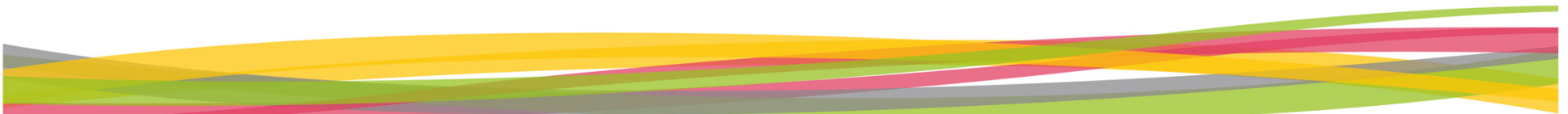




# Why storytelling is key to your application

# Power of storytelling

Good stories engage us, change our outlook and can even change the world



# Once upon a time....



Neolithic cave  
(Sahara)

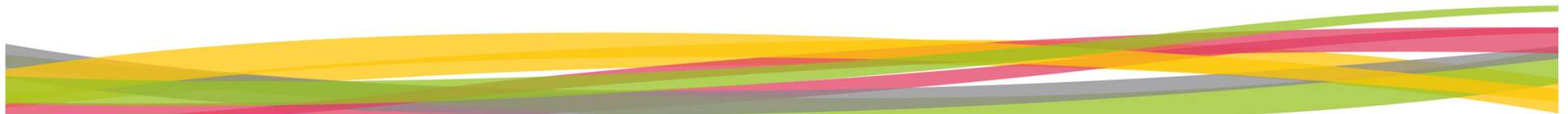


Stone library  
(Nepal year 600)

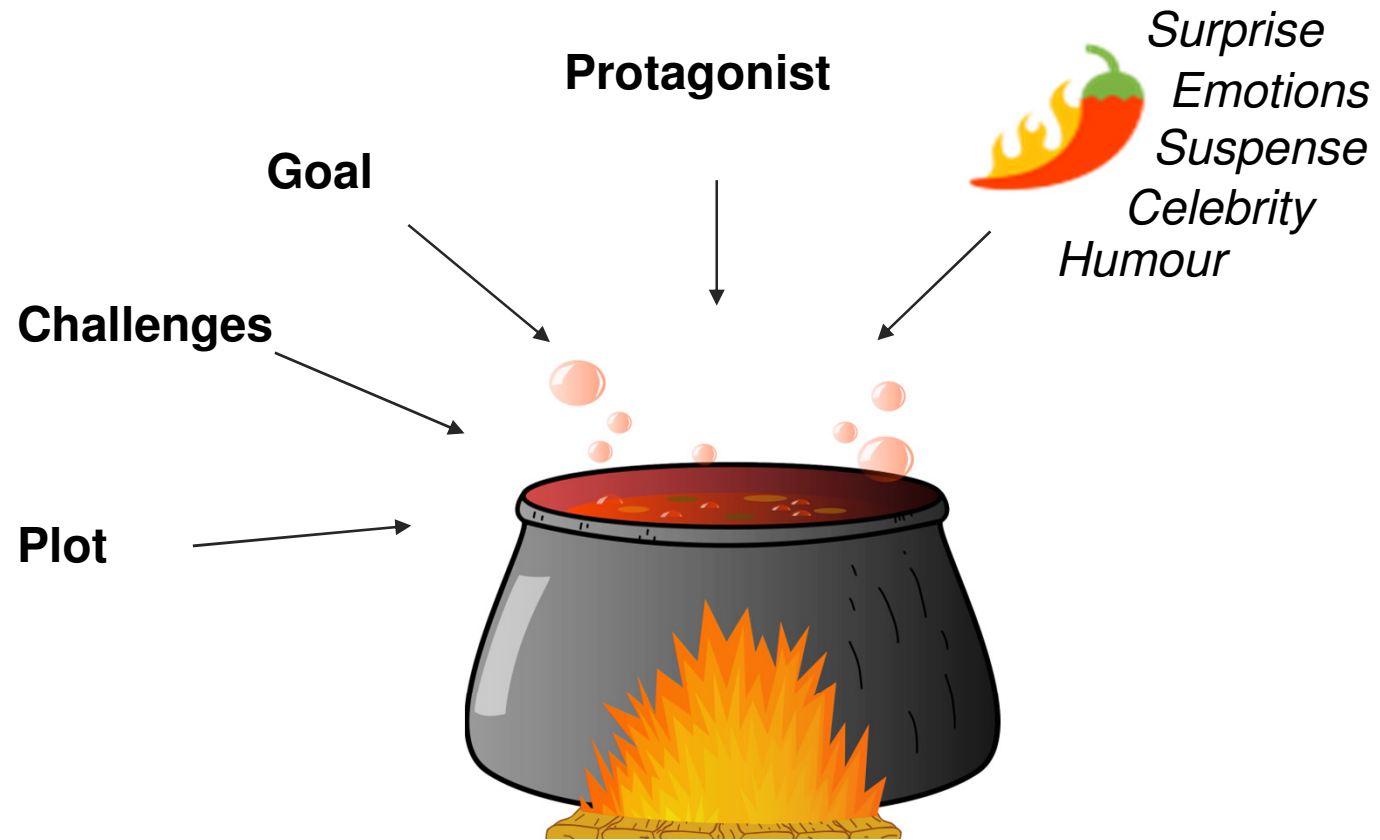


Star Wars  
(present)

# We are storytelling animals



# Story recipe

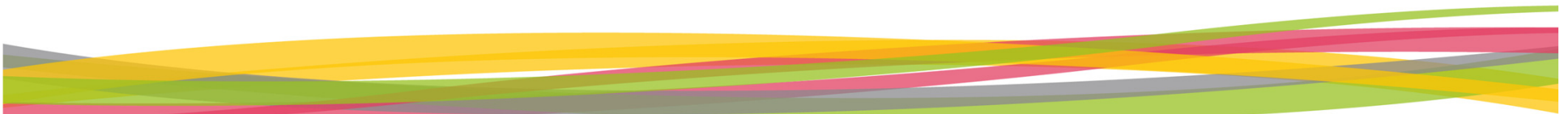


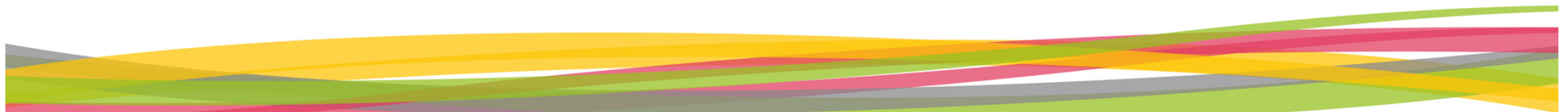
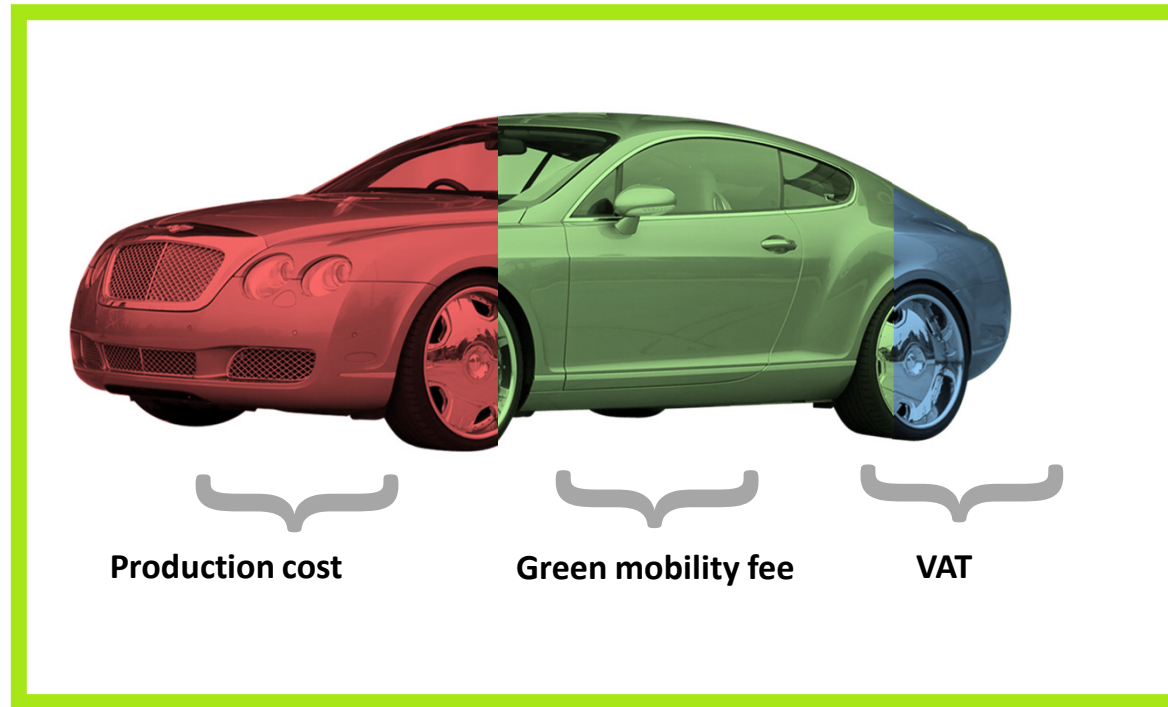


# Classic story structure



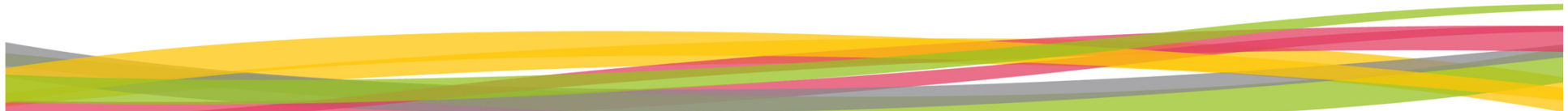
# #1: Framing







## #2: Making ideas tangible



# Exercise 1: Framing

TASK: Frame your project idea

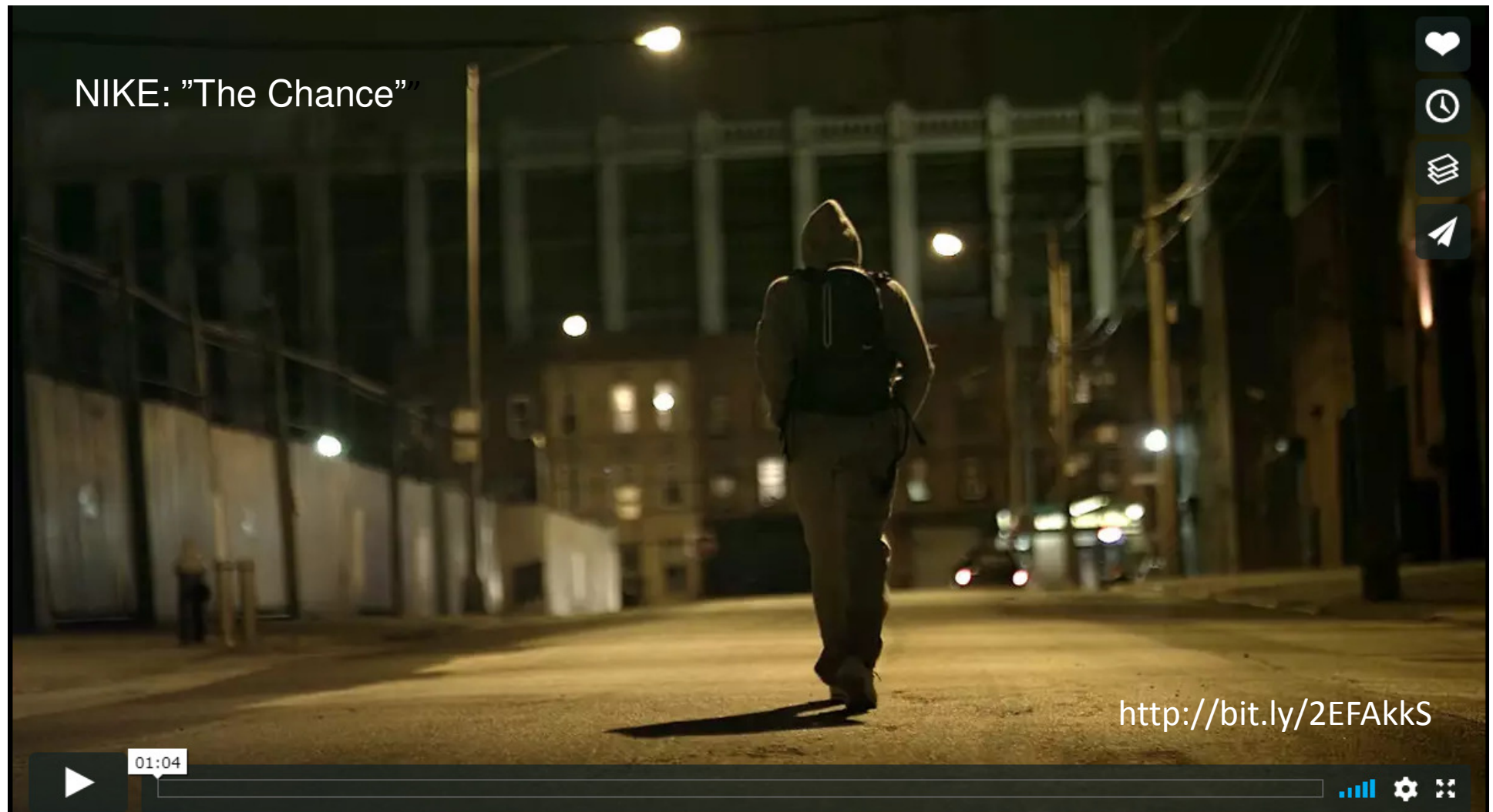
## STEPS

1. Think about ways to frame your project idea and make it tangible.
2. Discuss your ideas with your neighbour.
3. Swap roles and repeat step 2.



6 minutes

## #3: Use a human angle



# Storytelling in NGO campaigns



<https://vimeo.com/25832441>

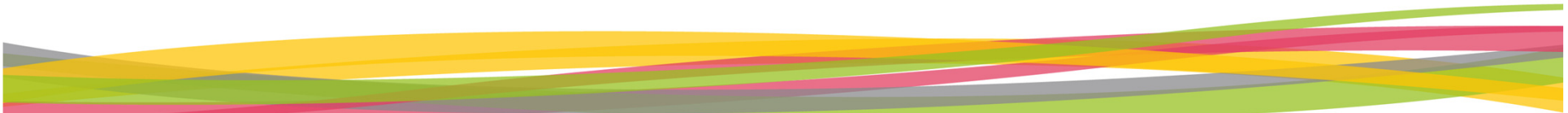
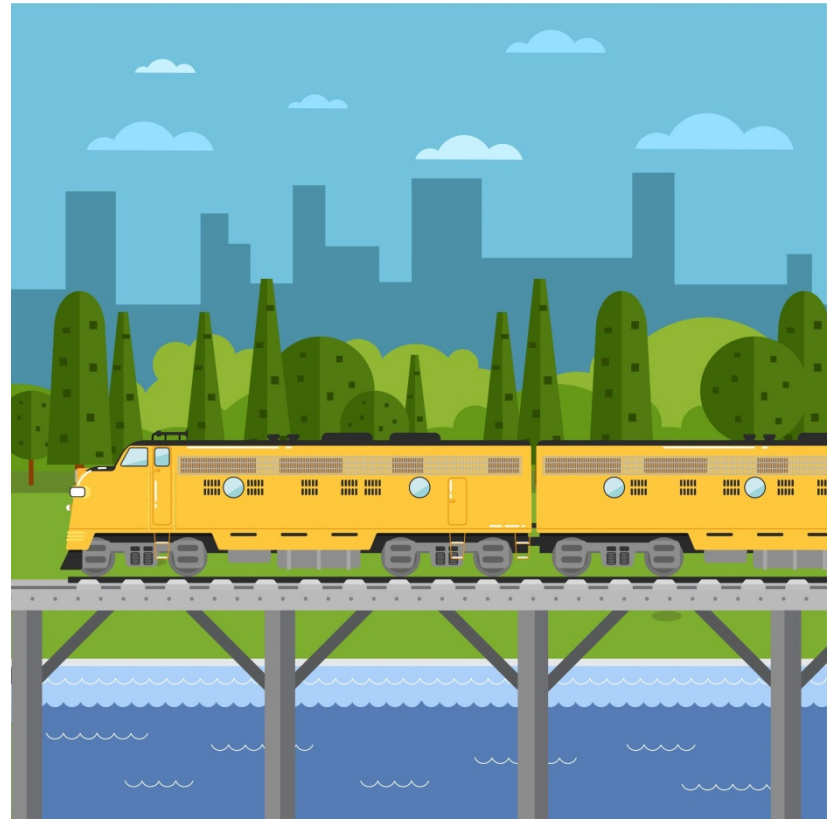




# Example: SustAccess (IIIB)

## **Goal:**

Improve mobility via  
sustainable modes of  
transport



## Exercise 2: Create a microstory

### TASK

Develop a microstory about your project, applying the situation => struggle => solution concept.

TIPS: Use framing, take a human angle, spice it up.

### STEPS

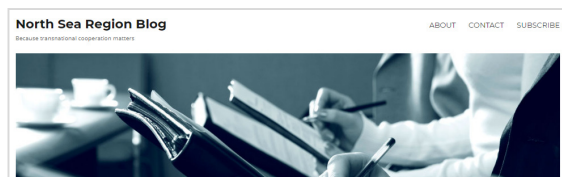
1. Take 3 minutes to develop your microstory.
2. Tell your story to your partner (1 minute).
3. The partner provides feedback (1 minute).
4. The partners swap roles & repeat step 1 and 2



10 minutes



# North Sea Region Blog



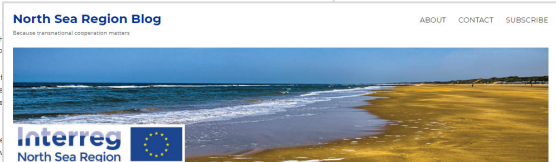
## Why you should attend First Level Control seminars

Christian Smith  
November 8, 2017  
Event reports  
First Level Control  
Edit

First Level Control (FLC) seminars are held for participants in the North Sea Region Interreg training seminars. These training seminars are designed for beneficiaries, and other parties involved always country-specific since they cover rules and regulations.

On 24 October, I attended one of these seminars held as a joint effort between the responsible for FLC and the Secretariat day with lots of enthusiastic participants.

FLC seminars are always interesting as an opportunity to meet other project managers. Speaking with colleagues in other projects and the world and your challenges and experiences.



## Transnational projects set the stage for green mobility

Sofie Fiering  
October 3, 2017  
Green mobility  
Interreg, Smart cities, Smart grids, V2G  
Edit



## What is unique about transnational cooperation?

Guest bloggers Monica Tanaka and Lise Espersen of Interact report from an ongoing process of discussing and aligning on core messages across the Interreg transnational programmes.

Discussions about the future of the EU Cohesion Policy and more specifically Interreg are now in full swing and transnational programmes are taking the time to make their value and impact clear. An important aspect of this work involves demonstrating the strengths of transnational cooperation - what is so special about it?



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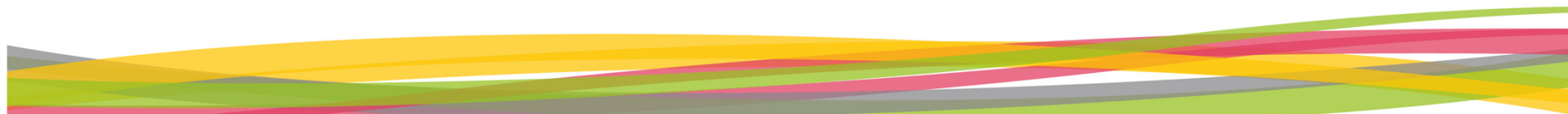
First name  
Last name  
Your email address


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What is unique about transnational cooperation?  
October 3, 2017  
Transnational projects set the stage for green mobility

[www.northseablog.eu](http://www.northseablog.eu)





**“Tell me a fact and I’ll learn. Tell me the truth and I’ll believe. But tell me a story and it will live in my heart forever.”**

*Indian Proverb*





# Thank you!



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