Interreg
North Sea Region
European Regional Development Fund

EUROPEAN UNION

STORYTELLING

AF1

Word of the year 2016
(Oxford English Dictionary)

POST-TRUTH

Debate framed by appeals to emotion; repetition of emotional talking points, ignoring known facts.

Dias nummer 2

AF1 Anne-Sofie Forfang; 05-06-2018

Contents lists available at ScienceDirect

Energy Research & Social Science

journal homepage: www.elsevier.com/locate/erss

Original research article

Gathering around stories: Interdisciplinary experiments in support of energy system transitions

Joe Smith[a,*], Robert Butler[a], Rosie J. Day[b], Axel H. Goodbody[d], David H. Llewellyn[c], Mel Rohse[b], Bradon T. Smith[a], Renata A. Tyszczuk[e], Julia Udall[f], Nicola M. Whyte[g]

[a] Dept. of Geography The Open University, UK
[b] Dept. of Geography, University of Birmingham, UK
[c] Creative Industries, University of South Wales, UK
[d] Dept. of Politics, Languages and International Studies, University of Bath, UK
[e] School of Architecture, University of Sheffield, UK
[f] Sheffield Hallam University, UK
[g] Dept. of History, University of Exeter, UK

Classic story structure

Story frame

1) Episodic: Individuals, specific events (small picture)

2) Thematic: Systemic issues, trends (big picture)

Source: Frameworks Institute

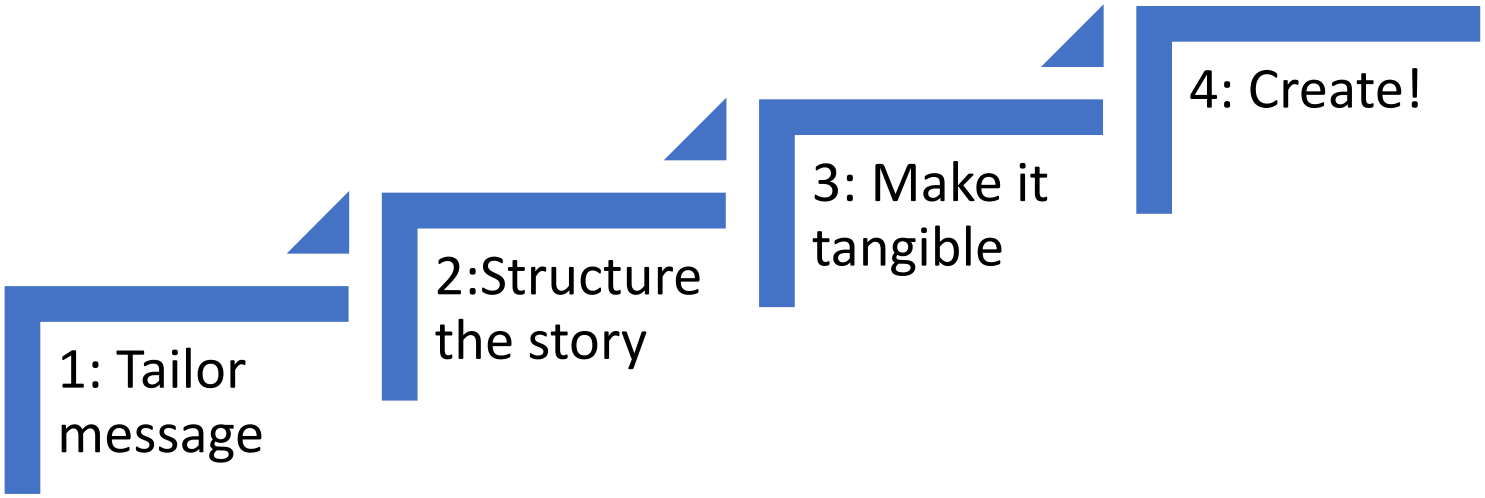
Define what you want to achieve

1 Define your audience

2 Set your goal

- ✓ Raise awareness
- ✓ Influence opinions
- ✓ Catalyse specific action

4 steps to prepare your story



TAILOR YOUR MESSAGE

- What are your audience's preconceptions and knowledge gaps?
- What's in it for them?

Thematic framing (big picture)

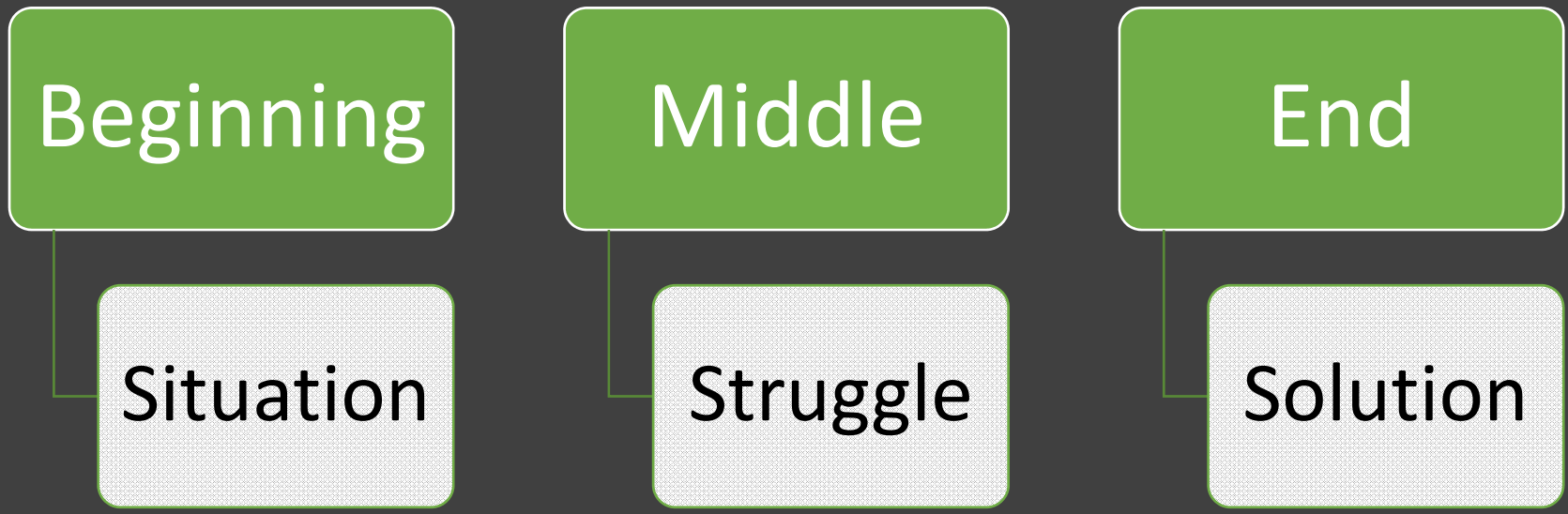
E.g. focus on:

The burning platform & need for novel approaches

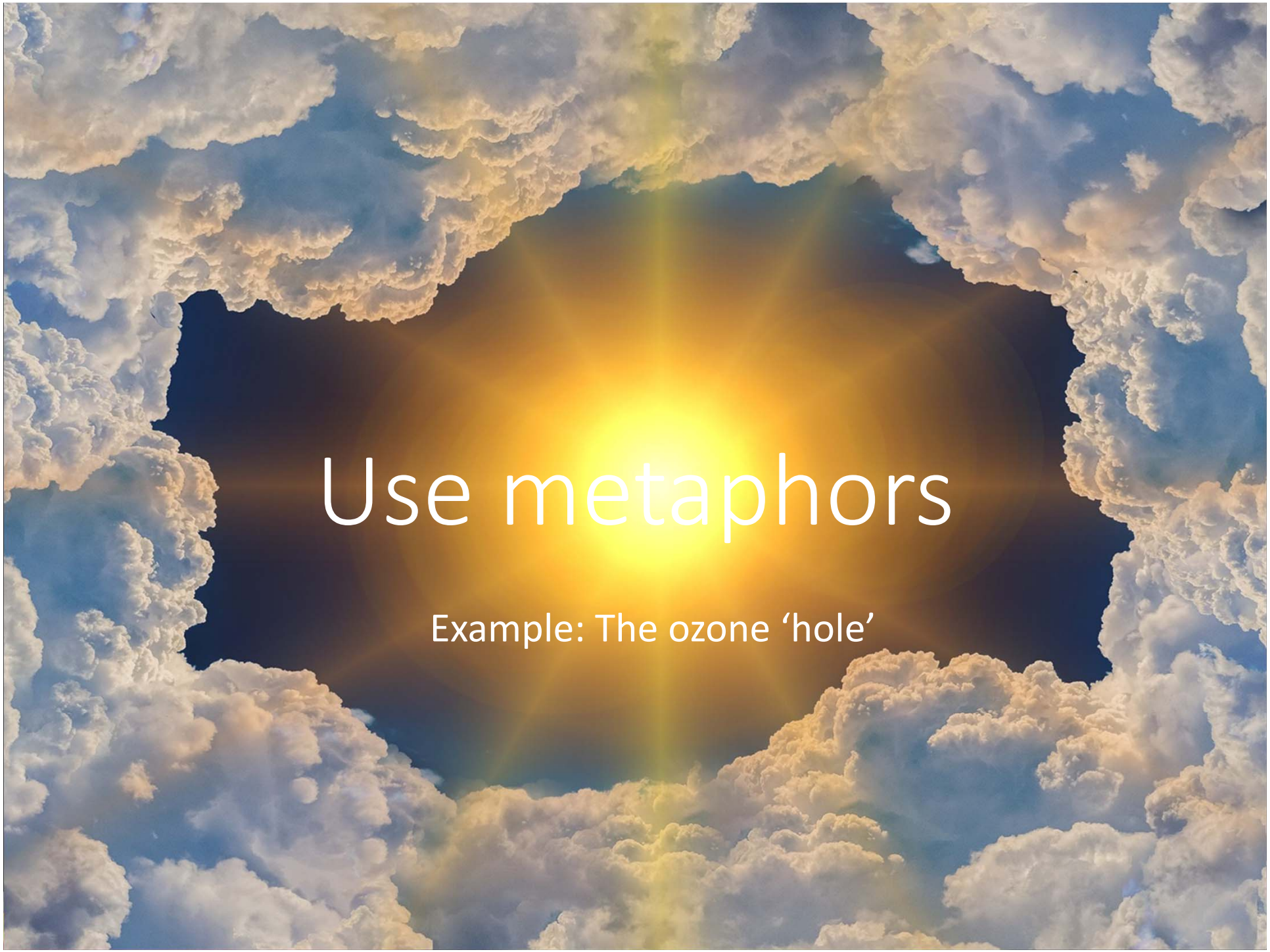
Scale of problem and how it affects people, regions and cities

Solutions that require societal / policy change.

Structure your story



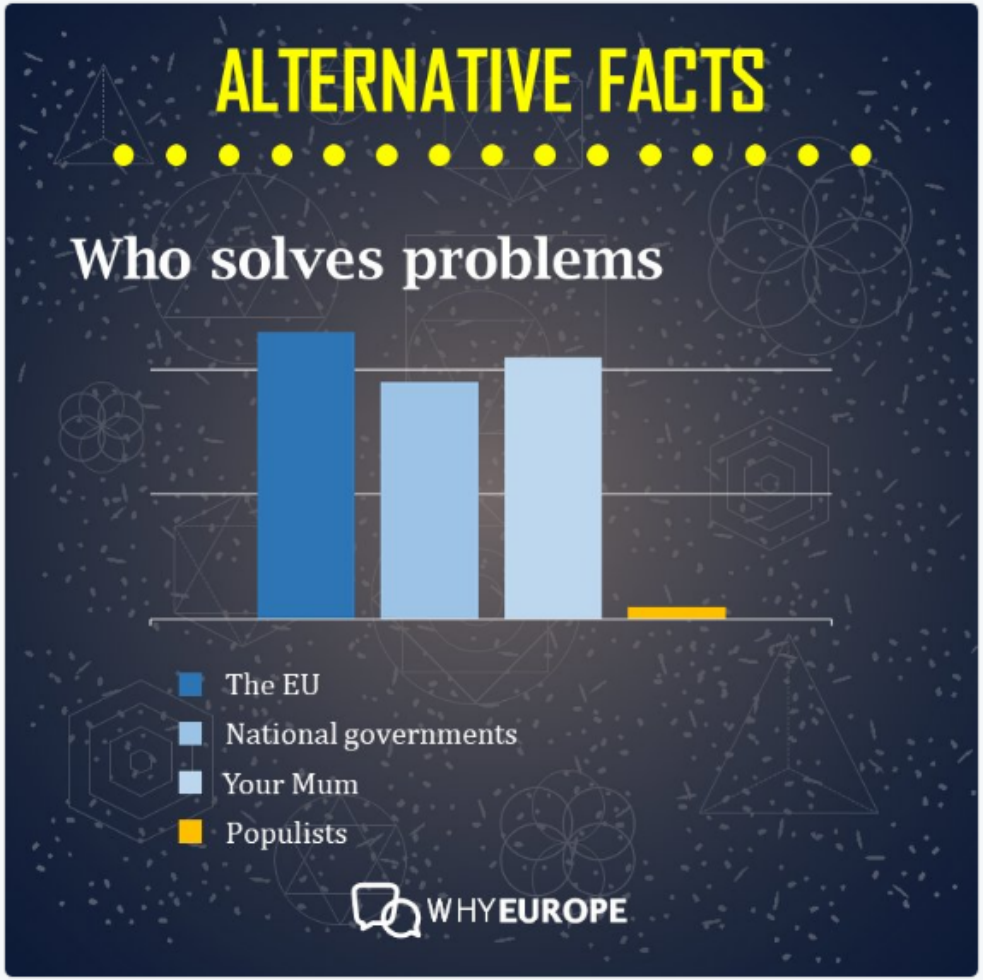
Every hour,
an area
of rainforest the
size of 300 football
fields is cleared to
make way for palm
oil trees.
Source: WWF
Use
Comparisons


Use metaphors
Example: The ozone ‘hole’

Use visuals

WhyEurope @WhyEuropeORG · Nov 29

Exactly! 🇪🇺😉 #Europe #EuropeanUnion



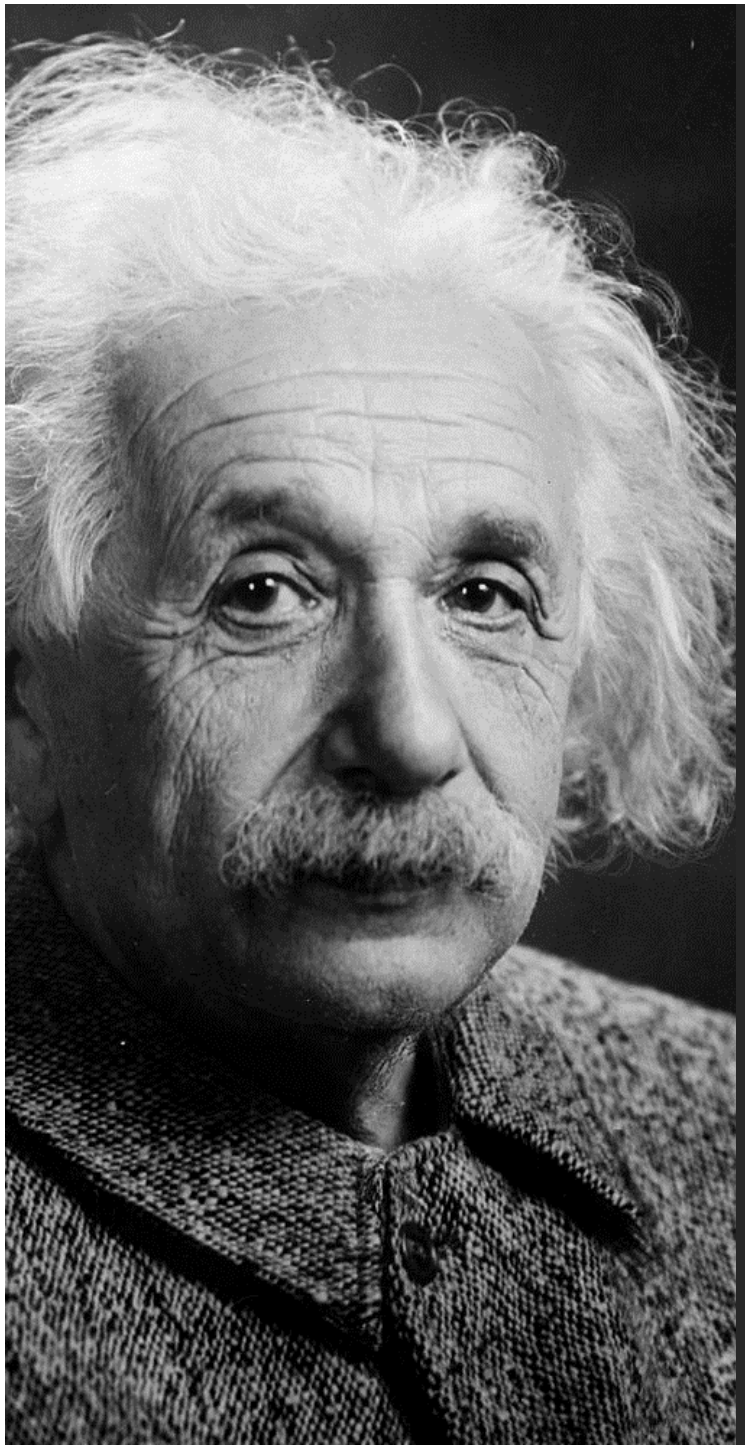
Pulse of Europe, PulseofEuropeBE, Captain Europe and 3 others

#EUinMyRegion

Blog contest:

Spot an EU funded project, relate it to individuals, a group of people or a region as a whole

Deadline 31 August 2018



”Creativity is intelligence having fun”

Albert Einstein