Digital Storytelling Action Plan for Companies

LEARN TO CHANGE
Collaborative Digital Storytelling
for Sustainable Change

Co-funded by the
Erasmus+ Programme
of the European Union

Dear industry representative:

This Action Plan is designed to help you start using collaborative digital storytelling to bring up hot topics and generate discussion and dialogue with your target audiences and stakeholder networks.

Digital storytelling is an effective way for you to attract interest and build engagement with target audiences and among your stakeholders. It is also a powerful tool to drive change.

This Digital Storytelling Action Plan for Companies supports you in three ways:

1. You will know what digital storytelling tools and resources we offer you.

2. You will understand the benefits of using our digital storytelling resources.

3. You will be introduced to a step-by-step guide of how to plan and implement a digital storytelling project with stakeholders.

Keep reading and hop on board for a digital storytelling project journey!

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LEARN TO USE DIGITAL STORYTELLING FOR STAKEHOLDER ENGAGEMENT AND SUSTAINABLE CHANGE

Our Erasmus+ project Learn to Change – Collaborative Digital Storytelling for Sustainable Change provides support materials and tools for university-industry projects focused on collaborative digital storytelling between companies and their stakeholders.

What do we offer companies?
- Knowledge and understanding of the power of storytelling when engaging with your audiences to foster sustainable lifestyle changes.
- Inspiring case stories about co-creating digital storytelling.
- Links to open-access digital tools that support your digital storytelling projects.
- A step-by-step process of digital storytelling to help you plan and implement your projects.
- A set of digital storytelling educational resources to help you create digital content, select digital channels, and engage audiences across cultures.
- Support for co-creation and collaboration

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ENJOY THE BENEFITS OF COLLABORATIVE DIGITAL STORYTELLING

Digital storytelling helps you connect with your stakeholders and initiate an exchange of ideas on an emotional level. With digital storytelling, you can build purpose-driven communities, promote your sustainable ideas and services, and inspire change among your stakeholders.

How can companies benefit from our open resources?

- Our Learn to Change resources are designed to encourage and motivate you to start using storytelling as a way of communicating with your target audiences.
- You can use our open-access materials to inspire your colleagues and the entire staff to innovate digital storytelling to engage key stakeholders and audiences.

- Digital storytelling is an effective way to establish contact with younger generations and encourage them to share fresh ideas for sustainable change.

How can companies benefit from university collaboration?

- To get rich content ideas for your stories, we encourage you to reach out to university teachers and students in your region and set up collaboration experiments.
- By collaborating with university students, you get hands-on practical support and can further develop your knowledge and skills of digital storytelling.
- Through digital storytelling experiments, you get experience, feedback, and data about using digital tools and channels to create content and engage audiences.

To get inspired, read our digital storytelling case stories!

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COLLABORATE WITH YOUR STAFF AND STAKEHOLDERS

To make the most out of digital storytelling, it is beneficial for you to join forces with your colleagues, other staff members, and key stakeholders right from the start. Inspire people by involving them.

What steps to take to get started with digital storytelling projects?

- Involve and encourage your colleagues to explore the Learn to Change digital storytelling website.
- Read our digital storytelling case stories and discuss them with your colleagues.
- Discuss the 5-step digital storytelling process (DST Steps 1-5) on the website.
- Organize brainstorming sessions where you ideate innovative digital storytelling to engage and inspire your key stakeholders and audiences.

What steps to take to proceed with digital storytelling projects?

- Reserve enough time and resources for the project: digital storytelling is strategic in nature and should be planned carefully to have long-term effects.
- Identify your target audience(s) and analyze their needs and expectations with the help of our materials **(DST Steps 1-2)**.
- Plan your digital storytelling concept carefully **(DST Steps 1-3)**. Think strategically. Design concepts that are timeless, true to your brand, and beneficial for your target audience(s).
- Create your digital storytelling content **(DST Step 4)**.
- Collaborate with project colleagues to experiment with different digital tools, platforms, and channels until you find the best ones for your purposes **(DST Steps 4-5)**.
- Publish your content through platforms and channels that are preferred by your target audience(s) and monitor the quality of audience engagement **(DST Step 5)**.

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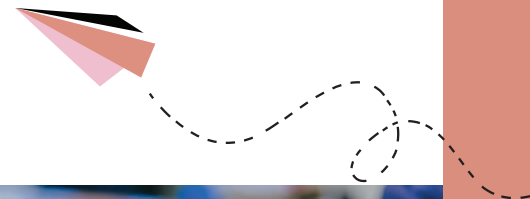for Sustainable Change

COLLABORATE WITH UNIVERSITY TEACHERS AND STUDENTS

Universities of your region can provide support for the management and communication of your digital storytelling project. As collaborators, university students can offer you additional resources for background research and storytelling. They can bring you new knowledge and perspectives, fresh storytelling ideas, and digital know-how.

What steps to take in practice to start collaborating with universities?

- Plan a clear timeframe and allocate resources for collaboration. Nominate a contact person who has both time and interest to interact with university teachers and students.
- Look up the websites of universities in your region. Check if they offer university-industry collaboration projects and services.
- For example, search for hubs specialized in marketing, communication, and entrepreneurship. Try to find a contact person to call or send email to.
- Use our project planning materials (DST Step 1) to initiate the collaboration. Fill in the brief template with your preliminary collaboration idea and send it out to the university contact person.
- Set up a meeting and start planning your digital storytelling journey!

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MAKE USE OF COLLABORATION TO REALIZE DREAMS AND TACKLE CONCERNS

Based on discussions during our Learn to Change stakeholder workshops, companies and industry partners have both dreams and concerns about using digital storytelling to boost their stakeholder collaboration and engagement with audiences.

Companies' digital storytelling dreams:
· Research and development collaboration with university students
· Co-creating stories to share stakeholder experiences of sustainable services
· Sharing stories to promote sustainable business from a community perspective
· Sharing stories of sustainable entrepreneurship to inspire other entrepreneurs
· Using digital storytelling projects to bridge the gap between academic and professional worlds by inviting young generations to co-innovate future solutions

Companies' fears and concerns about digital storytelling projects:
· How to get the message through in a world that suffers from information overload
· Lack of time and resources for collaboration and content creation
· How to know and meet the needs of target audiences
· Fear of audience reactions
· Fear of cultural misunderstandings
· Lack of digital competencies

With these dreams and concerns in mind, we have created our open-access materials that are geared to support you step by step. Through collaborative digital storytelling projects, we can overcome the fears and concerns – and focus on realizing the dreams.

We invite you to take the first step. Start browsing our Learn to Change digital storytelling resources!