Objectives and purpose of the project:

The overall objective of the Eastern Partnership Civil Society Facility project is to strengthen and promote civil society's role in reforms and democratic changes taking place in the Eastern Neighbourhood countries, through increased participation in the fulfilment of Neighbourhood Policy objectives.

The purpose of the Regional Technical Assistance project to act as integrator and capitalisation centre, creating synergies between the various bilateral and regional initiatives for civil society and contributing to the replication and sustainability of their results.

The project will collect and develop initiatives for capitalisation on the previous experience of EU projects/grants along the following main results areas: mapping studies, e-learning for and training of CSOs, hackathons on IT applications for CSO’s better involvement in holding governments to account, administering Civil Society Fellowships and promoting the role of CSOs in the democratic changes in their countries.

General background:

The project has identified a need to facilitate the development of CSOs’ capacity to develop stories about their activities and broadcast them with the following purposes:

1. Raise awareness about their activities in an easy-to-understand language and media (including the use of relevant communication tools)
2. Keep track of their initiatives’ progress and record the outcomes for sharing with their constituents and wider public
3. Be more effective in applying for grants and other funds through cohesive presentation of their previous achievements.
4. Reach out more effectively to citizens in their countries in order to build support for their organisation's mission

To build this capacity, the project supported the development and delivery of a Storytelling course for Civil Society.

The focus of this course is on the following:

- Developing a new level of understanding among civil society that a story as an effective strategic approach to delivering their message and a practical communication tool.
- Creating an interactive learning space to design stories that can serve the civil society’s goals.
- Practicing and mastering story-designing, story-production and story-sharing skills under a supervision of experienced trainer.
- Learning how to use at least 3 storytelling tools.

The target groups for this course are:

- CSO Leaders and their projects’ leaders and communication/ visibility staff
- CSO activists and volunteers
- Social reporters, journalists who are covering CSO activities and civic initiatives
- Social start-up leaders and social entrepreneurs, etc.
Expected Results of the Course

This Storytelling course will equip the participants with the skills and confidence to use the power of storytelling in CSO communications to achieve impact. Whether participants need someone to back their organization, invest in their idea, or get excited about following their lead, storytelling can position them to succeed.

After taking this course, the participants will know how to bring the results of their work to life by reframing them as human experiences. The participants will learn to:

- Understand **why stories** are the most powerful communication tool
- **Select the topics** that could be converted into powerful stories
- **Create and shape** their own stories successfully
- Shift audience **perceptions** about their message
- **Broadcast** their stories more convincingly (by narrative, video, audio, infographics or interactive stories)

As a result of taking this course, the participants will prepare their own stories that will be reviewed, critiqued and advised on by the tutor. The final evaluation of students’ success will be judged on the study they produce and broadcast.

More information about the course

The course is made up of 4 modules as follows:

**Module 0 – Introductory Module**

A maximum 5 minutes video introducing participants to the course and presenting the aims and structure. This module will also be used to promote the course.

**Module 1 – Finding Your Story**

1.1. **What is storytelling?**
   General stories types – emotional story, oratorical story, public involved story (with CSO examples for each story type). The ways for CSO to apply storytelling in the civil society organizations context.
   Test

1.2. **The story as the main communication instrument. How to choose the story’s subject and theme?**
   The stories types in communication – the stories about myself (how hero changes his life, and which influence it made on his/hers CSO’s work), why I am here (mission and CSO’s work), my view of the problem and how solve it, stories regarding some important events and so on. The main themes for a great story.
   Test

1.3. **The fundamentals and the main idea in storytelling.**
   Creative discussion at course’s forum with fellow students and authors

1.4. **What is the great story to tell?**
   The main rules in storytelling, including emotional aspect, dynamics, truth, importance to the audience, etc.
   Test

1.5. **How to choose the target audience?**
The target audience’s breakdown and the way to choose your own audience. The way to tell the same story to different audiences. The geographic, the demographic, the economic, the intellectual characteristics.

1.6. Summary

Module 2 – Building Your Story

2.1. Essential blocks in storytelling for CSO (effective character and the narrative arc, settings (hooks in the story), challenge and how-to plan, action-oriented emotion, the impact, call to action).
Test
2.2. The story’s structure and building up your story.
Planning, production, distribution and evaluation for the story (selecting target audience, putting mission for the story in one general idea, selecting story type and the way to distribute – written, oral, digital etc.).
Test
2.3. The story’s style, editing and language instruments.
Every story depends on the style you chose for it considering the different roles of civil society organizations / activists. Examples with the potential link between story style and type of CSO or role of CSO/CSO representative. The different way to edit your story – structure editing, language editing, fact-checking, style editing, grammar editing, rewriting. How to choose language instruments depending on the story and story’s type?
Test
2.4. Public speaking and story’s pitching.
The ways to bring a story into oral format and to pitch it to the audience.
Test
2.5. The story’s culture.
How to develop and sustain storytelling culture in the organization? How to work with external storytelling firms (briefs, main messages, evaluation process)? How to work with vulnerable stories?
Test
2.6. Summary

Module 3 - Producing your Digital Story

3.1. Digital instruments in the storytelling. General overview.
Test
3.2. Choosing the right technologies and platform to tell your story (Facebook, Instagram, YouTube, own blog or website, Telegram channel, printed and online medias, TV, radio, etc.).
Test
3.3. Digital technologies for storytellers and stories production: PowerPoint, Google Slides, SlideShare, Prezi, Medium, Tilda, Haiku Deck, PowToon, GoAnimate, Piktochart.
Test
3.4. Practical skills and applications available for impactful stories production, etc.
Test
3.5. How to write a story for web: platforms, formats, multimedia assets.
Test
3.6. Visualization’s instrument.
How to make storyboard and script for video-stories? How are we choose illustration for our stories and where we can find them? The list of recourses to start with. How to record and mix narration for podcast? Finding and using copyright-free music tracks.
Test
3.7. Summary
Module 4 - Broadcasting Your Story

4.1. Effective broadcasting for various target groups.
Test
4.2. Publishing blogs, sharing video stories, broadcasting pod-casts: skills, techniques, tutorials, etc.
Test
4.3. The future of storytelling in CSO’s work. How storytelling will develop further? What to expect according to researches?
Test
4.4. Summary

The course’s wrapping-up – general summary and where to find further information.

Modules described above have the following structure (although structure may slightly differ from one module to another):

1. An Introduction section on the topic of the module, goals, objectives, expected results, instruction for students

2. Knowledge presentation component:
   • Video presentations
   • Supported and recommended materials for self-study
   • Story cases and examples (for module 1 – integrated separately)

3. Knowledge and skills solidification component:
   • Story development assignments for each student at each stage of the story development cycle

4. Testing system:
   • a series of practical assignments that will allow the tutor to judge the students’ knowledge and skills acquisition and their progress towards the development of a story by the end of the course.

5. Story Project review by the tutor.

Objective of the Assignment

The objective of this assignment is to test the moodle-based online course mentioned above against the requirements detailed in the annex (user expectations and non-functional requirements).