

Interreg
South Baltic

Co-funded by
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The Story Behind the Success – Communicating Your Project Impact

Share your project's impact and results by telling its story.

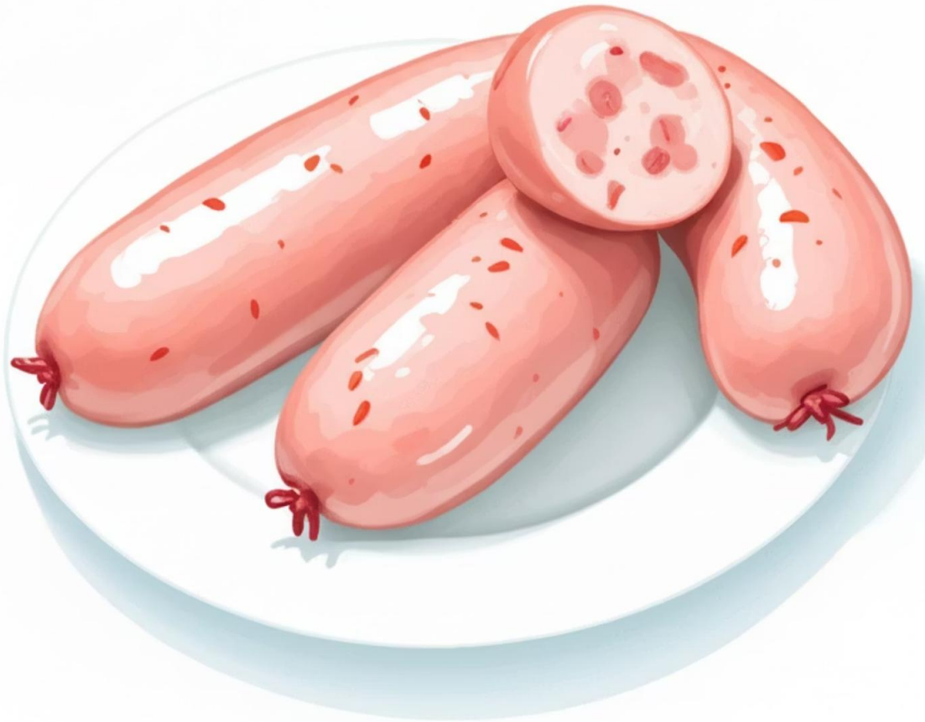
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Why Your Story Matters

> A good story can change how people think.

We work on many different projects. Some are easy to understand, others are not. If your product or service is special but hard to explain, telling a story helps a lot. It turns boring facts and complex details into stories people connect with.

If you are the only shop selling Polish sausages in the neighborhood, a simple sign is enough. But what if what your offer needs explaining? That is when a good story really helps!





What is the most important element of storytelling?

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Your Project's Hidden Story

Lost in Data

Your project's real impact is often buried. It's hidden in spreadsheets, reports, and lots of numbers.

Videos Work Best

Videos are the best way to tell your story. They easily grab attention and get shared widely.

Make People Feel

It's tough to show feelings in EU projects. But if you learn this, you'll be a top storyteller.

Do you prefer reading a long article or watching a short, lively video?

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Three Key Elements

Organise Your Story

Arrange your story in a clear way. This makes it easy to understand and powerful.

Use Simple Words

Explain things simply. Don't use complicated words. Make sure everyone can understand.

Make People Feel Something

Tell real stories. Share experiences people can connect with. This will truly reach your audience.

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Structure of Storytelling

Interact proposes TEMPLATE Storytelling builder with 10 steps to build a structure of your project story:

01

1. Context

Where did your story begin?

02

2. Specific Problem

What big problem did you face?

03

3. Idea

Leads you towards solution.

04

4. Solution

How did you solve it?

05

5. How It Works (×3)

Explain the three steps in detail.

06

6. Proof of Success

Show your results.

07

7. Vision

What's your big goal?

08

8. Branding

Programme and project logo at the end!

Main point: Stick to these steps and use simple words. You'll be halfway to success!

Watch this one-hour training session RECORDING to find out more about this approach.

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Simple Language Connects

What Your Audience Really Cares About

Start with the problem and how you fixed it. Use clear, simple words to get their attention before you talk about technical things.

Words to Skip

- Programme, beneficiary, stakeholders
- Synergies, capitalisation, capacity-building
- Call for proposals, cohesion
- Abbreviations: ERDF, IPA, etc.

Explain Your Numbers

Only pick the numbers that matter most. Show how they make a real impact, instead of sharing too much data.



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The Power of Emotion

Picture Your Reader

Do not talk to the "general public"–that's too many people. Instead, think of one specific person. Give them a name, an age, and a place to live. Imagine they have the problem you are solving, they care about it, and they will like your solution.

Share Real Stories

Find someone who has truly gone through the problem. Let them tell their own story. True stories touch people's hearts in a way that numbers never can.

Wrigleys EXTRA 'Sarah and Juan' for strong emotions, you do not need words.



Interreg Project Slam: What it is

Interreg Slam!

[Project Slam Award 2021: Upper Rhine]

[CASE Uganda Coffee producers]

Get Better at Telling Your Story and Be Seen

The Project Slam started in 2015. It was created by the Interact Programme. It is a contest that shows off good results from Interreg projects. Here is what you get:

- Learn how to tell your project's story better.
- Get a professional video made about your project.
- Your project gets more attention because of the contest.
- Meet and connect with other projects from all over Europe.

Good to know: You do not have to enter the contest to join the training. The training happens every April / May.

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Tools to Help You Tell Your Story

Here are some tools tailored for Interreg to help you talk about your project better and to promote them:

INFORM EU sessions

Short online training sessions organised by the European Commission on different communication topics.

INFORM EU: Project storytelling

RECORDING

TEMPLATE Storytelling builder

PRESENTATION

INFORM EU: Plain language

RECORDING

The presentation and useful links can be found under the general link with all online training sessions

Additional Resources

REGIOSTARS Awards: a competition that demonstrates the **impact of regional development.**

#EUinmyregion campaign aims to **showcase EU action for regions** across Europe.

Stories of Cooperation. Examples of **written stories** on Interact and Interreg Volunteer Youth - IVY websites.

A tutorial **about storytelling** by Charlelie Jourdan - check this out!

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Thank You!

Wishing you a joyful holiday season

and a prosperous New Year!

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