



Growing  
ideas  
through  
networks

# Storytelling for U4V

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*U4V Fourth Training School, February 6th 2023*



UNDERGROUND4VALUE

Growing  
**ideas**  
through  
**networks**

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# Index

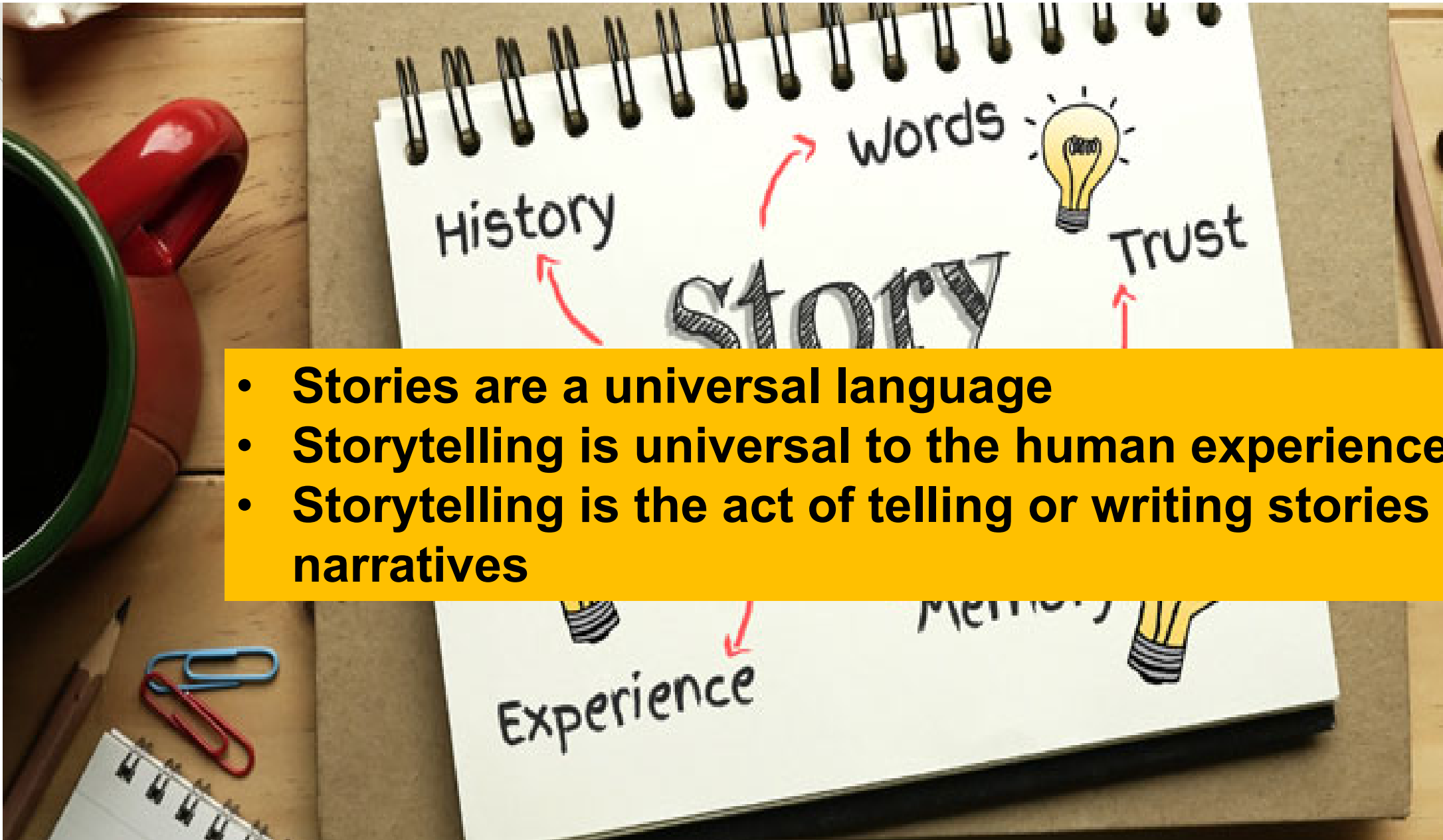
- 1. Storytelling: the basics
- 2. Storytelling & empower the community



# Index

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





- **Stories are a universal language**
- **Storytelling is universal to the human experience.**
- **Storytelling is the act of telling or writing stories or narratives**





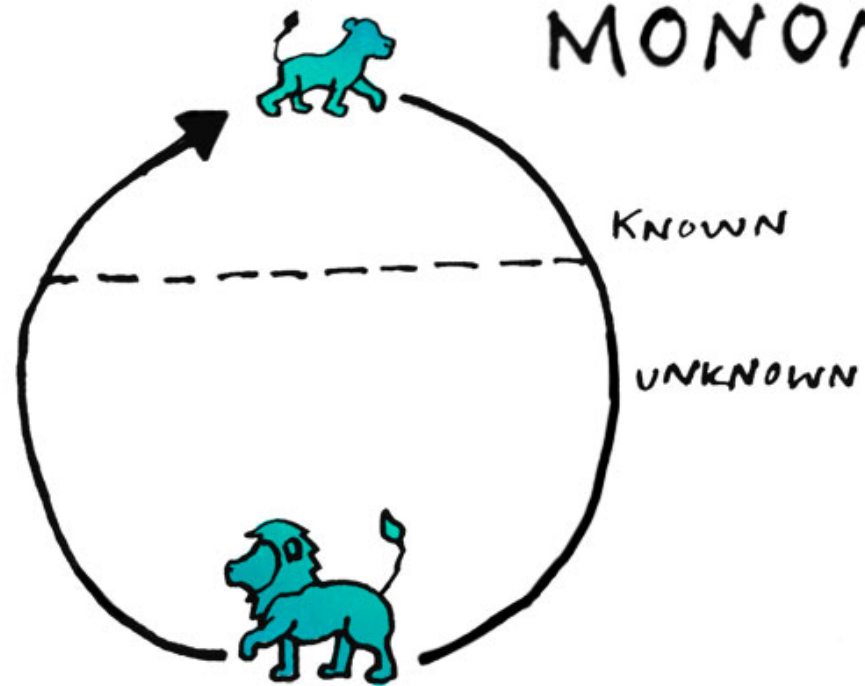








# MONOMYTH



# **Great stories**

**Are universal**

**Have a clear structure**

**Appeal to our emotions**

**Are surprising or unexpected**

**Are simple and focused**

**Have a character (hero)**

# Aristotle's 7 Elements of Good Storytelling

Dialogue

Décor

Melody

Spectacle

Theme

Plot

Character



INTERACTION DESIGN  
FOUNDATION

INTERACTION-DESIGN.ORG



**STORIES** are told

- 1) For entertainment**
- 2) For educational purposes**
- 3) For informational purposes**

History

words



Trust

STORY



Terms




Memory

Experience

The médium to delivery the STORY can be different



- 
- **Verbal Storytelling.**
    - **Iconography.**
      - **Print.**
    - **Audiovisual.**
    - **Transmedia**



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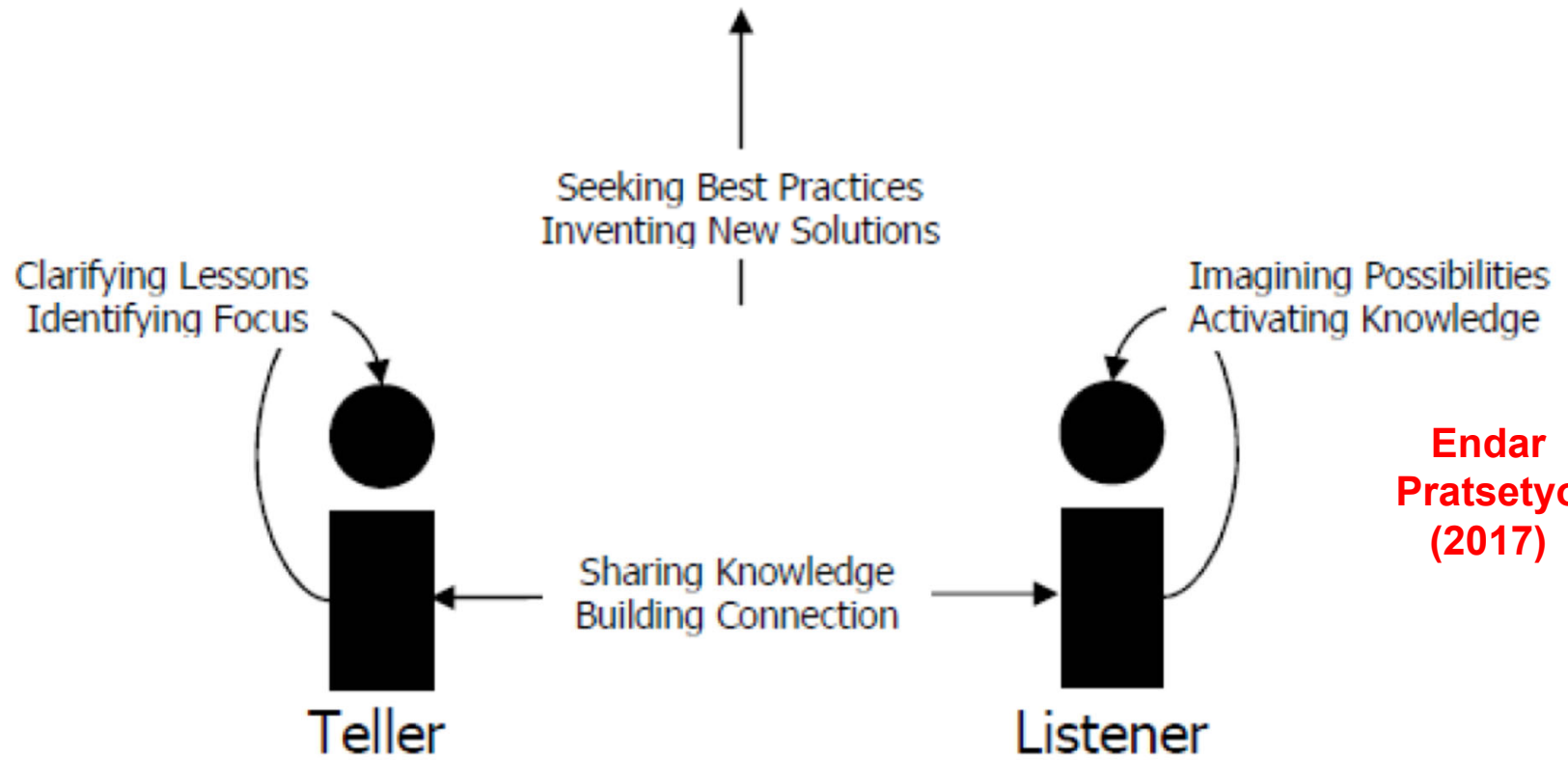
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**We are all consumers of stories**

**Stories are a universal language.... and allow researchers to investigate elements of the human psyche, discover the meaning of human existence and appraise our own individual purpose within it (Brooker 2004)**



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**Ender  
Pratsetyo  
(2017)**

## We are all consumers of stories

1. Stories put in order (make sense) things that have happened



- 
- **Stories solidify abstract concepts and simplify complex messages.**

A top-down view of various creative and travel-related items on a textured, brown surface. In the upper right, a silver and black Minolta camera is positioned next to its lens. Below the camera is an open notebook with blank white pages and a wooden pencil resting on the right page. A pair of black-rimmed glasses lies in front of the notebook. To the left of the notebook, a magnifying glass and a spool of thread are visible. In the upper left, several small, vintage-style photographs are scattered. The background is a textured, brown surface that resembles a map or aged paper.

**We are all consumers of stories**

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

■ Elements of an engaging story:

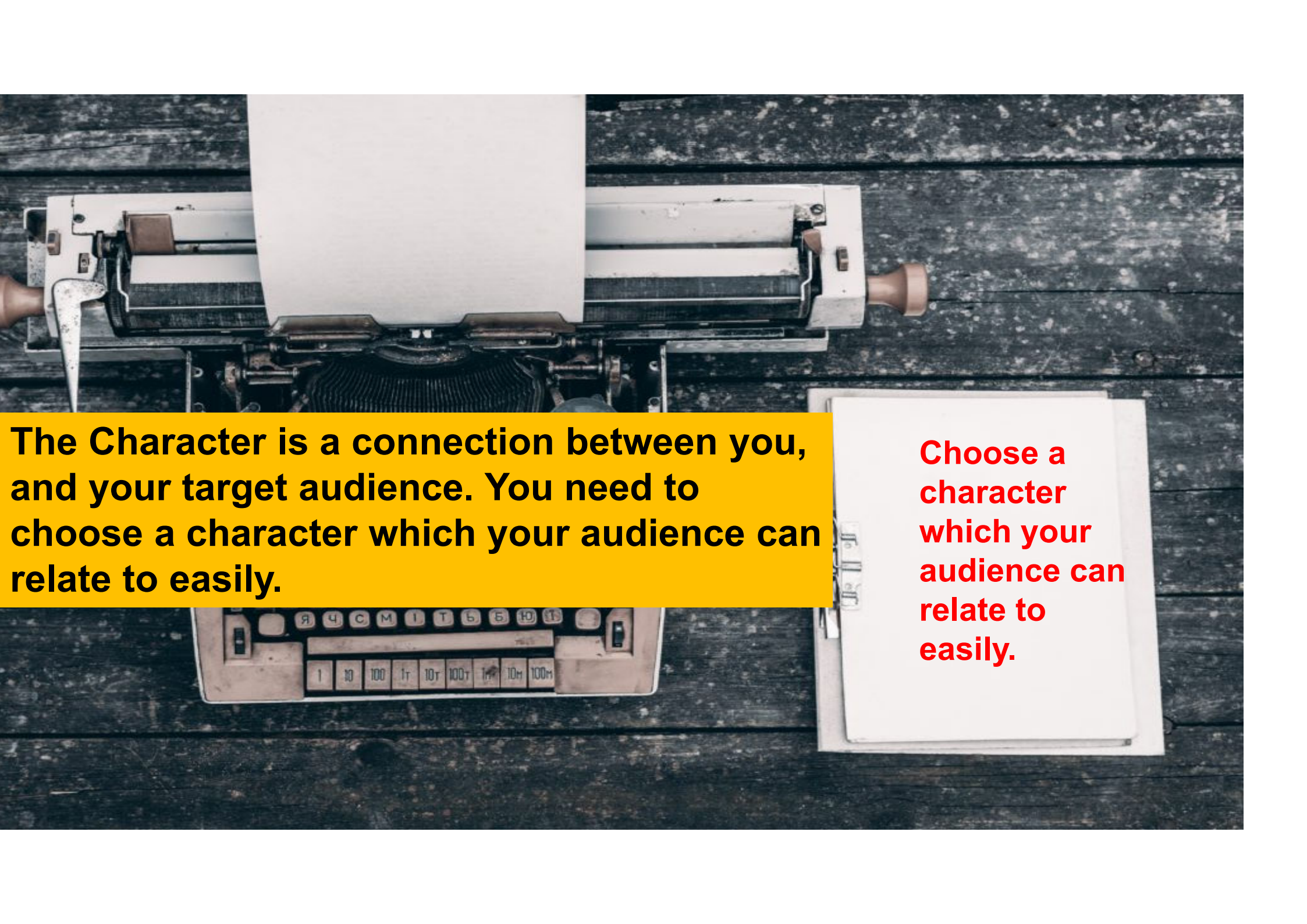
- Character
- Drama
- Resolution



## We are all consumer of stories

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





**The Character is a connection between you, and your target audience. You need to choose a character which your audience can relate to easily.**

**Choose a character which your audience can relate to easily.**

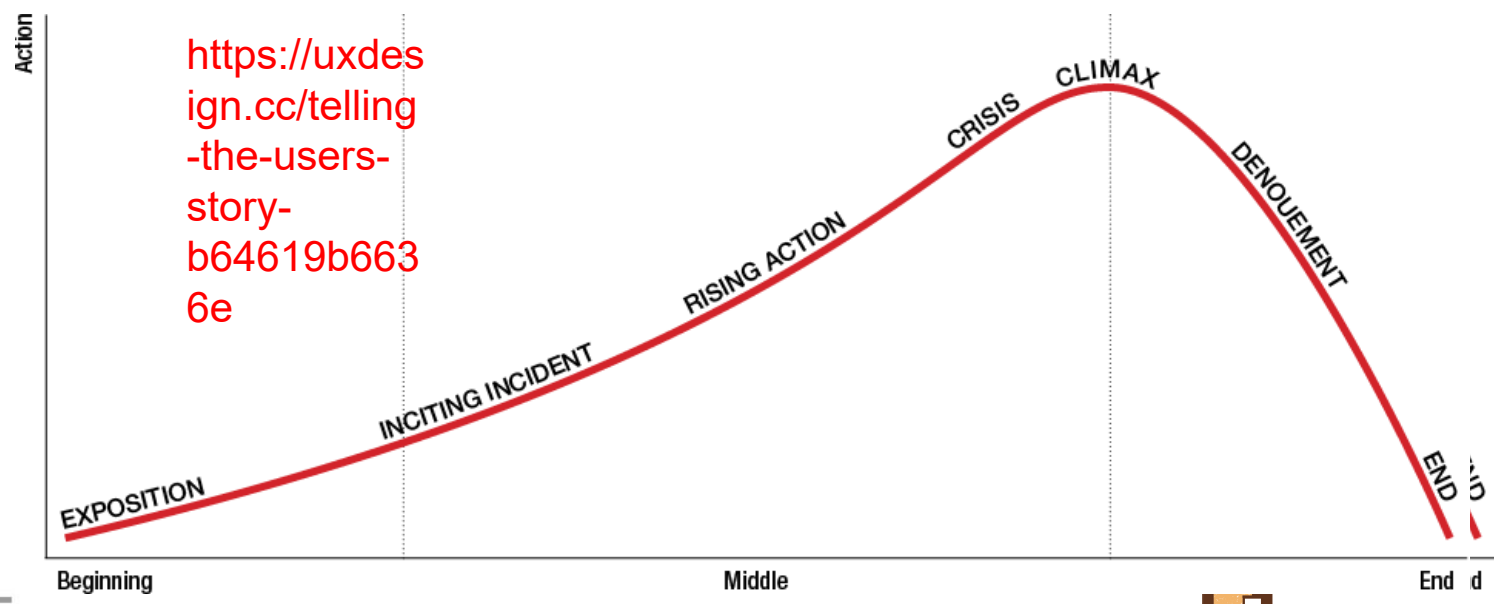
## We are all consumer of stories

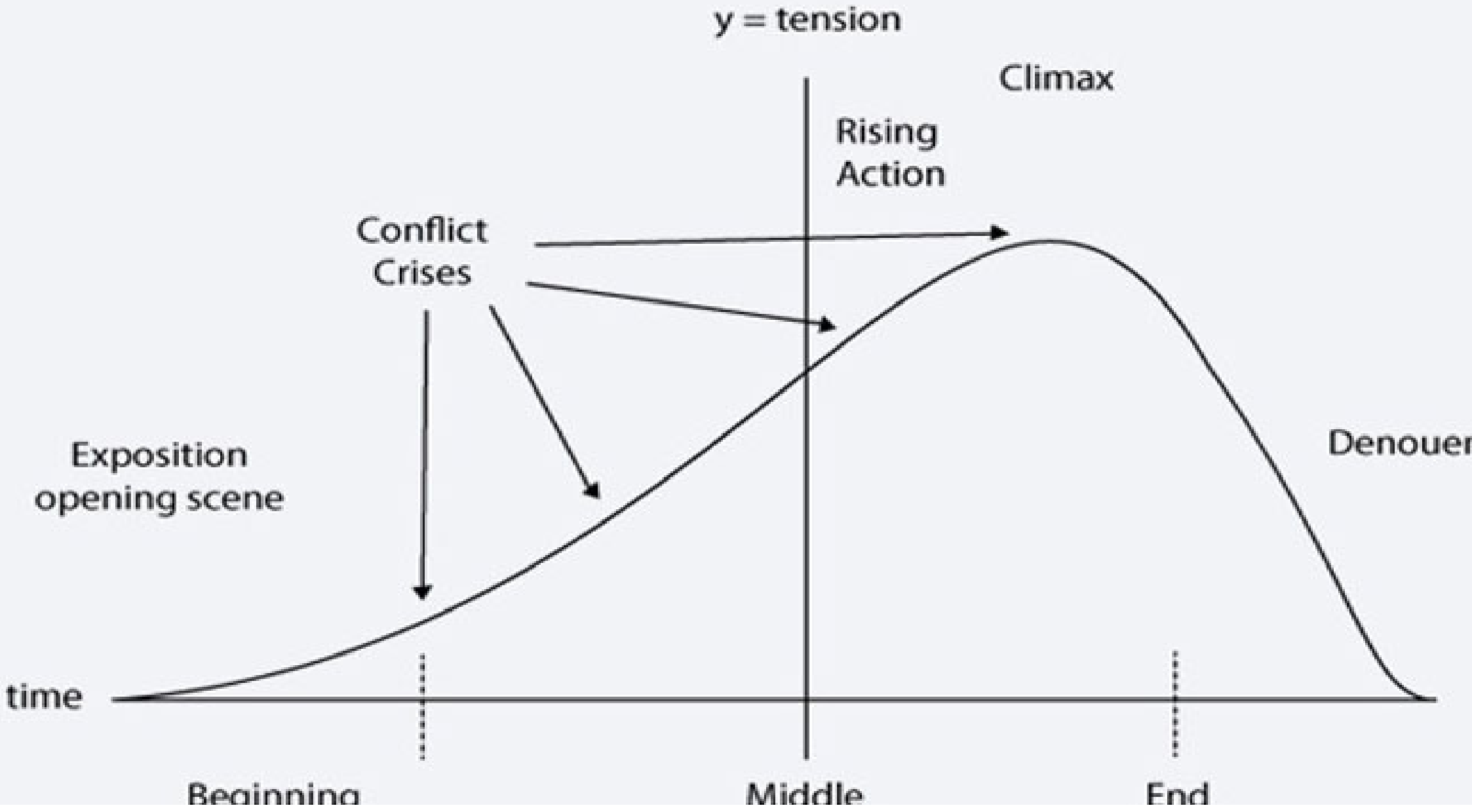
- 2. By telling a STORY we transmit information/details/emotion
  - Elements of an engaging story:
    - **Character**
    - **Drama**
    - **Resolution**



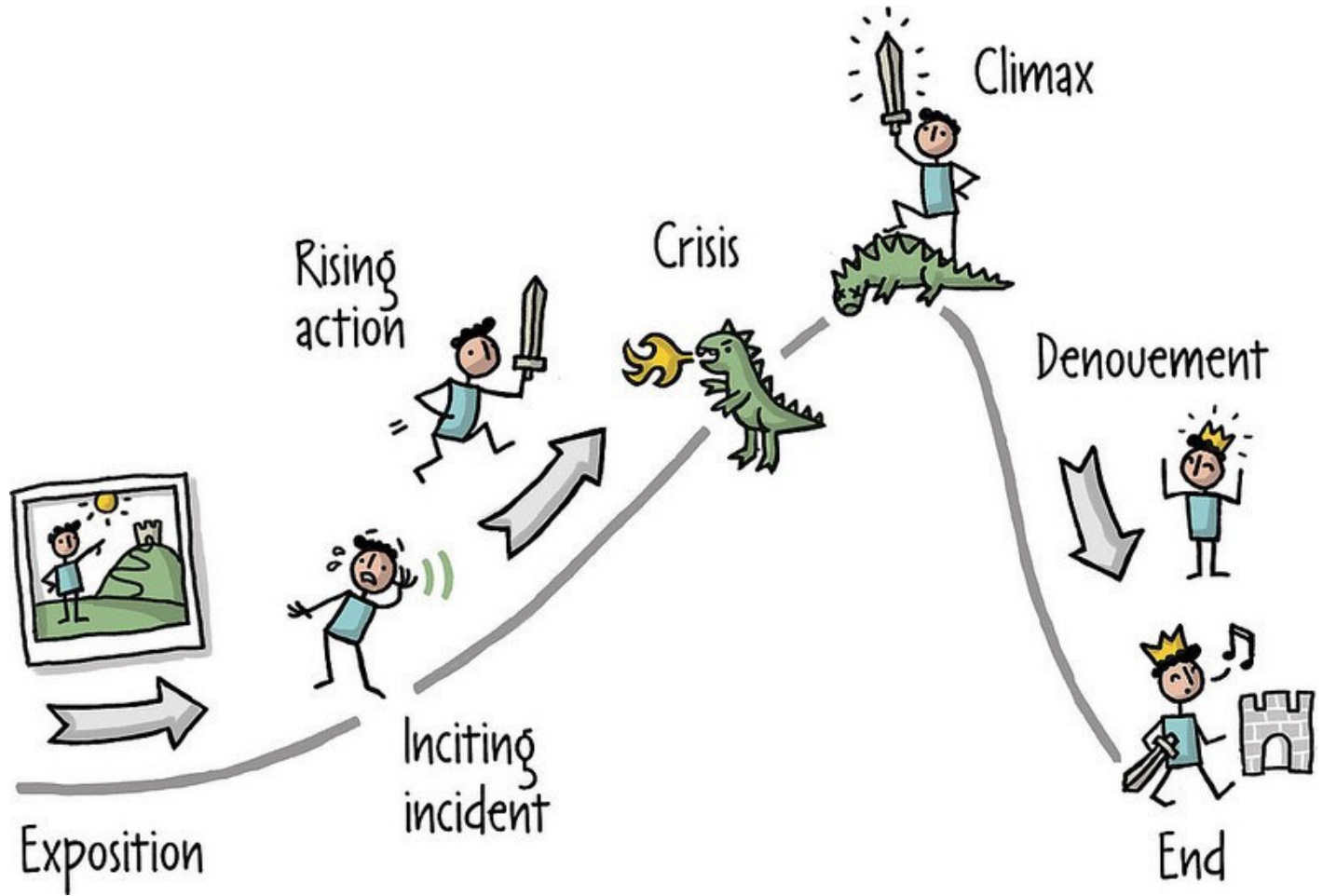
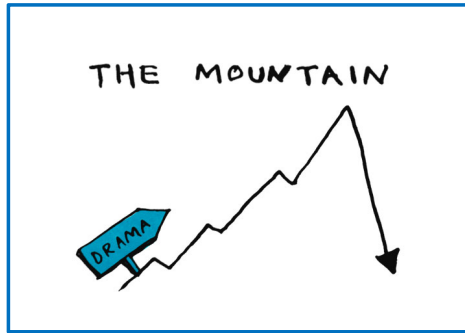
**Set a drama which fits your prospect's problems,  
needs, or audience's journey.**











## 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 a engaging story

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



## Resolution

- Good stories surprise us.
- They don't always have to be a happy ending.
- The resolution should wrap up the story but **should also clearly call your audience to action.**
- It fulfils the purpose behind the story.

# Index

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## 2. Community





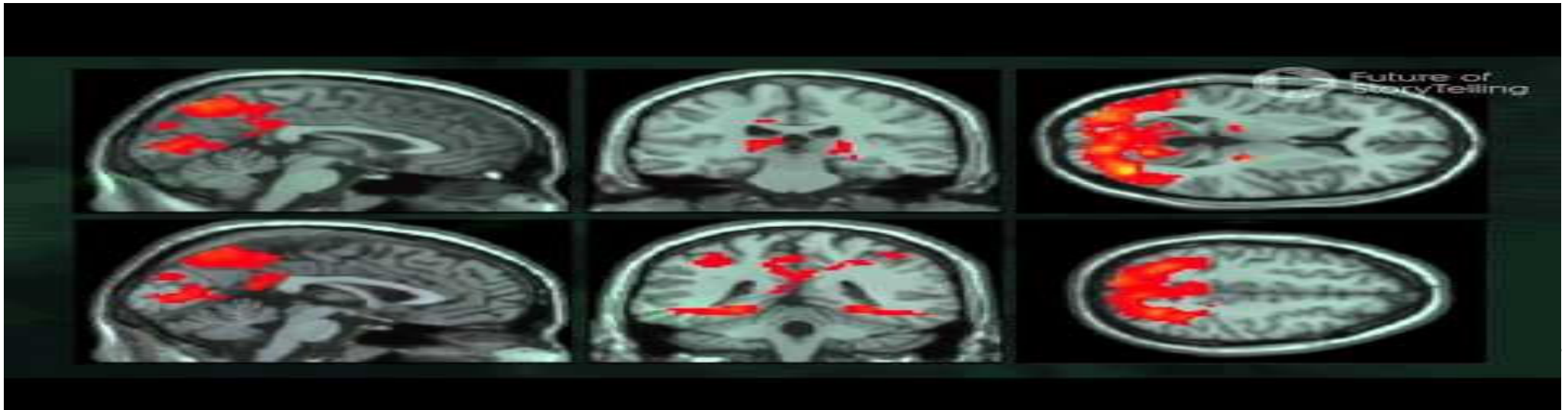
## Stories and community building

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



## Stories and community building

- Stories promote and shape ideas.
- People have used stories to promote cooperation and influence social behaviors. Stories engage our emotions.







## Stories and community building

- **Stories promote and shape ideas.**
- When you tell a story, you're asking someone to see a series of events from your perspective.
- The person listening to that story believes in the truth of what you're saying.
- (or not)

**Listen to and understand your audience's needs and problems**





## Stories and community building

- Stories are an opportunity to connect with people



## Stories and community building

- Stories bring people together.
- Sharing a story gives even the most diverse people a sense of commonality and community.
  - You can tell the stories of how your community was created or the purpose your community serves to gain more members or retain the members you already have.

## 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**

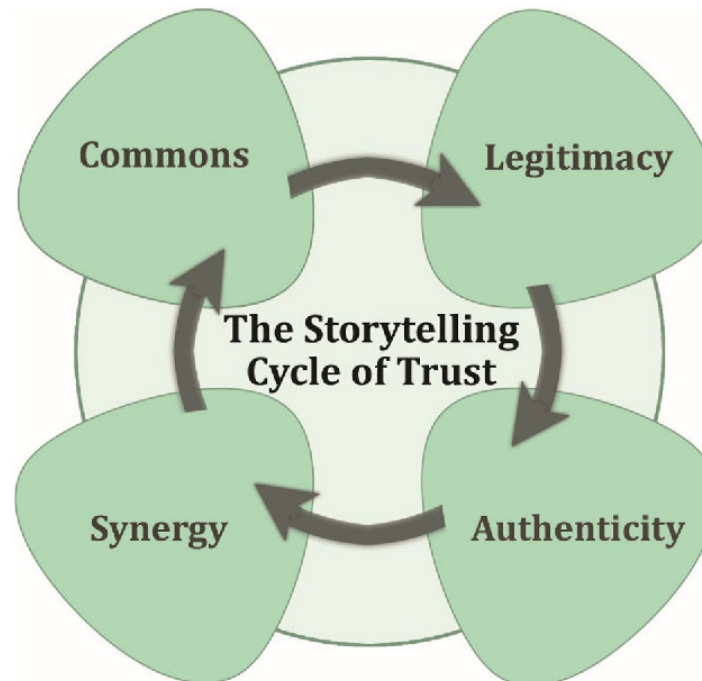
- Constructs agency
- Shapes identity
- Motivate actions



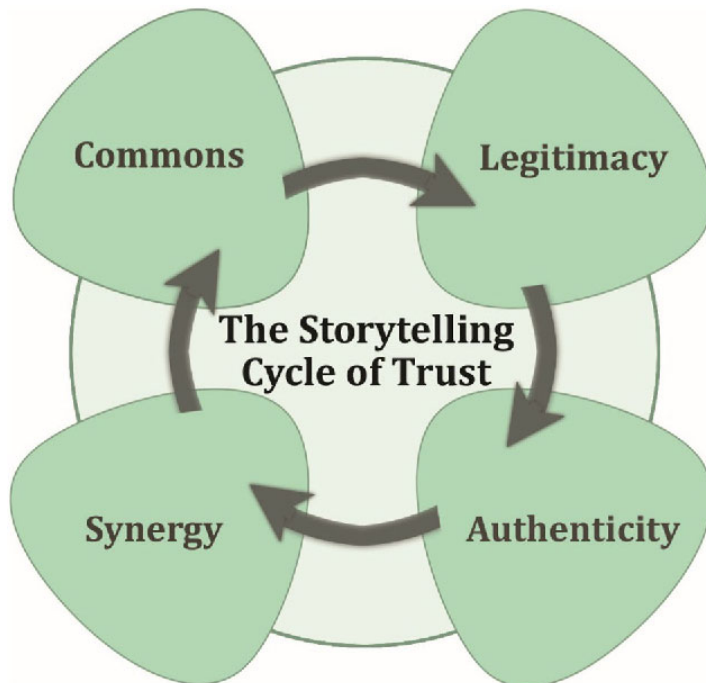


DOI:10.1007/s00146-017-0744-1

## Key points to consider when working with stories



DOI:10.1007  
/s00146-  
017-0744-1



MELLIEHA, FEBRUARY 6-10<sup>TH</sup>, 2023

## FOURTH UNDERGROUND4VALUE TRAINING SCHOOL

COST ACTION CA18110

VENUE: LUNA HOLIDAY COMPLEX  
MARFA ROAD MELLIEHA, MLH 9063, MALTA



The objective of this Fourth Underground4Value Training School is to develop modules for a five-day intensive programme in Underground Built Heritage management and valorisation. This event intends to create and to make available new skills for planners, decision-makers, promoters, and local development facilitators.

The School will work with approximately twelve trainers and tutors, coming from different European countries. Its modules will deal with innovative approaches to surveys, analyses, monitoring and testing Underground Built Heritage (UBH), foster the uptake of new tools for empowering local communities, as well as for supporting planners and decision-makers. The training integrates multi-disciplinary knowledge about the underground heritage in a framework based on Strategic Transition Practice (STP), boosting new job profiles on cultural planning, strategic spatial planning, transition planning and management. These new job profiles will guarantee interaction with local communities, dissemination of innovative thinking, and methodologies for supporting the exploration of alternative social trajectories in an adaptive, forward-looking manner.

The training will provide the participants with tools for stimulating, developing, and supporting real-life experiments (Living Labs) in a practice-oriented modulation, aimed at shaping processes of strategic dialogue, co-evolution, and co-creation. Special attention will be dedicated to the Heritage Interpretation and how it deals with local identity and supports community co-creation.

Trainers and trainees will work together on specific topics related to the Maltese Emergency Underground Flour Mills case study, by exploring and preparing discussion arguments.

**Local Host Institution**  
University of Malta, Msida (MT)

**Training School Chair**  
Shirley Cefai (University of Malta)


**Training School Scientific Board**

Alfonso Bahillo (ES)  
Shirley Cefai (MT)  
Tony Cassar (MT)

Ernesto Marcheggiani (IT)  
Susana Martinez-Rodriguez (ES)  
Giuseppe Pace (IT)

Thanks to:



- 
- 1. Know your audience. Who wants to hear your story?**
  - 2. Define your core message**
  - 3. Decide what kind of story you're telling**
  - 4. Establish your call-to-action**
  - 5. Choose your story medium**
  - 6. Plan and structure your story**
  - 7. Share your story**



## 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



## Barriers to the transformative power of storytelling

- 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?



## A way to surpass barriers

- **What are the dominant narratives in your community?**
- **Identify the choices that have been made in your community that could potentially shape a sustainable narrative**
- **Ponderate the skills of your tellers**
- **Create opportunities to sustainability stories (stories easy to transmit),**

# Storytelling Do's and Don'ts

Don't	Do
Use jargon or business-speak	Use visuals to show your ideas
Focus too much on yourself or your brand	Know your audience
Leave plot holes	Outline your plot and core message
Make your characters too perfect	Be honest
Skim over the details	Go deep
Sell your CTA too hard	Make it useful
Overcomplicate the story	Leave room for imagination