



Storytelling Video on Projects' Achievements

A guidance note

Context

Interreg Europe approved 258 interregional cooperation projects involving more than 2,000 partner institutions. The partners exchange their experiences and good practices in specific fields of regional development policies. This EU-wide policy learning and sharing triggers many improvements in the regions.

Stories about the benefits the EU funds bring to regions are in high demand, especially those presented in short videos. Interreg Europe is ready to support projects in such video production. **Follow 10 steps** below and produce one short video about your project's success¹. This is eligible for funding (within the project's approved budget).

If you are interested in producing such a short video, please **inform your policy and finance officers beforehand**.

10 steps to follow

1. Pick the best result achieved (policy change) within your project, such as:²
 - You managed to transfer a good practice(s) and the mobilised local funds for its implementation are already being put to use
 - The exchange of experience with your project partners led to a change in the policy/ strategy/ programme you are working on and starts bearing fruits (jobs created, people trained, CO2 saved, etc.).
2. Turn it into a story
 - Give it the beginning, the middle and the end
 - Think of a 'hero/ enemy' in the story
 - Make it personal, easy to identify with for others
 - Keep the story clear and simple with only the essential details for telling the story
3. Think of the audience, what would be interesting for people not directly involved in your project
 - For the general public
 - For a broad group of your project's stakeholders
 - For the programme audience (check how to become a part of our web documentary)
4. Adapt the selected story to video format
 - Think of the story in scene sequences
 - Prepare a list of things/ people to film (visual background, interviews, people doing things, etc.)
5. Arrange filming of your story
 - Contract a filming professional or use your own staff (keep quality in mind)
 - Plan the filming (timing of interviews, places to film at, visual scenes to capture on video for the background scenes – b rolls)
6. Film your story
 - Check our instructional video to see how the filming can be done
7. Edit the filmed material/ have it edited by a professional
 - Follow your story sequence prepared at the beginning
 - Think how to cut the story to 3-4 minutes

¹ The achievement of a policy change takes time. So if you are a third or fourth call project, this video should be produced at a later stage (end of phase 1 or phase 2) when the first results are demonstrated.

² Although it may not yet have led to a policy change, a short video on a successfully implemented pilot action can also be envisaged.



- Adapt the video for your communication channels (newsletter, social media, website)
8. Remember to follow the project branding guidelines
 - Use your project logo and dominant colour of your topic (NOT the programme logo!)
 - Remember to have the EU flag with the reference to the fund used in a large enough size
 - Put a disclaimer (similar to the one on your website) at the end of your film
 - Check with your communication officer at Interreg Europe if in doubt on the publicity requirements
 9. Publish your video on the platform you use (YouTube, Vimeo, etc.) and share it widely
 10. Submit your video to our web documentary (stories.interregeurope.eu) and give it greater visibility

Remember to prepare the **budget**³ for this activity:

- The cost of the storytelling video should not exceed EUR 5,000.
- It is financed within the project's budget. No additional funding may be provided.

Key features of the story

Make sure that the video is:

- About a success coming **directly** from the work of your project (transfer of good practice, inspiration from a study visit, well implemented pilot action)
- About the **interregional** nature of the exchange of experience and inspiration
- About **people** working together on the improvement in their regions
- Specific
- Short (max. 4 minutes)
- Useful for all project partners – example of how your project benefits people

Resources for you to use

If you'd like to make your story a part of our web documentary, please follow our **instructional video** to film it in a similar style. Check the video at: <http://stories.interregeurope.eu/submit-your-project-video/>

We have prepared a library with a sample of **graphic elements** for inspiration for your video. Please check at the following link:

https://drive.google.com/drive/folders/1VKwGa_O0IcTtykgshdlrPxbt-mgHNDsD?usp=sharing

Check the following link for copyright free music:

<https://premiumbeat.com>

Check our storytelling **webinar** for further tips:

<https://www.interregeurope.eu/news-and-events/event/3002/webinar-on-storytelling/>

Important!

Make sure **all the material** used in the video is **copyright free** or you have **the right to use** it.

If you contract professionals for filming or editing, follow **the public procurement rules**.

³ For the fourth call projects: The cost of the video is either reported as eligible cost if it is already paid and produced at the end of phase 1. If produced during phase 2, funds from the lump sum may be used.