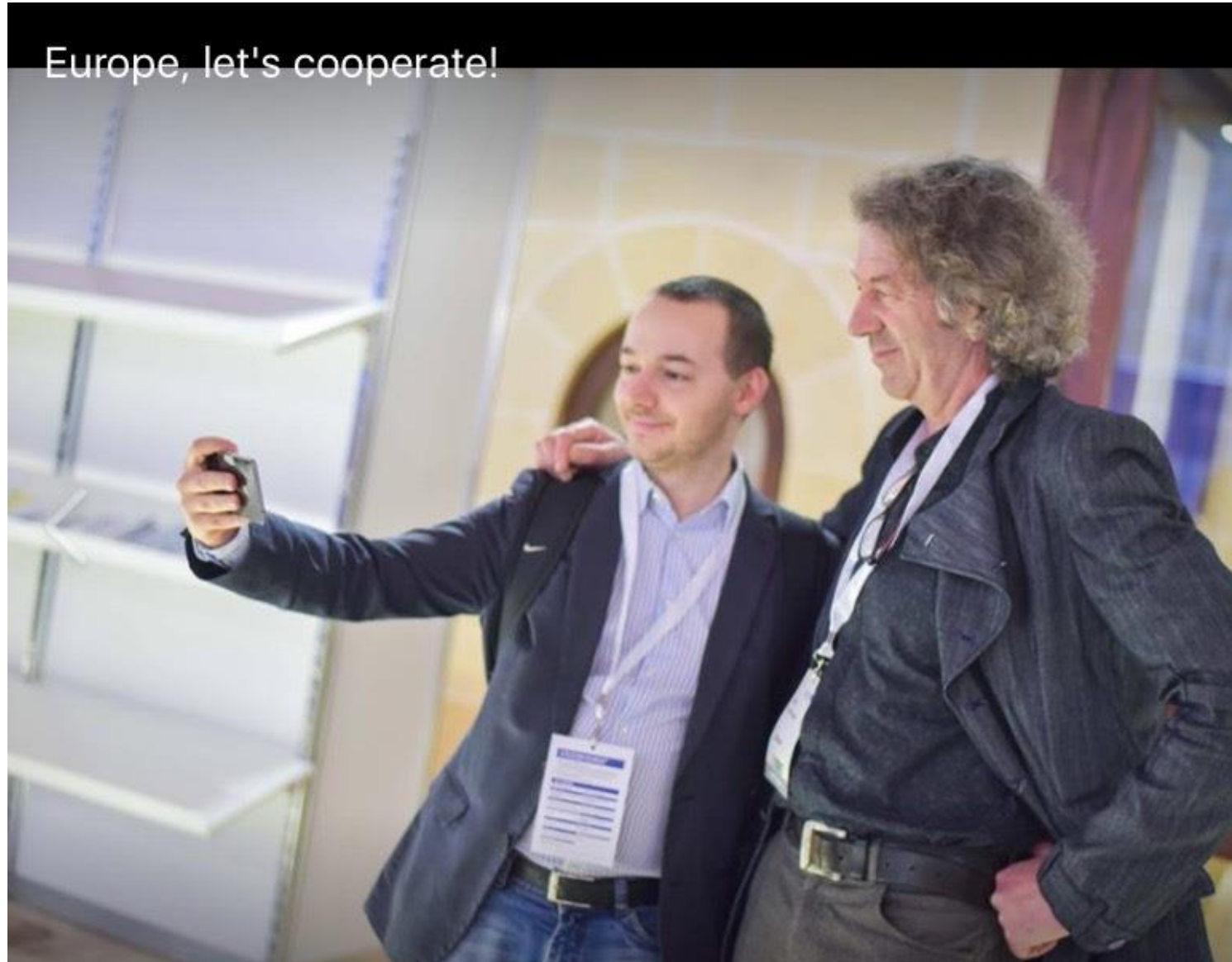
**What will you get out  
from today!**

# What will you get out from today!

- ✓ Understand the **strategic importance of good project communication** and pitch for **Interreg Europe** projects for awareness raising, institutional relations and resource mobilization
- ✓ **Co-Create a storyline with multiple layers and dimensions** able to engage with **wider audience and stakeholders**
- ✓ **Pitch (Draft) of your projects for their web**



# Benefits of project storytelling for INTERREG projects



# Benefits of project storytelling for INTERREG projects

A **collective, coordinated and dynamic** creative storytelling narrative offers several benefits for your project development:

- ❖ By exploring the connection of the project core idea or challenge to solve with key project stakeholders, **new perspectives and solutions** can arise
- ❖ Project storytelling, when the stakeholders and audience co-creation process has been put in place, contributes to strengthen the collaboration among all partners, creating an atmosphere of **trust and cooperation** which will lead to deeper engagement to achieve project objectives **successfully**
- ❖ It stimulates **new project ideation and collaboration among stakeholders**
- ❖ It generates a **sense of project ‘ownership’** among all stakeholders and general public. A vision that leads people’s towards a **common destination**.
- ❖ Stories are the best way for project **dissemination and sustainability**. Stories remain easier than statistics on people’s mind!

# Insight for INTERREG Projects Storytelling

- ❖ **Projects' web can be more informative and interactive by:**
  - Providing more information about **project partners and stakeholders**. Offer the possibility for project stakeholders to **share solutions, best practices, experiences** (by a form to be completed on project web)
  - Add frequent notes to NEWS section about stakeholders meetings (for example stakeholder meeting for EIS project in Croatia and Denmark)
  - Introduce the project summary by a pitch video
  - Present project milestones and 'journey' (pictures, infographies, videos)
- ❖ **Draw your stakeholders constellation and show who can benefit from the project.** First step to connect with your audience is to show you take them into account
- ❖ **Can INTERREG community create the possibility of having project followers?**
- ❖ **Most projects have Twitter profile. Add Facebook and Instagram. Create storylines about the project process (backstage, workshops preparations, visits to stakeholders, etc. Show dynamic and continuous action.**

# Green Screen / Low Carbon Economy

- ❖ It seems essential to build stories on how ‘going green’ fits into **production process**. Messages have to be clear and accessible for producers to be involved
- ❖ A brief documentary can show best practices on sustainable production. The title could be, for example, ‘*A short film about Green Screen*’
  - a. The ‘making off’ of the documentary can provide by itself a lot of content for storytelling
- ❖ The project counts currently with a Twitter account; this project can benefit from a Facebook and Instagram profiles in order to emphasize the visual content of the stories.
- ❖ Through the hashtag #GreenScreen you can encourage the participation of the audience and key stakeholders (cinema theatres, creative industries networks, production companies) to share their experiences and stories around how they make efforts for reducing the environmental impact of their TV & Film activities

# School Chance / Low-Carbon Economy

- ❖ This project presents great opportunities of storytelling in the context of **intergenerational responsibility, mobility and sustainability**.
- ❖ It is a project with potential **impact in most people's lives** (since most of families have children). How the children autonomy for going to school can change people's everyday life?. Through hashtag #Schoolchance you can
  - Encourage parents to tell stories about how school mobility has improved their children's and their lives
- ❖ 30-60% of schoolchildren go to school by car, how can you communicate this statistic through a story that can grab public opinion attention?
- ❖ Plan stories and communication material around the 4 challenges for school mobility: **information, education, promotion and infrastructure**
- ❖ During first meeting in Girona, partners took a '**bike tour**' to visit schools succesfully impeneting measures to favour children mobility. **Tell these stories!**

# EIS Everywhere International SME / SME

## Competitiveness

- ❖ Build your community on Twitter by following potential project stakeholders and SME associations, networks, etc. from the regions involved in the project and others in Europe
- ❖ A Facebook account will also help you to engage with project stakeholders and present project activities (photography albums for each partner event/activity)
- ❖ SME Internationalization requires an ecosystem of cooperation between the private and public sector. Organize workshops / meetings to co-create narratives and communicate this collaboration
- ❖ How society benefits from SME Internationalization? What opportunities this bring for employees, entrepreneurs, youth, gender, sustainability, etc.
- ❖ With hashtags such as #SME\_Global, SMEs from the participants regions can share their stories about their internationalization experience (challenges, successful cases, what they have learnt)

# BRANDTOUR / SME Competitiveness

- ❖ Through hashtags such as **#Discover** develop a social media campaign involving both local inhabitants and tourists from the project regions to share known/less known destinations and their 'secret' places
- ❖ **Explore the regions'** culture, natural resources, history, gastronomy and build stories addressing different touristic segments: cultural tourism, ecotourism, urban trips, health tourism, etc.
- ❖ In order to show the global dimension of tourism for economic development and social inclusion, develop stories about the project and the partners work towards **SDG in the context of the International Year of Sustainable Tourism for Development 2017 UNWTO. Think about stories to engage project stakeholders on China, in view of the EU-China Tourism Year 2018; and on cultural heritage & tourism, since 2018 will be European Cultural Heritage Year**
- ❖ Identify on project web (if possible) project partners and key stakeholders. Open opportunities to share solutions, practices and research. Explain how stakeholders can engage and contribute.

## RUMORE Rural-Urban partnerships motivating regional economies / Research & Innovation

- ❖ Develop content and stories that can promote dialogue and understanding between urban-rural worlds.
- ❖ Showcase real life examples of synergies and collaboration between rural-urban areas

## P-IRIS Policies to improve rural areas' innovation by systems / Research & Innovation

- ❖ This project can engage with youth associations and creative industries as local stakeholders
- ❖ Identify young 'leaders' or influencers to tell their story about why they are staying or are back in the rural area to be entrepreneur or develop/work in an innovative project



## CIRCE European regions towards circular economy / Environment & resource efficiency

- ❖ Explain the ‘circular economy’ concept to wider audience by a short video or a series of pictures combined with text that can be accessible for the wider audience

## CULT – RING Cultural routes as investment for growth and jobs / Environment & resource efficiency

- ❖ Excellent opportunity to create stories about ‘the idea of Europe’ and how different regions and actors are implementing new products and services to narrate it for both locals and tourists, creating value for economy and jobs
- ❖ Campaign (using a hashtag on social media) for wider audience to promote intercultural dialogue among regions participating in the project or even whole EU on a particular *theme* related to a cultural route

Developing your  
Project Audience  
through Storytelling

## To engage with your audience...

1. We know **why** we are engaging
2. We know **who** to engage
3. **We know their history** (their background, different interests, etc.)
4. **We start together**
5. **We are genuine**
6. We are **relevant, accesible, inviting and meaningful**

# Narrative: From the 'core idea' to a constellation of topics

**Gender and social inclusion**

**SMART specialization**

**Education & Skills Development**

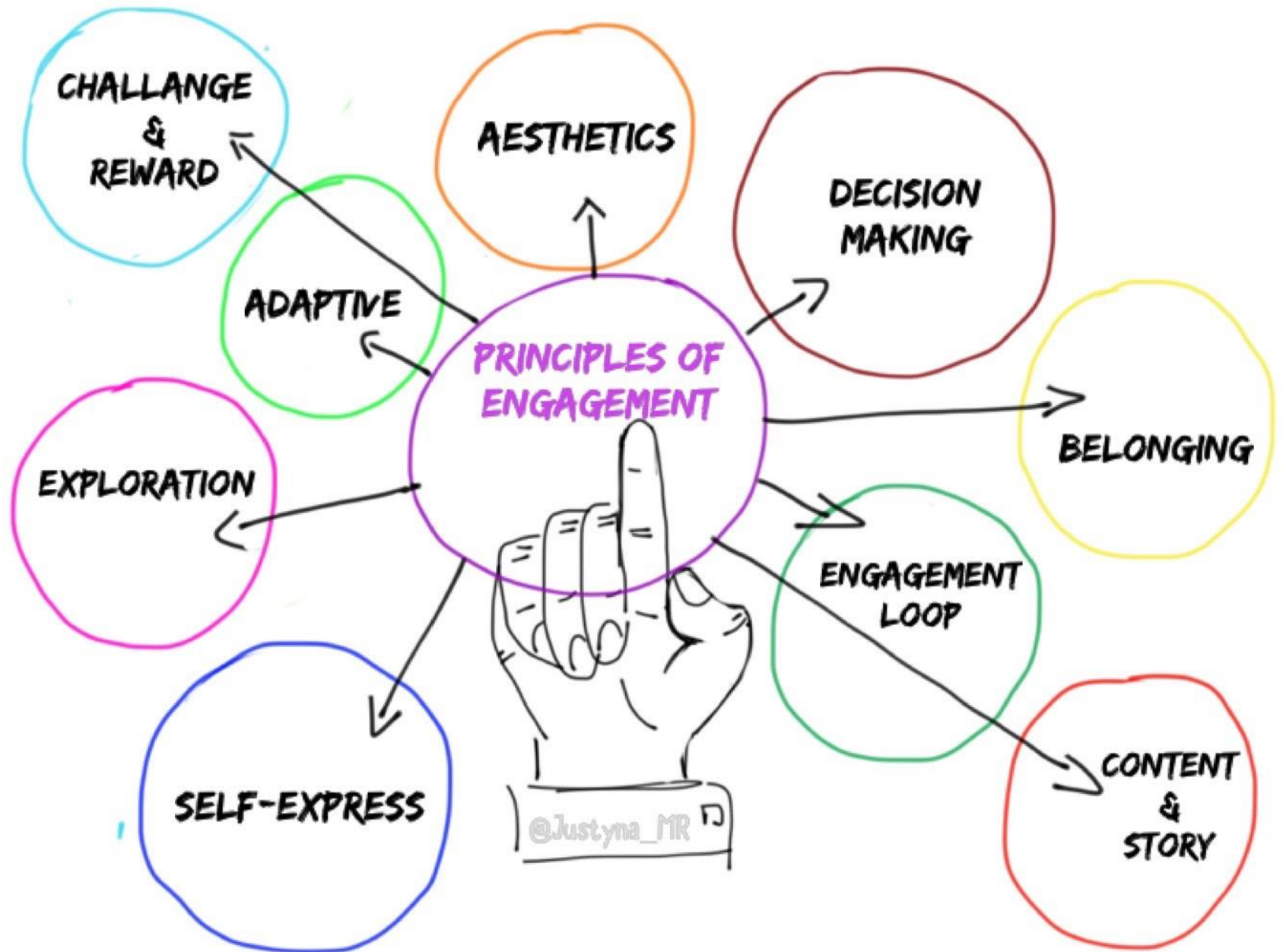
**SME Competitiveness (core idea)**

**Entrepreneurship Ecosystem**

**Public-Private Partnerships**

**Sustainability & Social Corporate Responsibility**

**I+D+i Open Innovation & Cooperation with Universities**



¿What is  
storytelling?

# What is storytelling?

*“The greatest accomplishments of man have resulted from the transmission of ideas and enthusiasm”*

**Thomas J. Watson**

**Storytelling** is defined as the development of unique **narratives** able to

- ❖ create a sense of community and belonging,
- ❖ engagement and interaction with the audience,
- ❖ transform followers in promoters,
- ❖ to inspire, showing the creative process, ideas, inviting the audience to be creative, ...

Search the roots, the meaning and essence  
of your project...

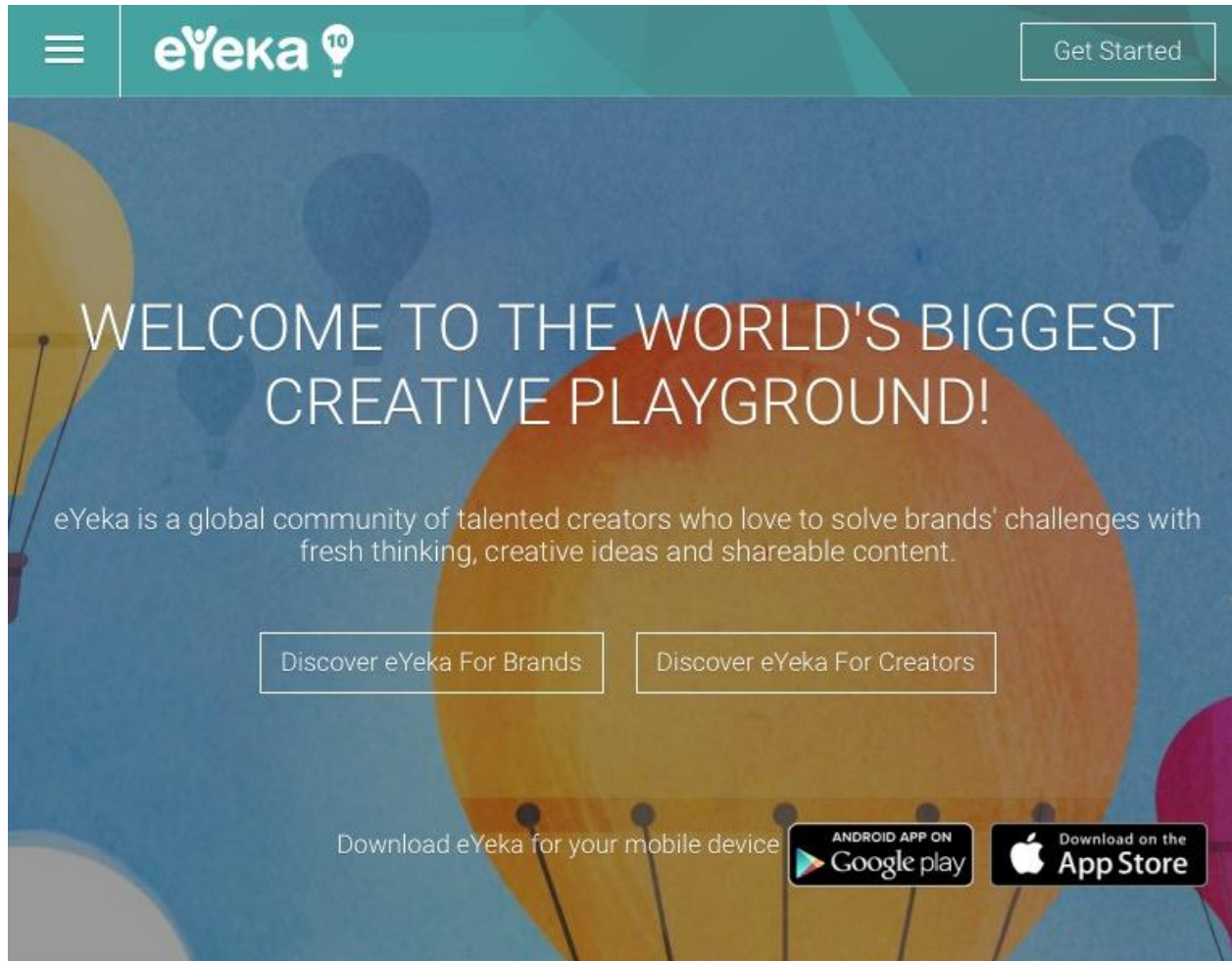




...then *'Rooftop'* thinking



# Crowd-sourcing & Crowdinnovation: Co-create your stories with your stakeholders



eYeka connects Brands and Creators

Unleash the creative power of the crowd!

# A good story is art!



@Justyna\_MR

Less sell, more tell  
Creativity

Backstage  
Experience

Meaningful  
Authenticity

Fun Engaging content  
Personal  Professional

# Tips for project storytelling

1. Tell stories that matter: bring **ideas**, **passion** and **people** together
2. Tell stories that contain **empathy** and **emotion**.
3. Share stories that are **accessible**. If you use statistics, try to show what they 'mean' more than the raw data
4. **Create a win-win stories!**
5. Be your Audience!
6. People love to laugh. Combine humor if you can
7. Know your story and **tell it often**. Growing your project audience will not happen over night
8. Keep stories **specific and concrete**
9. Think, speak and narrate **local-global**
10. Don't be afraid to get personal: show what makes your **team** amazing!

The project  
storytelling process  
& how to engage  
with stakeholders

# Steps for Storytelling

Idea 



Setting the scene  
.....Action

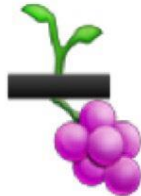
Communicating  
who you are



Transmitting  
values

@Justyna\_MR

Fostering  
Collaboration



Taming  
the grapevine

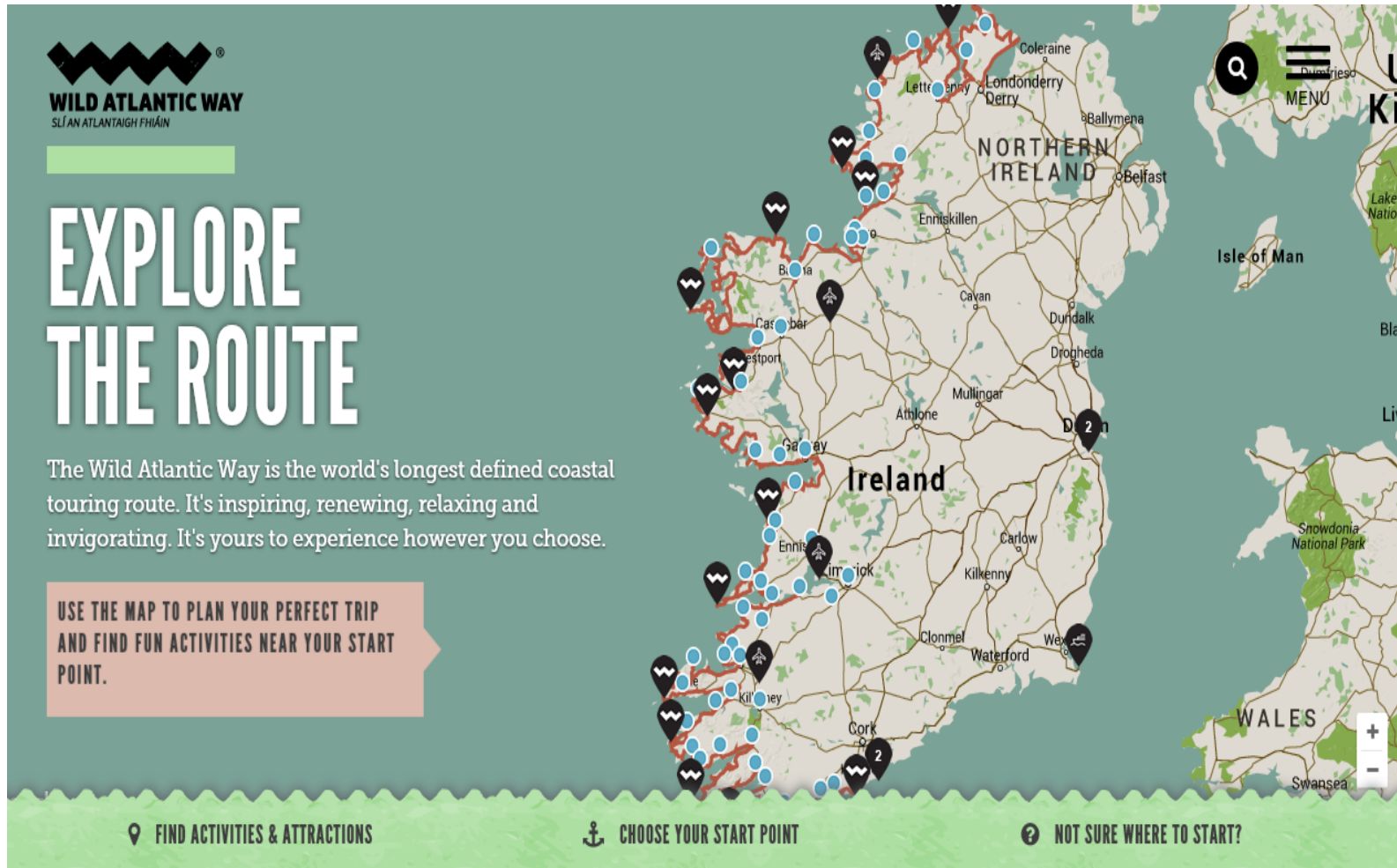
Sharing  
knowledge



Leading people  
into future

  
TOP

# Storytelling Process



Conceptualization of Wild Atlantic Way project storytelling

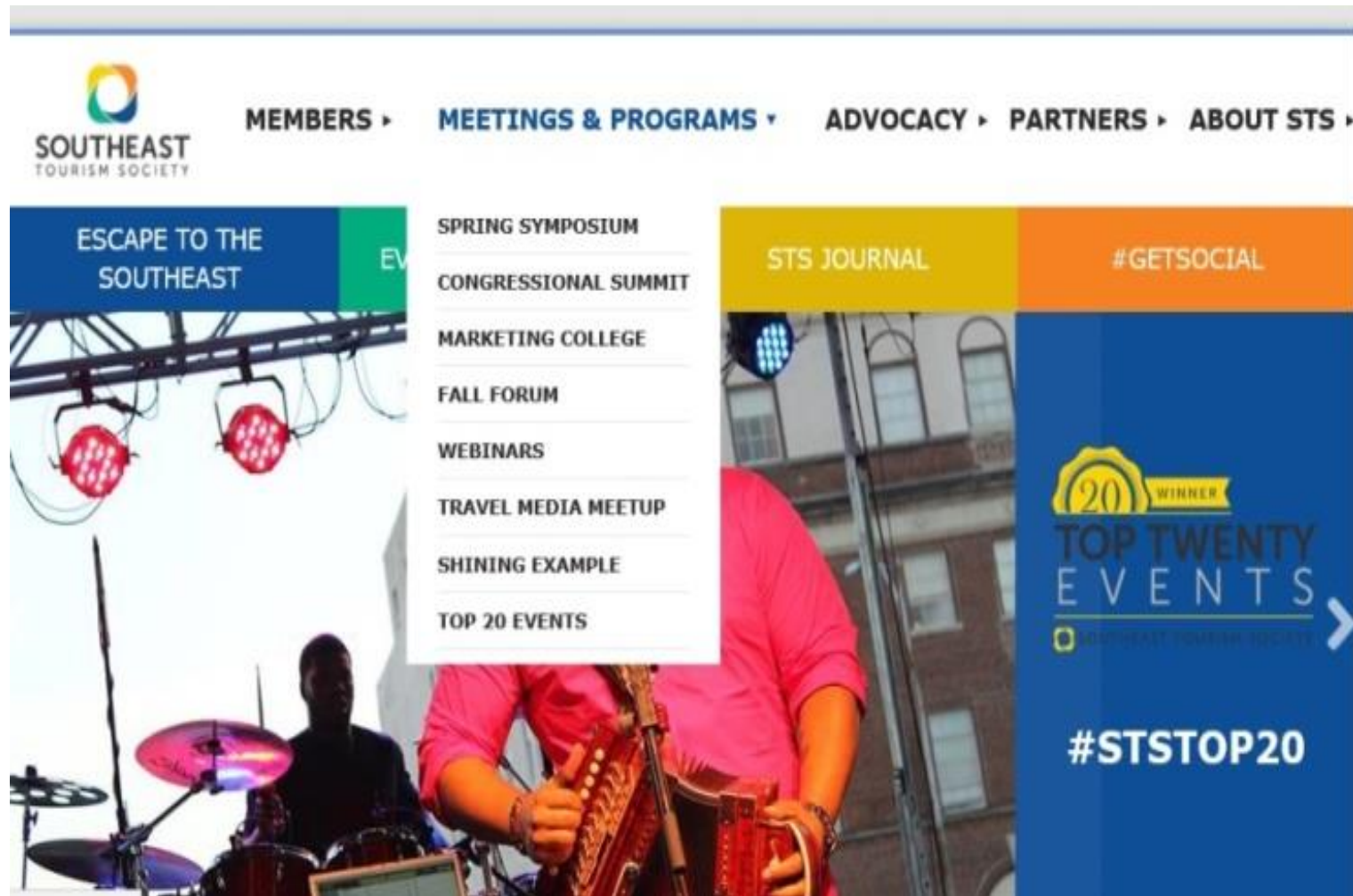
# Stortelling Process



Substantiation of Wild Atlantic Way project engaging with the audience, both local inhabitants and visitors



# Engaging with your key stakeholders



South East Tourism Society –Storytelling Stakeholders Network  
Web platform

# PROJECT PITCHING



Great plan. Could we get some more details?

# Pitching your stories, some recommendations

**1/ Turn your pitch into an story! This will make your pitch unforgettable.** For example, a scientific made a crowdfunding campaign and his pitching story was not just focused on the project he was raising funds for, but on the fact that he, through funding this particular research project, would have the opportunity to return to his home country. This story grabbed the attention of the audience who contributed to the success of the crowdfunding campaign

**2/ Focus on the key elements of what you want to communicate.** Because time is important, you need to develop an absolute focus on the core components of your pitch. Remember that pitching videos should be **not longer than 2min.**

**3/ Explain exactly what is unique about your project.** How your project relates to your audience everyday life? How you aim through this project to improve social and regional development? What is the project vision?

**4/ Be enthusiastic and energetic!** Share your passion and committment for your project

**5/ Practice your pitch!** Anticipate questions and answers them ahead of time

# Co-Creating Project's Storytelling

## Activity 1. Listening/Not Listening

- ❖ Participants divided in two groups and then work in pairs. Group 1 will explore NOT listening and Group 2 LISTENING behaviour

### Group 1: NOT listening

- Each person in the pair then chooses one of the roles (A or B). Person A tells Person B a tale/story from his/her project/region.
- Person B does everything it can to demonstrate he/she is **NOT listening**. 5'
- Participants A to list 'NOT listening' behaviours. How did he/she feel when person B **wasn't listening**? How do you know when someone is not really listening to you?
- Participants B reflect on their NOT listening behaviour

(5')

### Group 2: Listening

- Each person in the pair then chooses one of the roles (A or B). Person A tells Person B a tale/story from his/her project/region
- Person B does everything it can to demonstrate he/she is **LISTENING**
- Participants A to list 'LISTENING' behaviours. How did he/she feel when person B was **listening**? How do you know when someone is really listening to you?
- Participants B reflect on their **LISTENING** behaviour

(5')

## Activity 2. From the Big Picture to the ‘Project Journey’

- ❖ This activity is about developing a storyline from the project core idea or ‘Big Picture’.
- ❖ Participants work in groups of 6/7 members on a creative story or composition that can represent the core idea of an Interreg Europe project, that can be understood by general public. Then they work on the sub-themes or secondary topics to be developed in order to address multiple stakeholders throughout the project duration.
- ❖ **Objective:** participants to develop creative skills and understand importance of an umbrella ‘Big Picture’ for the projects that can be understood by wider audience

### Activity 3. Your project in the ‘everyday’ life of citizens

- ❖ This activity is about telling stories to the general public on how your project will impact their lives, by improving quality of life, sustainability, foster competitiveness, etc. How the project challenges align to people’s lives?
- ❖ Participants work in groups of 7 creating a story combining visuals/text/hashtags to explain how an Interreg Project benefits/involves citizens.
- ❖ Create interactive actions to encourage citizens to share their experiences in relation with the project.
- ❖ **Objective:** engaging with wider audience

## Activity 4. Which is the origin of your Project?

- ❖ This activity is about showing to your audience and stakeholders the reasons why you have joint efforts to put the consortium together in order to tackle a regional challenge. 10'+5' discussion
- ❖ Participants work in groups 7 members to create an story that can be disseminated online on how an Interreg Europe project started, which are the challenges and common needs which have led the project partnership to be created. **Why this project?** Why are the partners passionate about the project?
- ❖ **Objective:** participants to communicate the 'raison d'etre'- of the project, their enthusiasm and commitment to improve people's lives, foster economic development, social inclusion and sustainability



## Activity 5. Role Game: be your stakeholders and create stories with them!

- ❖ This activity is about understanding **multiple stakeholders** needs and aspirations in relation to the project and how to implement ways of collaboration and project storytelling co-creation. Each participant will play a role: project leader/communication manager, project partner, stakeholder (internal/external), wider audience.
- ❖ Discuss **how to implement a Project Storytelling Stakeholder Committee** (formal/informal) in which stakeholders can be represented/or can contribute (Skype, Facebook private group, web form, etc.)
- ❖ **Co-create with different stakeholders a storyline showcasing the project at different levels** (technical, non-technical, etc.) adapting to different stakeholder's needs; and decide which social media channel fits better with each audience/story.
- ❖ **Objective:** participants to understand different needs from their stakeholders and accordingly adapt communication messages and channels for each audience group.

## Activity 6. Pitch your Project!

- ❖ Working in pairs, develop a Pitch (no more than 2') for your Project. Remember to answer the following questions:
  - What is the problem you are solving?
  - Who are your users/stakeholders/project beneficiaries? Why they should 'care' about your project?
  - How you will involve them in the project?
  - What is your solution?
- ❖ Remember the PITCH mission is to **motivate the listener** to get interested in your project and search for more information
- ❖ Be **CREATIVE!** Surprise the audience! Show your passion! Engage emotionally! And remember to repeat your Pitch until you master it!

# Wrap up & Conclusion

# Conclusions

- ❖ Project storytelling has to focus on presenting the projects in a **‘human level’**, in a less ‘formal’-less technical language that can be more accessible for the wider audience, to **generate interest to discover more** (the more technical aspects of the projects).
- ❖ It is essential to understand the **role of project stakeholders** and which are their benefits for participating in the project in order to stimulate their active participation in the co-creation of stories and communication content, generating **win-win scenarios**
- ❖ **Visual content**, both photography and video, is essential in order to drive engagement for the projects’ storytelling and pitching
- ❖ Present to the wider audience and stakeholders **real life examples** and **‘happenings’** to demonstrate that the innovation is not something that will take place in the future, but that it is already improving people’s lives across Europe

# Team

## Antonio Carlos Ruiz Soria Principal Facilitator & Coordinator



Antonio Carlos is an international creative & digital economy consultant and speaker, co-founder and CEO Economia Creativa Consultancy. He has delivered expert advice, research, capacity building, workshops and conferences for institutions such as the **European Commission and Council of Europe, corporations and SMEs, NGOs, Universities and other stakeholders**. He has undertaken field work in more than ten countries, including **UK, Belgium, France, Spain, Poland, Hungary, Morocco, and Finland**, among others, on **tourism, creative and digital economy, innovation and entrepreneurship**. He is project leader of **'Reinventing Costa del Sol through Creative Tourism' included by OECD at Forum LEED (Local Economy & Employment Development)**.

Before Economia Creativa, Antonio Carlos worked in corporate strategy and consumer behaviour analysis at The NPD Group, a leading global market research consultancy, and as data and market researcher at Brindisa Ltd., a gourmet food importer, both in London (United Kingdom).

He holds master degree in Economics from Seville University (Spain), completed with courses on international economics at London School of Economics (UK) and political science and international relations at Francois Rebelais University in Tours (France), EU, Regions and policy making at the Committee of the Regions and Tourism SME Management at EOI Business School (Spain)

He is fluent in English and Spanish, with a good command in French and basic Polish

## Justyna Molendowska-Ruiz Facilitator & Community Management



Justyna is co-founder at Economia Creativa Consultancy. Her work focuses on digital marketing, research (**creative economy, tourism and hospitality**) and content editor. She has been facilitator and event producer at numerous workshops and trainings about communication, tourism, marketing and social media and project development in an international level (recently she has been facilitator at the Seminar Reach More Youth, Erasmus Plus, **European Commission**, in Brussels, Belgium. She has managed online dissemination for international conferences such as Creative Innovation Global 2016, Melbourne (Australia) as Endorsing Partner. Prior to co-founding Economia Creativa, she worked at Model Fruit Garden at Royal Horticultural Society (Wisley, United Kingdom) where she was responsible for service management, staff training, organizing and participating in events and public demonstrations.

She holds a MSc in Horticulture from University of Life Sciences in Lublin (Poland). She has realized stages in Scotland and England about fruit and vegetables production and trade. She has studied Digital and Social Media Marketing at Salford Business School and EU, Regions and Policy Making at the EU Committee of the Regions.

She is fluent in English, Polish and with a good command in Spanish



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