

Communicating the impact: enhancing MRS narratives



18-19 September 2024

Factual storytelling: Build case studies to explain your work

InnoRenew CoE, Livade 6a, 6310
Izola | Slovenia





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Outlines

This workshop is designed to equip stakeholders of EU macro-regional strategies and Interreg programme participants with the practical skills needed to craft compelling impact stories.

It will particularly focus on how to effectively communicate the added value delivered by macro-regions, especially when addressing political representatives within MRS countries and key EU-level stakeholders, such as Members of the European Parliament and relevant Directorate-Generals of the European Commission.

Participants will learn the art of factual storytelling - a technique commonly used in documentaries, long-form journalism, and TED talks - to explain logically complex topics.

Over the course of six intensive and interactive hours, participants will practice the method and learn to apply it to various communication tools, including press releases, presentations, and web content.

Factual storytelling combines facts with storytelling:

- The term fact is a commitment to objective truth and real-world events, while storytelling reflects the skill of conveying knowledge through narratives.
- So, factual storytelling presents real-world information and data through engaging narratives.
- It is rooted in journalism and documentary work, where accuracy is crucial. And it is now widely adopted in sectors such as science, policymaking, and education.
- Factual storytelling differs from marketing and fiction storytelling.
- It is about clarity and truth, making complex topics accessible and understandable without compromising their factual basis.

This skill is essential for professionals communicating information clearly and effectively.

Objectives

- Equip participants with the ability to translate complex processes and technical information into accessible and engaging narratives.
- Practice the factual storytelling technique to help specialists engage non-specialists.
- Provide hands-on training in crafting impact stories applicable to various communication tools.
- Enable participants to practice and refine their communication strategies for telling macro-regional stories, ensuring their messages are impactful and resonate with high-level stakeholders.
- Encourage and support in applying storytelling technique in further communication.

To prepare for the workshop, participants must follow this [60-minute eLearning module](#) and do a short exercise to bring to the workshop. This preparatory work is designed to accelerate learning and intensively build skills.



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Day One

Wednesday, 18 September 2024

15.00 – 15.15

Introduction

Baiba Liepa and Ilze Ciganska, Interact

- Setting the scene – added value of EU macro-regions and why do we talk about it
- Overview of the workshop objectives, structure and outcomes
- Introducing the workshop trainer: Charlélie Jourdan

15.15 – 15.45

Introduction to factual storytelling

Charlélie Jourdan, Consultant and trainer

- Understanding the impact of case studies on MEPs and funders
- The most important logical articulation to communicate complex topics (#2 REAL PROBLEM / #4 SOLUTION)

15.45 – 16.30

Crafting your story

Charlélie Jourdan, Consultant and trainer

- Finding the logical articulation in your projects (Step-by-step guide)
- Techniques for turning complex information into engaging narratives

16.30 – 17.50

Applying storytelling in practice

Charlélie Jourdan, Consultant and trainer

- Continuation of previous chapter
- Introduction to multiple story angles & next day programme + optional homework

17.50 – 18.00

Wrap-up Day 1 – lessons learnt

Charlélie Jourdan, Consultant and trainer

Ilze Ciganska, Interact

Day Two

Thursday, 19 September 2024

08.30 – 08.40

Recap of Day 1 and overview of Day 2

Baiba Liepa, Interact

08.40 – 10.00

Advanced storytelling techniques

Charlélie Jourdan, Consultant and trainer

- Adding technical details to your story (#5 - #6 - #7 HOW IT WORKS)
- Creating trust by educating your audience (BECAUSE)
- Continuous work on own stories

10.00 – 11.50

Storytelling in action

Charlélie Jourdan, Consultant and trainer



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All

- Adapting stories for audiences? Not if you choose well the story angle
- Demo: AI tools to generate stories in minutes
- Discussion and feedback
- Q&A

11.50 – 12.00

Closing session

Ilze Ciganska and Baiba Liepa, Interact

12.00

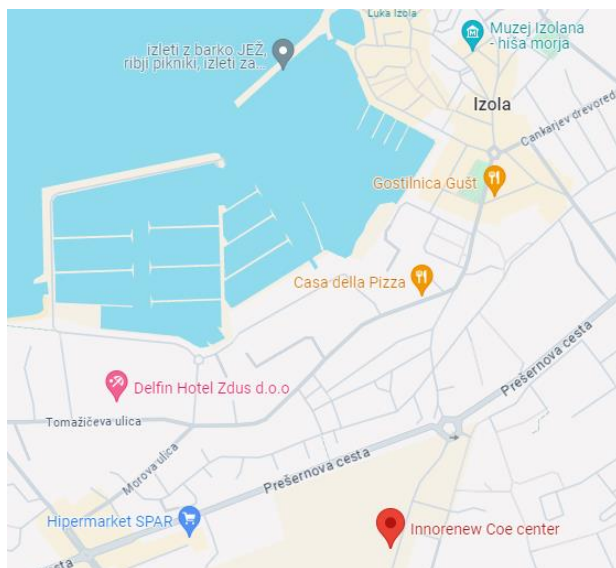
Lunch

Practicalities

The workshop is organised within the [Mediterranean Coast and Macro-Regional Strategies Week 2024, Stronger cooperation for better future](#) held in Izola, Slovenia.

Venue

InnoRenew CoE, Livade 6a, 6310 Izola, Slovenia.



Contacts

For questions regarding the workshop, please address Ilze Ciganska, Interact (ilze.ciganska@interact.eu) or Baiba Liepa, Interact (baiba.liepa@interact.eu)