

Template

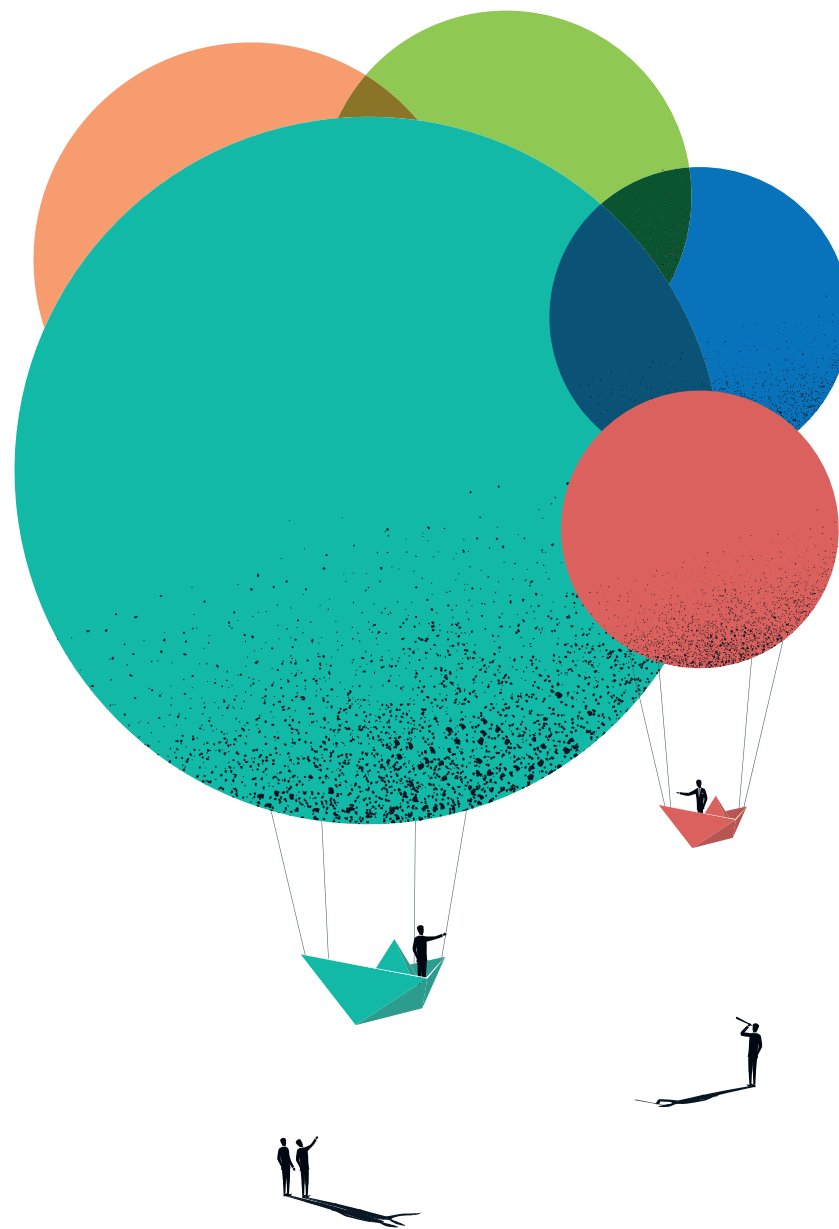
Storytelling builder

Interreg



Co-funded by
the European Union

IPA South Adriatic



Introduction

The next slides will guide you how to structure your story. This template can be easily adapted to turn your story into a video script.

On each slide there are three examples on the left, and space to write your story on the right.

The last slide is for your story title.

Use plain language and avoid technical terms.



1. Context

Examples

Raspberry cultivation can be very profitable, but it was not well developed in Montenegro and Albania.

It can be very hard to support our ageing family members, especially when they are suffering from dementia.

For over a century, the arctic fox has teetered on the brink of extinction in Sweden and Norway.

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

Your text – keep it short

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2. Specific problem

Examples

Young people wanted to get involved in local production but needed support, expert training and materials to start.

People in Romania and Serbia were in a particularly difficult situation because of crumbling infrastructure, lack of trained professionals and the stigma surrounding the disease.

People wanted to help the Arctic fox, but lacked knowledge on how to do it, and resources to put a plan to action.

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

Your text – keep it short

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3. Idea

Examples

What if the young people could get the support from a European Union project?

What if we took the steps to slow down the development of the disease and to improve the quality of life of existing patients?

But hope emerged. Scientists and conservationists from Sweden and Norway united to protect this iconic species.

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

Your text – keep it short

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4. Solution

Examples

We made it happen – a training project to support the young entrepreneurs in starting their raspberry business.

Experts from both sides of the border united and helped with both the infrastructure and the medical training.

They made a cross-border cooperation project and helped the fox population in several key ways:

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

Your text – keep it short

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5. How it works - 1

Examples

First, we selected 40 young volunteers from both countries and trained them for 8 months.

First, we started building a new health department in Vrsac, Serbia, and bought the latest medical equipment in Resita, Romania.

First, they improved research and monitoring, by tracking the foxes' movements, breeding patterns, and health.

We detail how our solution works in three steps/levels – this is the first one.

Your text – keep it short

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6. How it works - 2

Examples

The trainees attended 64 expert classes, combining theory and practice.

Then, we organised professional trainings to promote the exchange of knowledge between medical experts dealing with dementia patients.

Then they shared knowledge, resources, and strategies to safeguard the arctic fox.

We detail how our solution works in three steps/levels – this is the second one.

Your text – keep it short

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7. How it works - 3

Examples

Finally, we provided the participants with the seedlings and equipment to start planting.

Finally, we have implemented a cross-border regional research to identify risk factors for dementia emerging, allowing the medical experts to focus on the key vulnerable groups.

And ensured that these elusive creatures had enough food during harsh winters.

We detail how our solution works in three steps/levels – this is the third one.

Your text – keep it short

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8. Proof

Examples

In two years, we helped set up 40 plantations, registered 2 associations of raspberry producers, developed a manual and organized a cross-border raspberry fair.

In less than three years we completed two major medical infrastructural investments, trained 108 health experts, and involved 600 people in an extensive research study.

Thanks to this and similar projects, the number of fox litters born has significantly increased.

We explain what we achieved in terms of performance, numbers and testimonials. The results must have a clear connection to the problem, as we framed it.

Your text – keep it short

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9. Vision/impact

Examples

Now, young people can increase their standard of living and develop as exemplary entrepreneurs.

The awareness campaign has reached over 150 000 people and patients have direct access to higher quality medical care. Our mission will continue - forget no one, even if they forget us.

Step by step, we're paving the way for a future where the arctic fox roams freely, a symbol of nature's resilience.

One sentence to inspire people about what we've done, and (if applicable) what we intend to do in the future

Your text – keep it short

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10. Brand

Example 1



Project/programme name, logo/s, slogan

Your branding elements

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10. Brand

Example 2



Interreg - IPA CBC
Romania - Serbia



Project/programme name, logo/s, slogan

Your branding elements

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10. Brand

Example 3



Project/programme name, logo/s, slogan

Your branding elements

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Title of your story

Examples

Berry Beginnings:
Sowing dreams, harvesting hope

Forget no one, even if they forget us

From endangered to flourishing:
The arctic fox's comeback

The title should be short and original. You can post your whole story text in an AI tool and ask for ideas for a title, and then adapt it.

Your story title – keep it short

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