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Digital Storytelling

Workshop for social
businesses





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About our project

Our main objectives:

- Develop digital storytelling competences of social and sustainable businesses
- Enhance visibility, expand their client base, and promote innovative ideas to investors and business partners
- Empower social and sustainable businesses to scale their impact across borders
- Contribute to a transition towards a more sustainable society and circular economy





Our Team



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ATTR (NI)

Trains companies on
cultural awareness and
understanding cross-
cultural differences



FENAN (NL)

Empowers adult learners
and businesses with the
skills necessary to promote
a sustainable future



EDF (Bulgaria)

Promotes social
integration,
entrepreneurship, and
innovative practices

Main activities



Round table

Explore communication challenges of sustainable businesses, discuss how digital storytelling can help to overcome these challenges.



Workshops

Develop practical digital storytelling skills of social enterprises to effectively communicate their missions and scale their impact.



Webinar

Summarise the results of the workshops and share success stories, best practices and digital storytelling tools.

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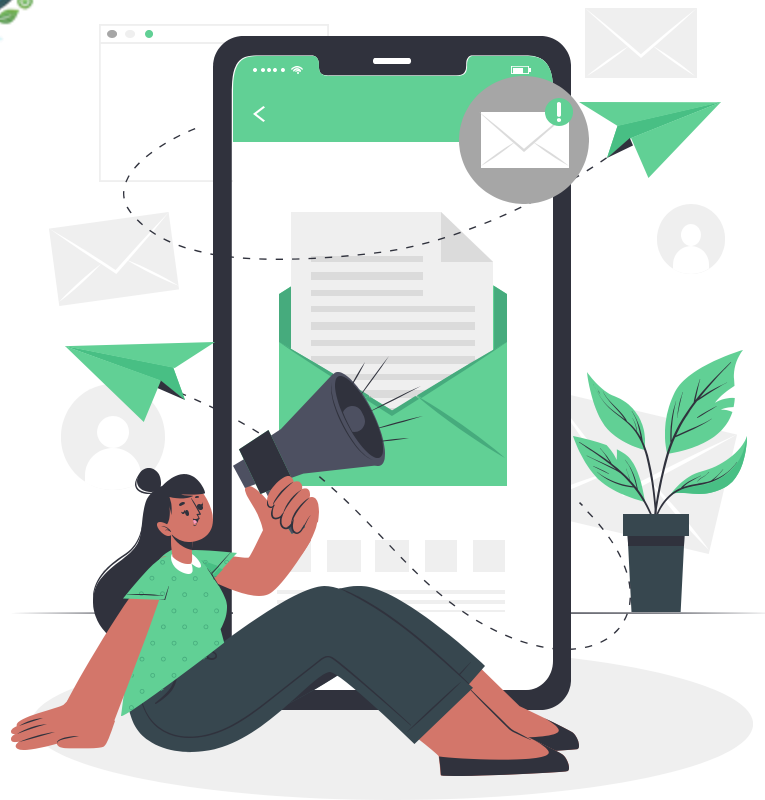
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Join our workshops in NL!

May 7

May 28

June 4

19:00 CET

Register via Zoom: <https://uva-live.zoom.us/meeting/register/zsesC5bNR9Watqs4IW5OXw>

Workshop program

May 7

The Art of Storytelling

Develop practical skills to craft compelling narratives that align with the mission and values of social business

May 28

Digital Tools

Learn how to use innovative digital tools to amplify involvement of your audience and maximize your social impact

June 4

Collaboration and Community

Develop actionable community engagement strategies, stimulating user-generated content



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Contents of this workshop

1

Introduction

What is social enterprise?
What is digital storytelling?

2

The art of storytelling

Aim, Actors, Aspiration, and
Action Model

3

Let's tell our stories

How to engage the target
audience with your story?

4

Conclusion

Feedback, reflection and
further questions



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Present yourself in 30 seconds

1

Who are you?

What are your relevant competences and skills?

2

What are you doing?

What is your aim or the problem you are solving?

3

For whom?

What is your target audience (clients, beneficiaries)?

4

How are you working?

What are your methods?
How are they different?



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What is social enterprise?

A company whose profit gets reinvested towards a social objective and a social value (De Telegraaf, 2006)

In the Netherlands, there is a strong consensus that all enterprises should be “social” and generate a positive social impact (OECD, June 2018).



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Social enterprises: impact & profit

Social value							Financial Value						
Charities; Citizens initiatives; Civil Society		Traditional non-profits		Social Enterprises		Traditional businesses							
Main source of revenues derived from:													
Exclusively donations and/or subsidies.		Mainly donations, subsidies, membership fees, limited commercial revenue.		Commercial transactions (sale of good and/or services). Objective is positive impact rather than maximising profits.		Commercial transactions. All profits reinvested.		Commercial transactions. Limited share of profits paid out.		Commercial transactions. CSR policies.		Commercial transactions. Financially driven.	
Exclusively social impact		Social impact prioritised						Financial value prioritised					



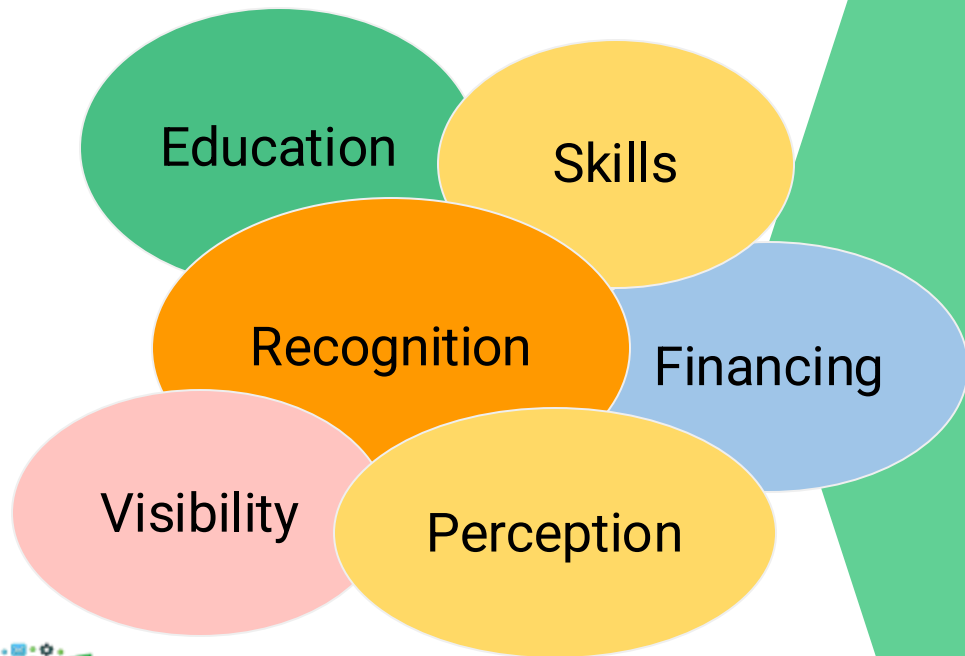
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Challenges of social businesses in NL

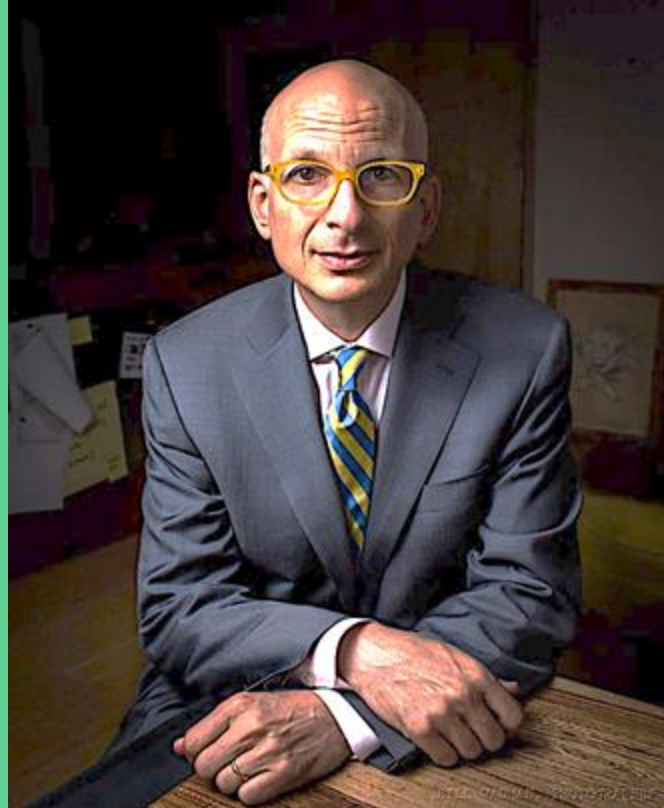


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“Marketing is no longer about the stuff that you make, but about the stories you tell”

Seth Godin

What is Digital Storytelling?

Using digital media—such as video, audio, photography, animation, and interactive content—to craft and share compelling narratives that communicate the mission, values, and impact of a social enterprise





Aim, Actors, Aspiration, and Action Model



AIM

Aim

Defining the
Story's Purpose:
Why?



ACTOR

Actor

Involving audience
as co-creators or
heroes of the story



ASPIRATION

Aspiration

Evoke aspiration by
using role models or
attractive setups



ACTION

Action

Choosing the right
media and format
to engage audience

Tony's Chocolonely

Aim: Tony's Chocolonely's mission is to make all chocolate 100% slave-free.

Actors: The central figures in this narrative are the cocoa farmers and children affected by unethical labour practices.

Aspiration: Tony's aspired to galvanize both industry players and consumers to take meaningful action toward ethical sourcing.

Action: videos, interviews and interactive content that educates consumers on fair trade issues.



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TONY'S CHOCOLONELY



TONY'S

CHOCOLONELY®

NET WT
6 OZ.
(170 g)

TONY'S CHOCOLONELY

milk chocolate milk choc

The Ocean Cleanup

Aim: raise awareness about ocean plastic pollution and document its cleanup efforts.

Actors: Personal stories of team members. The central figure is **Boyan Slat**, the founder and CEO, who envisioned the project at a young age.

Aspiration: The Ocean Cleanup aspires to remove 90% of floating ocean plastic by 2040.

Action: Demonstrate the scale of ocean pollution and their progress using data visualizations and live mission updates.



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THE OCEAN CLEANUP™

A FUTURE
TO LOOK
FORWARD TO

Circular skills video



Liubov Drozdovska-Halatina

A displaced TV journalist and video blogger from Ukraine currently living on a farm in the Netherlands. Liubov shares her passion for sustainability by offering free workshops on patchwork and clothing upcycling. She is now planning to launch her own business producing eco-friendly handmade footwear



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Balance why and how

**Mission
and
entertainment**





Let's craft our stories!

Aim: Why should the audience
listen to your story?

Actor: Who is the hero?

Aspiration: What's happening?

Action: Where and how? Show,
don't tell!



AIM

Aim: Why should the audience listen to your story?

Activity: Define your purpose and the audience's emotional hook.

Reflection: What problem do you solve? Why does it matter *to your audience*?



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ACTOR

Actor: Who is the hero?

Activity: Identify your hero (beneficiary, founder, worker, community member).

Stories are about transformation. The hero often starts facing a challenge or need and move toward a better situation. Map their journey.



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ASPIRATION

Aspiration: What's happening?

Explore challenge the hero faces.

Activity: Draft the aspiration in 1-2 sentences.

Example: *"Lyuba is a displaced person from Ukraine. She is determined to start sustainable production of footwear from sheep wool"*





ACTION

Action: Where and how? Show, don't tell!

Activity: Brainstorm 3 ways you could *show* this action (photos, interviews, videos, etc.).

Tips: Record a 1-minute interview with your hero sharing their biggest challenge.

Use **micro-stories**: small episodes that build connection over time. Film raw, unscripted moments. Use close-up visuals and natural sounds.



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Recommendations



Emotional Appeal

Stories that evoke emotions are remembered and shared



W3: Involve community

Ask your customers to share their stories or experiences



W2: Compelling Formats

Use video, podcasts, music, art, humour



Know Your Audience

Address audience pain points to foster engagement



W2: Implementation

Balance your mission (Why?) and entertainment (How?)



W3: Leverage Social Media

Instagram, LinkedIn, FB engage different audience



Thanks!

Do you have any questions?

Our website: <https://digi-story.org>

Follow us on FB

You can receive the presentation if you are registered!

We'll send you it per e-mail

Our emails:

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Anja Tjallema Tolkrussisch
bridging cultures



FENAN Consulting

