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Digital Storytelling

International Round Table Discussion

Erasmus+ Project Digital Storytelling Skills for Social Enterprises

No: 2024-1-NL01-KA210-ADU-000254862

What is Erasmus+ Strategic partnership program?

- EU programme to support education, training, youth and sport in Europe
- Open to any organisation in the fields of education, training, youth or sport

Budget: € 26 billion

Funded by the European Union

Priorities:

- Inclusion and diversity in all fields of education, training, youth and sport
- Environment and fight against climate change
- Digital transformation through development of digital readiness, resilience and capacity
- Common values, civic engagement and participation

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Key Action 2: Cooperation among organisations and institutions

Cooperation Partnerships

Minimum three organisations from three different EU States
Duration: between 12 and 36 months
Funding: 3 single lump sums depending on the planned activities and results:

- 120 000 EUR
- 250 000 EUR
- 400 000 EUR

Small-scale Partnerships

For newcomers & less experienced organisations
Minimum two organisations from two different EU Member States
Duration: between 6 and 24 months
Funding: Single lump sum amounts:

- 30 000 EUR
- 60 000 EUR

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About our project

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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

1

Round table

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

2

Workshops

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

3

Webinar

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

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Speakers

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Educational needs analysis of social enterprises in the Netherlands and Bulgaria

Svetla Tagareva, EDF, Bulgaria

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Introduction

1.Social enterprises in The Netherlands

2.Social enterprises in Bulgaria

3.The beginning in The Netherlands

4.The beginning in Bulgaria

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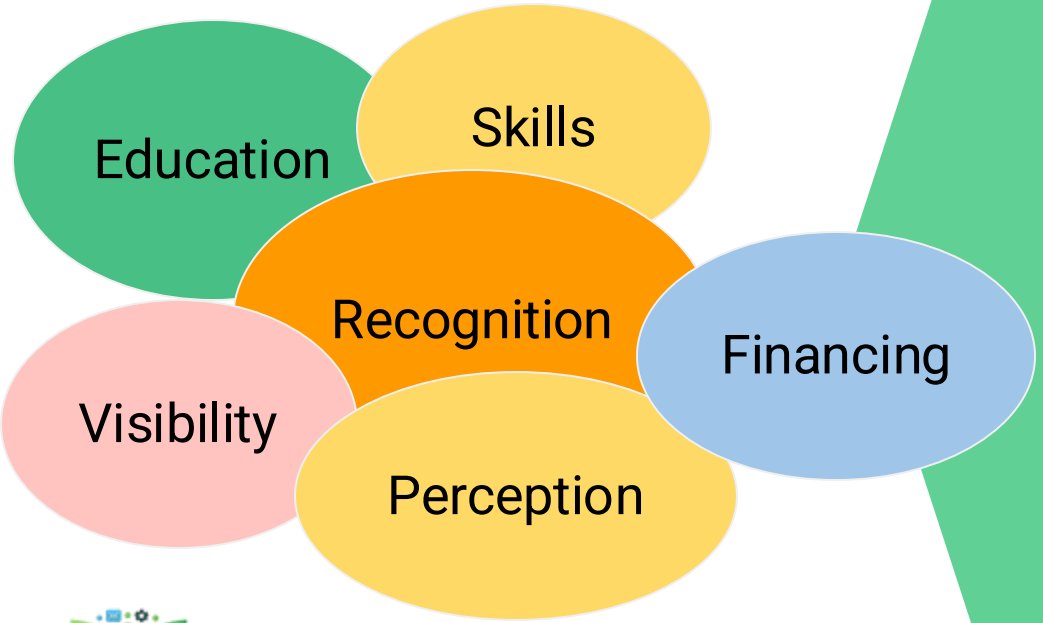
Challenges in The Netherlands



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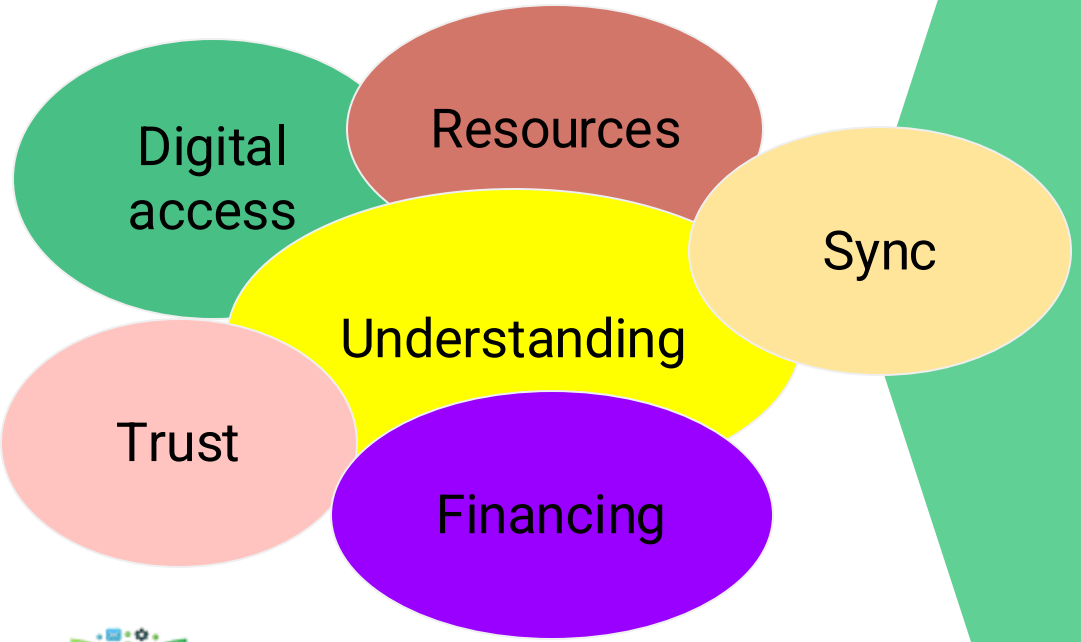
Challenges in Bulgaria



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Theoretical foundations and models in the Netherlands

- Social Learning Theory
- Constructivist Theory

Theoretical foundations and models in Bulgaria

- Narrative Paradigm
- Emotional Design Theory

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Gap Analysis, Bulgaria

Gap Analysis, The Netherlands

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Alina Ionela Bîrsan

I have been working in the last ten years in the non-governmental field, which means a very dynamic work environment, with a lot of learning opportunities.

I am the coordinator of "Mamele citesc" NGO, with a ten years experience in the administration and coordination of more than 20 European financed projects. My vision is a world where children and parents read together and spend less time watching their televisions and phones.

Since 2011, I have been working in the non-governmental sector, as project manager, communication expert, training coordinator, but also as an administrator of a social economy network with over 50 members from Europe and Asia.

Social Firms Europe
CEFEC

💡 Common Elements of Success:

- Human-centered visuals
- Consistent digital platforms
- Personal stories + data impact
- Community engagement (events, media, partnerships)
- Authentic voices
- Localized narratives
- Quantified impact

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Social Firms Europe CEFEC

digital storytelling methods successfully used by social enterprises to connect with audiences, inspire change, and build trust. Each method is backed by real-world examples from the Social Firms Europe CEFEC network and similar initiatives:

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Social Firms Europe
CEFEC

Digital Storytelling Methods

Short Impact Videos

focused on a person's transformation - **Pub Spółdzielczy (Poland)** created videos showing how employment at the pub changed the lives of individuals with mental health challenges.

Photo Diaries & "Day-in-the-Life" Series

A sequence of photos with brief captions showing a worker's typical day - **Center Ponovne Uporabe (Slovenia)** shared "reuse stories" of both the products and the people transforming them.

Employee Testimonials & First-Person Blogs

AfB Group (Germany) publishes employee spotlights tied to ecological and social impact.

Interactive Digital Reports

WEB vzw (Belgium) & **Community Wood Recycling (UK)** uses digital reports aligned with SDGs showing impact like "kilos reused" and CO_2 saved.

Mini-Documentaries

GPE Mainz (Germany) features video tours and narratives from their hotels, shops, and beekeeping sites, showing inclusive employment in action.

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Presentations from external speakers

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Anika Brain

CEO & Co-Founder of *PlaySEND (Spain).* PlaySEND empowers educators and families to create engaging learning experiences for children with SEND (ADHD, ASD) on Roblox & Minecraft. Anika also fosters a supportive network for SEND families through resources, events, and guidance

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Ilona Taillade

Founder and CEO of *Six and Sons* (Amsterdam), transforming a traditional high-street establishment into sustainable practice that reduce waste and source ethically-produced goods. Ilona is also a mentor and advisor to sustainable brands, assisting them in exploring new business opportunities and crafting creative strategies.

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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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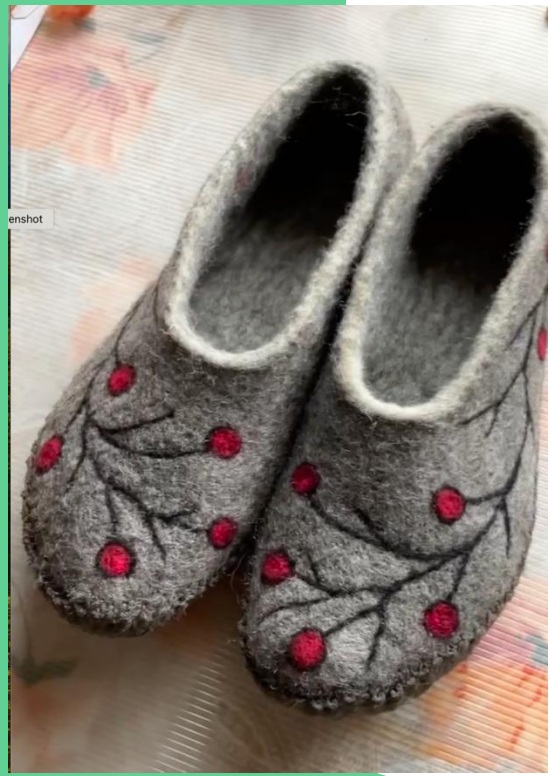

Dr. Maurice de Rochemont

Academic Director & Lecturer at Erasmus Centre for Data Analytics & Rotterdam School of Management, Erasmus University. Maurice is also an award winning entrepreneur & startup coach with a PhD in Innovation Sciences

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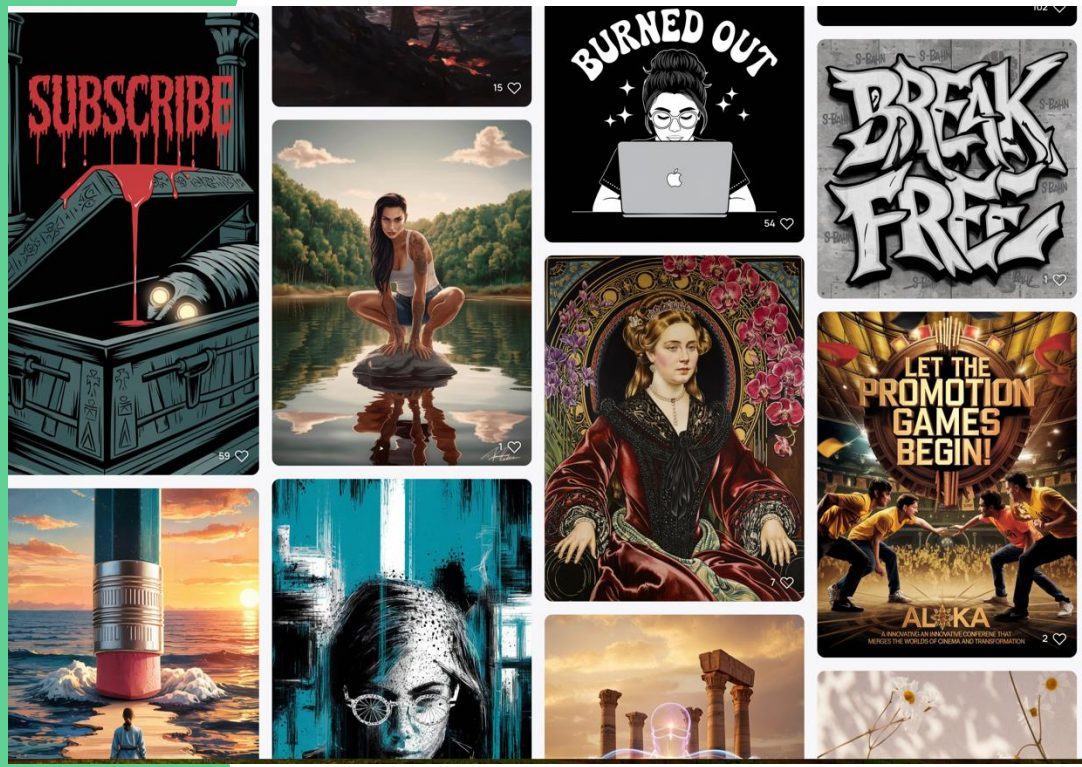
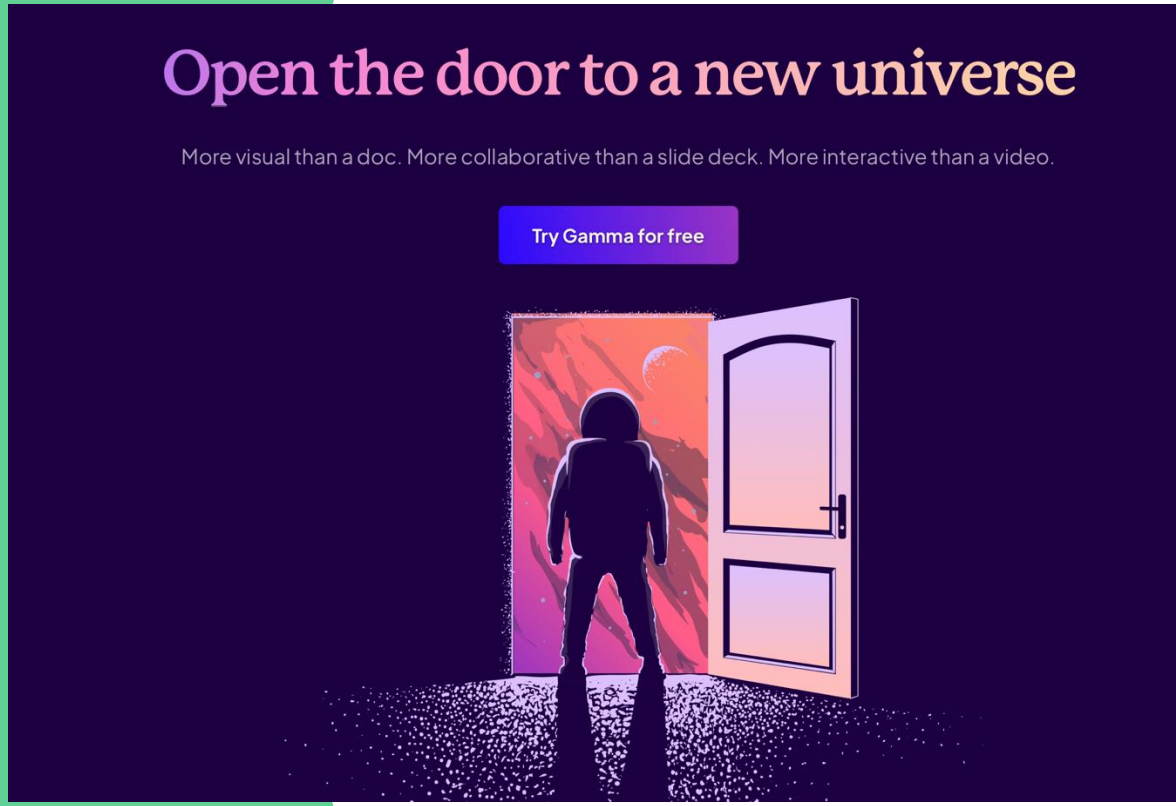
How to create a simple AI image

www.chatgpt.com
www.ideogram.ai



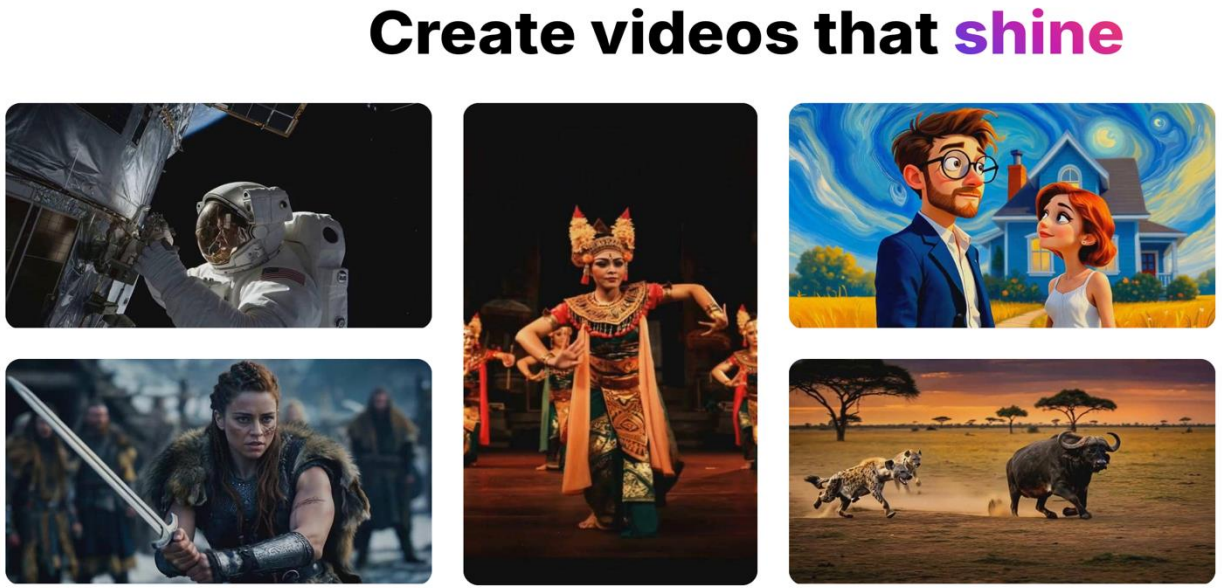
How to create a simple website/ prototype

www.gamma.app



How to create an AI video (including sound & stock videos):

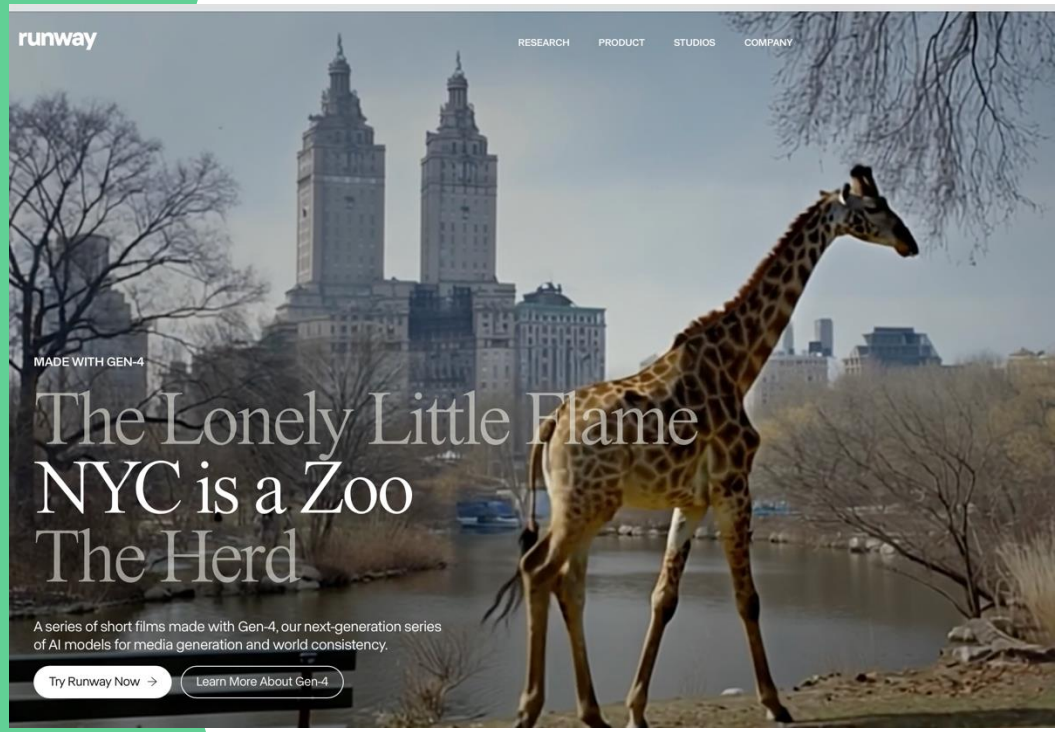
https://invideo.io/



How to create a custom AI video and use your own reference images

www.canva.com

https://runwayml.com/



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Digital Storytelling as a tool for scaling social impact

Anna Fenko, FENAN Consulting, The Netherlands

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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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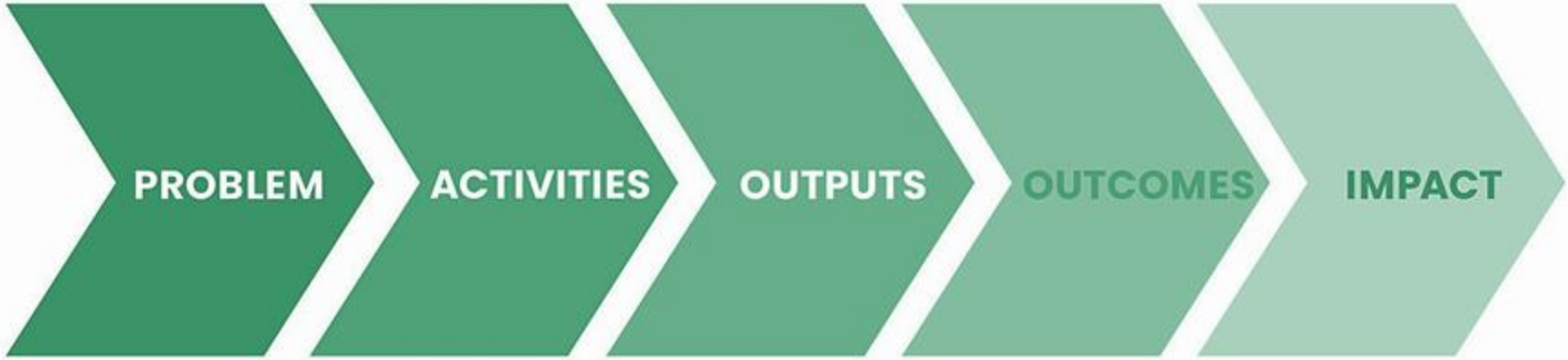
The theory of change



A **theory of change** allows social enterprises to **define long-term impact and define the actions that are needed** to enable that impact. A Theory of Change can be used as a basis for **strategy**, **measurement**, and **communication**.

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Measuring and demonstrating impact

Source: European Venture Philanthropy Association (EVPA), 2017

Why measure impact?

“Measuring our impact allows us to be accountable to our stakeholders, allows us to justify our vision and demonstrate that we are achieving our mission”

Eva Walraven, Hét Bakkerscafé

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Platforms and Communities

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Best practices

Tony’s Chocolonely

Goal: Ending slavery in the chocolate supply chain.

Storytelling: Tony’s shares stories from cocoa farmers, reports on its impact, and engages directly with audiences, creating a strong, mission-driven brand identity.

Tools: Combines humor, transparency, and advocacy, includes videos, interactive content, and a distinctive brand voice that educates consumers on fair trade issues.

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Best practices

The Ocean Cleanup

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

Storytelling: The Ocean Cleanup's story integrates data and visuals to demonstrate the scale of ocean pollution and their progress in addressing it.

Tools: Live mission updates, data visualizations, personal stories of team members.

Best practices

Fairphone

Goal: Fairphone is focused on ethically sourced materials to build sustainable smartphones.

Storytelling: Stresses transparency and takes consumers on a journey through fair labor practices.

Tools: Documentaries, articles, and social media updates that highlight the real-life impact of their practices on workers and communities.

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Conclusion

Main takeaways

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Authenticity

True passion creates trust and brings followers

Cooperation

You can't save the world alone!

Tech skills

It's 21st century out there. Use digital tools!

Strategy

Your story should resonate with your audience

Implementation

Be consistent, plan and implement your strategy

Measure impact

Show your impact to attract more followers

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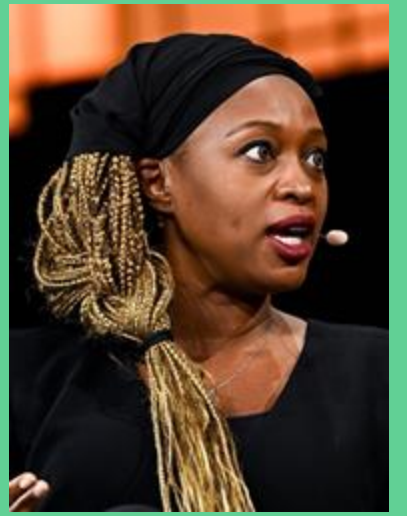

“By aligning your story with social impact, you can attract followers who are passionate about meaningful causes”

Mimi Kalinda
Co-founder of Africa Communications Media Group

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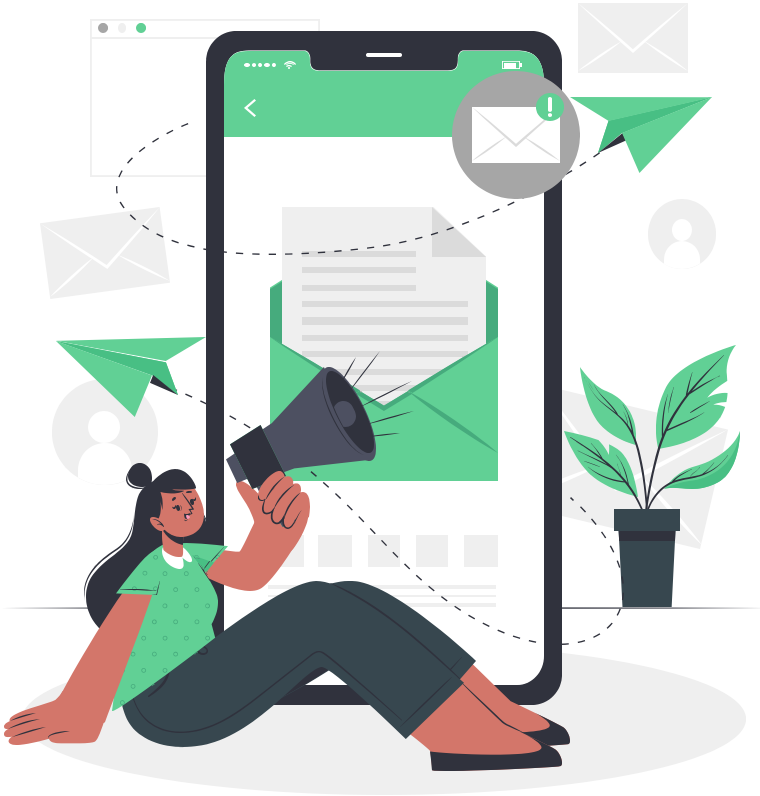

Join our workshops in BG!

April 22 (Online)

13:00 CET

April 30 (In person)

9:00 CET

Register via Zoom: https://us02web.zoom.us/meeting/register/vR4WRQRGQGa4k2IZr7jiIA

In person: (Sofia) University of National and world economy

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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/zsesC5bNR9Watqs4lW5OXw

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Workshop program (the Netherlands)

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 Platforms

Learn how to select and use digital platforms 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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Thanks!

Do you have any questions?

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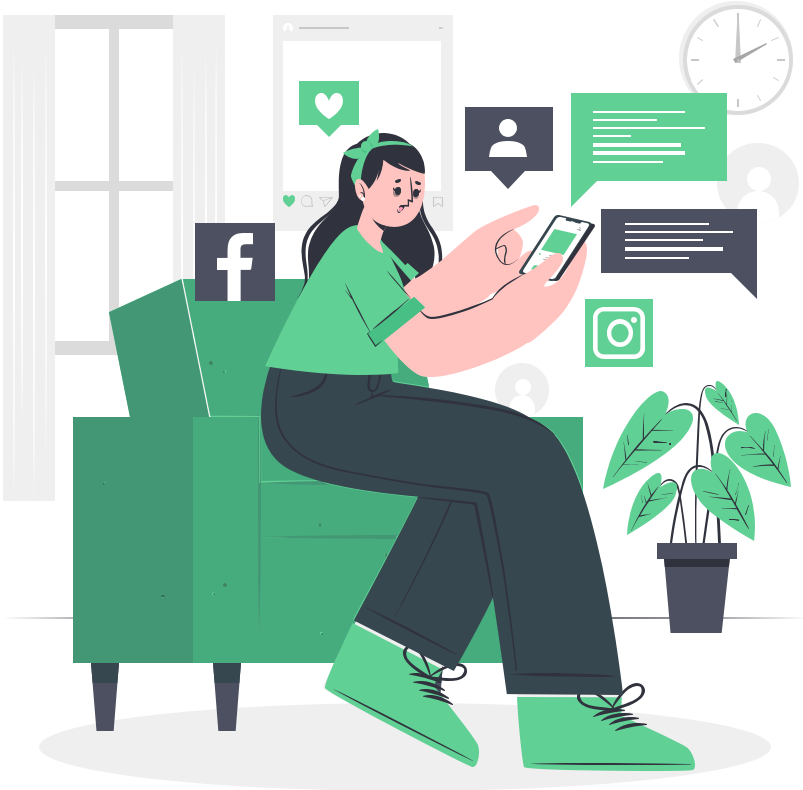
Follow us on FB
You can receive the presentation if you are registered!
We'll send you it per e-mail
Our emails:

Anja Tjallema: info@anjatjallema-tolkrussisch.nl
Anna Fenko: fenan.consulting@gmail.com
Maya Danova: eudevelopmentngo@gmail.com



Anja Tjallema Tolk Russisch
bridging cultures

FENAN Consulting

European Development