



Growing
ideas
through
networks

Storytelling for U4V: how to connect the local community with stories

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- 1. Storytelling: the basics
- 2. Storytelling & empower the community



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History

Words



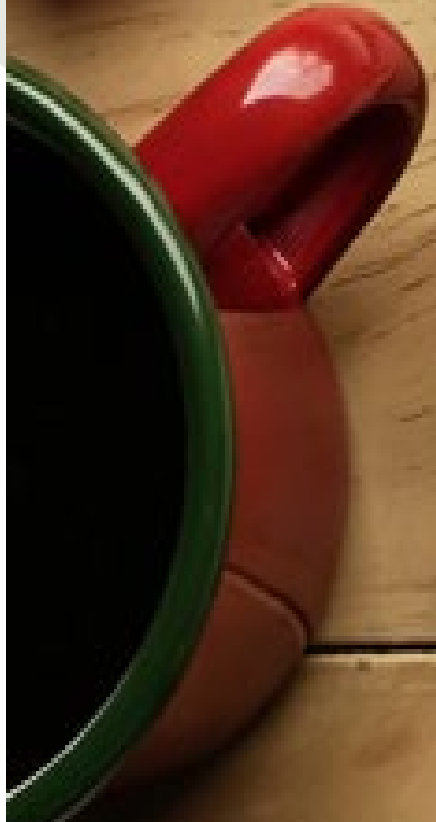
Trust

Story Telling



Experience

Memory













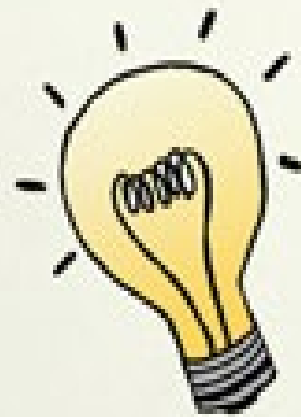
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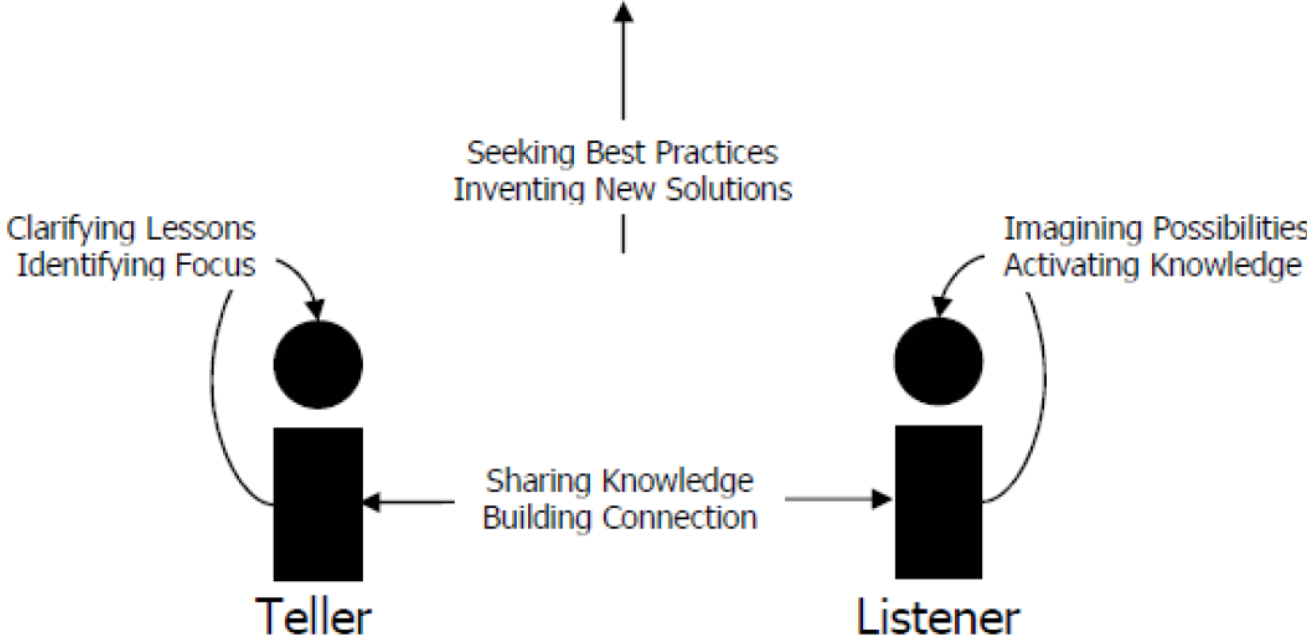


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We are all consumers of stories

**"There's always room for a story that
can transport people to another
place." --J.K. Rowling**

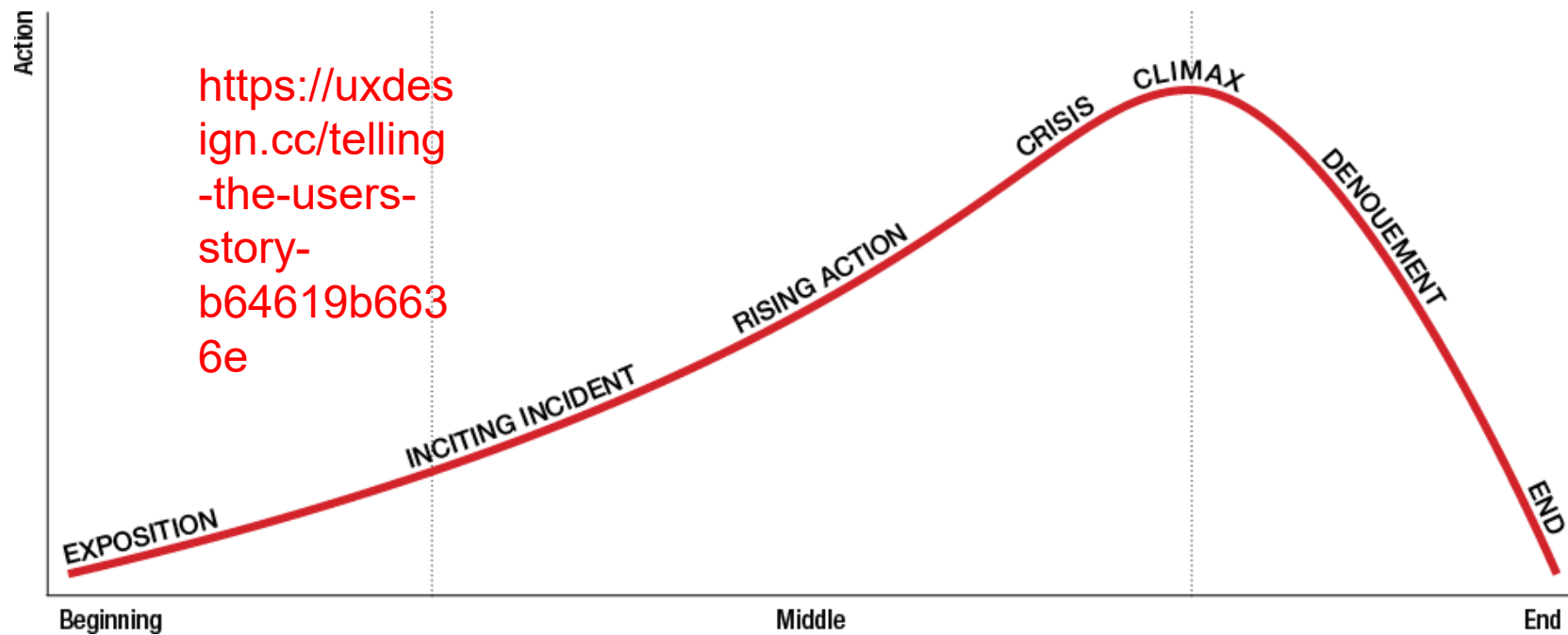
We are all consumers of stories



**Ender
Pratsetyo
(2017)**

We are all consumers of stories

- 1. Putting in order (make sense) things that have happened





We are all consumers of stories

- **2. By telling a STORY we transmit information/details/emotion**
- **Elements of an engaging story:**
 - **Character**
 - **Drama**
 - **Resolution**

We are all consumer of stories

- 2. By telling a STORY we transmit information/details/emotion
 - Elements of an engaging story:
 - **Character**
 - Drama
 - Resolution





Choose a character which your audience can relate to easily.

Elements of a engaging story

- Listen to and understand your audience's needs and problems.



We are all consumer of stories

- 2. By telling a STORY we transmit information/details/emotion
 - Elements of an engaging story:
 - **Character**
 - **Drama**
 - **Resolution**



**Set a drama which fits your prospect's problems,
needs, or audience's journey.**



We are all consumer of stories

- 2. By telling a STORY we transmit information/details/emotion
 - Elements of an engaging story:
 - **Character**
 - **Drama**
 - **Resolution**





Elements of an engaging story

- **Resolution.** Where there's drama or conflict, your audience will naturally want some sort of resolution.

Why we are all consumer of stories?

- 2. By telling a STORY we transmit information/details/emotion



<https://medium.com/the-mission/how-to-use-the-art-of-storytelling-to-connect-with-the-hearts-of-your-audience-e01136b87a1>

HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.

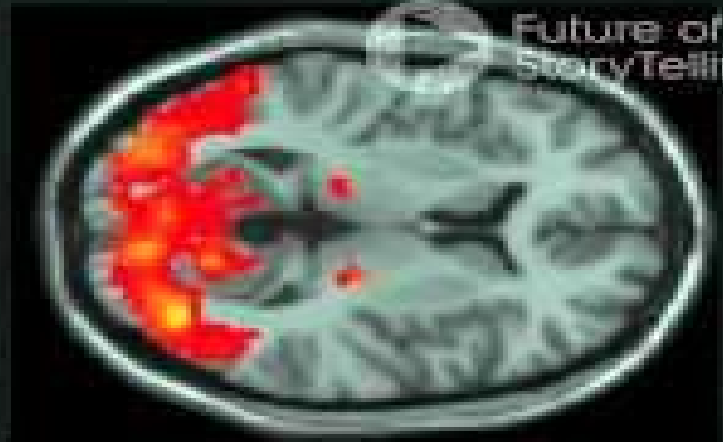
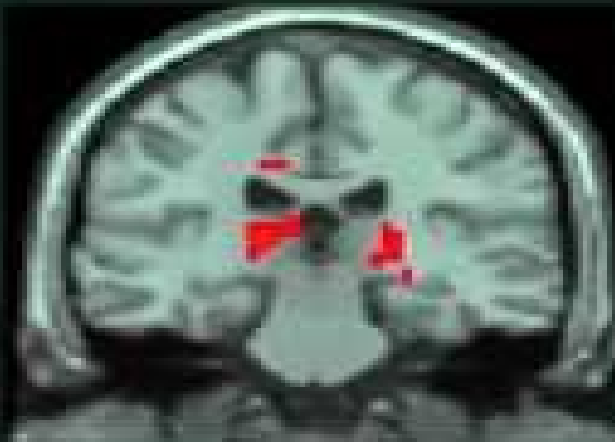
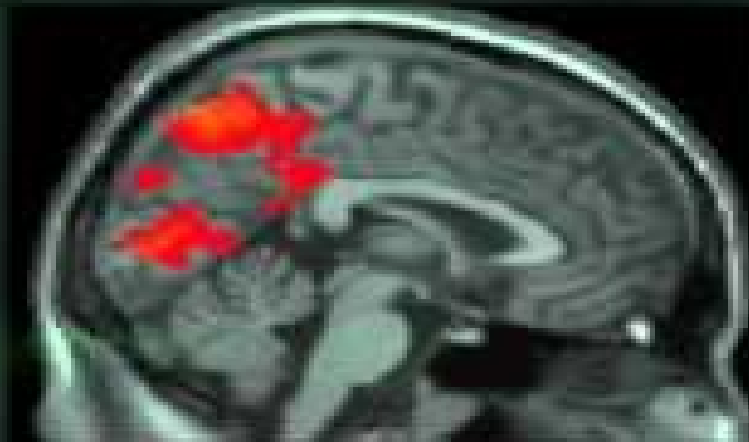


DOPAMINE

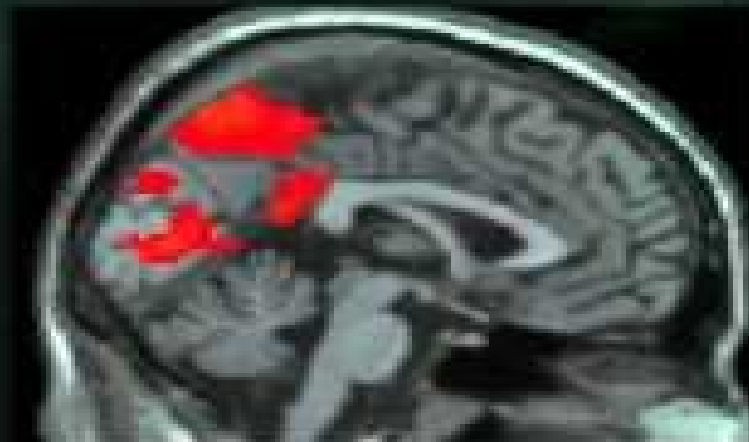
The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.



Future of
Story Telling





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2. Community





Stories and community building

- Stories are an opportunity to
- Engage people in meaningful change

A close-up photograph of several hands of different skin tones (ranging from light to dark brown) stacked together in a circle, with fingers pointing towards the center. The background is a plain, light color. The hands are positioned in a way that suggests unity and collective effort.

Stories and community building

- Stories are an opportunity to
- Help leaders to connect with people

Stories and community building

- Stories are an opportunity to
- Honoring the past
- Imagine the future



Stories and community building

- Stories are an opportunity to
- Listen diverse voices

DIVERSE

Storytelling is a powerful way to exchange learning experiences

- Sharing experiences through narrative can
- Built trust
- Transfer knowledge
- Generate emotional connections



Storytelling has a **central role in social movements**

- Constructs agency
- Shapes identity
- Motivate actions



Barriers to the transformative power of storytelling

- 1. IGNORANCE. People do not see that others have the experience needed
- 2. LACK OF CAPABILITY. People lack of resources to put new knowledge into use

- 3. LACK OF RELATIONSHIPS. People do not have the personal ties to invest time in teaching/learning

4. LACK OF MOTIVATION...
So what is the gain of this?

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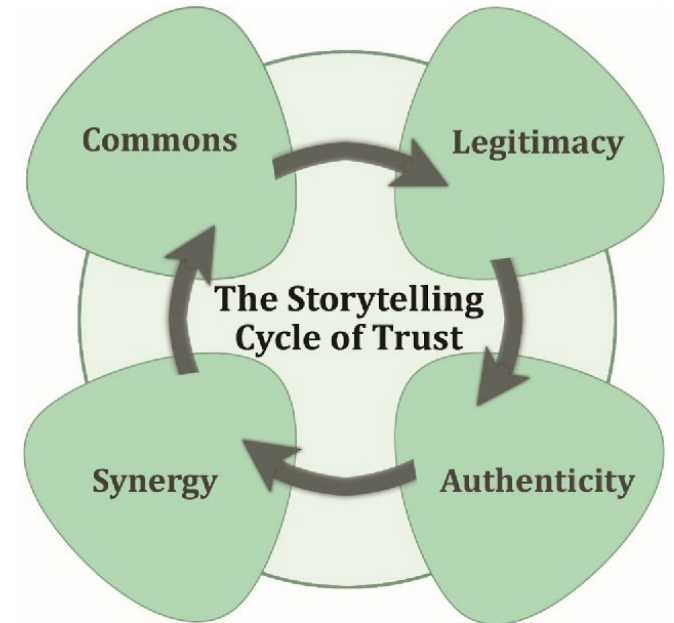
Key points to consider when working with stories

1. Starting point: What are the dominant narratives in our community?

ROCK PAINTING: connection with the past, preservation for future generations

MINING TRADICION: how to re-interpret the relation with the territory

TUBE: new transportation issue



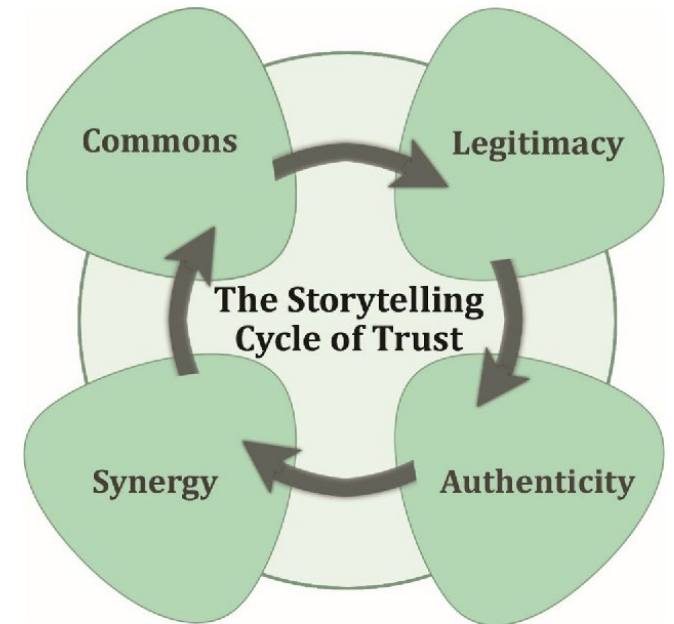
DOI:10.1007/s00146-017-0744-1

Key points to consider when working with stories

2. Identity the choices that are being made in our community that could potentially shape a sustainability narrative

ROCK PAINTING: previously ignored by the community. We need to create a connection

MINING TRADITION: the tradition has been long time ago. We need to rescue personal stories (the grandparent...) or built up new stories with the territory

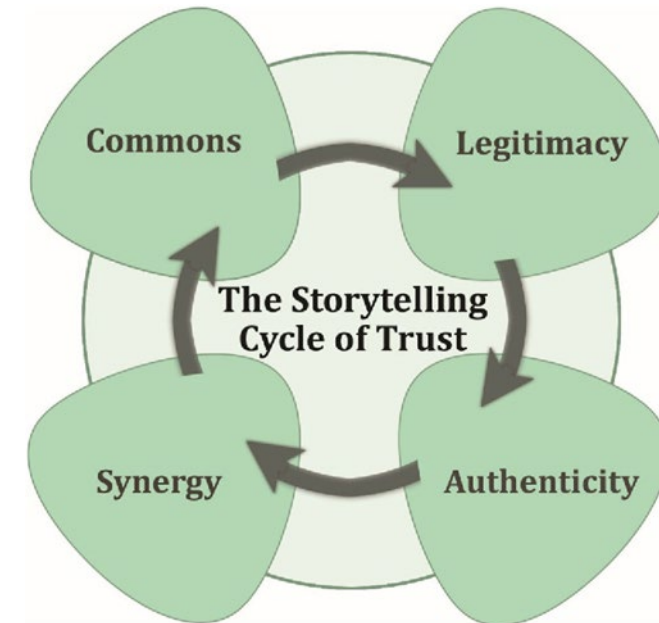


Key points to consider when working with stories

3. Ponderate the skills of the teller(s): how we can connect with the audience quickly

(see previous info Point 1 of this PPT)

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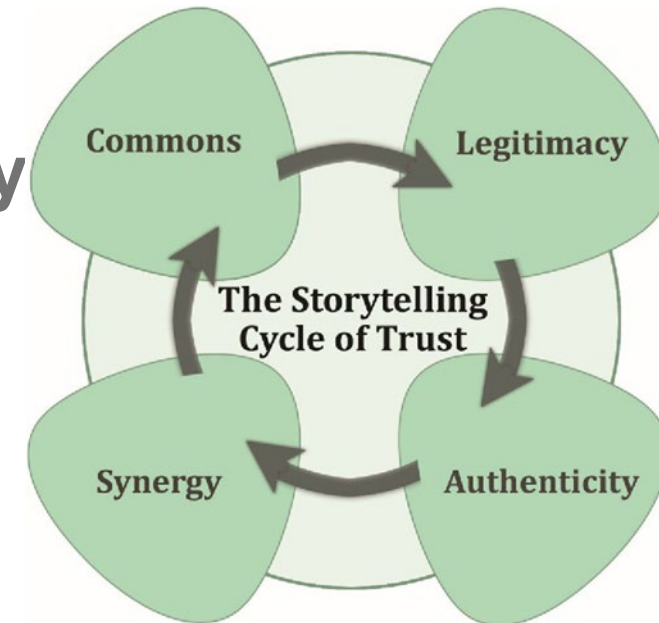


Key points to consider when working with stories

4. How to create opportunities for sustainability stories to get told and passed on in our community?

Work with the community: meetings with stakeholders, living lab experiences

DOI:10.1007/s00146-017-0744-1



Key points to consider when working with stories

5. Share our stories with others

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WHAT MAKES AN "ASSET-BASED STORY?"



WHY STORIES?

- THEY ARE AN ASSET IN THEMSELVES! Connective, Contagious, ...
- STORIES ARE COMMUNITIES' WAYS of KNOWING, REMEMBERING, VISIONING + CELEBRATING THE WORLD!
- NARRATIVES SHAPE BEHAVIOR, DECISIONS →
- SCARCITY NARRATIVE → INEQUITY, SCARCITY
- ABUNDANCE NARRATIVE → POWER, SOLUTIONS!

FUNDAMENTAL PRINCIPLE:



STORYTELLING Community Engagement



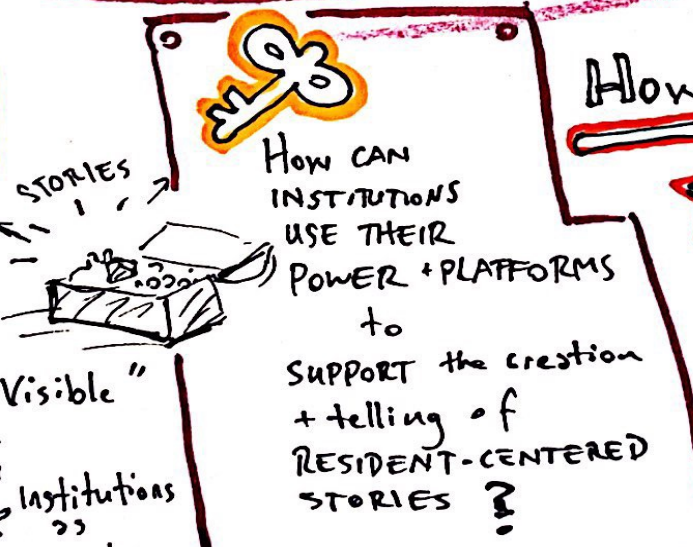
LEADS TO

- ~~Not~~ about NEEDS or SERVICE DELIVERY
- ABOUT Assets ... of community (esp. residents + associations)
- ABOUT CITIZENS in Driver's seat
- ABOUT ASSETS CONNECTING!
- ABOUT LEARNING!

<https://abcdinaction.org/community/forum/asset-mapping-gift-inventories/1200/feedback-stories-abcd-updated-asset-map-storytelling-infographic>

STORIES AS PART OF asset-based community engagement WORK

- ★ ABCD = Shifting power into hands of citizens + mobilizing unseen capacities + assets
- ★ ABCD involves "Making the Invisible Visible"
- ★ STORIES do that!!



How

★ STRUCTURE
Build stories + story-telling into the structure of your work + culture!

★ ELEVATE
Strategically use institutional platforms + relationships to spread stories of community capacity, leadership + abundance!

★ INVEST \$
Hire story-tellers + story-capturers from ...