

**Interreg
Europe**



European Union | European Regional Development Fund

How to tell stories

Interreg Europe Secretariat
communication@interregeurope.eu

23 January 2020 | Communication seminar, Budapest (HU)



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

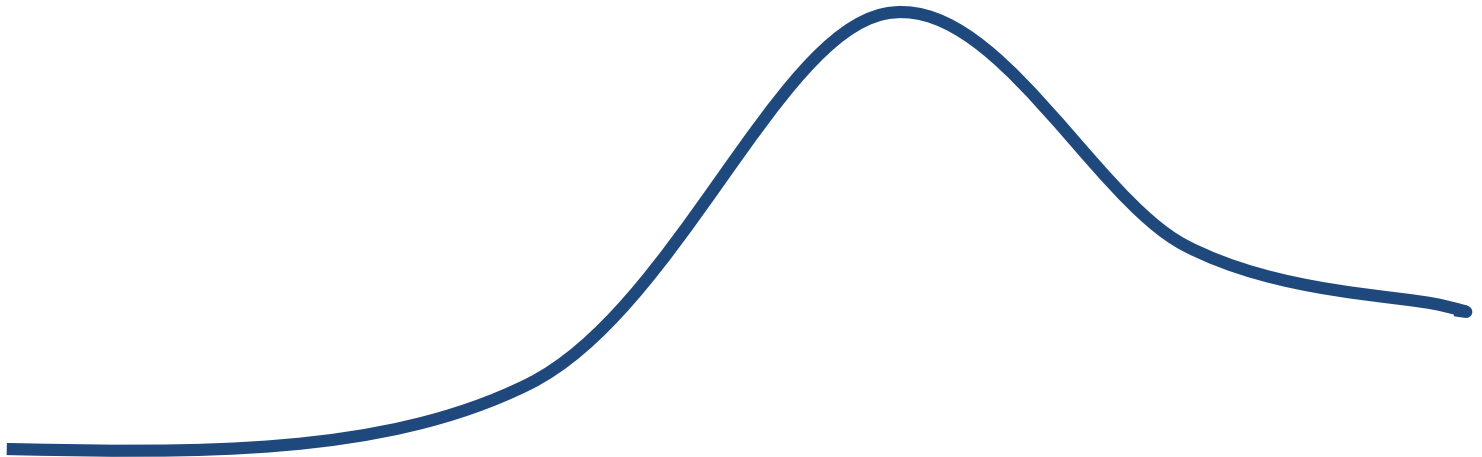




Key elements

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





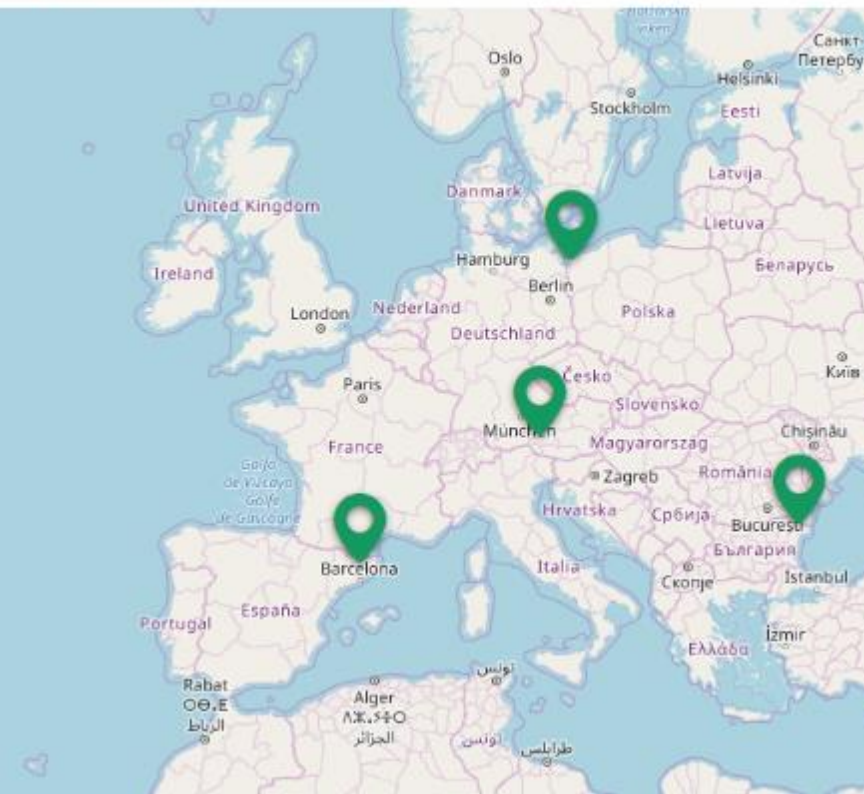
Where

Say or show where the story happens

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



Where



[← 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

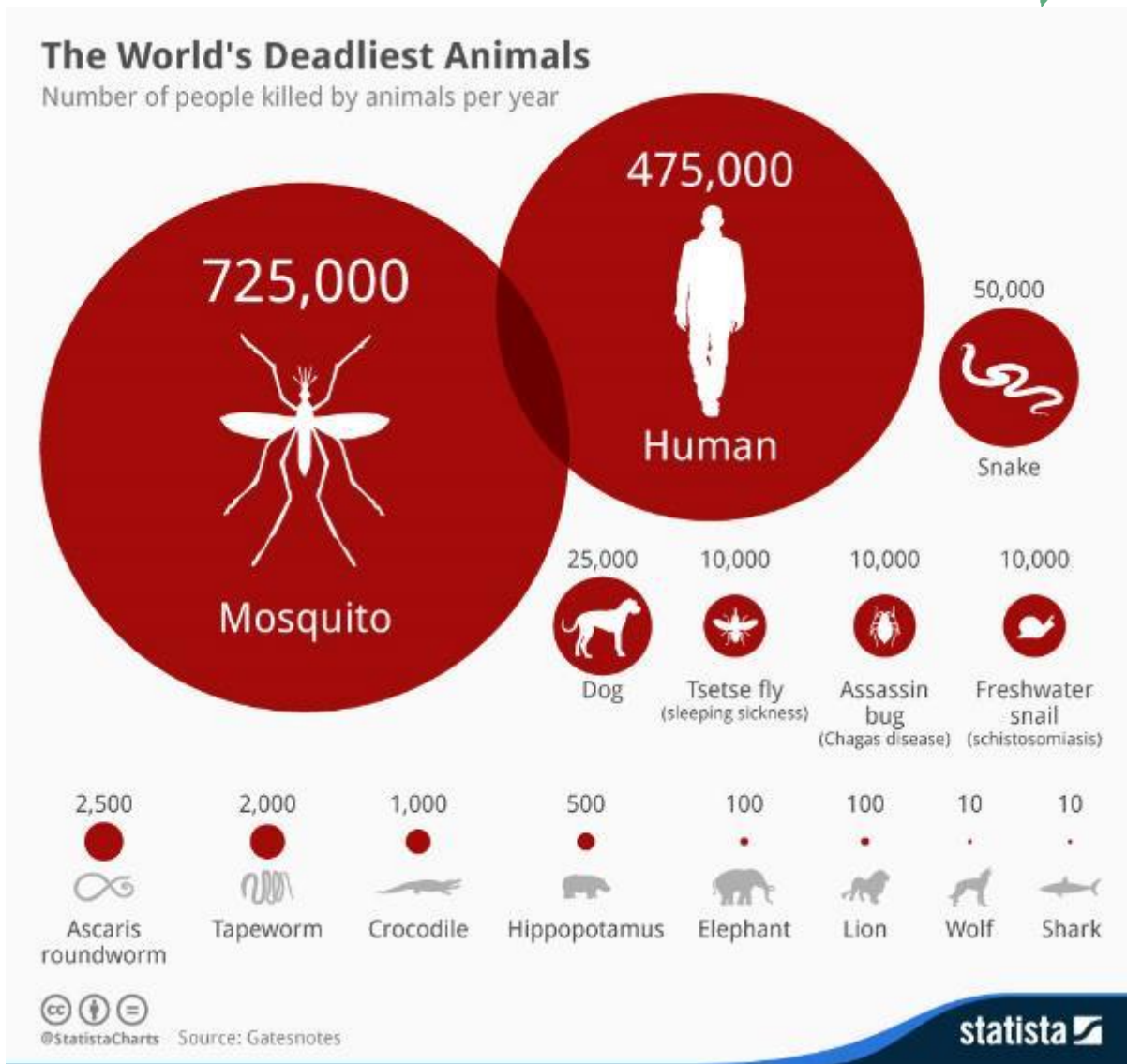


© Banksy on Brexit



What makes a story?

- A number



**Time for
questions**



**Why to tell
a story?**



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**



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
THE COMPACT



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

Not for the programme!

Description of influence

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

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



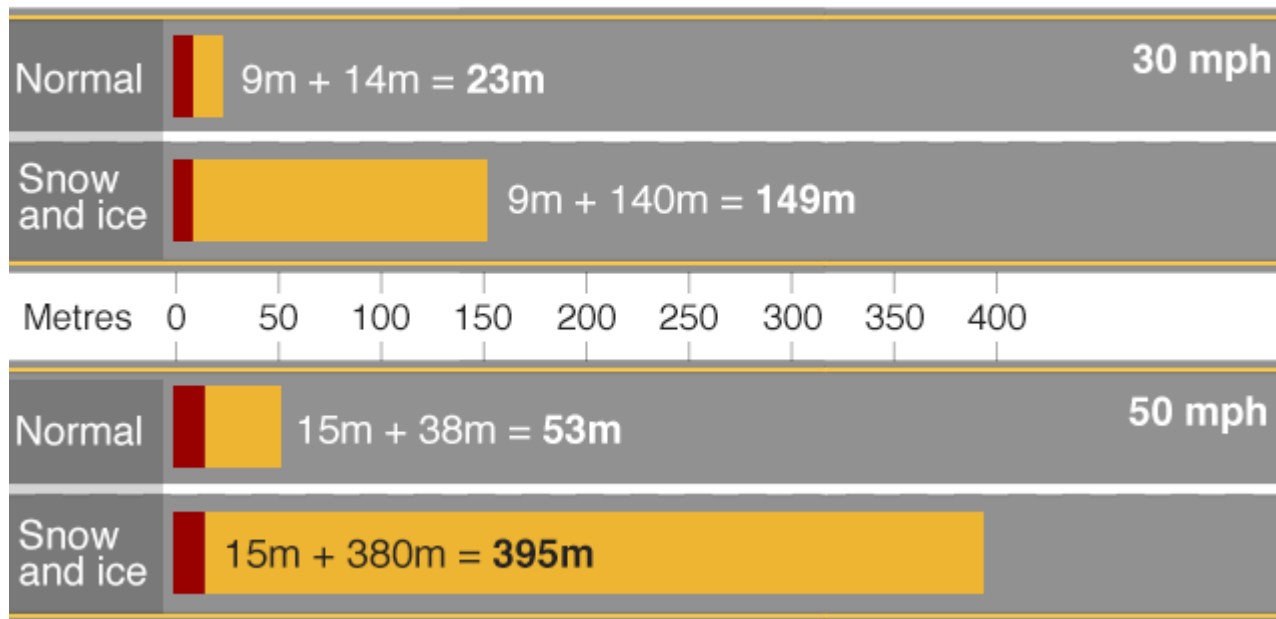


How

Infographics

Stopping distances in snow and ice

■ Thinking distance ■ Braking distance



Source: Gov UK, AA

BBC



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



**Interreg
Europe**



European Union | European Regional Development Fund

Thank you!

www.interregeurope.eu

