

INTERREG STORYTELLING

in 5 steps



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North Sea Region
European Regional Development Fund



Why storytelling works



What's a story?



Visual storytelling trends

- 1 User's perspective
- 2 Serial
- 3 Data-driven
- 4 Mini-stories
- 5 Immersive

Source: <https://c-istudios.com/visual-storytelling-trends>



Project video by
CARE-North



Define your purpose



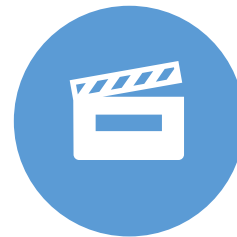
RAISE AWARENESS



INFLUENCE
OPINIONS



ENGAGE



CREATE ACTION



CREATE VISIBILITY

2

Who is it for?



3

What's your message?



4

Shape it



5

Grab attention

- Focus on people
- Use a snappy title
- Pay special attention to the first image
- Use the word 'you'
- Trigger emotion



Bring it to life

- ✓ Include people
- ✓ Bring 'end users' in
- ✓ Have a natural conversation
- ✓ Consider native language
- ✓ Go behind-the-scenes
- ✓ Make a vlog



How to make it boring:

- ✓ Exclude people
- ✓ Involve only experts
- ✓ Read aloud from scripts
- ✓ Avoid any hint of personality



Project video involving local citizens to talk about water management

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which goes to show weeds aren't all bad
and they can be used for different things.

https://youtu.be/5seE_26FYFA



Using humour: IIB project
SustAccess on climate change

<https://youtu.be/5SUJmPpaz6U>

Project video:
Using an event to tell
the core project story

<https://youtu.be/eAnCSvoOnM8>

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AFTERMOVIE FESTIVAL SEASON 2018

Project video:
Repurposing previous
event footage

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<https://youtu.be/o4m6RrrwJzA>



Vlogging from a trip to
the SHARE-North project

<https://youtu.be/q9G7U61VFug>

Create video in 5 steps

