Interreg Europe

European Union | European Regional Development Fund

How to tell stories

Interreg Europe Secretariat

communication@interregeurope.eu

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Before we start

Reporting on communication

1. Media appearances
   - Table in Resources for projects
     - Check your **project folder**
2. Website performance
   - Google analytics report monthly
   - PR **overview table** for reporting

Before we start

Reminders

1. Project branding guidelines
   - Follow in all your communication
2. Copyright
   - Pay special attention => avoid **high fines**

Objective

Help you:

- **Tell good stories** about your project
- Present your **results to broad public**

Content

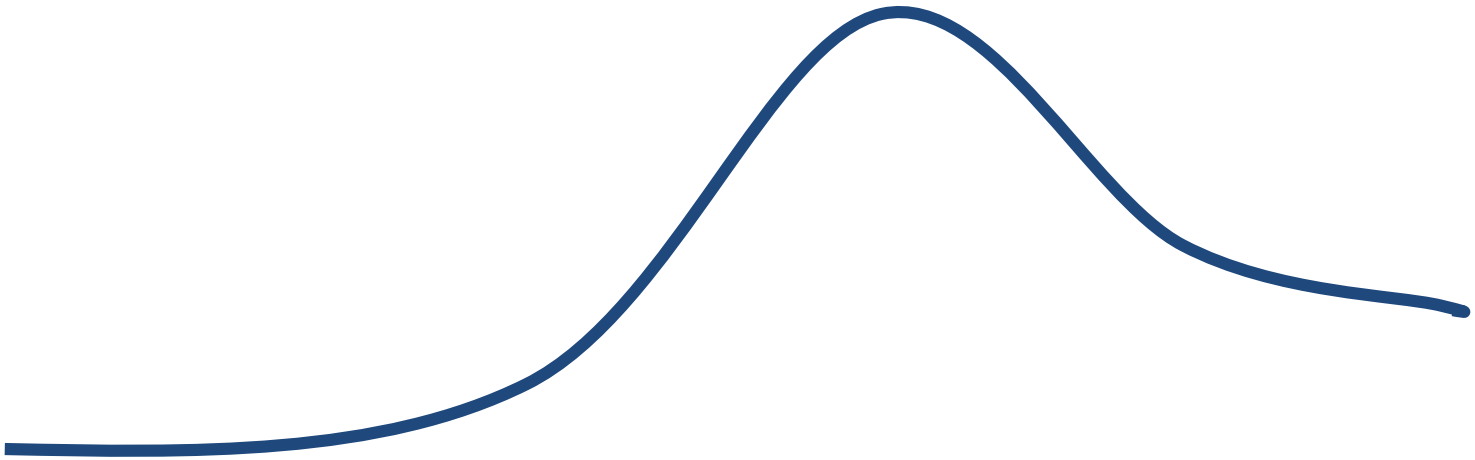
1. Elements in a story
2. Five Ws of storytelling
3. Why to tell a story
4. Audience is key
5. Formats

Elements in a story

Key elements

Storyline

- Start => middle => end
- context => obstacles => climax => resolution



Key elements

Suspense

- Will a conflict be resolved?
- Will the hero win?
- Will the monster be defeated?
- Will a cure be found? In time?

Key elements

Surprise

- Unexpected turn
- Surprising solution
- Unusual action

Key elements

Senses

- See
- Hear
- Feel
- Smell

Key elements - tips

- Let people connect the dots
- Bring in **humour** if you can

Five Ws of storytelling

What

+

Who

+

When

+

Where

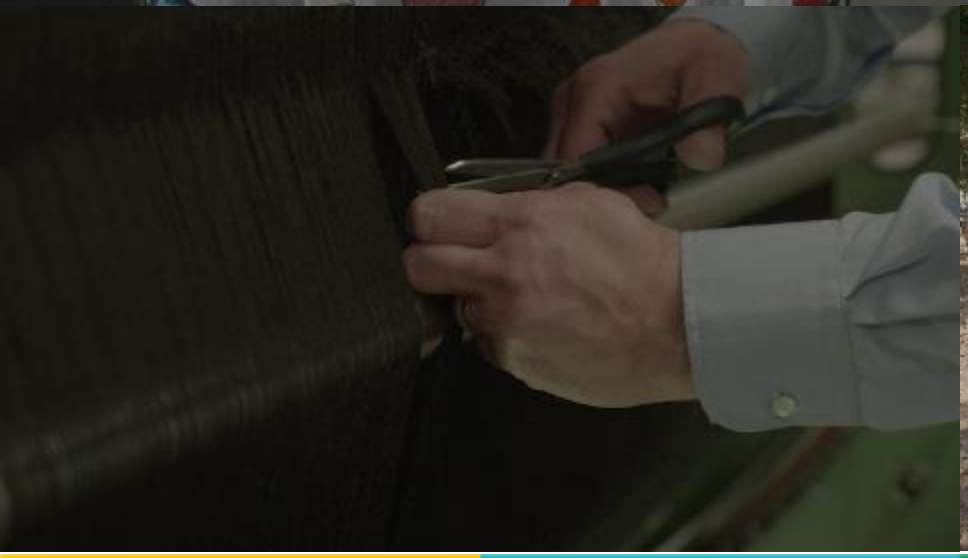
+

Why

+

(How)

What



What: a project story

About:

- project **ambitions** & **goals**
- the **improvements** coming
  - What will your action plan bring to people?
- project **results**
  - **Policy changes** = concrete effects
  - **Good practices** from others for your region
  - **Mobilised funds** for the project actions

Who

Think in **‘hero – enemy’** terms

- Hero winning over a monster
- Monster going through a trial and coming out a changed person
- A person not doing well, but ending on a positive side
- A person’s actual journey from one place to another

Who is your hero?

Who is your enemy/ monster?

Who

Pick a hero **close** to people

- Can people **relate to** him or her?
- Can they **identify with** him or her?
- Are the hero's actions genuine, believable?

When

Different stories at different project stages

- Project start
  - Speak about the improvements you'll bring
- End of phase 1
  - What do your actions hold for people in your regions?
- Phase 2
  - Show off your results

When

Give your story a **time dimension**

- Collect **archive** material
  - Footage, photos, interviews, quotes
  - From site visits, partner exchanges

Use the archive to place the story in time

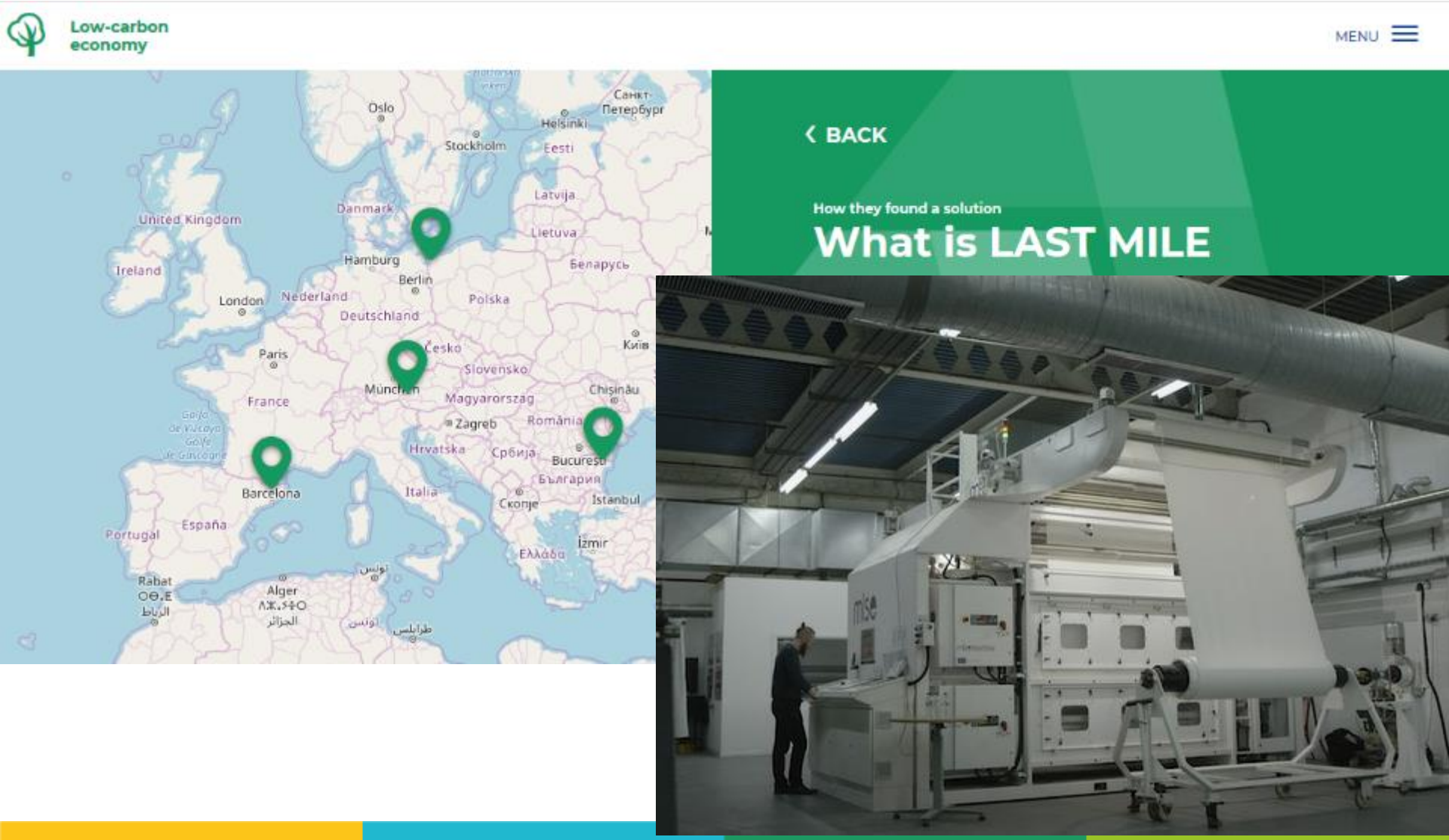
When

Where

Say or show where the story happens

- Focus on local effect
- Role of other partners
- Highlight the interregional context

Where


Low-carbon economy
MENU
Oslo
Санкт-Петербург
Helsinki
Stockholm
Eesti
Latvija
Danmark
United Kingdom
Lietuva
Hamburg
Ireland
Berlin
Беларусь
London
Nederland
Polska
Deutschland
Київ
Česko
Paris
Slovensko
München
Chișinău
France
Magyarország
Zagreb
România
Hrvatska
Србија
București
Barcelona
Italia
България
Скопје
Istanbul
España
Portugal
İzmir
Ελλάδα
Rabat
Alger
الجزائر
طرابلس
BACK
How they found a solution
What is LAST MILE

Let’s get practical!

What makes a story?

- A few words

  “Logged out. Pulled plug. Found life.”

  “Born a twin. Graduated only child.”

  “Torched the haystack. Found the needle.”

Tell your (project) story in **six words**. ☺

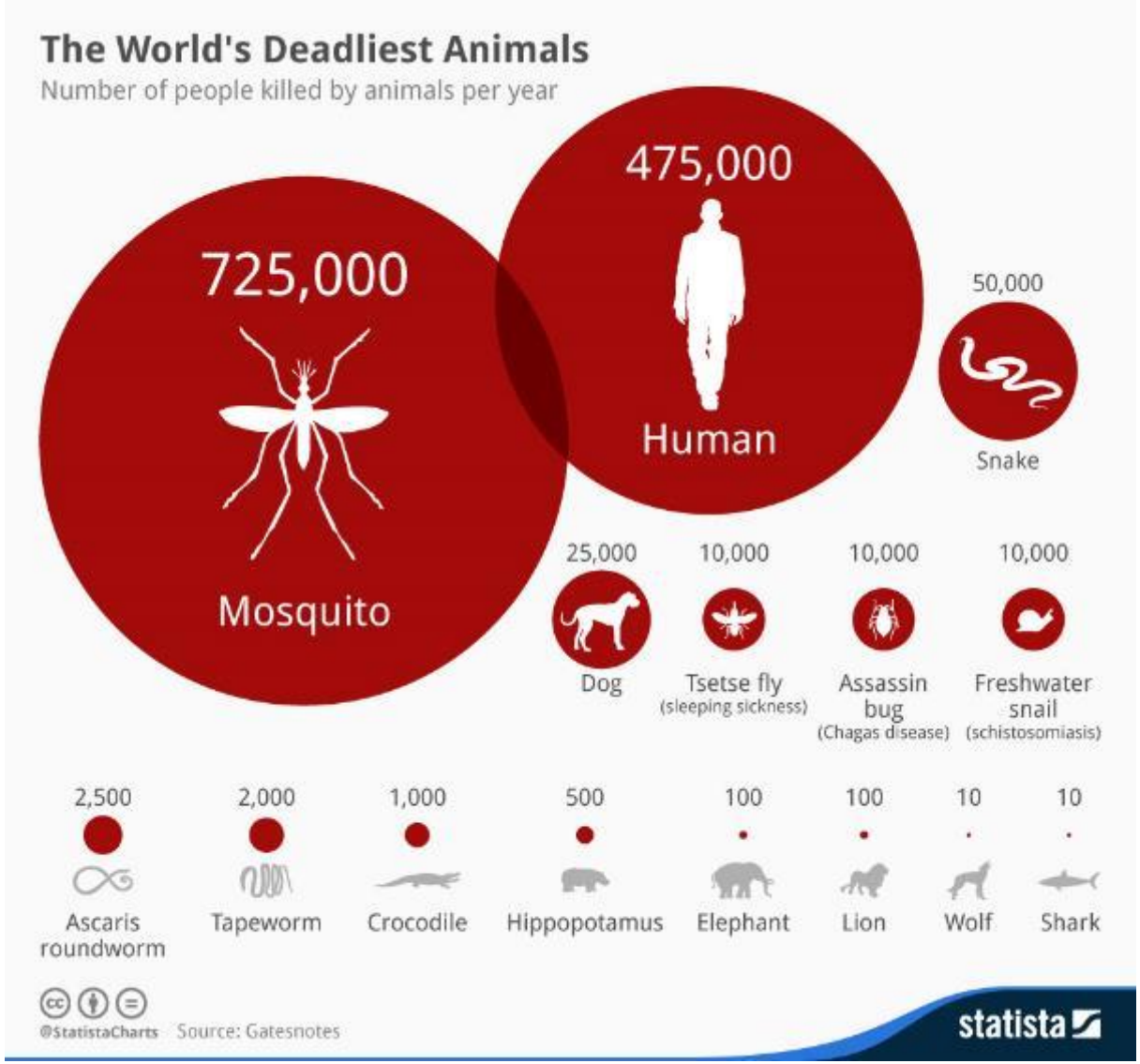
What makes a story?

- A picture

© Banksy on Brexit

What makes a story?

- A number



Time for questions

Why to tell a story?

3

Why do you tell the story?

Raise awareness about your work

Why do you tell the story?

Show **relevance** in broader context

Why do you tell the story?

Present **your vision** of new reality

Why do you tell the story?

Educate, describe what you do

Why do you tell the story?

Call on others to do something

Why do you tell the story?

Provoke, draw attention to unspoken facts

Audience is key

4

Who is your story for?

Who is your story for?

Audience

- What motivates them
- What language they speak
  - technical or colloquial
- What is important for them

Growth and sustainability in Örebro County
SOCIAL INNOVATIONS
PARTNERSHIPS
PROCUREMENT
NON-PROFIT ORGANIZATIONS
EUROPEAN NETWORKS
SOCIAL ENTERPRISES
SOCIAL FOUNDATIONS

Do not tell the story to your colleagues/ partners!

Not for the programme!

Description of influence

Reported in RP3: A new Regional Development Strategy for Örebro region was established during Spring 2018. According to the three conditions that have to be met to report a policy change to the programme, we can claim that there has been a policy change due to our participation in RaiSE project:

1. The process of developing and establishing a new regional development strategy is complex and involves a large number of organizations and individuals in the county. Different perspectives and interests are to be dealt with and the end result is a mixture of all this. Compared with the previous strategy – which did not mention social enterprises at all - the new one has a clear focus on social enterprises.

The new strategy has 10 prioritized areas. In the area of Business and entrepreneurship it is emphasized that social enterprises are important in contributing to a sustainable production and consumption. In the area of Social inclusion and democracy a strategic orientation says that "strengthen social economy through a stronger focus on work integrated social enterprises and socially responsible public procurement".

2. RaiSE project has provided an important input to the development of the new regional development strategy. During the process we have been emphasizing the importance of social enterprises as important building blocks.

3. The new regional development strategy was established 06/03/2018.

When we entered RaiSE project, the process of formulating our new Regional Development Strategy had already started in our county. Because of RaiSE project we had a natural platform for discussions on how to relate social enterprises to strategic discussions on regional development. Our colleagues from the participating regions/countries within RaiSE project all contributed to our general understanding of the importance of putting social enterprises high on the regional agenda. Without influence from our project colleagues we would not have been able to emphasize the importance of social enterprises within our own regional context. Especially three regional/national conditions have been important for us:

1. We saw in Catalonia, and specifically through the good practice "Aracoop Internacional", that the support and collaborative work of the main stakeholders of the social and cooperative economy in a region is essential to arise the importance of social enterprises and develop new policies. Besides, in the study visit to the social enterprise "Asproseat" in Catalonia (January 2017) we learnt how to use methods and models to evaluate social impact.

2. Ireland influenced our policy because of their formalized and well-structured system for financial support. The good practice of Clann Credo (and Social Finance Foundation) gave us inspiration for thinking about new ways of financial solutions for social

Storytelling formats

How

Written

- Press releases
- News on project website
- Social media posts
- Progress report (storytelling section)

How

Photos

- As part of a written story
- Several photos telling a story
- One photo telling a story

Help people **get immersed** in your story!

Remember **copyright**!!!

How

Videos

- Human action vs. animations
- Short (max 1 min) vs. long (1,5 – 4 min)

How: your project video

One video supported by the programme

- About the **best project result**
  - End of phase 1 and/ or phase 2
- Max EUR 5000 eligible
  - **No** additional budget provided

Inform your PO/FO that you plan it!

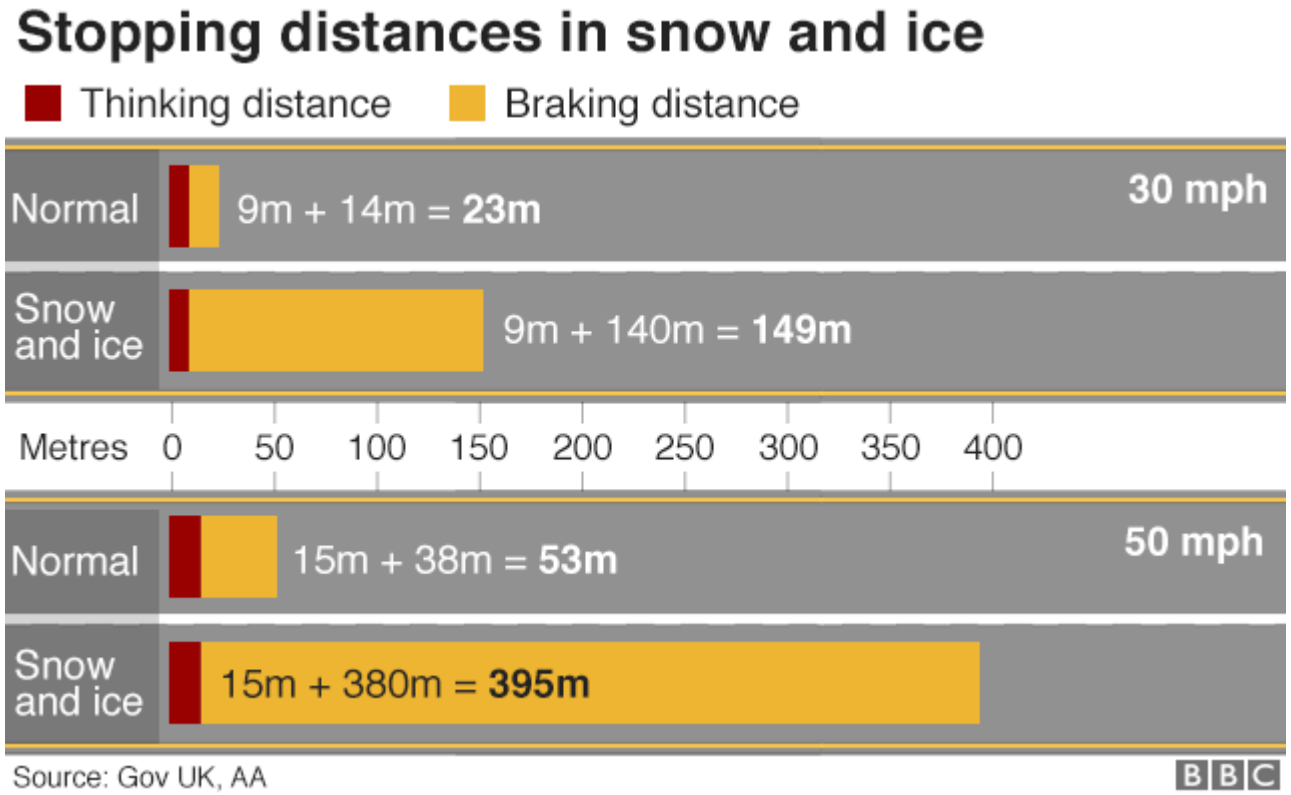
How: your project video

For programme web documentary?

- Tips in the instructional video
- Resources for inspiration

How

Infographics



Sketch 1

Compared to current year, your project in your town/ region will:

- Secure twice as much money for R&D projects
- Create twice as many jobs for vulnerable groups
- Cut CO2 emissions by half
- Cut waste production by half

Sketch 2

Thanks to your project:

- 30% of new R&D projects are led by women
- 20% of new social services are for elderly people
- One third of public transport is powered by clean energy
- Two thirds of waterways offer tourist services

Time for questions

Four storytelling tips

- Be specific
- Be authentic
- Be engaging
- Be consistent

Keep it simple! And respect branding.

Useful links

- Project branding guideline
- Resources for projects
- Lead partner welcome seminar – communication session presentation
- Web documentary – video guidelines

Key dates 2020

What	When	Where
Interreg 30 years celebration	All year	
Europe, let‘s cooperate! forum	9 June	Dubrovnik, HR
European Cooperation Day	21 September	online
EU Regions Week	12-15 October	Brussels, BE
Policy Learning Platform event	November	tbd

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Thank you!

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