


Project Storytelling **Essential Guide**



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.

**ECONOMÍA CREATIVA
CONSULTANCY** creates
development and communication
strategies, policies and brands that
shape the future of people, places
and businesses around the world

#Discover

Clients & Partners

8 Gerencia de Urbanismo



Youth Partnership

Partnership between the European Commission and the Council of Europe in the field of youth



Member Digital Skills & Jobs Coalition



**Digital Skills and
Jobs Coalition**

Let's engage!

Suggested Hashtag: #ProjectStorytelling

Follow us, share your comments, examples and stories with us!



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@economiacreativa.consultancy



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Introduction

People have been passing information along via storytelling for as long as humans have had a rich language to draw from. Stories are a great way to connect people with **ideas** at a **‘human level’**.

A well told story is focused on sharing pertinent **details** that express surprising **meaning** and underlying **emotions**. It affects both the emotional and intellectual level simultaneously.

This guide on Project Storytelling aims to help you:

- Reflect on how to design a story
- Understand why storytelling is important for projects development
- Become a better storyteller
- Learn best practices and plan your own storytelling

*Audience
development Plan,
the route map
for your
Project Storytelling*

What is Audience Development Plan?

Why is it important for projects communication?

A clear, strategic **audience development plan** is your **route-map** to increasing your audiences and engaging them more deeply, by creating an unique narrative in cooperation with your project key stakeholders and target public.

The Audience Development Plan will help projects to:

- ❖ Increase the commitment of your audience and stakeholders
- ❖ Attract wider audience and people from minorities and other key groups
- ❖ Provide a more enriching experience

Principles of engagement 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**

Audience Development Plan: 4 stages



1. **Diagnostic:** Developing understanding and ‘auditing’ your audiences to help you understand your organization position and the journey to undertake with the Audience Development Plan
2. **Planning Strategy:** creating the Audience Development Plan to drive engagement with target audiences, communicate organization/project mission and activities
3. **Implementation:** working in groups/individually on creative storytelling techniques to implement the Audience Development Plan
4. **Evaluation.** Are we doing it right?



Who is your organization? What is your project vision?

Your Organization/Project Now

- *Who* is your organization?
- Which role plays your project for people's empowerment? How your project solve social, economic, environmental challenges?

Your audience perception Now

- *Who* your project is for your audience?
- How do your different stakeholders perceive your project?
- How do you know about their preferences (survey, focus group, etc.)?

Vision for your project

- What is your project vision for engaging with your audience and stakeholders? How your project will 'transform' the world?



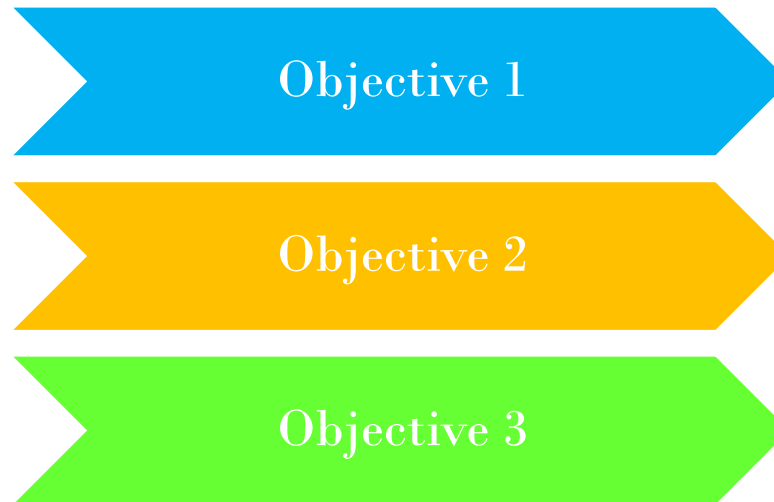
What are the challenges and opportunities to achieve your project vision to engage with your audience and key stakeholders?

Challenges

Opportunities



Define three SMART (Specific, Measurable, Achievable, Realistic & Timed) objectives for your organization / project Audience Development Plan to increase engagement with your target audience



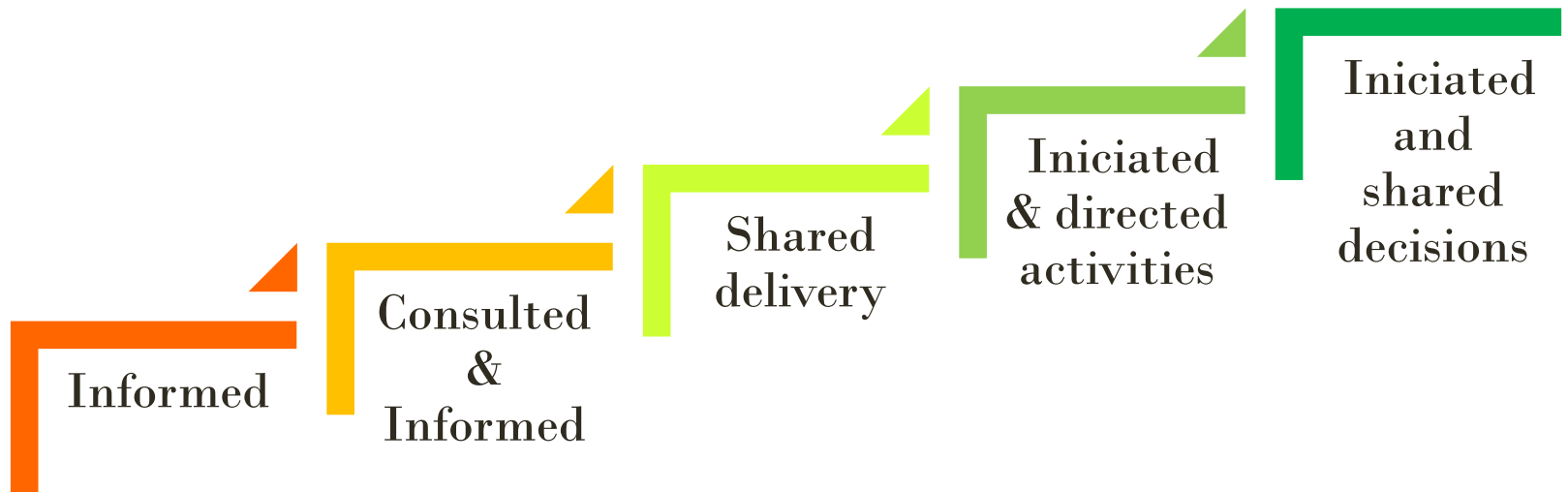


Create an action using activities online (social media campaign, web/blog, etc.) AND offline activities (workshop, forum, festival, etc.) in which project stakeholders actively participate in co-creating storytelling narrative (design, implementation and/or delivery)

Action Name & Description	Who is responsible / Departments Involved	When / Time frame	Resources Needed	Communication (including, but not only, social media)	Stakeholders involvement



On the following scale, evaluate which degree of participation it has been achieved by the Audience Development Plan you have just designed. How you could improve it?. Your target audience and stakeholders have been...



Tips for successful engagement with your audience

- ✓ Language: good communication and mutual understanding
- ✓ Avoid assumptions! Build trust & be transparent!
- ✓ Single activity is not enough
- ✓ Develop staff skills
- ✓ Identify stories that reflect audiences' experiences.
- ✓ PICTURES + VIDEOS!
- ✓ Market what you have to offer & make it relevant
- ✓ Think about community & stakeholders participation
- ✓ Be clear, genuine, meaningful and accountable
- ✓ Provide the resources needed for activities planned

Audience Development Plan for Projects



Understanding your audience's **motivation** and interests is essential! Do not forget that...

- ❖ **Successful audience development taps into the underlying elements which MOTIVATE people's participation**
- ❖ Is your audience representative of the local or wider area that you serve? Which groups are under represented and why?
- ❖ To understand why people are **NOT** participating and how you can appeal to new audiences you have to ask them!

Understanding your project narrative

Understanding your project's narratives

A project narrative includes a statement of the problem or purpose, the objectives of the project, background information and what's already known and information on any research that supports the project's feasibility.

Understanding how all these elements relate to each other and, more importantly, to your project target audience and key stakeholders is essential for developing an unique and engaging project storytelling.

The project narrative can be summarized under an umbrella '**core idea**' or '**big picture**' that will be the focus of your project pitch. From this core idea a **constellation of themes** can be developed to address multiple target groups and stakeholders aspirations.

From the core idea to a constellation of topics

**Gender and
social
inclusion**

**SMART
specialization**

**Education &
Skills
Development**

**Entrepreneurship
Ecosystem**

**SME
Competitiveness
(core idea)**

**Sustainability &
Social Corporate
Responsibility**

**Public-Private
Partnerships**

**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, ...

¿How to design a
story?

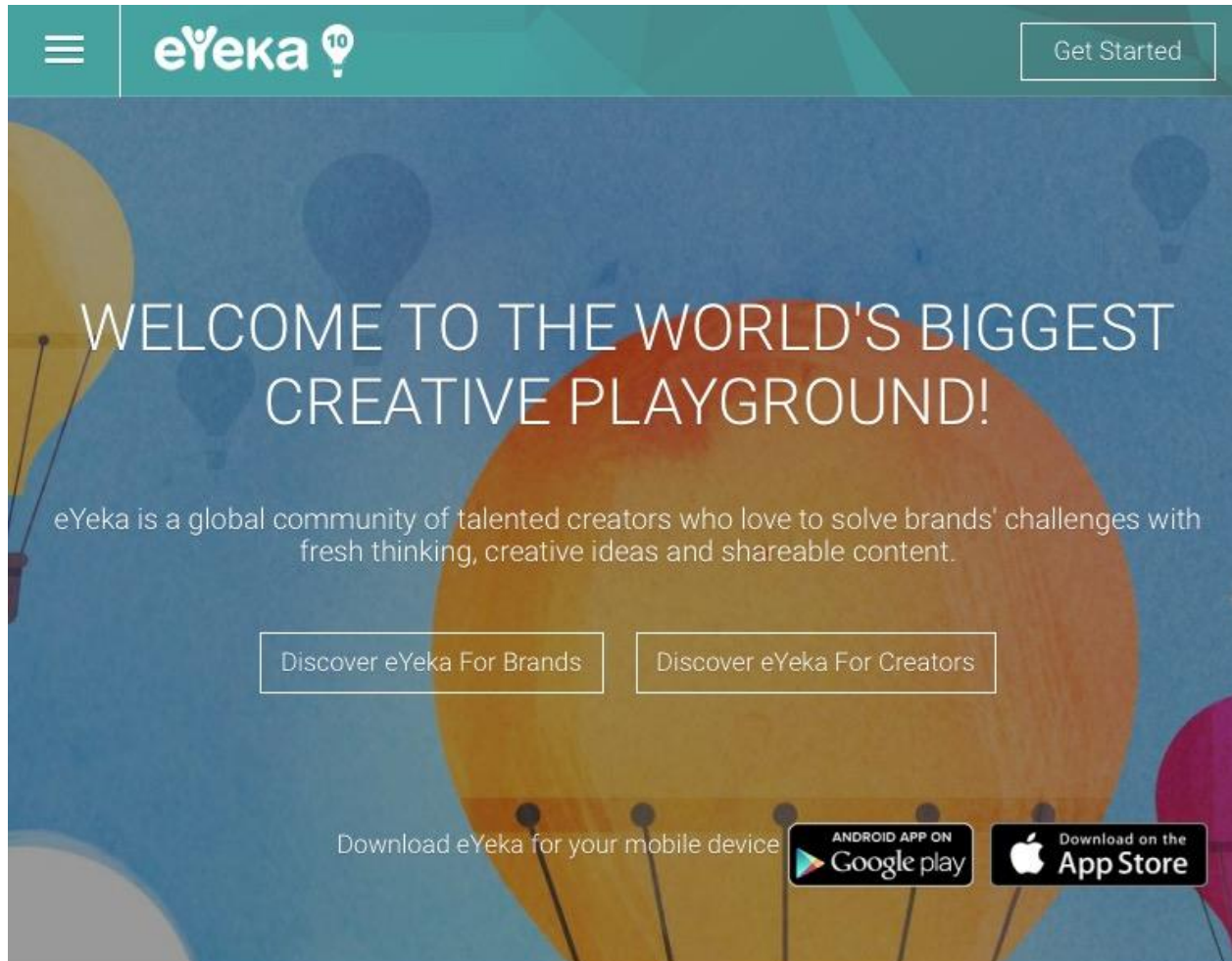
Search the roots, the meaning and essence
of your project...



...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!

How to design a story?

- ❖ **Be authentic:** stories are more powerful when they include a little bit of you.
 - a. Focus on ‘character’, this will generate empathy and interest from your audience
 - b. Details: what details from the project you can share that can be linked to people’s behaviour and emotions?
- ❖ **Assume the beginners mindset**
 - a. Observe and engage people in your project without judging their ‘knowledge’ or point of view
 - b. Question everything. Even things you think you already know. Ask your audience questions about your project development
 - c. LISTEN: analyse what people say about your project and how they say it

How to design a story?

❖ **Observe & Emphazise**

- a. Find patterns/clues: look for different project dimmensions and themes, even the ones that are not obvious.
- b. Research people behaviour in the context of your project to identify clues, needs, manifestations of their experiences, complains, reivindications. Even if they differ from their actual doings, they can be indicators of their believes.
- c. Find ways of relating these clues to your project core idea and narrative

❖ **Inspire your audience and active their imagination**

❖ **Embrace Experimentation**

- a. The key for storytelling is to experiment with different tools: photography, videos, apps, etc.
- b. The more you will use those tools and experiment how you can apply them to your project storytelling, the more amazing results you will obtain

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**. People will be more likely to be part of a project that they believe in, that drive *meaningful* engagement.
3. Share stories that are **accessible**. If you use statistics, try to show what they ‘mean’ more than the raw data
4. Create a sense of aspiration in all you do. **Create a winning atmosphere**
5. Think who is ‘reading’ / watching the story, not who is creating it
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 your **passion**, what makes your **team** amazing!

Examples of
Storytelling by
global
brands/institutions

Crowdsourcing and open innovation

eYeka

Brands? Launch your challenge [CF](#)

Creatives? Discover our contests

Create your account

Sign in to your account

Contests

Quick Questions

Creatives

Blog or

Search
Search contests by brand or name.
ex. Danone

About eYeka
As an innovative crowdsourcing company, we help our creative community to master its skills, work with global brands or agencies, and get rewarded for creating high-quality content and ideas.


Contests

All Animation Creative Writing Graphic Design Illustration Label & Package Design Video

Live Contests

Nescafé Gift


€8,000 | Creative Writing - Label & Package Des...



1 day left to upload your entry!

Pringles Video


€18,500 | Video - Animation



9 days left to upload your entry!

Pringles Poster


€6,500 | Graphic Design - Illustration



9 days left to upload your entry!

New Cognac Drink

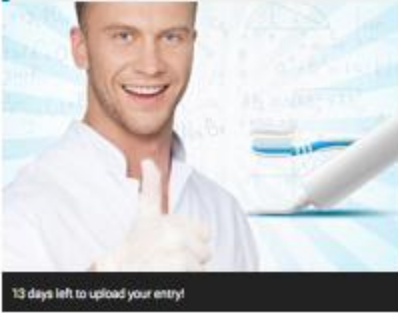
€5,000 | Creative Writing - Label & Package Des...



13 days left to upload your entry!

Smart Toothpaste


€9,000 | Illustration



13 days left to upload your entry!

Quaker Oat and Milk Po...

€1,800 | Creative Writing



13 days left to upload your entry!



European
Commission
invites its
audience to
discover
Europe's
nature, history,
cities, people

Insert your product or services on your audience lifestyle



The project
storytelling process
& how to engage
with stakeholders

Storytelling Process



Stortelling Process

1 / Project Storytelling Strategy:

Analysis of the project must be the starting point in order to identify target audience, key stakeholders, type of information level for each target group, project core idea or big picture (the elevator pitch); consistency of project communication throughout the different project stages. Answer the following questions:

- ❖ Which is your project ‘big picture’ or core idea?
- ❖ What challenge/s you solve? Which role play citizens and external stakeholders?
- ❖ Who are your projects beneficiaries?
- ❖ How are you going to tell/show your stories?

2/ Audience study.

The audience to which the storytelling will be targeted has to be researched, particularly to understand their aspirations, cultural awareness, key demographic characteristics (age, gender, socioeconomic), relation with the project, social media habits, etc.

Stortelling Process

3/ Conceptualization, Substantiation, Commercialization:

Applying creative thinking techniques (brainstorming, lateral thinking, iterative processes) on workshops, online contests or surveys, social media campaigns with the participation of the stakeholders in which the project ‘identity’ will be explored and themes to be identified and developed to compose the storytelling narrative to engage with the target audience.

4/ Audience engagement and the use of transmedia for storytelling dissemination.

Once the storyline has been defined, storytellers and stakeholders have to work on the dissemination process of the narrative. A transmedia approach to the dissemination offers the potential to reach wider audience and the opportunity of exploring the narrative throughout different languages (film, text, photography, art, science, etc.)

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

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

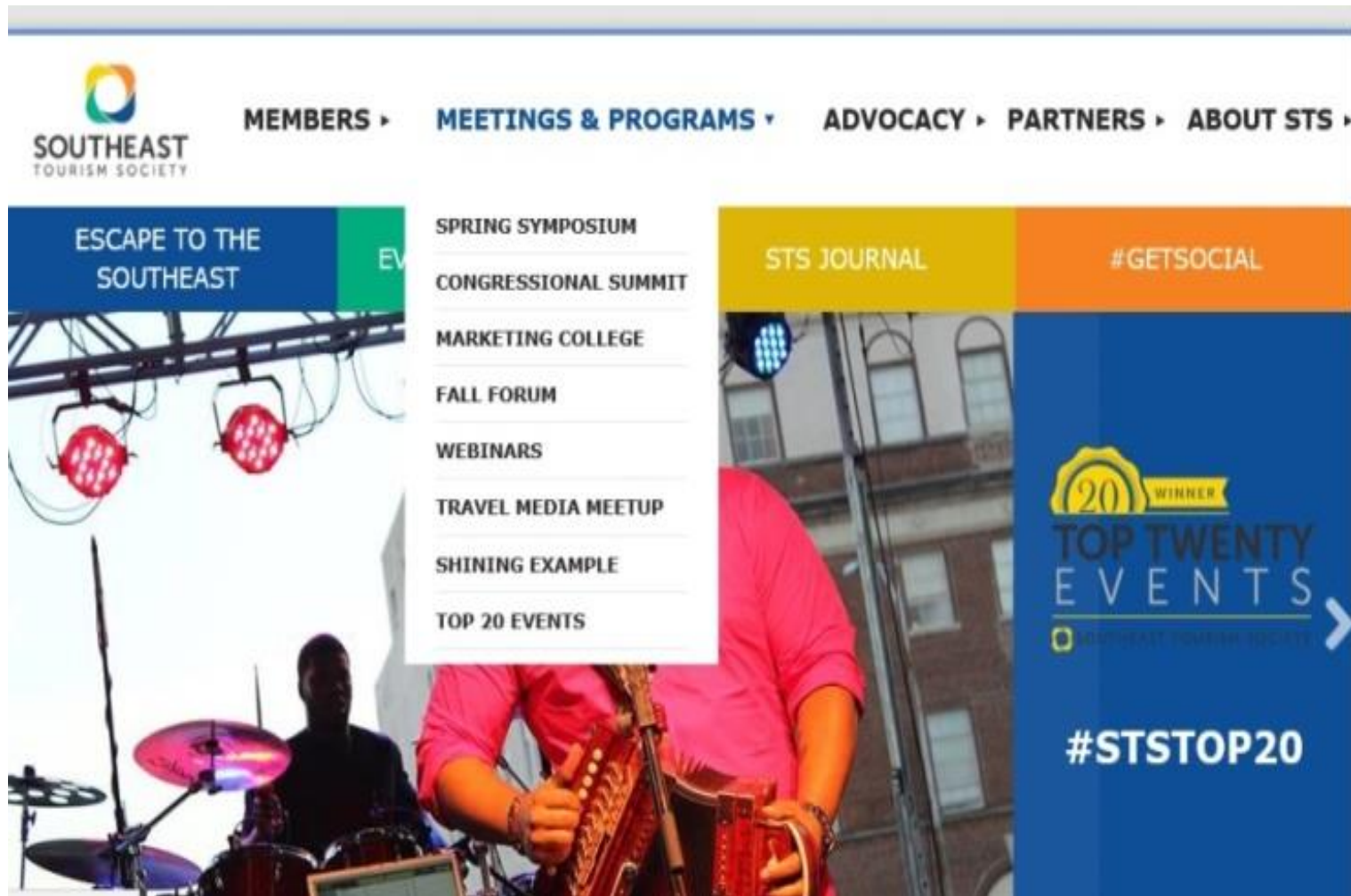
Engaging with your key stakeholders

Skillful storytelling practices are not sufficient for storytelling to function as a means of project development. An **open innovation** process built with the active participation of multiple stakeholders (project management organisations, public administration at municipality or regional level, NGOs, Universities, creatives, innovation centers and general public) in a **Project Storytelling Stakeholders Network**, which can be implemented through:

- ❖ A web 3.0 based platform with a **meeting-program** section containing several meetings during the different seasons of the year / project stages
- ❖ Online campaigns to engaging with general public such as #Europeinmyregion
- ❖ A mixture of offline events, such workshops, focus groups, expert meetings seminars or symposiums with online activities such webinars.
- ❖ Trainings and capacity building seminars

When the narrative is created following a **dynamic of collaboration** the project themes are easier to be incorporated by key stakeholders and general public.

Engaging with your key stakeholders

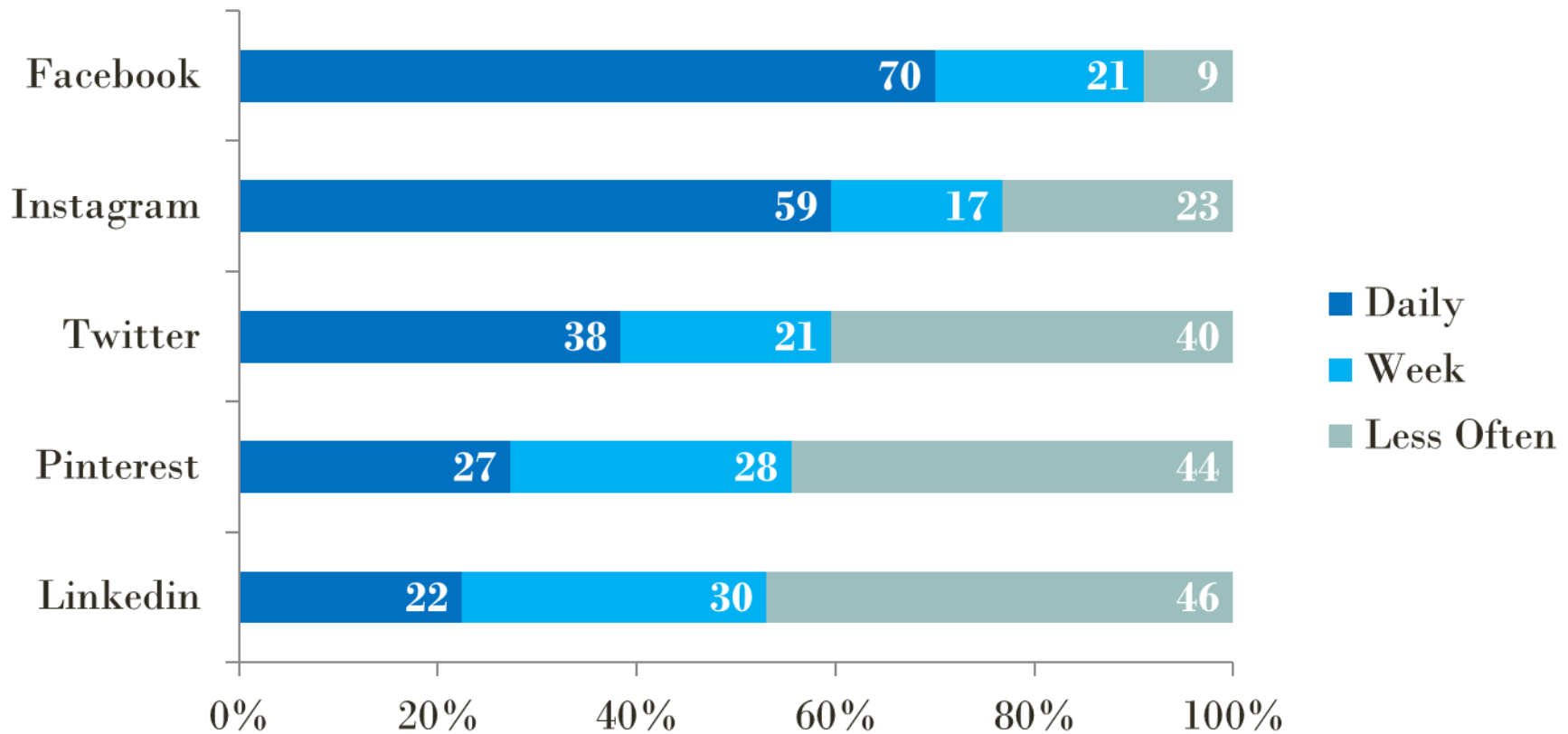


South East Tourism Society –Storytelling Stakeholders Network
Web platform

Instagram for
Audience
Development &
Project Storytelling.
Examples

Instagram is the second social media with higher daily engagement by users – almost 60%

Of each site, the % who use that site with the following frequencies:



Instagram is the answer to *visual marketing*

In the context of **transformation economy** and **network society**, image based social networks such as Instagram are key for positioning any brand, institution or project. You can use instagram for:

- ✓ Presenting projects, institution or programs in a creative way
- ✓ Developing your project ‘personality’ and aspiration
- ✓ Creating interactive campaigns engaging with your audiences through images, text and *hashtags* that can be easily shared through other social media such as Facebook or Twitter
- ✓ Developing an unique lifestyle to which your followers can feel part of
- ✓ Providing different ways of engagement
- ✓ Helping the audience to obtain more information and qualitative insight about the exhibitions, artworks, performances, artists, etc..

The Munch Museum repost The Scream from Nature Project post that explores the relationship of humans and nature



themunchmuseum

FOLLOW

158 likes

5w

themunchmuseum #fanart #thescream
#edvardmunch #Repost
@thescreamfromnature.

...

#thescreamfromnature from La Salle
Maravillas in #spain

lugassyllabus Wowww screaammm

Cookie's Art Tour stopping by at MoMA has generated 14k likes and more than 400 comments!



themuseumofmodernart
MoMA The Museum of Modern Art 55w



♥ 14.194 likes

themuseumofmodernart Look who stopped by to see some art! It's Cookie Monster, all the way from @sesamestreet.
#CookieArtTour

View all 434 comments

irishoods @erinerlihy @meganherlihy @mlgiordano we will meet Cookie there around 10:30-11

noerloev @simonnoerloev13

rachaelwithan_a @kassfuzzled @greytainted me when I go to the MomA





teatroallascala

57w



We are all human beings
#Personal #lifestyle
#storytelling



♥ 85 likes

teatroallascala Stretching & relax...#Giselle
#ScalaParis



teatroallascala

56w



♥ 85 likes

teatroallascala Chi bella vuole apparire...un
poco deve soffrire! #Giselle #ScalaParis

What artwork reminds you of your mother?

Develop emotional engagement with the audience



10h



tate

10h

Happy #MothersDay! What artwork reminds you of your mother?

Sir William Rothenstein - 'Mother and Child' 1903

Load more comments



samvictorvictor

8h

Any still life...my mother is quiet grace and loves to paint still lifes



rlm1025

8h

@gingersnapper1 reminded me of you and AF



tighethor

8h

@breegentighe



Sustainability matters for the arts!

Connect your project themes (sustainability, social inclusion, gender, etc.)

Showing everyday work on your project key topics

arcolatheatre Feimatta and Nick are having a meeting about sustainability in the arts.

#LoveTheatre #Backstage

treepress Love it! How was the discussion?



tate
Tate Modern

2w



tate
Tate Modern

♥ 3.903 likes

tate What's been growing in the #TurbineHall? Artist Abraham Cruzvillegas and botanist Roy Vickery of the South London Botanical Institute investigate #EmptyLot #TateModern

View all 51 comments

hafizahajat We saw this today and love



alexjamesturner We must go back @peglessness @helenelizabethstone !

peglessness @alexjamesturner definite Maybe next Saturday avec Paul? We can have tea n scones in the cafe! Maybe a bit of mudlarking? Xx

#Emptylot
Questions about
the city and
nature





913
posts

8971
followers

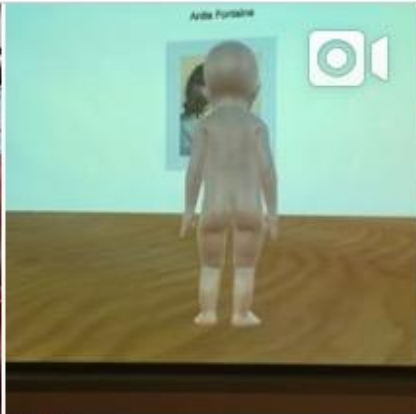
161
following

+ FOLLOW



Tate Collectives

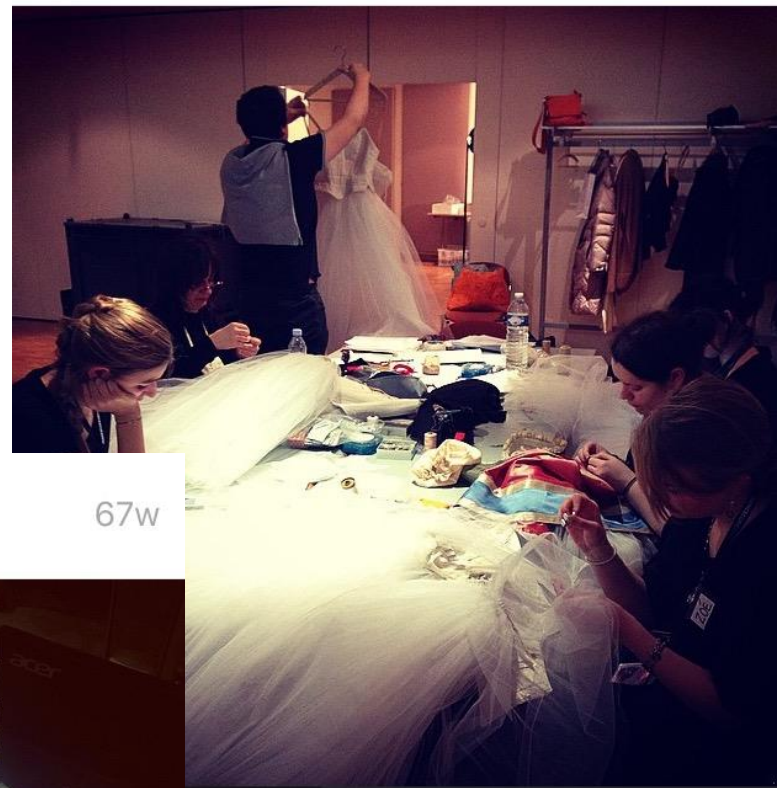
Connecting young people to art @Tate | Free events, workshops, festivals and resources in the galleries and online 🎨🎤📷🎥💡🧠💻
www.tate.org.uk/collectives



Tate Collective:
Tate Modern's
new approach,
to recognize,
identify and
target young
people from the
wider
community.



How it works?




arcolatheatre
Arcola Theatre

67w

#backstage



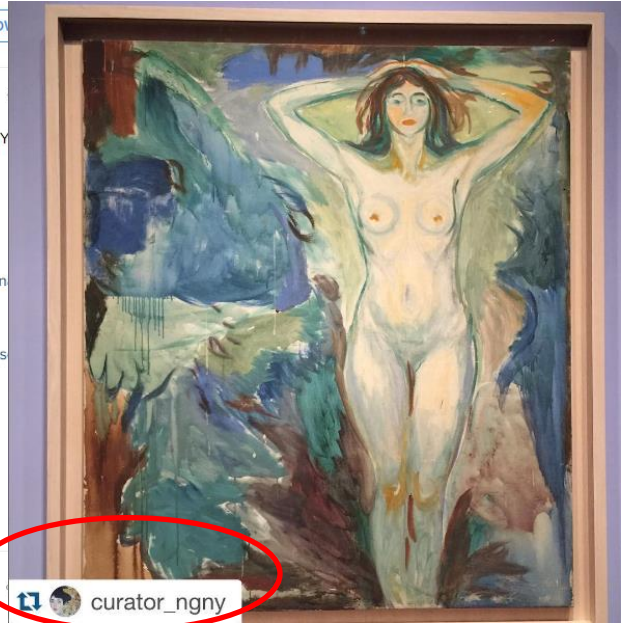
#getcloser

#Reposting from other museums, art galleries, art centers or visitors /public as a way of engagement and collaboration



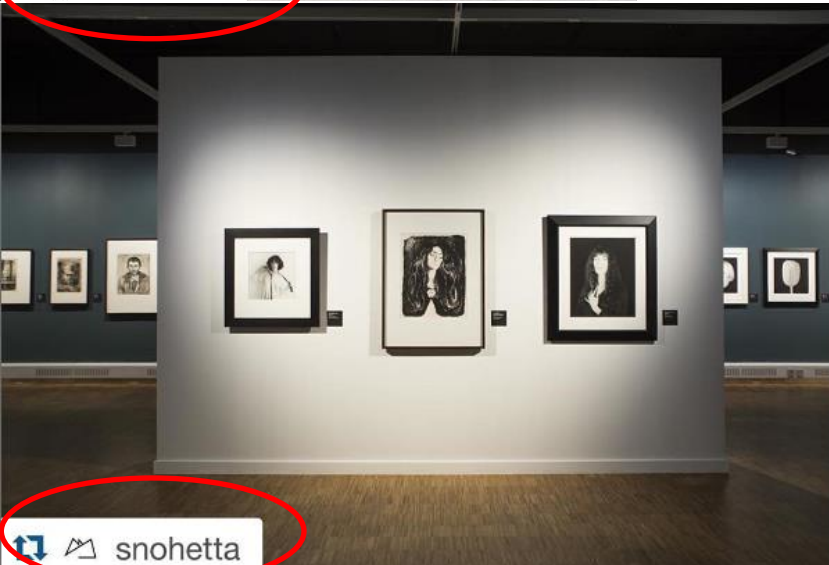
neuegalerieny

themunchmuseum
257 likes
themunchmuseum #edvardmunch in NY #Repost @neuegalerieny.
...
Thank you @frickcollection for the tip! "Munch and Expressionism" on view through June 13. #thescream #cartoon @newyorkermag
thescreamfromnature #thescreamfromnature
carlosgianni @chuchuzete
hgjestvangsegelberg @themunchmuseum
arts_jpg |❤️it
arts_jpg wow
Add a comment...



curator_ngny

themunchmuseum
288 likes
themunchmuseum Edvard Munch in New York! #Repost @curator_ngny.
...
One of the most remarked upon works in "Munch and Expressionism" is the stunning and voluptuous "Standing Nude against Blue Background" of 1925-30 and on loan from @themunchmuseum. Freely painted with broad gestural strokes, the drip marks on the proper right have evoked comparisons with abstract expressionism. It is worth a visit to @neuegalerieny just to study this breathtaking work in person—it is the first time it has ever been publicly exhibited #munchandexpressionism #munch #expressionism #mustsee c2016 Artists Rights Society (ARS), New York for Edvard Munch
arts_jpg pretty cool
kunstkazerne Gaaf
Add a comment...



snohetta

themunchmuseum
The Munch Museum
187 likes
themunchmuseum #Repost
...
Have you checked out the #mapplethorpemunch #exhibition @themunchmuseum in #Oslo? Find your way to snohetta.com for look at the #exhibitiondesign #exhibitioncatalogue. And thank you for yourself! #interiordesign #bookdesign #edvardmunch #robertmapplethorpe #snohetta #norway 📷 @ove_kvavik
Add a comment...



annablinge

themunchmuseum
The Munch Museum
91 likes
themunchmuseum Her er uken #kyssmunch vinnerbilde. Dette ukesvinner. I starten av neste uke hovedpremien som er to festiva @oyafestivalen 2016! Ta ditt KY lepet av helgen og hashtag #kyss så er du med i trekningen. Kom en tur i Vigeland+Munch utstilling visningsdag er 17. januar. #vigeland #oyafestivalen #themunchmuseum #Repost @annablinge
Add a comment...

Benefits of Project Storytelling

Benefits of project storytelling

A **collective, coordinated** and **dynamic** creative storytelling narrative offers several benefits for your project development, from resource mobilization to institutional relations:

- ❖ 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
- ❖ Stories are the best way for project dissemination and sustainability. Stories remain easier than statistics on people’s mind!

Conclusion

Conclusion

In order to implement successful project storytelling, it is essential to

- ❖ to create a **Project Storytelling Stakeholders Network** through a web 3.0 based platform composed by the principal project stakeholders
- ❖ follow an **iterative process to identify the themes to develop and build the narrative through a combination of online webinars, contests and meetings and offline forum, symposiums, workshops and focus groups with the participation of different stakeholders**
- ❖ define **different segments in the audience to target specific content**
- ❖ **substantiate the stories in a commercial way** by transforming them in actual happenings or concepts that people can interiorize
- ❖ **engage with the target audience** through a transmedia strategy and disseminate the stories through different social media platforms, engaging with the target audience and encouraging them to create their own content within the storyline and share it using the official hashtag.
- ❖ **consider strategically the importance of education for the long term sustainability of the creative storytelling approach**

About us

- ❖ **We design, prepare and deliver unique research projects and training experiences, flexible and adapted to audiences culturally diverse and originated from different nationalities and backgrounds. [Play video](#)**
- ❖ **Economía Creativa Consultancy** is a creativity and innovation consultancy providing research, **training** and expert advice for international public and private sector, including NGO, SMEs, International Institutions and Agencies, based in Spain, working internationally.
- ❖ We have delivered research, workshops, trainings, expert advice and public speaking in **Spain, United Kingdom, Belgium, Poland, France, Finland, Kosovo, Moldova, Hungary and Morocco**, for institutions such as the European Commission, the European Council and at international fora under the patronage of UNESCO.
- ❖ We participate in the network society and are associate members at the **European Creative Business Network** and **European Consulting Network**, among other networks.
- ❖ We have a global mindset and embrace dialogue, multiculturalism and equal opportunity.



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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