The UNICORN Approach

NEXT

Audience Design

Storytelling & Marketing Message Building

Our usual way of doing campaigns

Exchange of Practices
Change on how we are doing things

Common Learning and improved capacity in the areas
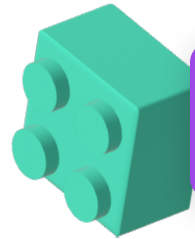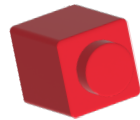New Campaign + impact strategies

Distribution

Audience Building & Impact

The UNICORN Practices

Audience Design

Message Building
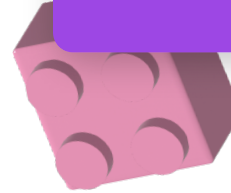
Campaigning and Distribution
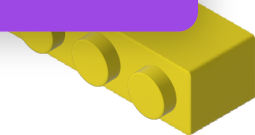
Audience and Community Building

Practice map Audience Design

Definition

Audience Design is the definition of one or more specific audiences and stakeholders that you want to have relations with or who already have a relationship with you. On a deeper level you try to understand the issues and needs of your audience in order to adapt your products or services accordingly and to create a high degree of resonance with your communication.

RETURN

Dissemination at PVM

Target profile interview

Educational Fairs

Empathy Interviews

BrLab Audience Design

Speak Dissemination Plan

Design Thinking in Social Media Creation

Audience Mapping

Practice map Message Building

Definition

Storytelling and Marketing deals with the crafting of messages and stories that serve your purpose and address the issues and needs of your audience effectively. More specifically your messages should spark interest, create resonance and stick with your audience. On a deeper level it is about a consistent brand image and in how far the uniqueness of your organization, service or product comes across.

RETURN

- Brandscript
- Cyber-bullying and no hate speech
- Communication
- Loesje Campaigning
- Personal Testimonies
- Planned Social Media Stories
- Storytelling for Changemakers

- Heroes Journey Manifesto
- Meme-o-meter
- Camerados
- Start with Why
- S.U.C.C.E.S.-Framework
- Promotion of Erasmus+ projects
- Honk Please

Practice map Campaigning and Distribution

Definition

The best story does not create impact alone. The distribution is where everything comes together to create actual impact in your audience. It is about the channels, formats and campaigns to get, keep and grow your audience and includes the use of social media, influencers or advertising accordingly.

RETURN

Crowdfunding Campaing by VENSENYA

Communications & Campaigning

Speak up for inclusion!

Message House

Earth Hour

Campaign Distribution

Elevator Pitch

Pechs Kucha

Collegial Counseling

Influencer Marketing

Futuregames Poland

The Ting

#kämpfergeist

Practice map Audience and Community Building

Definition

Audience Building and impact is about building trust and grow a community in order to create audience relationships with a lasting impact. It builds on all the other areas and gives them perspective and focus to create a community of "superfans". More specifically it deals with the integration of the three growth hacking principles of creating value and caring about your audience as well as the promotion of sharing to create a highly engaged and growing audience.

RETURN

Teach First Podcasts

Communication & Dissemination

Photo Contest

Social Media Groups

CPMES Conference

Become great at community building

Co-producing Change Together

Community Reporting

True fans

Food for thought

Communications & Dissemination

Target groups

Adult Education, Youth, Citizens, University, Journalists, disadvantaged learner, students, activists, formal education, non-formal education, teacher, PVM has a far reaching audience due to the diverse range of people we work alongside and partner with. This is demonstrated by our social media following, mailing list subscribers etc.

How does the practice identify target groups?

+ INFO

How does the practice help to understand the own target audience?

+ INFO

How does the practice help to understand how to enage with the target audience?

+ INFO

How does the practice help to understand how to enage the target audience?

+ INFO

Description

PVM's current practice is that all staff members are responsible for the dissemination of their project work and collect content from their projects and share it on social media or hand it over to another member of staff (Hayley or Georgia) to be posted out. And all blogs are written and posted by each member of staff.

How are the needs of the audience/target group included in the practice?

+ INFO

Which analytical steps in order to identify the sub-groups in the audience are included?

+ INFO

How does the practice help to reflect on what kind of messages should be send to the audiences?

+ INFO

How does theHow is the practice transferable/scalable?

+ INFO

Link: https://peoplesvoicemedia.co.uk/

Educational Fairs

Target groups

Formal education, non-formal education, teacher, other Associations Attending Educational Fairs.

Description

This practice involves attending and presenting at educational fairs to promote school workshops. It incorporates communicating with the target group on a level that facilitates dialogue, direct interaction and participation. While this example is solely describing the strategy and outreach in terms of educational services, the methods of connecting and communicating with the target group are transferable across different sectors.

How does the practice identify target groups?

+ INFO

How does the practice help to understand the own target audience?

+ INFO

How does the practice help to understand how to enage with the target audience?

+ INFO

How does the practice challenge perception and/or create change?

+ INFO

How are the needs of the audience/target group included in the practice?

+ INFO

Which analytical steps in order to identify the sub-groups in the audience are included?

+ INFO

How does the practice help to reflect on what kind of messages should be send to the audiences?

+ INFO

How does theHow is the practice transferable/scalable?

+ INFO

https://crossingborders.dk

Target profile interview

Target groups

Youth, students.

Description

Interview with one person from the target group to identify core needs and wants.

How does the practice identify target groups?

+ INFO

How does the practice help to understand the own target audience?

+ INFO

How does the practice help to understand how to enage with the target audience?

+ INFO

How does the practice challenge perception and/or create change?

+ INFO

How are the needs of the audience/target group included in the practice?

+ INFO

Which analytical steps in order to identify the sub-groups in the audience are included?

+ INFO

How does the practice help to reflect on what kind of messages should be send to the audiences?

+ INFO

How does theHow is the practice transferable/scalable?

+ INFO

RETURN

https://brainaudit.com/members/why-target-audience-is-crucial-to-your-marketing-strategy/

Empathy Interviews

Target groups

Adult Education, Youth, Citizens, University, Journalists, disadvantaged learner, students, activists.

+DESCRIPTION

How does the practice identify target groups?

+ INFO

How does the practice help to understand the own target audience?

+ INFO

How does the practice help to understand how to enage with the target audience?

+ INFO

How does the practice challenge perception and/or create change?

+ INFO

How are the needs of the audience/target group included in the practice?

+ INFO

Which analytical steps in order to identify the sub-groups in the audience are included?

+ INFO

How does the practice help to reflect on what kind of messages should be send to the audiences?

+ INFO

How does theHow is the practice transferable/scalable?

+ INFO

https://www.nngroup.com/articles/empathy-mapping/

BrLab Audience Design

Target groups

Adult Education, Youth, Citizens, University, formal education

Description

The workshop offered participants the experience of exploring the potential of various tools to think about audiences and audiences from the development stage of their projects, extending the classic marketing and distribution approach we know.

How does the practice identify target groups?

+ INFO

How does the practice help to understand the own target audience?

+ INFO

How does the practice help to understand how to enage with the target audience?

+ INFO

How does the practice challenge perception and/or create change?

+ INFO

How are the needs of the audience/target group included in the practice?

+ INFO

Which analytical steps in order to identify the sub-groups in the audience are included?

+ INFO

How does the practice help to reflect on what kind of messages should be send to the audiences?

+ INFO

How does theHow is the practice transferable/scalable?

+ INFO

https://brlab.com.br/en/workshops/11_brlab/design-de-audiencia-2021/

Speak Dissemination Plan

Target groups

Adult Education, University, formal education, non-formal education, teacher, NGOs, cultural businesses and associations, Arts centres/groups, Organizations providing services for excluded adult people.

How does the practice identify target groups?

+ INFO

How does the practice help to understand the own target audience?

+ INFO

How does the practice help to understand how to enage with the target audience?

+ INFO

How does the practice challenge perception and/or create change?

+ INFO

Description

This practice consists of audience design strategy applied in the SPEAK project. The plan is based on the definition of the audiences and the modalities to share contents with them. The consortium partners used the several means to reach its targets: website of the project, newsletters, social media, electronic and printed pamphlets, brochures, posters, stickers, multiplier events, Erasmus + project results platform, articles in newspapers or specialized press, participation in TV or radio shows. Considering the variety of means, different but well-designed targets have been reached.

How are the needs of the audience/target group included in the practice?

+ INFO

Which analytical steps in order to identify the sub-groups in the audience are included?

+ INFO

How does the practice help to reflect on what kind of messages should be send to the audiences?

+ INFO

How does theHow is the practice transferable/scalable?

+ INFO

SPEAK FB page: https://bit.ly/330c3rN

Design Thinking in Social Media Creation

Target groups

Adult Education, Youth, Citizens, students, activists, non-formal education, teacher.

+ DESCRIPTION

How does the practice identify target groups?

+ INFO

How does the practice help to understand the own target audience?

+ INFO

How does the practice help to understand how to enage with the target audience?

+ INFO

How does the practice challenge perception and/or create change?

+ INFO

How are the needs of the audience/target group included in the practice?

+ INFO

Which analytical steps in order to identify the sub-groups in the audience are included?

+ INFO

How does the practice help to reflect on what kind of messages should be send to the audiences?

+ INFO

How does theHow is the practice transferable/scalable?

+ INFO

https://www.socialcreators.com/design-thinking-for-social-media

Audience Mapping

Target groups

Adult Education, University, Journalists, activists, formal education, non-formal education.

+ DESCRIPTION

How does the practice identify target groups?

+ INFO

How does the practice help to understand the own target audience?

+ INFO

How does the practice help to understand how to enage with the target audience?

+ INFO

How does the practice challenge perception and/or create change?

+ INFO

How are the needs of the audience/target group included in the practice?

+ INFO

Which analytical steps in order to identify the sub-groups in the audience are included?

+ INFO

How does the practice help to reflect on what kind of messages should be send to the audiences?

+ INFO

How does theHow is the practice transferable/scalable?

+ INFO

Copy paste the following link:
http://democrati.se/docs/Democratise.IdentifyingYourStakeholders.pdf

Crowdfunding Campaing by VENSENYA

Target groups

Youth, supporters, fans, partners, family & friends, general public

Description

Crowdfunding campaign for production of drama series via crowdfunding platform Startnext

How does the practice build campaigns?

+ INFO

Which channels are used in the practice and how are they chosen?

+ INFO

How does the practice chosse the messages/stories to be shared?

+ INFO

How does the practice ensure the campaigns are connected to the lived experience of the audience?

+ INFO

How is the impact of the campaign measured?

+ INFO

How is the practice transferable/scalable?

+ INFO

Link: https://www.startnext.com/kaempfergeist

Communications & Campaigning

Target groups

Youth, GMYN works with young people from a range of backgrounds in Greater Manchester, they target young people, corporate partners, potential supporters and industry connections through social media.

Description

"GMYN carries out regular consultations with young people to gather feedback on what content they would like to see on GMYN's youth-facing social media channels (Predominantly Instagram but also includes Facebook and Twitter). They have co-created a calendar of awareness days with young people, and plan on co-producing content and campaigns to be shared on social media to raise awareness of issues the young people they work with feel passionate about (LGBT History Month, Neurodiversity Celebration Week, National Apprenticeship Week).

How does the practice build campaigns?

+ INFO

Which channels are used in the practice and how are they chosen?

+ INFO

How does the practice chosse the messages/stories to be shared?

+ INFO

How does the practice ensure the campaigns are connected to the lived experience of the audience?

+ INFO

How is the impact of the campaign measured?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://twitter.com/gmyn/status/1452651934561804289

Speak up for inclusion!

Target groups

Youth, Citizens

Description

In 2018, MVI implemented "A No Hate Speech Frame for Inclusion on New Media," a work plan to fight the spread of online violent extremism against migrants, refugees, and women. This plan included the creation of tools to face online hate and was then supported by the "Speak for Inclusion!" online campaign.

How does the practice build campaigns?

+ INFO

Which channels are used in the practice and how are they chosen?

+ INFO

How does the practice chosse the messages/stories to be shared?

+ INFO

How does the practice ensure the campaigns are connected to the lived experience of the audience?

+ INFO

How is the impact of the campaign measured?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://bit.ly/3ot6sBD

Message House

Target groups

Adult Education, Citizens, University, activists, non-formal education.

Description

The message house is a format used to help develop marketing messaging and positioning by focusing on the overall umbrella statement (or value proposition) that you want to convey, as well as the key core message(s) (or benefit statements) and the facts, evidence and proof points that support them.

How does the practice build campaigns?

+ INFO

How does the practice ensure the campaigns are connected to the lived experience of the audience?

+ INFO

Which channels are used in the practice and how are they chosen?

+ INFO

How is the impact of the campaign measured?

+ INFO

How does the practice chosse the messages/stories to be shared?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://messagehouse.org/download/

Earth Hour

Target groups

Youth, Citizens, activists, Environmentall conscious citizens.

Description

The Earth Hour Campaign coordinated by the World Wildlife Fund in 2017 is an example of a good practice of Campaigning & Message Distribution. It has become an annually recurring event held on the last Saturday in March in the years since. The main aim of this campaign was to start dialogue about climate change. It reached over 1 million people. This campaign was built around the idea that for one hour, thousands of households, organizations and city monuments would 'go dark' and switch off their lights. It included a branded Facebook Frame, where hundreds of thousands of people shared their experience on social media and 187 countries and territories were involved. They tweeted 105 times, receiving more than 23,800 interactions and 3,200 mentions during the event. Over 187 countries participated and 3,000 landmarks and monuments switched off their lights.

How does the practice build campaigns?

+ INFO

Which channels are used in the practice and how are they chosen?

+ INFO

How does the practice chosse the messages/stories to be shared?

+ INFO

How does the practice ensure the campaigns are connected to the lived experience of the audience?

+ INFO

How is the impact of the campaign measured?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://cdn2.hubspot.net/hubfs/4783129/Earth%20Hour%202017%20Report.pdf

Campaign Distribution

Target groups

Adult Education, Youth, activists, non-formal education.

Description

Through this tool marketing managers can help their partners order an integrated campaign for the different channels. HQ prepares the materials, and the decentralized partner can create and distribute campaign content across all online and offline channels in just a few clicks.

How does the practice build campaigns?

+ INFO

Which channels are used in the practice and how are they chosen?

+ INFO

How does the practice chosse the messages/stories to be shared?

+ INFO

How does the practice ensure the campaigns are connected to the lived experience of the audience?

+ INFO

How is the impact of the campaign measured?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://www.getmarvia.com/features/marketing-campaign-distribution

Elevator Pitch

Target groups

Adult Education, Youth, Citizens, University, Journalists, students, activists, non-formal education, teacher.

Description

"An elevator pitch is a brief, persuasive speech that you use to spark interest in what your organization does. You can also use it to create interest in a project, idea or product – or in yourself. A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds, hence the name.
It should be interesting, memorable and succinct. It also needs to explain what makes you – or your organization, product or idea – unique.
The facilators will help the learners to create pitches for the idea they created or redesigned."

How does the practice build campaigns?

+ INFO

Which channels are used in the practice and how are they chosen?

+ INFO

How does the practice chosse the messages/stories to be shared?

+ INFO

How does the practice ensure the campaigns are connected to the lived experience of the audience?

+ INFO

How is the impact of the campaign measured?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://www.businessnewsdaily.com/3937-elevator-pitch.html

Pechs Kucha

Target groups

Adult Education, Youth, Citizens, University, Journalists, students, activists, non-formal education.

Description

"A Pecha Kucha presentation is a format that uses 20 slides or images that are displayed for 20 seconds each. The slides will move automatically as the presenter is speaking. This format ensures that the speaker is concise, keeps the presentation moving, and gets through all of their content. Although it is an uncommon format, it is most often used for creative disciplines to share their work or for professionals to share a journey or story.

Everyone is welcome to create as well their own communities, about the things that one care about or join, engage and connect with others.

The Pechs Kucha often says more with less, dedicating two or three sides to an intro than to each concept and then to a conclusion. With the automatically 20 second time frame often visuals work better, accompanied by a commentary. Both have to be well designed and the time and size restrictions are forcing the perenseter to stay on message. This helps o created effective campaigns. Which can have outreach to communities and target audiences."

How does the practice build campaigns?

+ INFO

Which channels are used in the practice and how are they chosen?

+ INFO

How does the practice chosse the messages/stories to be shared?

+ INFO

How does the practice ensure the campaigns are connected to the lived experience of the audience?

+ INFO

How is the impact of the campaign measured?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://www.pechakucha.com

Collegial Counseling

Target groups

Adult Education, Youth, Citizens, University, Journalists, disadvantaged learner, students, activists, formal education, non-formal education, teacher.

Description

Collegial counseling or intervision is a method for finding solutions to technical questions in a broad range of fields such as education and social work. However, it also can be used for questions in communication. It is crucial that peers advise each other.

How does the practice build campaigns?

+ INFO

How does the practice ensure the campaigns are connected to the lived experience of the audience?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://www.coverdale.de/fileadmin/Germany/Toolbox/Peer_consulting.pdf

Influencer Marketing

Target groups

Adult Education, Youth, Citizens, University, Journalists, disadvantaged learner, students, activists, formal education, non-formal education, teacher.

Description

Influencer marketing is a form marketing mainly via social media where people or organizations use the influence to their audience for marketing reasons of third parties. More specifically, an influencer is someone who has the power to affect the decisions of others because of her authority, knowledge, position, or relationship with her audience and at the same time is someone with a following in a distinct niche, with whom she actively engages.

How does the practice build campaigns?

+ INFO

How does the practice ensure the campaigns are connected to the lived experience of the audience?

+ INFO

Which channels are used in the practice and how are they chosen?

+ INFO

How is the impact of the campaign measured?

+ INFO

How does the practice chosse the messages/stories to be shared?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://blog.hootsuite.com/de/social-media-influencer-marketing/

Futuregames Poland

Target groups

Students, formal education.

Description

"Futuregames Sweden is a VET school providing educational programs for wannabe game developers.In 2020 they decided to create a new VET school in Poland, and have created a promotional campaign to enroll students. "

How does the practice build campaigns?

+ INFO

How does the practice ensure the campaigns are connected to the lived experience of the audience?

+ INFO

Which channels are used in the practice and how are they chosen?

+ INFO

How is the impact of the campaign measured?

+ INFO

How does the practice chosse the messages/stories to be shared?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://www.tiktok.com/@futuregamespoland

https://www.instagram.com/futuregamespoland/

The Ting

Target groups

Adult Education, non-formal education.

Description

The Ting is a matchmaking event organised by Futuregames to help student to find an internship in a company working in the Game industry.

How does the practice build campaigns?

+ INFO

Which channels are used in the practice and how are they chosen?

+ INFO

How does the practice chosse the messages/stories to be shared?

+ INFO

How does the practice ensure the campaigns are connected to the lived experience of the audience?

+ INFO

How is the impact of the campaign measured?

+ INFO

https://futuregames.se/about/the_ting?fbclid=IwAR3m5py6jivJcdz4KLy7VX09q56ZSVqXIKg-PCpswTLQ_kIiQcjMa2OCks0

#kämpfergeist

Target groups

Adult Education, Organizations.

Description

#kämpfergeist was a communication strategy using Entertainment-Education that is based on Albert Banduras Social Learning Theory: The target audience identifies with the characters as role models and transform their mindset according to the character in the story. The strategy was used to foster a growth mindset in underprivileged adolescents by the production of a fictional drama-series #kämpfergeist (engl. #fighterspirit) as well as in the production of other content with real stories of authentic role-models and influencers that where featured in an online-magazine in various formats, such as documentary, blog-article or interview.

How does the practice build campaigns?

+ INFO

Which channels are used in the practice and how are they chosen?

+ INFO

How does the practice chosse the messages/stories to be shared?

+ INFO

How does the practice ensure the campaigns are connected to the lived experience of the audience?

+ INFO

How is the impact of the campaign measured?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://vensenya.org

Brandscript

Target groups

Youth, disadvantaged learner, all kinds of customers/fans.

Description

The brandscript is an overview of the core messages of one's brand.

How are the messages/stories designed?

+ INFO

How are the messages connected to lived experiences?

+ INFO

Which aspects of the practice help a co-creation of the messages?

+ INFO

How does the practice adress positive change?

+ INFO

What tools to create specific messages/campaign are used in the practice?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://www.mystorybrand.com

Cyber-bullying and no hate speech

Target groups

Youth, Citizens.

Description

Cyber-bullying was identified by the MV International Network as one of the core threads of Hate Speech in all European countries and at the wider global level, particularly in the new media environment. That's why, in 2017, promoted the campaign "CYBER-BULLYING and NO HATE SPEECH" and involved in it several other organizations.

How are the messages/stories designed?

+ INFO

How are the messages connected to lived experiences?

+ INFO

Which aspects of the practice help a co-creation of the messages?

+ INFO

How does the practice adress positive change?

+ INFO

What tools to create specific messages/campaign are used in the practice?

+ INFO

How is the practice transferable/scalable?

+ INFO

YOUTUBE video example: https://bit.ly/3J93daj

Communication

Target groups

Youth, Citizens, GMYN works with young people from a range of backgrounds in Greater Manchester, they target young people, corporate partners, potential supporters and industry connections through social media.

Description

GMYN has a bank of case studies and quotes from young people who have taken part in the projects they deliver in Greater Manchester. The case studies and quotes are mainly extracted from quarterly reports which are a compulsory aspect of project delivery completed by programme coordinators to review overall progress of the projects they are responsible for delivering. The comms team regularly review quarterly reports to gather quotes and build case studies around the young people involved in the project to gather content for the bank. This content can then (with the consent of the young people) be used to create visual content on social media to demonstrate the progress of the projects as well as be included in marketing materials etc. In the example news story a member of the GMYN comms team met with the staff member (who used to be involved as a young person), gathered their experiences through having an informal chat with them, and produced a news story reflecting on their story (consulting with them again before publishing to ensure they were happy with the contents of the article).

How are the messages/stories designed?

+ INFO

How are the messages connected to lived experiences?

+ INFO

Which aspects of the practice help a co-creation of the messages?

+ INFO

How does the practice adress positive change?

+ INFO

What tools to create specific messages/campaign are used in the practice?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://gmyn.co.uk/susie-my-time-with-gmyn/

Loesje Campaigning

Target groups

Adult Education, Youth, Citizens, disadvantaged learner, activists, non-formal education.

Description

Loesje (a Dutch girls name) is a group of people active all around the world and at the same time, Loesje is a character, through whom those people want to inspire others. The texts published on posters reflect often the current world issues and the concerns and engagement of the Loesje member's world wide. These texts have the aim to let the reader think, act and react on the topic the texts are referring to. Loesje tries to do this in a positive way and often avoids being moralistic and dogmatic. Some texts have a serious message and other texts are simply to make you laugh. Humor and creativity are always important in all work Loesje does.

How are the messages/stories designed?

+ INFO

How are the messages connected to lived experiences?

+ INFO

Which aspects of the practice help a co-creation of the messages?

+ INFO

How does the practice adress positive change?

+ INFO

What tools to create specific messages/campaign are used in the practice?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://www.loesje.org/

Personal Testimonies

Target groups

Youth, Citizens, activists, All audience of an organization.

Description

Publishing personal testimonies and success stories on social media that communicate with the audience about the project impacts from the perspective of the project target groups, with a picture of the person.

How are the messages/stories designed?

+ INFO

How are the messages connected to lived experiences?

+ INFO

Which aspects of the practice help a co-creation of the messages?

+ INFO

How does the practice adress positive change?

+ INFO

What tools to create specific messages/campaign are used in the practice?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://www.instagram.com/crossingborders.dk/

Planned Social Media Stories

Target groups

Citizens, non-formal education, NGO, Voluntary organisations, charities.

Description

"One person is responsible to write 4 case study stories about relevant projects on Facebook or other social media platforms could be used. These are then shared with partners to be shared over the next 4 weeks. Partners put reminders in their diaries to share the posts over the next 4 weeks.
This could also be used to support specific campaigns and relevant events."

How are the messages/stories designed?

+ INFO

How are the messages connected to lived experiences?

+ INFO

Which aspects of the practice help a co-creation of the messages?

+ INFO

How does the practice adress positive change?

+ INFO

What tools to create specific messages/campaign are used in the practice?

+ INFO

How is the practice transferable/scalable?

+ INFO

Storytelling for Changemakers

Target groups

Adult Education, Youth, Citizens, University, Journalists, students, activists, non-formal education, teacher

Description

Throughout each section of the course, they introduce participants to storytelling frameworks, methods, and activities to help them develop their story and expand their storyteller toolbox.

How are the messages/stories designed?

+ INFO

How are the messages connected to lived experiences?

+ INFO

Which aspects of the practice help a co-creation of the messages?

+ INFO

How does the practice adress positive change?

+ INFO

What tools to create specific messages/campaign are used in the practice?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://storytellersforchange.teachable.com/p/storytelling-for-changemakers

Heroes Journey Manifesto

Target groups

Adult Education, Youth, Journalists, activists, non-formal education, teacher.

Description

The Heroes Journey Manifesto is used to co-create a common vision in a project. It is using the principles of the hero's journey and is transferring them to a team, helping them to imagine how they implememt a project or task. The resulting manifesto is a story of their vision and helps the team on the one hnad to assess the process and on the other to create a basis for telling the story of their project and keeping communication on brand. The method is creative and engaging, as it reuires co-creation and allow space for individual creativity, phantasy and to let individual team members identify with a role, without explicity enforcing a storytelling method on those who are rather repelled. The method is complementary to the theory of change and other qualitative evaluation methods.

How are the messages/stories designed?

+ INFO

How are the messages connected to lived experiences?

+ INFO

Which aspects of the practice help a co-creation of the messages?

+ INFO

How does the practice adress positive change?

+ INFO

What tools to create specific messages/campaign are used in the practice?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://crnonline.de/project/dia/

Meme-o-meter

Target groups

Adult Education, students, non-formal education, teacher.

Description

"The Meme-o-meter is a way of collective meme making, based on a collective experience or reflection. It can be used to document results of the reflection and helps to share co-created messages in a short, fun and thought provoking way.
The method is split in two parts. In a fist moment the group reflects on the results and experiences of a training, workshop, project or topical reflection process. In a second step the educator provides empty templates of various meme formats, which can be retrieved through the internet. After either showing some samples or let the group find memes on the internet, the task is given that everyone creates a meme and moves them anonymously into a meme gallery. The group is reviewing the results and collectively decides which memes should be shared to a wider audience. The focus should be that the memes reflect the topical focus. While Shari g the memes similar hashtags and/or links to websites should be used."

How are the messages/stories designed?

+ INFO

How are the messages connected to lived experiences?

+ INFO

Which aspects of the practice help a co-creation of the messages?

+ INFO

How does the practice adress positive change?

+ INFO

What tools to create specific messages/campaign are used in the practice?

+ INFO

How is the practice transferable/scalable?

+ INFO

Camerados

Target groups

General public.

Description

"Camerados believe that the answer to our problems is each other.

A camerado can be anyone. It's about chatting to someone new or helping out a stranger (or better yet, asking them to help you) It's sitting with your neighbour and having a cuppa. It's asking that stranger at the bus-stop if they've got the time.

Everyone has tough times and we think it'd be great if people just looked out for one another more. Not fixing each other. Not trying to solve anyone's problems. Just being a bit more human."

How are the messages/stories designed?

+ INFO

How are the messages connected to lived experiences?

+ INFO

Which aspects of the practice help a co-creation of the messages?

+ INFO

How does the practice adress positive change?

+ INFO

What tools to create specific messages/campaign are used in the practice?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://camerados.org

Start with Why

Target groups

Adult Education, University, Journalists, activists, formal education, non-formal education, teacher.

Description

The practice comes from Simon Sineks idea that says people are inspired by a sense of purpose (or "Why"), and that this should come first when communicating, before "How" and "What".
Sinek calls this triad the golden circle, a diagram of a bullseye (or concentric circles or onion diagram) with "Why" in the innermost circle (representing people's motives or purposes), surrounded by a ring labelled "How" (representing people's processes or methods), enclosed in a ring labelled "What" (representing results or outcomes).

How are the messages/stories designed?

+ INFO

How does the practice adress positive change?

+ INFO

Which aspects of the practice help a co-creation of the messages?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

S.U.C.C.E.S.-Framework

Target groups

Adult Education, University, Journalists, activists, formal education, non-formal education, teacher.

Description

"The practice derives from the book ""Made to Stick: Why Some Ideas Survive and Others Die"" by the brothers Chip and Dan Heath. The letters of the acronym S.U.C.C.E.S. refer each to a characteristic that can help make an idea ""sticky"":
Simple – find the core of any idea or thoughts
Unexpected – grab people's attention by surprising them
Concrete – make sure an idea can be grasped and remembered later
Credible – give an idea believability and credibility
Emotional – help people see the importance of an idea
Stories – empower people to use an idea through narrative"

How are the messages/stories designed?

+ INFO

Which aspects of the practice help a co-creation of the messages?

+ INFO

How is the practice transferable/scalable?

+ INFO

How does the practice adress positive change?

+ INFO

What tools to create specific messages/campaign are used in the practice?

+ INFO

https://heathbrothers.com/download/mts-made-to-stick-model.pdf

Promotion of Erasmus+ projects

Target groups

Adult Education, Citizens, non-formal education.

Description

Changemaker AB is involved in some Erasmus+ projects. They created a strategy to promote the projects and to tell to a broad audience about the involvement and the steps forwards in the project implementation.

How are the messages/stories designed?

+ INFO

Which aspects of the practice help a co-creation of the messages?

+ INFO

How is the practice transferable/scalable?

+ INFO

How does the practice adress positive change?

+ INFO

What tools to create specific messages/campaign are used in the practice?

+ INFO

How are the messages connected to lived experiences?

+ INFO

Honk Please

Target groups

Adult Education, Youth, Citizens, students, formal education, non-formal education, teacher.

Description

Online and printed magazine presenting articles about innovation in the fields where Changemaker is active.

How are the messages/stories designed?

+ INFO

How does the practice adress positive change?

+ INFO

What tools to create specific messages/campaign are used in the practice?

+ INFO

How is the practice transferable/scalable?

+ INFO

How are the messages connected to lived experiences?

+ INFO

http://honkplease.com/

Teach First Podcasts

Target groups

Activists, formal education, non-formal education, teacher.

Description

Podcasts are often audio-shows with a host who interviews interesting persons or in more general give information about a specific topic. It can be subscribed at several platforms such as Spotify, etc.
Podcasting as a tool to keep in touch and build an audience.

How does the practice help you to engage with the audience?

+ INFO

How does the practice help the audience to engage with you?

+ INFO

How does the practice help to collect and proceed feedback?

+ INFO

How does the practice help to collect and maintain authentic stories?

+ INFO

What media channels are used to engage with the community?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://nachdergrossenpause.wordpress.com

Communication & Dissemination

Target groups

Adult Education, Youth, Citizens, University, Journalists, disadvantaged learner, students, activists, formal education, non-formal education, teacher, PVM has a far reaching audience due to the diverse range of people we work alongside and partner with. This is demonstrated by our social media following, mailing list subscribers etc.

Description

We publicise our mailer sign up on our website and through social media

How does the practice help you to engage with the audience?

+ INFO

How does the practice help to collect and proceed feedback?

+ INFO

What media channels are used to engage with the community?

+ INFO

How does the practice help the audience to engage with you?

+ INFO

How does the practice help to collect and maintain authentic stories?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://mailchimp.com/

Photo Contest

Target groups

Youth, Citizens, students, activists, Designed to reach a broad audience, anyone vaguely interested in the NGO world/community/photography.

Description

"The Crossing Borders Photo Contest was a practice we used in 2020, that brought great engagement and community building to our organization. It was in connection with our birthday month, and was designed to develop a connection with our audience through asking them to submit a photo that represented their understanding of ""crossing borders"". The winning entry would receive 5000kr (800 euro), a free year long membership at Crossing Borders, and the publishing of their photo on our social media platforms. All submissions were included in a Crossing Borders photo book that was then distributed to our audience through social media, newsletters, etc. The winner was chosen by a professional jury made up of photographers and announced across our platforms.

This Photo Contest build a community of people who share a similar passion (photography) and wanted to be part of a cause. It gave us the opportunity to communicate to the public about our organization and increased engagement on social media. "

How does the practice help you to engage with the audience?

+ INFO

How does the practice help the audience to engage with you?

+ INFO

How does the practice help to collect and proceed feedback?

+ INFO

How does the practice help to collect and maintain authentic stories?

+ INFO

What media channels are used to engage with the community?

+ INFO

How is the practice transferable/scalable?

+ INFO

Social Media Groups

Target groups

Adult Education, Youth, Citizens, students, teacher.

Description

In order to strengthen community, Crossing Borders uses the practice of building and maintaining social media groups. This can be seen mostly on facebook, with one example being the group CB created for it's flagship Food for Thought events, where people are free to join and both learn about the events, but also get involved to running the events.

How does the practice help you to engage with the audience?

+ INFO

How does the practice help the audience to engage with you?

+ INFO

How does the practice help to collect and proceed feedback?

+ INFO

How does the practice help to collect and maintain authentic stories?

+ INFO

What media channels are used to engage with the community?

+ INFO

How is the practice transferable/scalable?

+ INFO

CPMES Conference

Target groups

Adult Education, Youth, disadvantaged learner, non-formal education, user groups, developers, policymakers, scientists – professionals from Sport Clubs, NGOs, educational institutions, universities, public authorities, social enterprises – etc. Italian and European

Description

"Curricular Pathways for Migrants' Empowerment through Sport (CPMES) is a project focused on employing the methodology of Education Through Sport (ETS) as a vehicle of upskilling and curricular enhancement of Sport Coaches and Trainers working in the field with disadvantaged target groups with migrant background in the perspective of fostering inclusion and equal opportunities in as well as through Sport for migrants.
CPMES fostered the European dimension of the identified cross-national challenge (the underrepresentation of migrants in responsibility positions within the field of Sport) through producing educational curricula and modules for the upskilling of existing Sport operators (Coaches and Trainers) working the migrant audience towards customized profiles of Sport Management educators supporting migrants in the development of Sport Manager profiles by addressing the constraints and challenges faced by migrant in accessing such position through educational means. The partnership wanted to spread as much as possible the results of the project and, in 2021, realized a conference."

How does the practice help you to engage with the audience?

+ INFO

How does the practice help to collect and proceed feedback?

+ INFO

What media channels are used to engage with the community?

+ INFO

How does the practice help the audience to engage with you?

+ INFO

How does the practice help to collect and maintain authentic stories?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://bit.ly/3gHf5o9

Become great at community building

Target groups

Adult Education, Youth, Citizens, University, Journalists, students, formal education, teacher

Description

In this course, you'll learn how to create communities that inspire meaningful brand engagement. Discover research techniques and growth strategies to help you shape and build a powerful community experience.

How does the practice help you to engage with the audience?

+ INFO

How does the practice help the audience to engage with you?

+ INFO

How does the practice help to collect and proceed feedback?

+ INFO

How does the practice help to collect and maintain authentic stories?

+ INFO

What media channels are used to engage with the community?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://cxl.com/institute/online-course/community-building/

Co-producing Change Together

Target groups

Citizens, activists, non-formal education.

Description

Creating a 2 way relationship with the audience.

How does the practice help you to engage with the audience?

+ INFO

How does the practice help the audience to engage with you?

+ INFO

How does the practice help to collect and proceed feedback?

+ INFO

How does the practice help to collect and maintain authentic stories?

+ INFO

What media channels are used to engage with the community?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://www.coproductioncollective.co.uk

Community Reporting

Target groups

Everyone can do this.

+ DESCRIPTION

How does the practice help you to engage with the audience?

+ INFO

How does the practice help the audience to engage with you?

+ INFO

How does the practice help to collect and proceed feedback?

+ INFO

How does the practice help to collect and maintain authentic stories?

+ INFO

What media channels are used to engage with the community?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://communityreporter.net/

True fans

Target groups

Adult Education, Youth, Organizations.

+ DESCRIPTION

How does the practice help you to engage with the audience?

+ INFO

How does the practice help the audience to engage with you?

+ INFO

How does the practice help to collect and proceed feedback?

+ INFO

How does the practice help to collect and maintain authentic stories?

+ INFO

How is the practice transferable/scalable?

+ INFO

https://kk.org/thetechnium/1000-true-fans/

Food for thought

Target groups

Adult Education, Youth, Organizations.

Description

As a part of the Smart Practices, we are happy to contribute the Crossing Borders Food for Thought. It is a space that brings people from all walks of life together around two universal human attractions: Stories and Food. Held monthly after work, the Food For Thought provides exciting spaces for people from different backgrounds to share their life stories, learn from and be inspired by one another's lived experiences through storytelling. It takes place in a safe, stimulating, and inclusive social environment, with a delicious international dinner in the heart of Copenhagen. The underlying idea of the Food for Thought is that each one of us has a unique story that is worth sharing, from which we can learn and get inspired. It is based on the strong belief that I tell my story, I exist, rather than I think, I exist. To include and empower people, they need a conducive space to share their unique stories and make their voices heard. The post pandemic needs to connect and to share stories and perspectives make the Food for Thought even more necessary.

How does the practice help you to engage with the audience?

+ INFO

How does the practice help to collect and proceed feedback?

+ INFO

How does the practice help the audience to engage with you?

+ INFO