Co-funded by
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Satisfaction Report: Digital Storytelling Skills for Sustainable Social Enterprises

Introduction

The Erasmus+ project **Digital Storytelling Skills for Sustainable Social Enterprises (Story for Impact) (2024-1-NL01-KA210-ADU-000254862) has** organized the following activities:

- International Round Table Discussion
- Online workshops in the Netherlands and Bulgaria
- Webinar where participants shared their digital stories for social impact

A total of 44 entrepreneurs and adult educators from the Netherlands and Bulgaria participated in the evaluation survey.

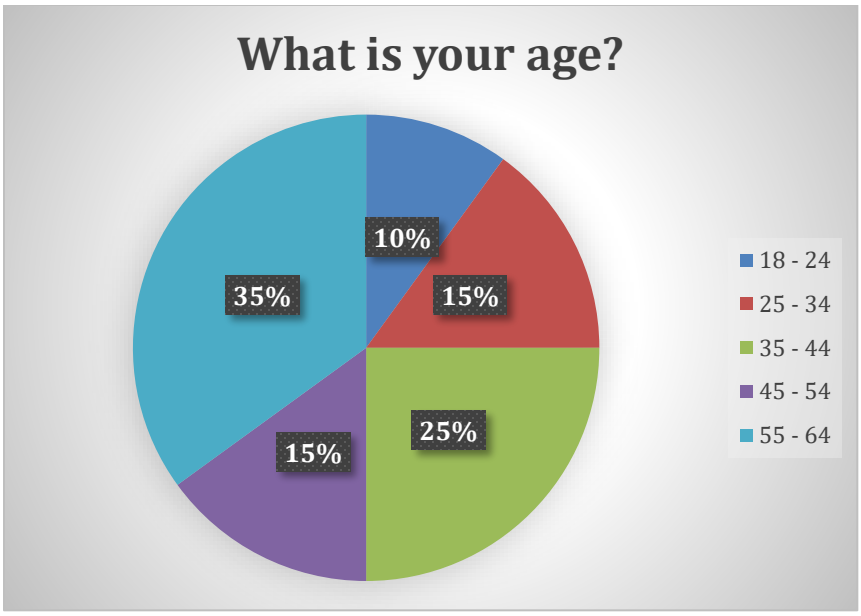
Key Findings

1. Demographics of participants

The largest group of participants was aged 55–64, followed by participants aged 35–44. This indicates that the project successfully engaged experienced professionals, mature entrepreneurs, and adult educators who are actively involved in social innovation and lifelong learning.

The participation of multiple age groups demonstrates the accessibility and broad relevance of the project activities. At the same time, the comparatively lower participation of younger adults suggests an opportunity for future projects to further strengthen outreach to younger entrepreneurs and early-career professionals.

The strong participation of women (60%) reflects the growing role of women in social entrepreneurship, education, and community leadership. The results also indicate that the project created an inclusive learning environment accessible to participants from different backgrounds.


What is your age?
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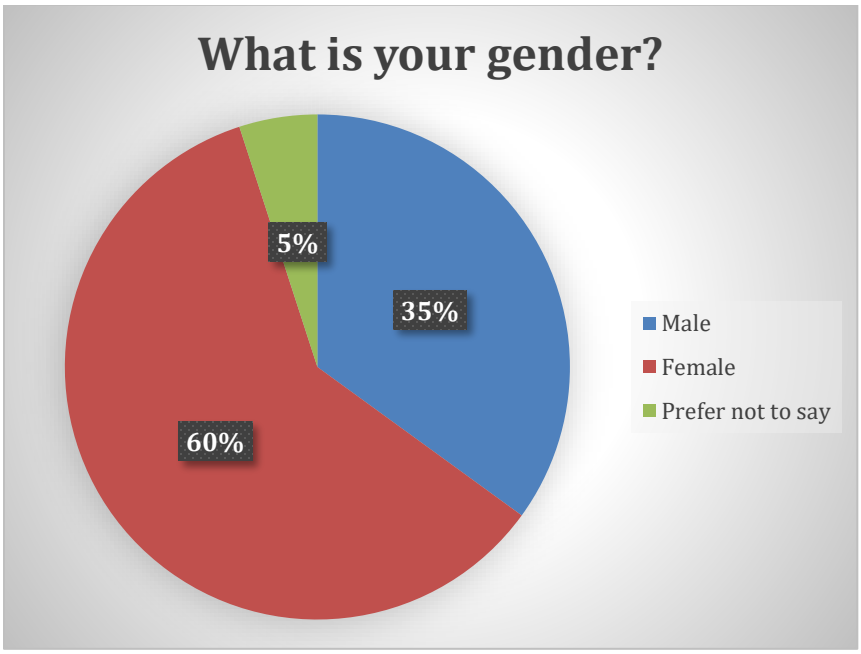
25 - 34
35 - 44
45 - 54
55 - 64


What is your gender?
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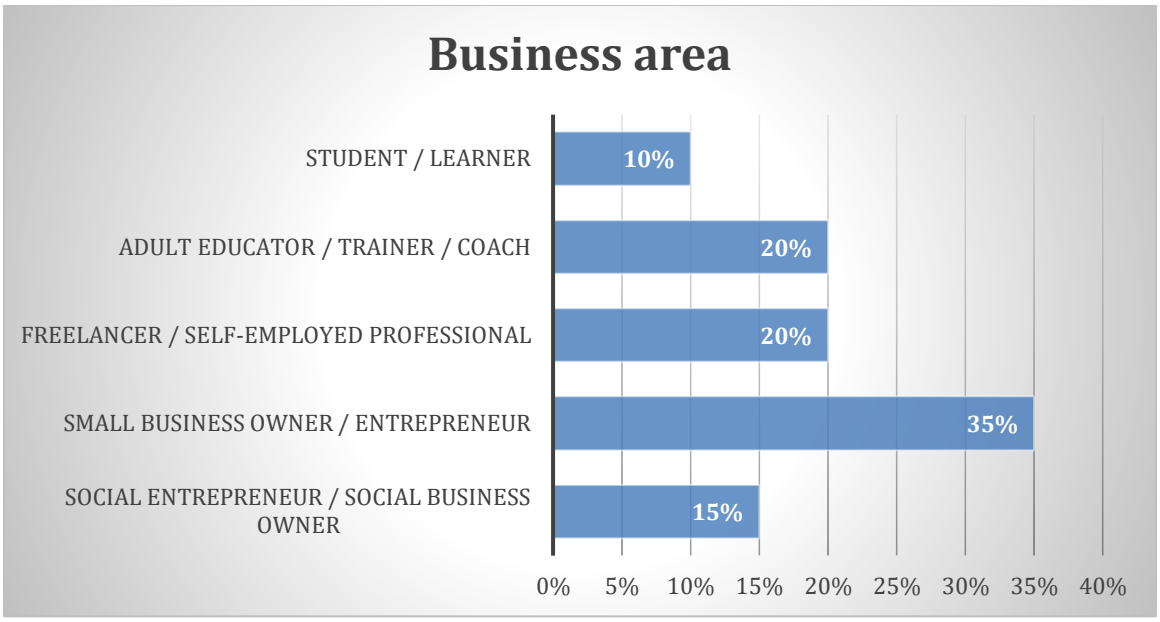
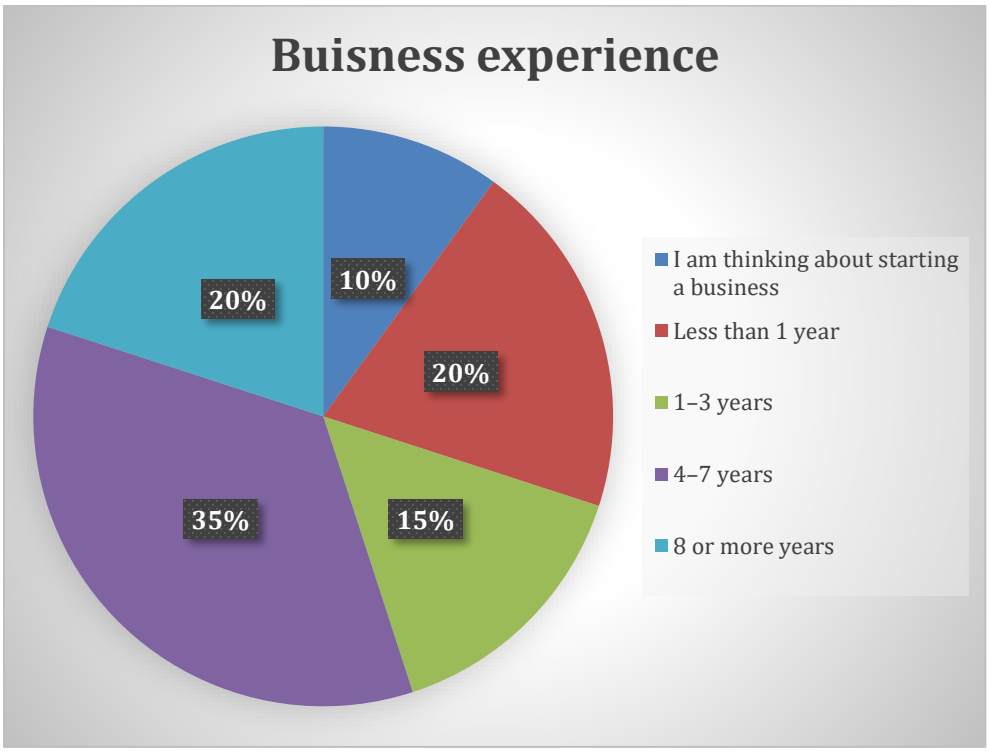
Female
Prefer not to say



This diversity demonstrates that the project succeeded in attracting both business-oriented and educational stakeholders. The strong presence of entrepreneurs and freelancers suggests that the topic of digital storytelling was considered highly relevant for professional visibility, communication, and social impact. The participation of adult educators also highlights the transferability of the methodology into adult learning contexts.



The largest group consisted of participants with 4–7 years of experience, indicating that the project was especially attractive to professionals in the active development phase of their

business or social enterprise. The participation of both early-stage and highly experienced entrepreneurs suggests that the activities provided value across different experience levels.

2. Overall Satisfaction

The evaluation results demonstrate a very high level of satisfaction across all project activities. All average scores were above 4.4 out of 5, indicating consistently positive participant experiences.

The strongest results across all activities were related to:

- Expertise of speakers and facilitators
- Quality and relevance of content
- Practical value for participants' work and business development

This indicates that participants perceived the activities as professionally organized, educationally valuable, and directly applicable to their own professional practice.

2.1. Satisfcation with the The Round Table

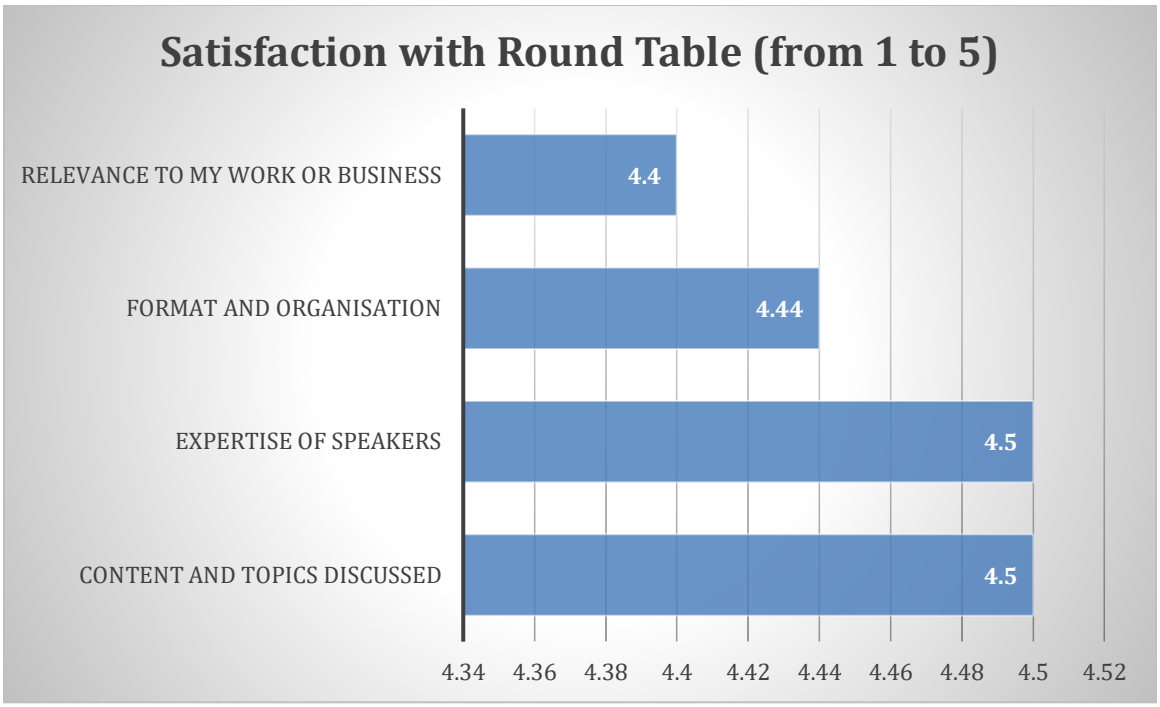
The Round Table Discussion received very positive evaluations overall. Participants particularly appreciated:

- The expertise and professionalism of speakers
- The relevance of the discussion topics
- The opportunity for international exchange and dialogue

The slightly lower score for "relevance to work or business" compared to other indicators may suggest that some discussions were more conceptual or exploratory rather than directly practical for every participant profile.

Similarly, the "format and organisation" score, while still very high, indicates there may be room to further improve moderation techniques, interaction dynamics, or time management during future round table events.

Nevertheless, the scores confirm that the activity successfully created a valuable environment for knowledge exchange and networking.



2.2. Satisfcation with workshops

The online workshops received extremely strong evaluations, particularly regarding:

- Educational quality
- Expertise of facilitators
- Practical and engaging content

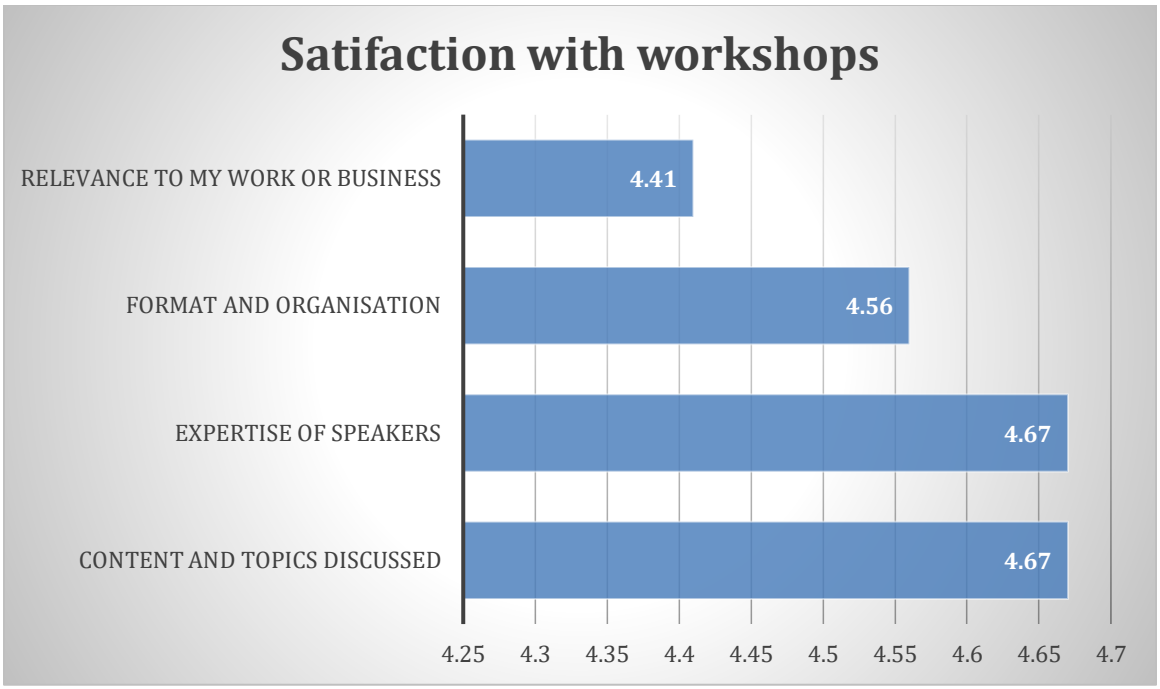
The workshops achieved some of the highest satisfaction scores in the entire project, indicating that participants strongly valued the hands-on learning approach and practical methodology.

The workshops appear to have been especially successful in:

- Developing concrete digital storytelling skills
- Providing actionable knowledge
- Creating interactive learning experiences
- Supporting participants' professional communication skills

The slightly lower score regarding direct relevance to participants' work or business may reflect the diverse professional backgrounds of participants. Since participants included educators, freelancers, students, and entrepreneurs, some content may have been more directly applicable to certain groups than others.

However, the overall evaluation still demonstrates a very strong perceived practical value.



2.2. Satisfcation with the webinar

The webinar received the highest overall evaluations among all activities.

The highest score in the entire evaluation was recorded for “expertise of speakers” (4.72), demonstrating exceptionally strong participant confidence in the facilitators and presenters.

The webinar format appears to have been particularly effective because it:

- Allowed participants to present their own digital stories
- Encouraged peer learning and exchange
- Created a sense of achievement and visibility
- Connected theory with practice

The relatively high score for relevance to participants’ work or business (4.5) suggests that participants saw clear professional value in the webinar outcomes.

The strong evaluations indicate that participant-centered and participatory formats may have been especially successful within the project.

3. Most Successful Elements

Across all activities, several strengths consistently emerged:

3.1. Expertise of Speakers and Facilitators

This category received the highest scores throughout the project. Participants clearly valued:

- Professional competence of trainers
- Practical experience of speakers
- Ability to explain concepts clearly
- Supportive and engaging communication style

This suggests that the quality of facilitation was one of the key success factors of the project.

3.2. Quality and Relevance of Content

Participants consistently rated the content highly, indicating that the topics addressed real needs among entrepreneurs and educators.

The strong scores suggest that:

- The curriculum design was effective
- The themes were timely and relevant

Participants recognized the growing importance of digital storytelling for visibility, advocacy, and social impact

3.3. Interactive and Practice-Oriented Learning

The workshops and webinar achieved particularly strong results, likely because they focused on active participation, practical application, and peer exchange.

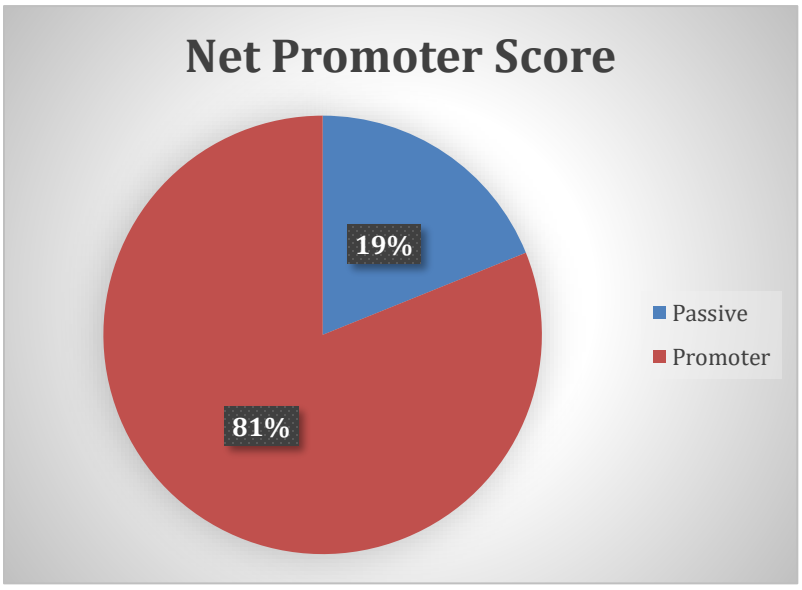
This demonstrates that experiential and participatory learning approaches were highly appreciated by participants.

4. The Net Promoter Score

The Net Promoter Score is an internationally recognized indicator used to measure participant loyalty, satisfaction, and willingness to recommend a project or service to others.

An NPS above 50 is generally considered excellent. An NPS above 70 is considered exceptional.

With an estimated NPS of +81, the project achieved an outstanding result.



The extremely high NPS indicates that participants:

- Had highly positive learning experiences
- Trusted the expertise and quality of the project team
- Considered the activities valuable and impactful
- Would likely recommend similar activities to colleagues and peers
- Perceived the project as professionally delivered and meaningful

The absence of detractors is particularly important. It suggests that no participants reported strongly negative experiences or dissatisfaction with the project activities.

This level of satisfaction is often associated with:

- Strong educational quality
- Effective facilitation
- Good participant engagement
- Clear practical relevance
- Positive emotional and social learning environment

The NPS results also indicate strong potential for:

- Future participant retention
- Expansion of project networks
- Sustainability of project outcomes
- Dissemination through word-of-mouth recommendations

Overall, the NPS confirms that the project delivered activities of very high perceived quality and successfully met participant expectations.

Conclusions

The evaluation results demonstrate that the *Story for Impact* project successfully delivered high-quality international learning activities that effectively supported entrepreneurs and adult educators in developing digital storytelling competences.

Key conclusions include:

- Participants reported very high levels of satisfaction across all project activities.
- The expertise of speakers and facilitators was identified as one of the strongest aspects of the project.
- The workshops and webinar formats were especially successful due to their interactive and practice-oriented approaches.
- Participants considered the project content highly relevant for professional communication, visibility, and social impact.
- The project successfully engaged participants from diverse age groups and professional backgrounds.

The exceptionally high Net Promoter Score demonstrates strong participant trust, loyalty, and willingness to recommend the activities to others.

The results suggest that the project not only achieved its educational objectives but also created a supportive and motivating learning environment that encouraged professional growth, networking, and international exchange.

- Future initiatives could build on these strengths by:
- Expanding participatory and peer-learning elements
- Increasing customization for different professional sectors

- Further strengthening networking and mentoring opportunities
- Continuing to combine practical storytelling exercises with international collaboration

Overall, the evaluation findings confirm that the project delivered meaningful and impactful learning experiences with a very high level of participant satisfaction and perceived quality.