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Erasmus+ Programme  
of the European Union



**LEARN TO CHANGE**

Collaborative Digital Storytelling  
for Sustainable Change

# Loviisa & Loviisa Camping Project Brief

Krea Spring School 2022 – Inspirational Storytelling  
Haaga-Helia University of Applied Sciences, Helsinki, Finland

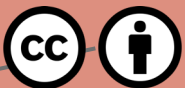
Images: Town of Loviisa



# Project Background

- According to our [Learn to Change online co-creation workshop](#) between European university students and teachers and tourism industry players, there is a need to **support small local businesses** and **tackle regional inequality** in tourism.
- Loviisa is an idyllic historical town 89 kilometres from Helsinki, welcoming international tourists interested in close-to-nature experiences, sustainable local services, and small town tranquility
- **Project challenge:** ow to attract responsible tourists to venture beyond Helsinki and book a stay in Loviisa

Find out more about Loviisa: [Visit Loviisa 2020](#)



# Target Audience

- **Gen Zs or Millennials** (of 18-40 years) travelling in Helsinki, open to the idea of venturing out to the countryside to enjoy an authentic Finnish small town experience and making use of local sustainable services in Loviisa.
- According to a BBA Thesis survey by Ute Kehrs (2021) (p. 43), potential clients of **Loviisa Camping** (n=121) found the following issues important or very important when choosing accommodation:

**Local products are used and offered (77%)**

**Indoor areas are non-smoking (77%)**

**Green activities are offered on site (72%)**

**Recycling possibilities are available (67%)**

**Reduction of waste is an objective of the accommodation (65%)**



# Krea Spring School 2022: Mission and Stakeholders

**Our mission** is to innovate collaborative digital storytelling for sustainable change in the European tourism and services sector. We work in multicultural teams of 5-6 students. Our clients are the town of Loviisa and Loviisa Camping.

## Students

- Get to know each other and build team spirit
- Do background research and gain audience insight
- Plan and produce digital storytelling for sustainable change
- Share and engage with the stories created

## Teachers

- Provide coaching for team building
- Provide coaching for background research
- Provide coaching for digital storytelling
- Help organize stakeholder collaboration

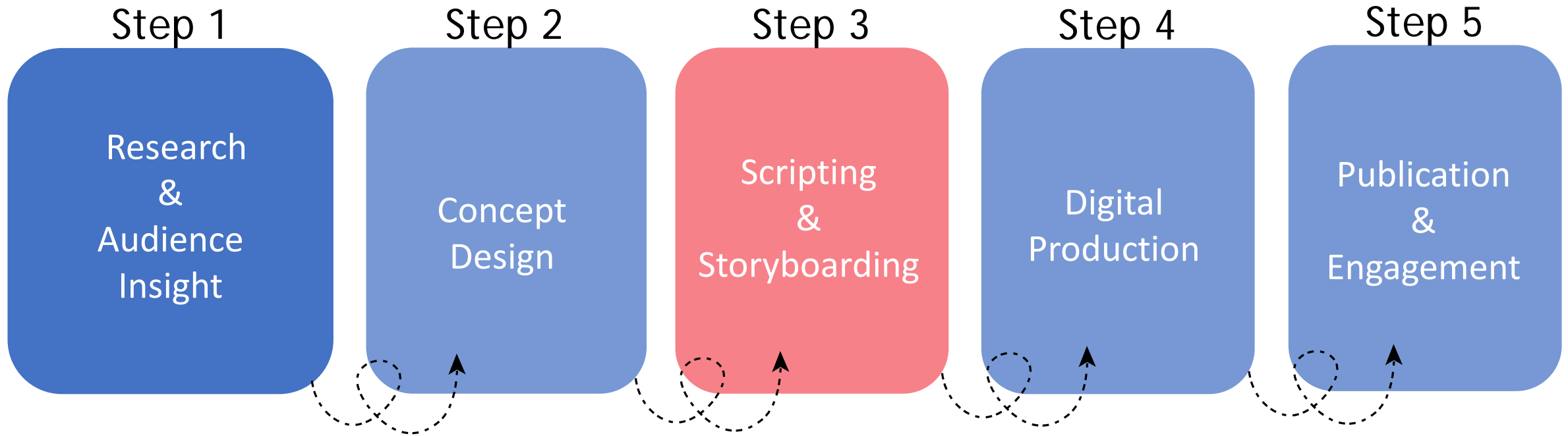
## Clients

- Provide information on the Town of Loviisa and Loviisa Camping
- Host a one-day experiential field trip in Loviisa
- Provide feedback on the digital storytelling projects

## Industry partners

- Share insights into sustainable and responsible tourism
- Provide feedback and inspiration
- Help disseminate results and share stories in relevant stakeholder networks

# Digital Storytelling Process



# Project Aim

The aim is to plan and produce digital storytelling that inspires responsible tourists to:

1. venture out of Helsinki → 2. explore the charms of the small coastal town of Loviisa → 3. enjoy Loviisa's sustainable and close-to-nature services → 4. share content about their Loviisa experience on digital channels.

## 1. Attention

- Your digital story needs to have an **attention-grabbing beginning**
- How to attract your target audience's attention in a crowded and competitive media environment?

## 2. Interest

- Your digital story needs to be able to **arouse your audience's interest in Loviisa** as a destination
- How to convince your target audience to keep following your story?

## 3. Desire

- Your digital story needs to **persuade your audience to try out local sustainable services**
- How to share desirable and inspirational customer experiences?

## 4. Action

- Your digital story needs to **invite digital interaction** among audiences & stakeholders
- How to engage relevant audiences in digital storytelling?

# Creative Process Steps

- 1) Getting to know your teammates and setting team goals
- 2) Researching the topic and gaining insight into target audience experiences
- 3) Generating and sharing ideas with students, teachers, the client, and industry partners
- 4) Ranking ideas and defining the concept for your story
- 5) Scripting your story for a selected digital channel
- 6) Producing, editing, and publishing your story
- 7) Audience-focused pitch presentation - *sell* your story and invite engagement and interaction



# Digital Storytelling Assessment Criteria

## (Grade 5)

- 1) High quality audience insight
- 2) Captivating main character(s) fleshing out sustainable experiences
- 3) Inspirational storyline fostering awareness, interest, and sustainable behavior
- 4) Relatable and inviting pitch presentation
- 5) Successful multicultural team collaboration





A scenic landscape featuring a large, calm green lake in the middle ground, surrounded by lush green mountains. In the foreground, a group of hikers with backpacks is walking along a dirt path on a rocky, slightly elevated terrain. The sky is blue with scattered white clouds. The overall scene is bright and clear.

# Further info

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