

CAP-COM Event

Storytelling approach as a link between capitalisation and communication

Rosa Escamilla | Interact | 28.11.2023

Interact



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the European Union**
Interreg



Ice breaker Exercise

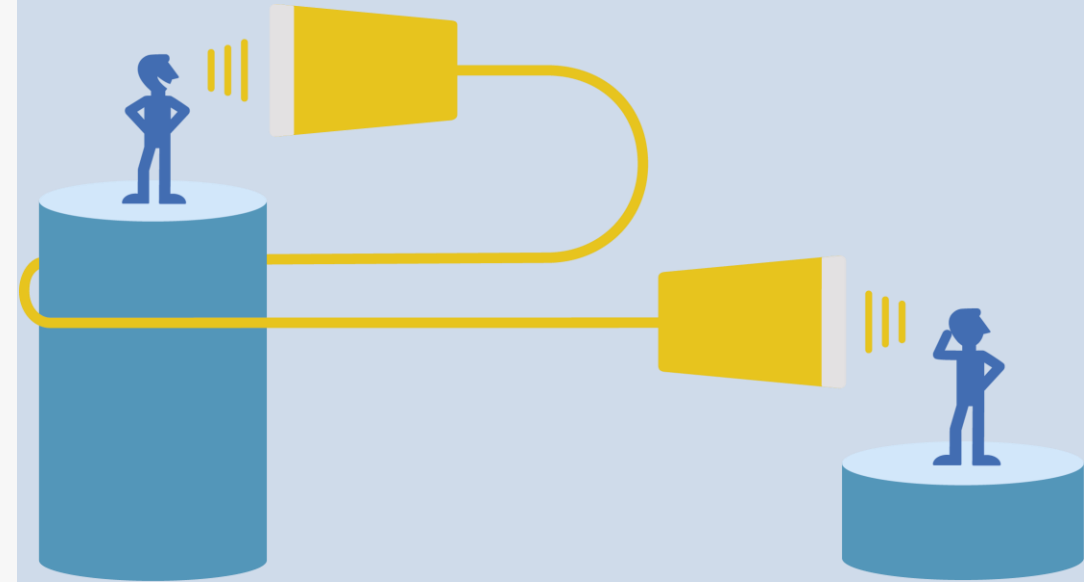
¿What song am I playing?



But we can do **better**

Storytelling and plain language

- *It aids **understanding** the project and outcomes*
- *It **convinces** the interested audience*
- *It's **easy to remember** and we want our **stories to be retold** and our **results to be reused***



Example – Interreg Project Slam

By 2023, we have reached more than **3 million** people, using the storytelling structure and plain language, short video format and social media.

<https://www.facebook.com/watch/100093322512211/849383723461892/>



Practical exercise

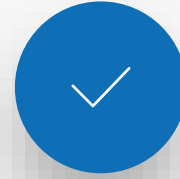
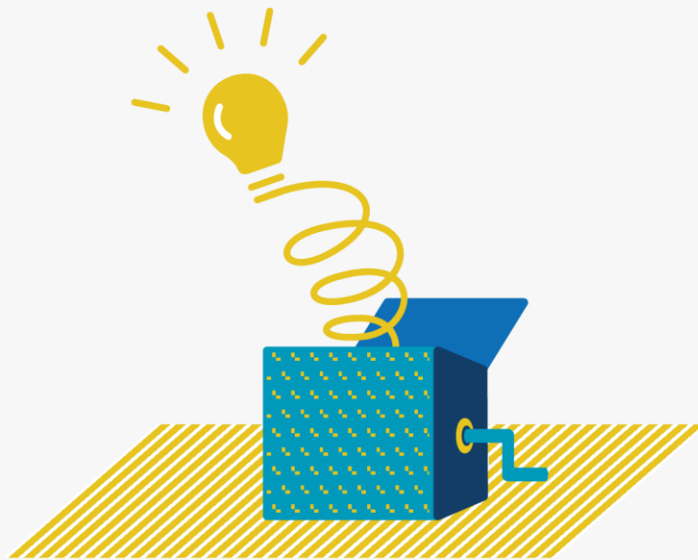
Storytelling is structure

- 1 CONTEXT
- 2 SPECIFIC PROBLEM
- 3 IDEA
- 4 SOLUTION
- 5 HOW IT WORKS - 1
- 6 HOW IT WORKS - 2
- 7 HOW IT WORKS - 3
- 8 PROOF OF SUCCESS
- 9 VISION
- 10 BRAND



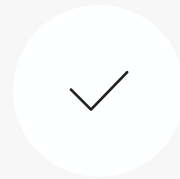
Storytelling master formula

3 first steps



Context

In 1 or 2 sentences we want to know where the project takes place, and in which sector we are.



Specific problem

In one sentence we want to know about the specific problem within the context.



Idea

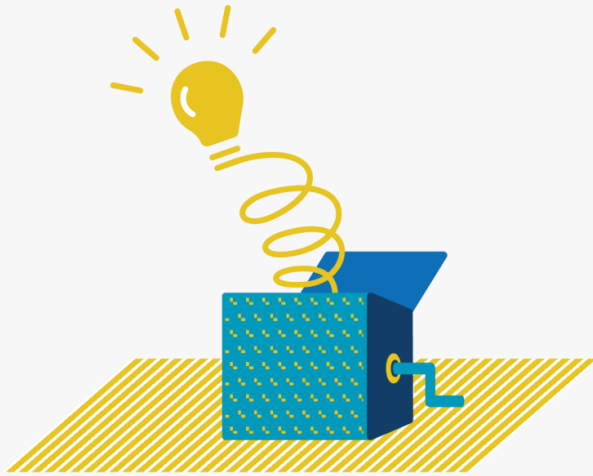
One sentence, to announce or suggest what we could do to address the problem.

Europe is experiencing an increase in chronic diseases in **children** and **adolescents**.

At the border of Spain, France and Portugal, **diabetes**, **obesity** and **asthma** are a real problem.

Storytelling master formula

3 first steps



Context

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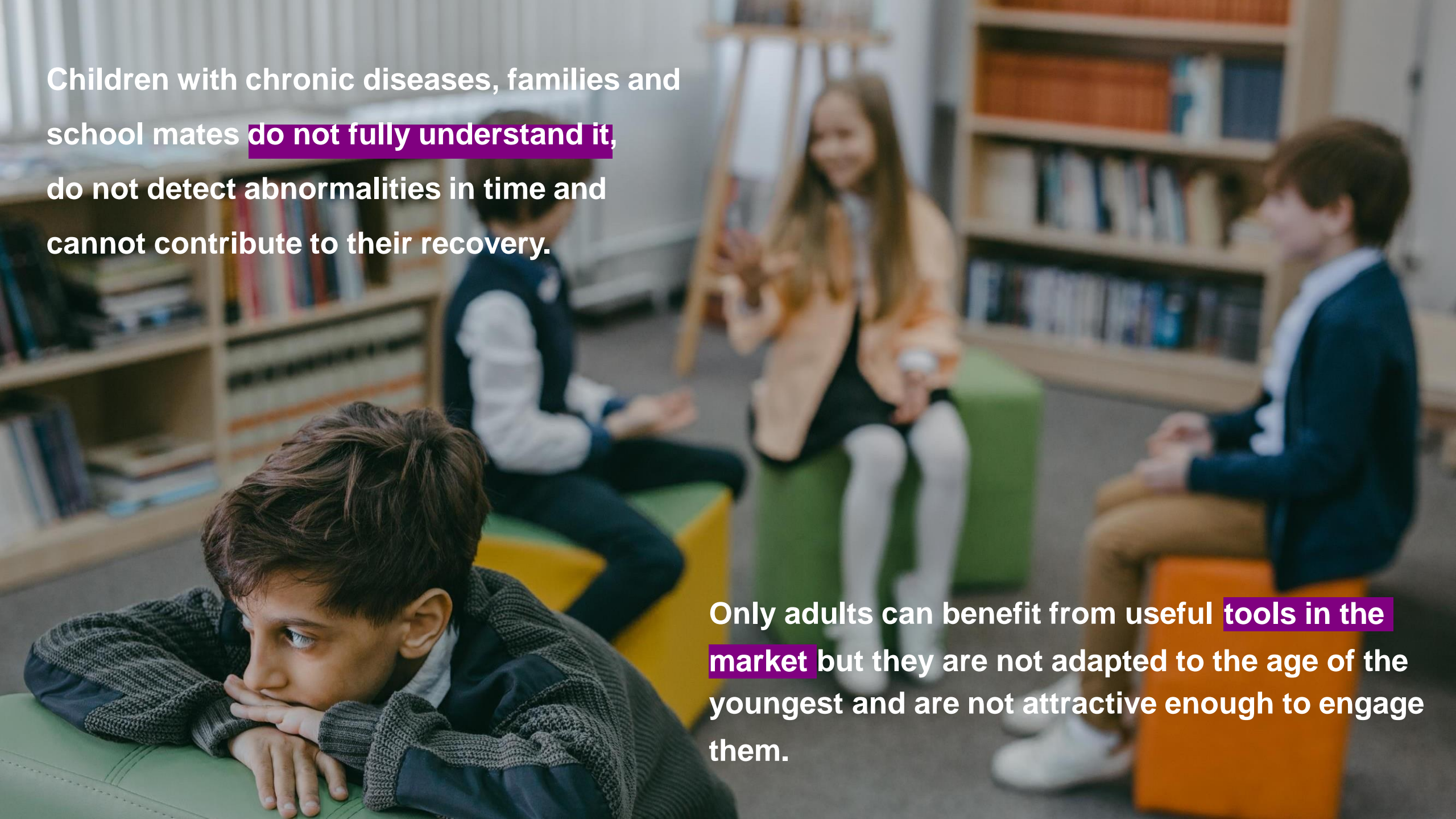
Specific problem

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Idea

One sentence, to announce or suggest what we could do to address the problem.

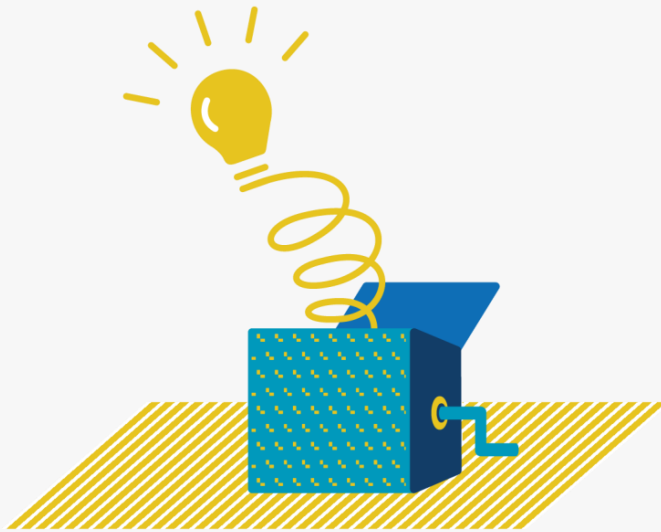
A young boy with brown hair, wearing a grey and black patterned sweater, sits on a green cushion in the foreground, resting his chin on his hands and looking thoughtfully to the side. In the background, three other children are sitting on colorful cushions (yellow, green, and orange) in a library setting, engaged in conversation. Bookshelves filled with books are visible in the background.

Children with chronic diseases, families and school mates **do not fully understand it**, do not detect abnormalities in time and cannot contribute to their recovery.

Only adults can benefit from useful **tools in the market** but they are not adapted to the age of the youngest and are not attractive enough to engage them.

Storytelling master formula

3 first steps



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Specific problem

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Idea

One sentence, to announce or suggest what we could do to address the problem.



Would it be possible to offer children and adolescents an attractive solution adapted to their needs that would help them understand their disease and make them aware of their own healthcare?

Storytelling master formula

Steps 4-7



Solution

One sentence to announce the “big solution” as a category that everyone can understand.



How it works

We detail how our solution works in three steps/levels



Level 1



Level 2



Level 3

We have developed **easy and attractive tools** based on new technologies directly designed for children and adolescents.



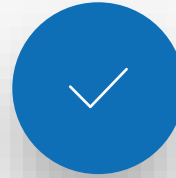
Storytelling master formula

Steps 4-7



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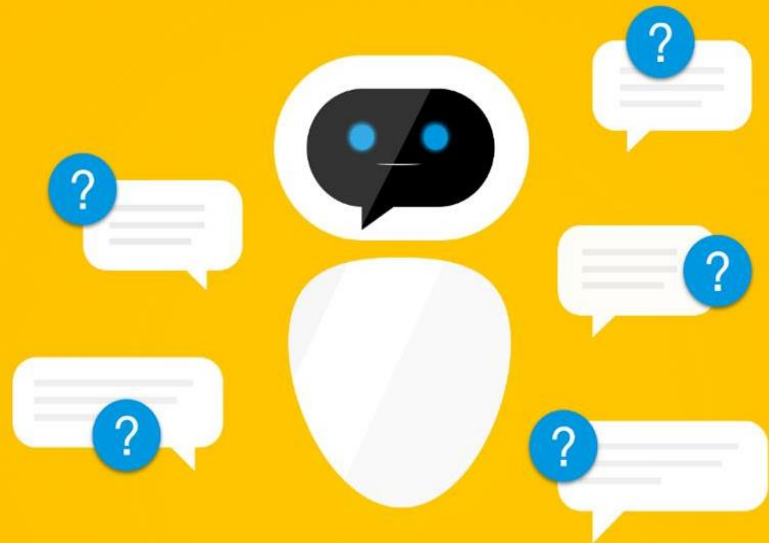
✓ **Level 1**

✓ **Level 2**

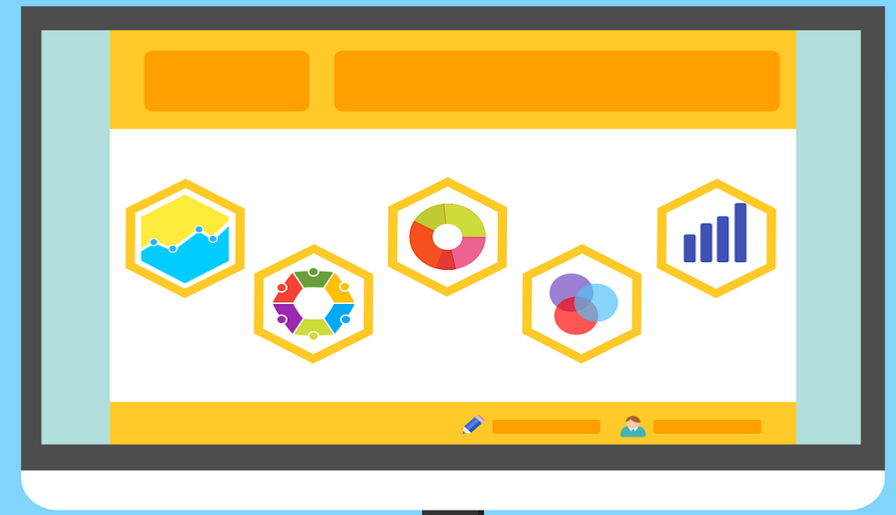
✓ **Level 3**

A photograph of a family of three lying in bed. The father is on the left, the mother is on the right, and a young child is in the center. They are all smiling and looking towards the right side of the frame. The father has a beard and is wearing a light-colored t-shirt. The mother has long brown hair and is wearing a white shirt. The child is wearing a light blue long-sleeved shirt and grey pants. The bed has white pillows and a light-colored blanket. A semi-transparent purple box with white text is overlaid on the image.

First, we understood **the specific needs** of the children and their environment (family, school mates and teachers) in terms of technology, social relations, education and medical care.



A chatbot that facilitates treatment follow-up



A learning platform with educational content



An adapted video consultation system

Secondly,
we
launched
4 services



An educational game that teaches the disease

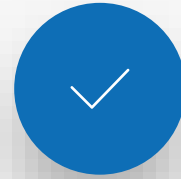
Finally, we tested if tools worked in:

- their **family** environment,
- their **schools** and
- with the **clinicians**.



Storytelling master formula

Steps 8-10



Proof/credibility

We explain what we achieved in terms of performance, numbers and testimonials.



Vision/Impact

One sentence to inspire people about what we've done, and what we intend to do in the future.



Branding

Project/programme name, logo/s, slogan.

A young boy and girl are sitting at a desk with a laptop. Both children have their arms raised in excitement. The boy is on the left, wearing a dark blue t-shirt with a graphic, and the girl is on the right, wearing a green and white striped shirt. They are both looking towards the laptop screen. The background is a blurred office or classroom setting.

We launched 3 pilots, each of them focused on a chronic pathology: Diabetes in Spain, Obesity in France and Asthma in Portugal.

In 2 years we have worked with more than 260 users, children and teenagers with ages from 10 to 17 years old, their families and their teachers.

Qualitative results collected from field notes, emails, online meetings...

Quantitative data from surveys (frequency of use, learning results, design, usability...)

Storytelling master formula

Steps 8-10



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“This game helped me a lot, I liked it a lot and it is going to help other children” stated one of the participants.

At the end, with this project we helped children and adolescents to take conscience about **their own health.**



Storytelling master formula

Steps 8-10



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Interreg
Sudoe



Investigación e innovación



TYCHRON

Improve the lives of children and
adolescents with
chronic diseases

Common Mistakes

Bureaucratic language



Excessive information



Solution oversell or mismatch



Bureaucratic language

- Call for proposals
- Beneficiary
- Synergies
- Capitalisation
- Stakeholders
- Capacity-building



Excessive information

- Organised two in-person workshops
- Facilitated fourteen Zoom meetings
- Endured 8 project partner meetings
- Printed 10000 brochures
- Made synergies for capitalisation
- Bought one website (so popular)

Some numbers are more important than the others, and it's not always the highest one.

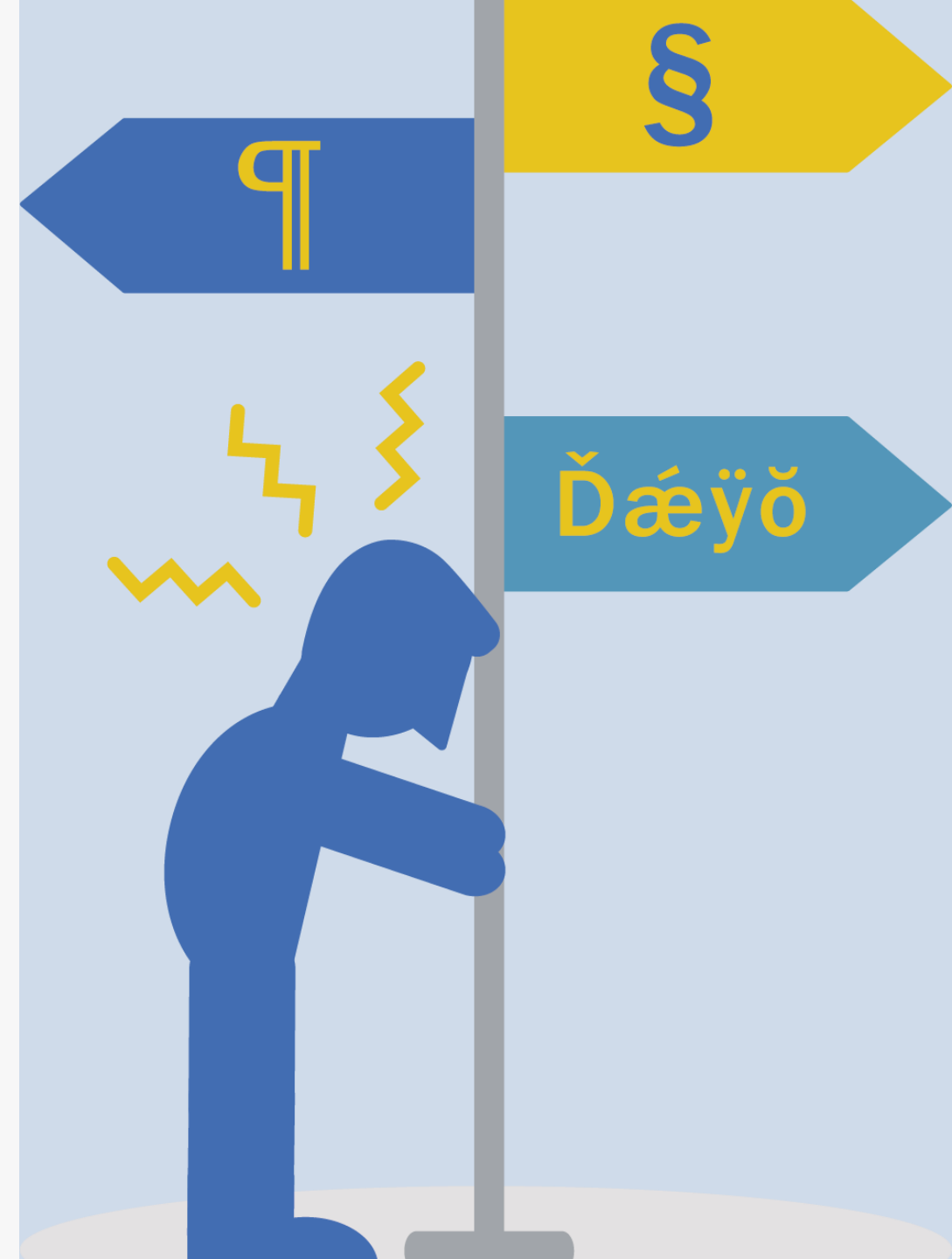


Overselling the solution

“With our two workshops, 14 Zoom meetings, open days, cross-border synergies on capitalisation and cohesion, a high-level conference with policy makers on the future of post-27 thematic IPA-CBC networks, as well as the internships, we have **significantly improved the challenging environment of complex systematic administrative congestions when applying for the initial career progression of young people in the cross-border region.**”

Try instead

“We helped 50 young people get their first job.”



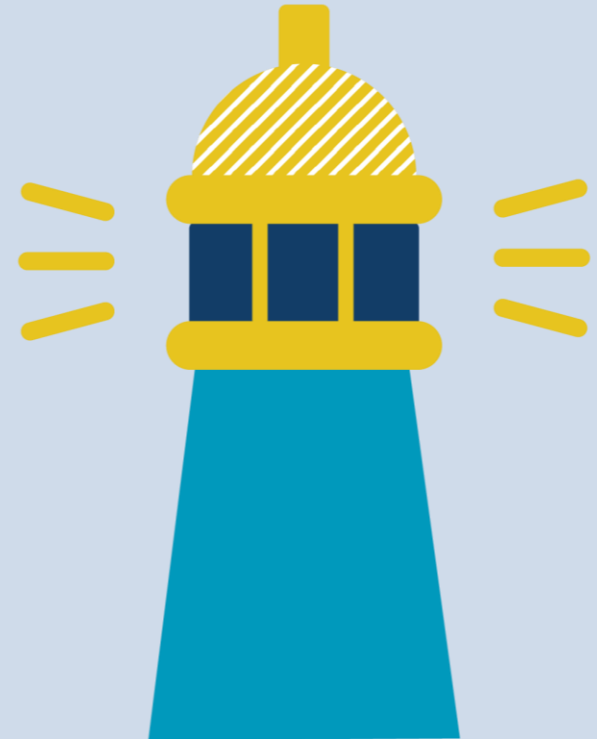
Mismatch specific problem and solution

“We wrote a 100-page
report that is going to fix
climate change.”



Conclusion: Tips

- Clear out all the bureaucrazy
- Check connection between the problem and solution
- Try using examples and testimonials
- Use AI tools to help you rewrite
- Think how your story could look like on social media or as a short video
- Get inspired by other great stories
- Practice



Cooperation **works**

All materials will be available on:

Interact Website/ Interact connections