

**Interreg  
Europe**



European Union | European Regional Development Fund

## On storytelling – a webinar

Once upon a time

19 November 2019 | Lille



**Your  
video**

**How**

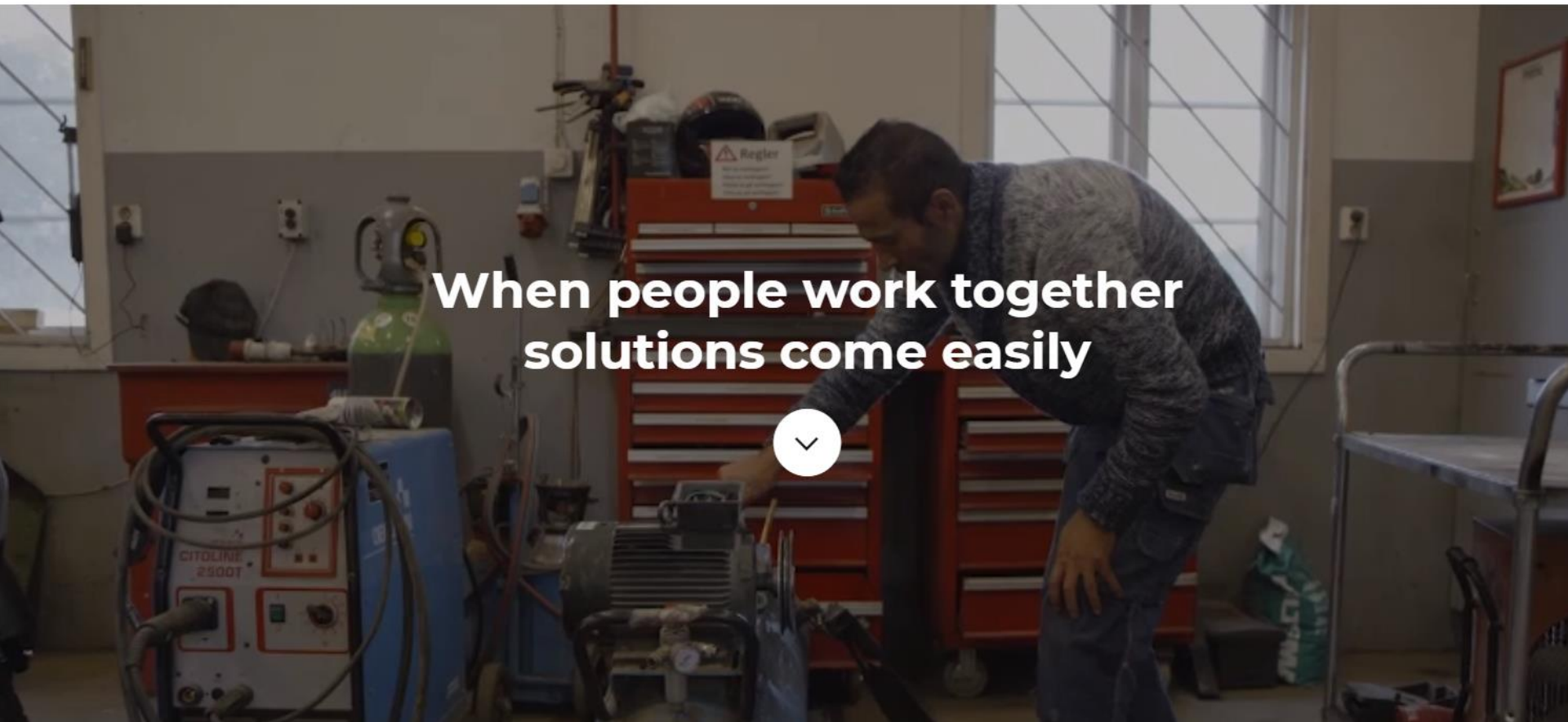
**Five Ws**



# Objective

Help you:

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



**When people work together  
solutions come easily**



# Five Ws of storytelling



**What + Who + When + Where + Why (+ How)**



**What is your story about?**













**Who is your hero?**

**Your enemy?**







# Who do you talk to?



Interreg  
Europe



European Union | European Regional Development Fund

Sharing solutions for  
better regional policy

#GOODPRACTICE

COOP

Research and  
Innovation





## Historical cities shine

Urban heritage offers a rich legacy of knowledge and experience. This report will discuss the challenges and opportunities of managing this heritage.



We like to share what we have and learn from others.

ists

ST  
decision  
erts - think  
ustainable  
eas. 99





**Do not tell the story to  
your colleagues/ partners!**

**Not for the programme!**

Reported in R23: 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".

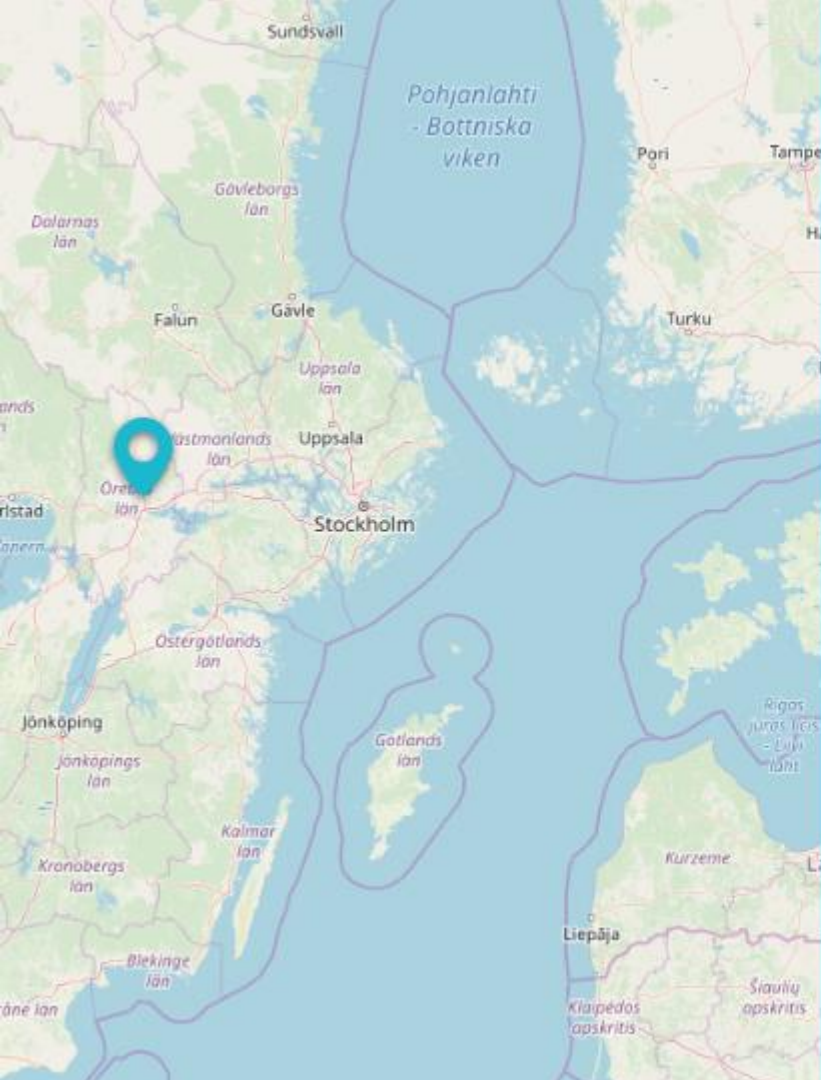
2. RaiSE project has provided an important input to the development of the new regional development strategy. During the process we have been emphasizing the importance of social enterprises as important building blocks.

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



← BACK

How they found a solution

## Swedish results

Social organisations in Sweden used to focus only on integrating people with work. The RaiSE project brought in new ideas to **Örebro Region** and put them in the **new regional development strategy**, signed in spring 2018.

The strategy has changed the emphasis, and is now concerned with social enterprises putting the social goal first, measuring the effects and reinvesting the profits into themselves. Social enterprises now see themselves as part of the country's economic growth and as organisations capable of doing something really meaningful for people in dire situations.



**What is important for your audience?**

**What results can you show already?**



**409**

**ЗЛАТНИ ПЯСЪЦИ  
ВАРНА  
АКСАКОВО**









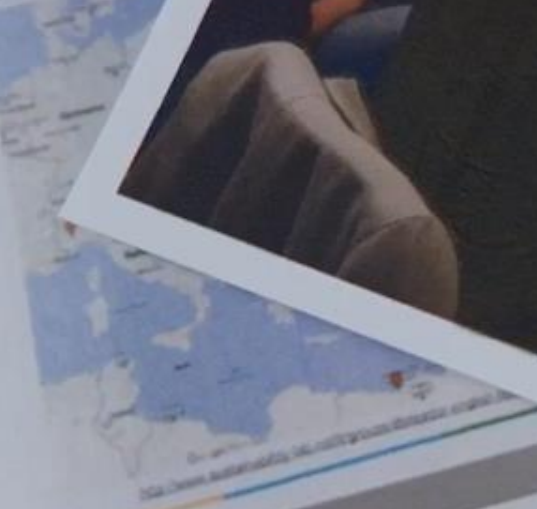
Growth and sustainability in  
Örebro County

SOCIAL INNOVATIONS  
PARTNERSHIPS  
INCUBATION  
NON-PROFIT ORGANIZATIONS  
EUROPEAN NETWORKS  
SOCIAL ENTERPRISES  
SOCIAL FOUNDATIONS  
COMPACT

**Give your story a time dimension**

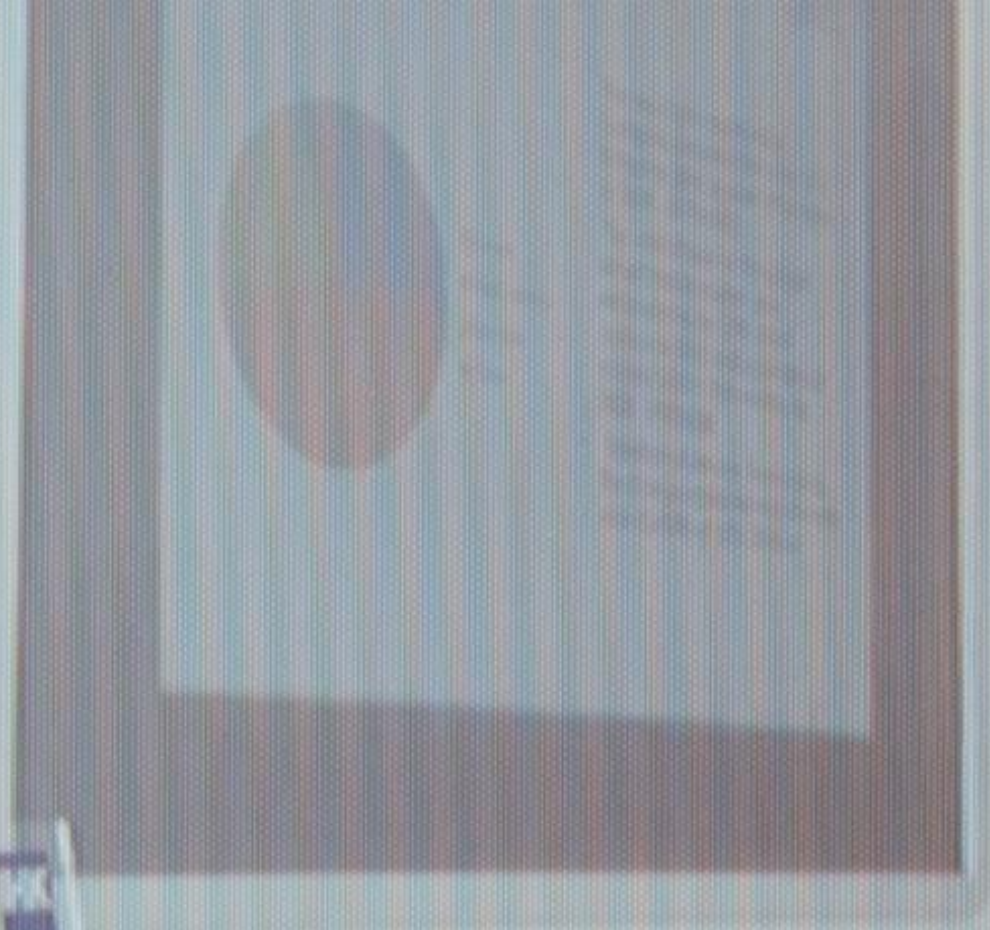


MANUFACT



EXPERIENCE

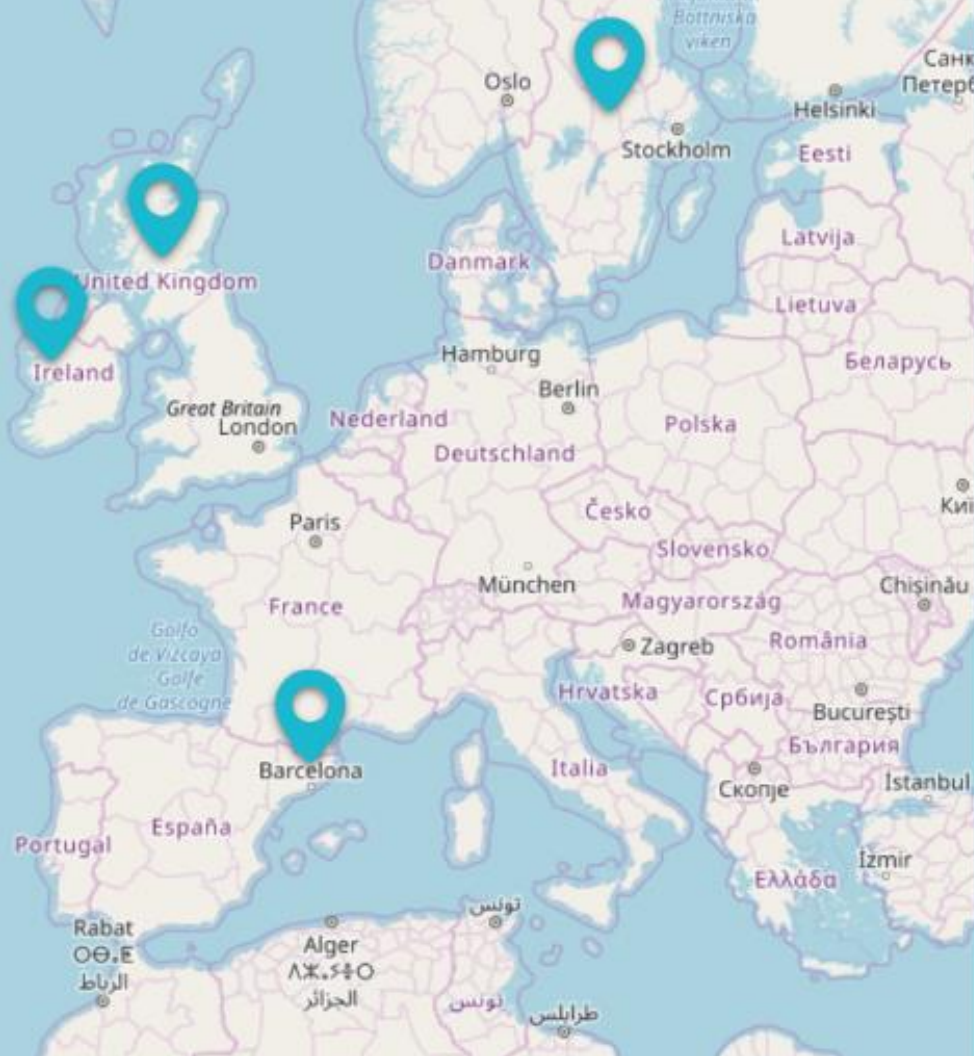






**Put your story in a specific place/ country**





← BACK

How they found a solution

## What is RaiSE

RaiSE is a cooperation project among partners from **seven European countries**. They visited each other's regions to see and discuss specific approaches to enhancing the competitiveness of their social enterprises, concerned with providing social opportunities rather than generating profit.

Such first-hand experience helped the Örebro Region and their local







# Why do you want people to watch?

## Raise awareness about your work



# Show relevance in broader context



# Present your vision of new reality



## Educate – describe what you do



# Call on others to do something



# Provoke – draw attention to unspoken facts









**Wake up all senses in people**

**Let/ help people connect the dots.**









# Words

- Born a twin. Graduated only child.
- Torched the haystack. Found the needle.
- Logged out. Pulled plug. Found life.

# BETTER FINANCIAL INSTRUMENTS

Thanks to FIN-EN project and a good practice from the UK, the Lombardy Region in Italy was able to develop a new set of financial instruments for innovation and a new IT system to ease reporting, monitoring and implementation of the financial instruments.

**Would you like to know more?**

**[www.interregeurope.eu/projectresults](http://www.interregeurope.eu/projectresults)**





# Words

- website news
- storytelling PR section
- press releases

# Image

Speaks hundred words

© Banksy on Brexit



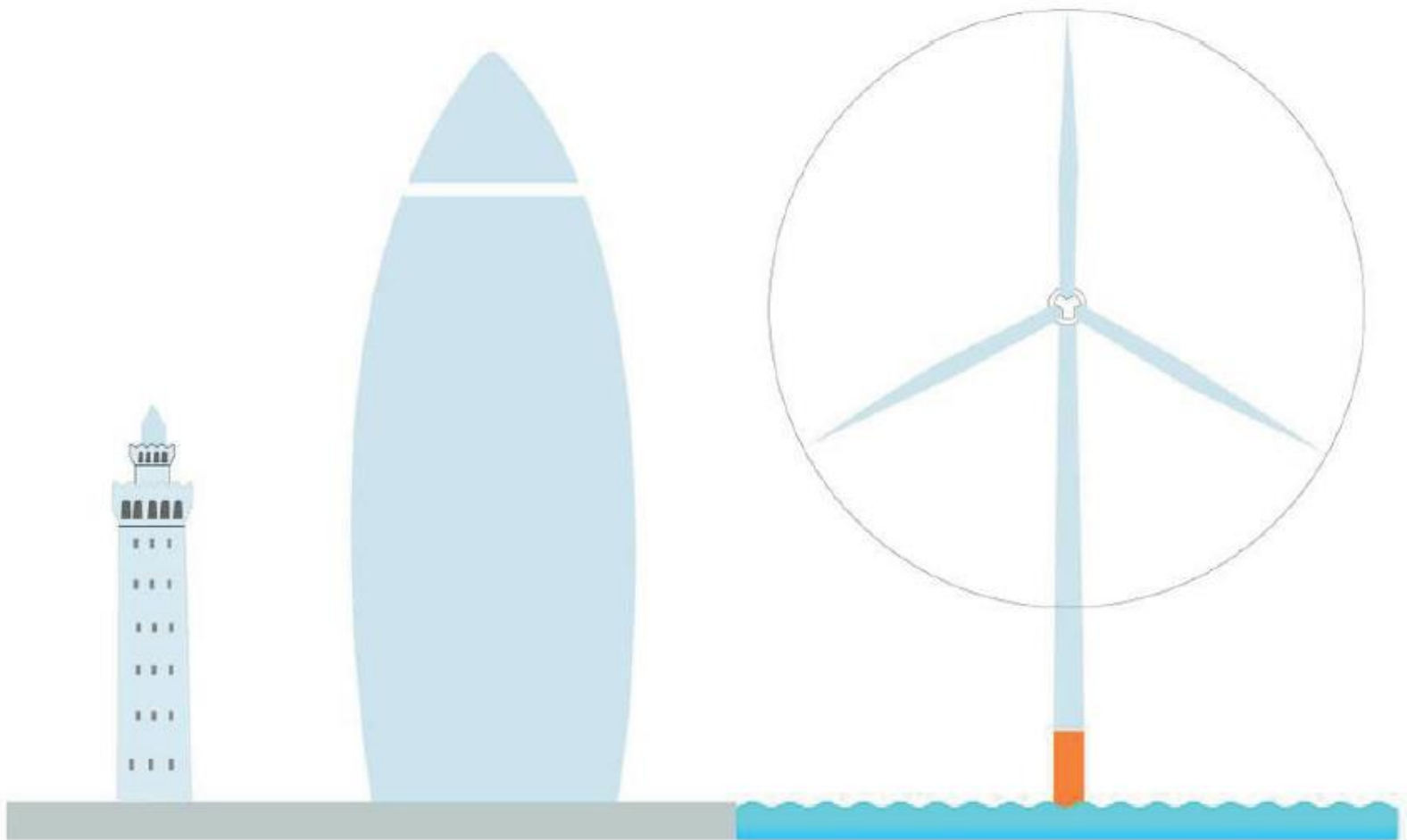


# Images

- In a written story or video
- photo series
- single photo

# Numbers

- Infographics



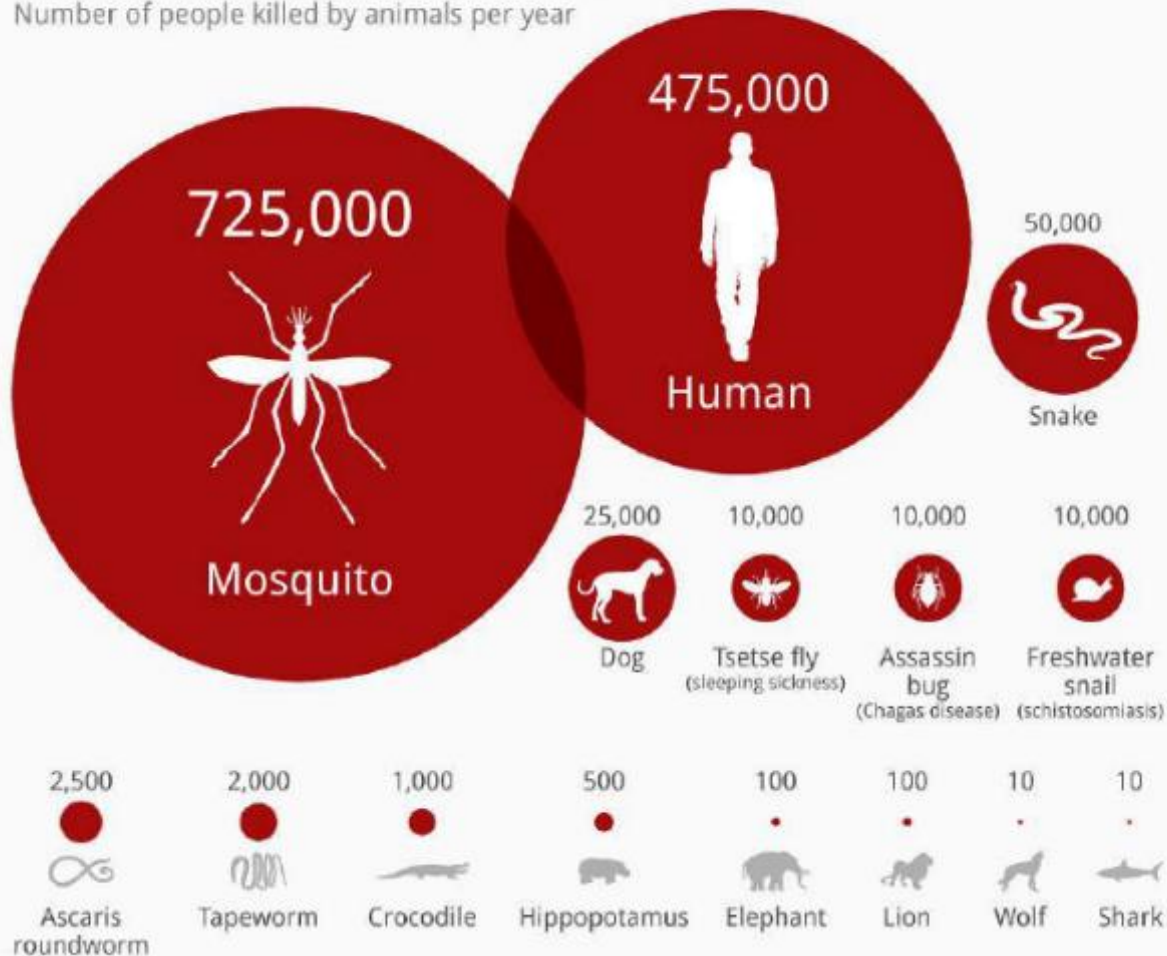
**94m** Grimsby  
Dock Tower

**180m** The Gherkin

**190m** Siemens 7MW Turbine

# The World's Deadliest Animals

Number of people killed by animals per year





# Videos

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



# Your project video

One storytelling video supported by the programme

- About the best project result
- Max EUR 5000 eligible
  - No additional budget provided

**Inform your PO/FO that you plan it!**



# Your project video

For programme web documentary?

- Tips in the instructional video
- Resources for inspiration



## Four storytelling tips

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

**Keep it simple!**

Remember to follow the **project branding guidelines!**



# Europe, let's cooperate

9 Jun 2020

Interregional cooperation forum Dubrovnik

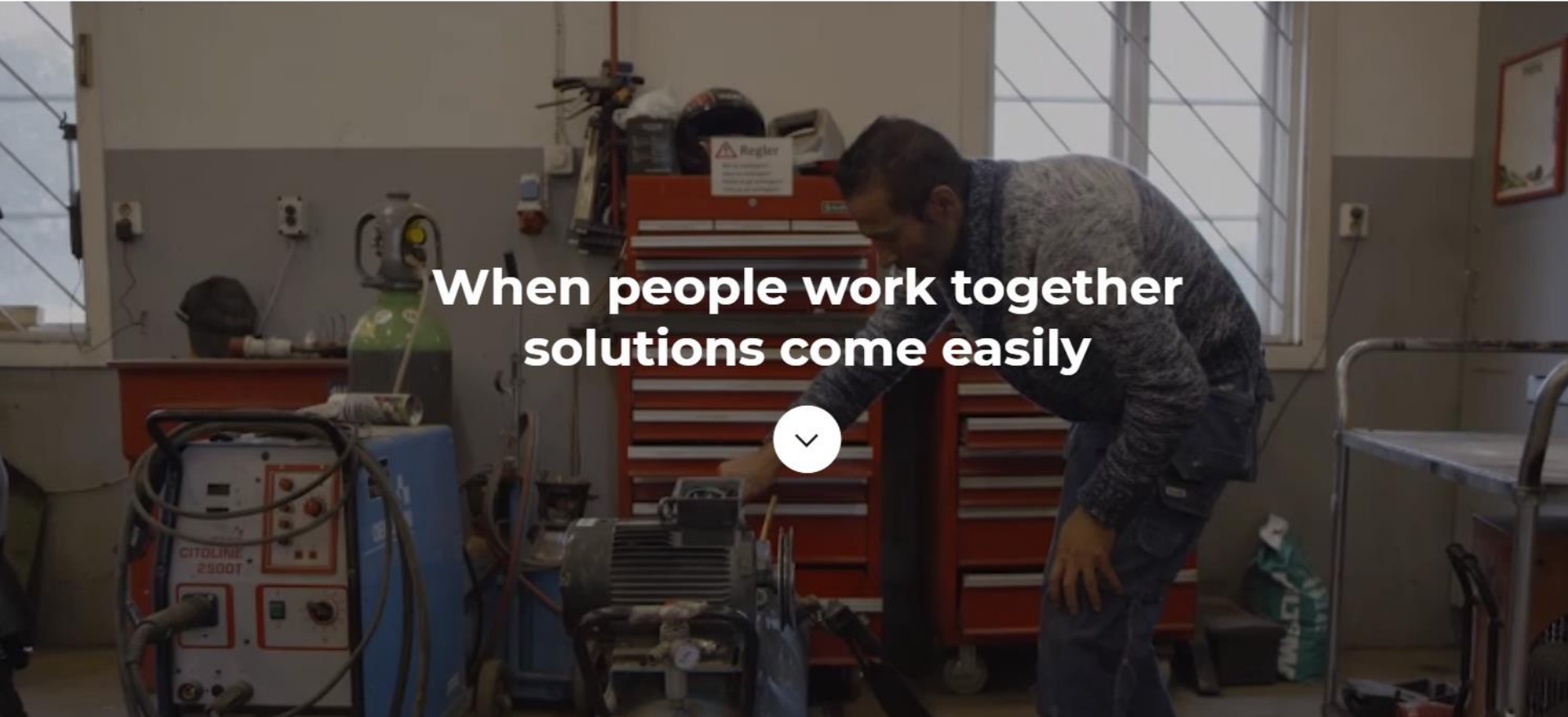
## Join us in June!

Get ready for the next edition of #europecooperates! Join us on 9 June 2020 to celebrate the results and impact of interregional cooperation and take part in the discussion about the post-2020 future.

Save the date!



Save the date!



**When people work together  
solutions come easily**

