

Communication under IPA-CBC

# Storytelling

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**Interact**



**Co-funded by  
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Interreg



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# Talent Myth

Common misconception is that you need special talent for things like storytelling.

You need a **methodology** and **practice**

<https://www.youtube.com/watch?v=flkjMuaKYQU>



# Everyday storytelling

## Survey

Did you ever struggle to understand a presentation or an idea from one of your colleagues?



**We assume the others understand,  
but often they don't**

# Communication budget

## Survey

What is your promotion/media production/advertising budget this year?



# Communication budget

## Competition

Global social media advertising spending market to reach **\$323.9 Billion** per year by 2027

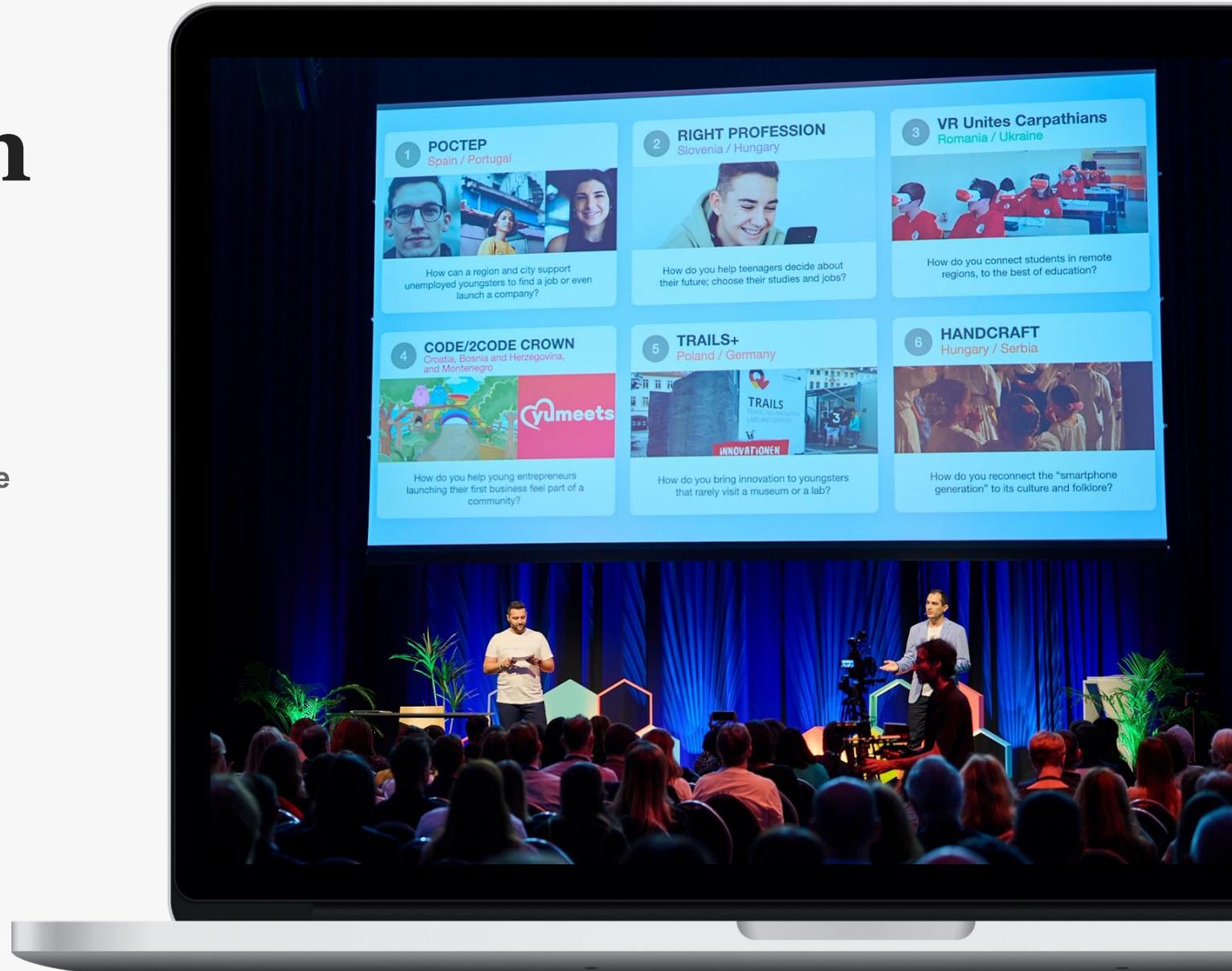


**We are broke  
and we speak weird**

# But we can do better

## Interreg Slam 2022

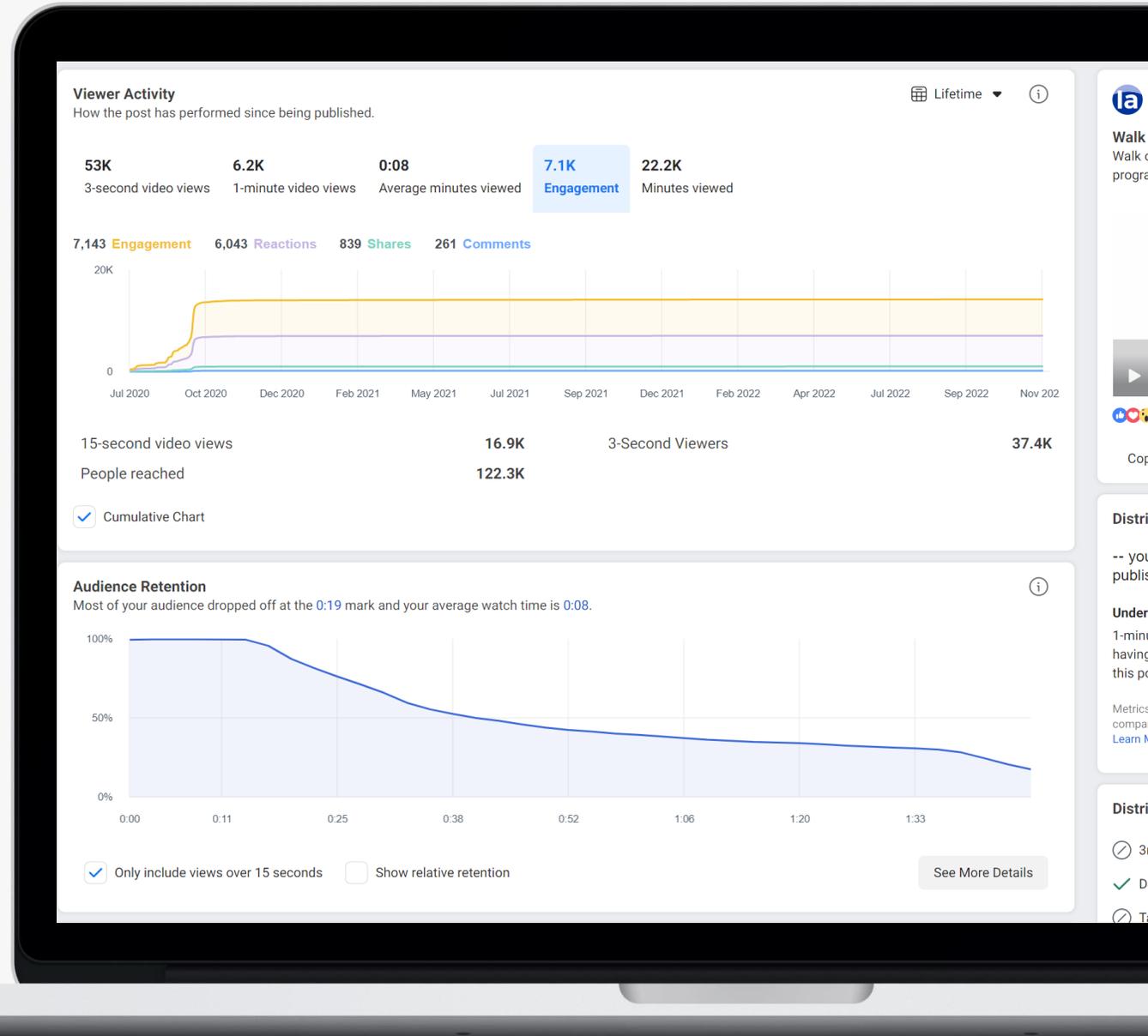
We reached over **1.5 million people** in 2022, by using storytelling and spending only **EUR 422** on social media.



# Example: Walk of Peace

Organic reach of over  
**120.000 people**

Walk of Peace is a project from Italy-Slovenia programme and a finalist in the 2020 Interreg Slam.



# Storytelling works

## Because it appeals to the three types of learners

- Visual: with illustrations and mental pictures
- Auditory: from words, lectures, discussions
- Kinesthetic: by doing, experiencing, feeling

<https://www.harvardbusiness.org/what-makes-storytelling-so-effective-for-learning/>



# Storytelling works

Because it's easy to remember and we want our stories to be retold

<https://www.youtube.com/watch?v=WIOwFTr-6hA>

**Pigeon Air Patrol** @PigeonAir · Mar 14, 2016

Introducing the #PigeonAir patrol team: Norbert, Coco and Julius. At your service!

1    52    50

**Pigeon Air Patrol** @PigeonAir · Mar 13, 2016

#PigeonAir

1    7    15

# Storytelling is **not** just fairytales

**A common misconception is that  
storytelling must include phrases  
and style of classical fiction**

"Once upon a time, a brave communication officer decided to promote a Call for proposals under Interreg IPA CBC ..."



Photo by Mikhail Nilov, CC, Pexels

# The three kinds of stories

## 1. Fiction in movies, books and games

**Dramatic triangle** (Karpman theory):  
villain, victim and hero

## 2. Brand association, advertisement

Psychological connection between an  
**emotion** and a **brand**

## 3. Stories of knowledge

For **teaching** and **informing**



# Stories of knowledge potential audience

People who watch documentaries at least once per year  
ca. 100m in EU

People who are less likely to be interested in our stories

↑ People who know what IPA is: the more slang, the thinner the slice

# Storytelling is structure

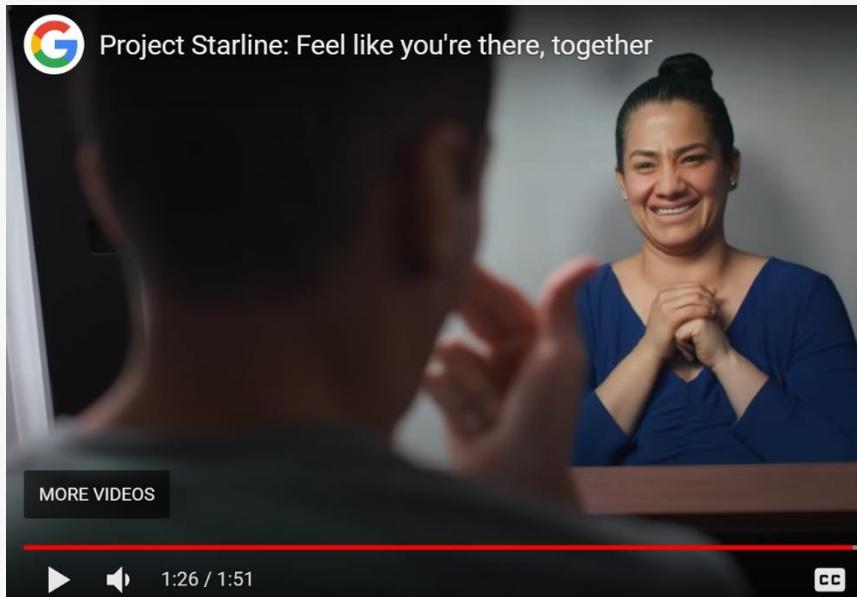
- 1 CONTEXT
- 2 SPECIFIC PROBLEM
- 3 IDEA
- 4 SOLUTION
- 5 HOW IT WORKS - 1
- 6 HOW IT WORKS - 2
- 7 HOW IT WORKS - 3
- 8 PROOF OF SUCCESS
- 9 VISION
- 10 BRAND



# Example – Project Starline

Watch the video and see if you can identify the storytelling structure

<https://blog.google/technology/research/project-starline/>

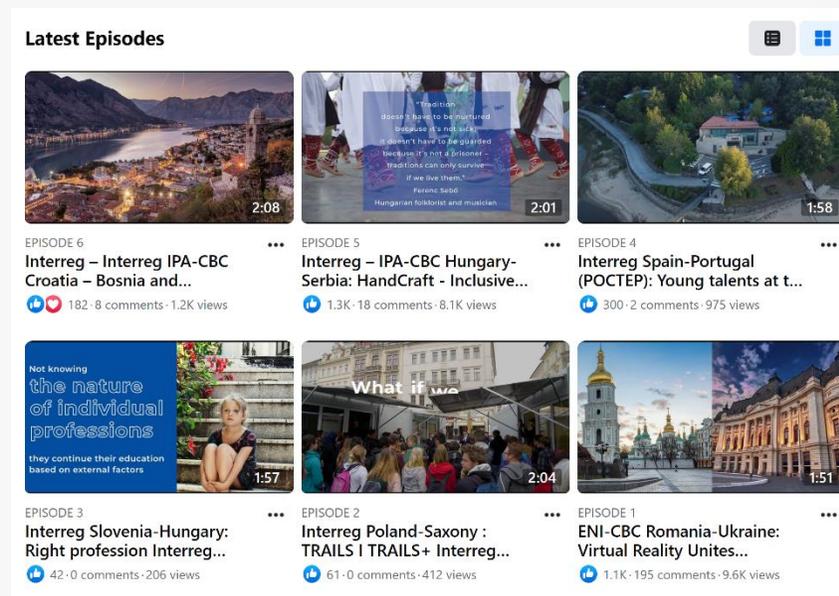


# Example – Interreg Slam 2022

Finalist video stories on the Interact Facebook page

<https://www.facebook.com/InteractEU>

Latest Episodes



Episode	Title	Duration	Engagement
EPISODE 6	Interreg – Interreg IPA-CBC Croatia – Bosnia and...	2:08	182 · 8 comments · 1.2K views
EPISODE 5	Interreg – IPA-CBC Hungary-Serbia: HandCraft - Inclusive...	2:01	1.3K · 18 comments · 8.1K views
EPISODE 4	Interreg Spain-Portugal (POCTEP): Young talents at t...	1:58	300 · 2 comments · 975 views
EPISODE 3	Interreg Slovenia-Hungary: Right profession Interreg...	1:57	42 · 0 comments · 206 views
EPISODE 2	Interreg Poland-Saxony : TRAILS   TRAILS+ Interreg...	2:04	61 · 0 comments · 412 views
EPISODE 1	ENI-CBC Romania-Ukraine: Virtual Reality Unites...	1:51	1.1K · 195 comments · 9.6K views



# Common Mistakes

**Bureaucratic language**



**Too much information**



**Solution oversell or mismatch**



# Cooperation **works**

All materials will be available on:

**Interact website**

[https://connections.interact-eu.net/surveys/secure/org/app/c40d8ac9-2287-4305-813a-2c985a322d3b/launch/index.html?form=F\\_Form1](https://connections.interact-eu.net/surveys/secure/org/app/c40d8ac9-2287-4305-813a-2c985a322d3b/launch/index.html?form=F_Form1)