



Erasmus+



**Digital Capacity Building
in a post COVID-19 era - (DICAP)**

COMMUNICATION **IS EMOTIONS**

EUROPEAN COMMISSION:

Communication campaign
on gender equality



RESEARCH & INNOVATION

Science: It's a girl thing!

[Home](#) | [Profiles of women in science](#) | [Six reasons science needs you](#) | [Dream jobs](#)

[Share](#)

SCIENCE: IT'S A GIRL THING!

Want to save lives? Keen to find out what's lurking in the nether regions of space, or in the deepest ocean trench? Passionate about the environment?

[Find out more! \[+\]](#)

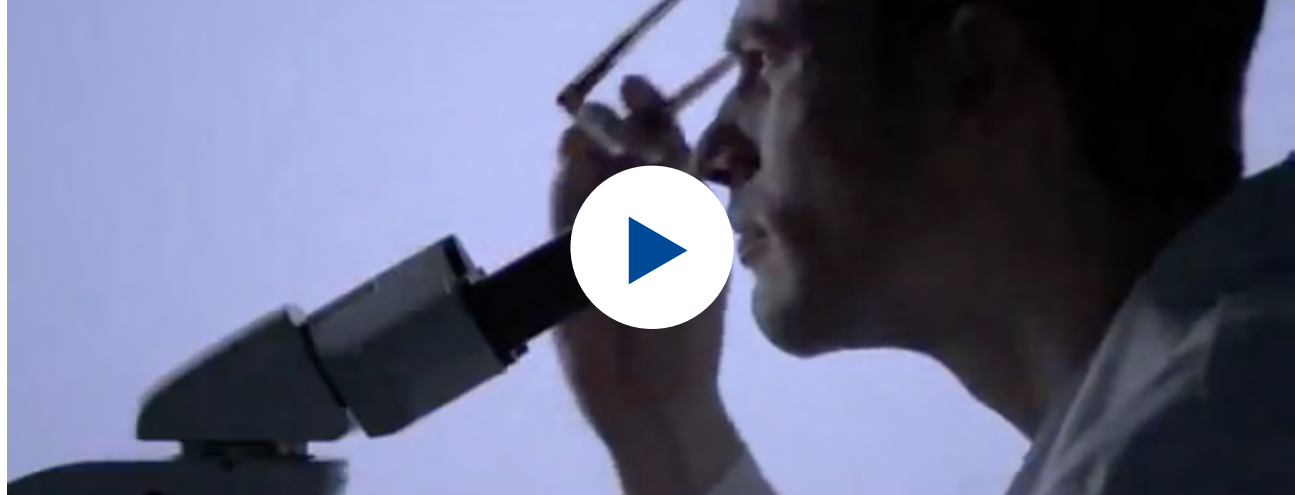


Have you met Karin from Sweden? She works at Linköping University as an environmental researcher. Curious? Watch her video!

facebook ...



EU: CAMPAIGN LAUNCH



Science: It's a Girl Thing! - Official video to launch the campaign



STORYTELLING

WHAT IS **STORYTELLING**?
WHO INVENTED IT? AND WHEN?

NO ONE INVENTED
STORYTELLING



Storytelling:

“Storytelling predates writing.”

Storytelling:

“Every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling.”

How many fables do you know?

“The Three Little Pigs” story

It’s a fable about three pigs who build **three houses** of different materials.

A **Big Bad Wolf** blows down the first two pigs’ houses, made of **straw** and **sticks** respectively, but is unable to destroy the third pig’s house, made of **bricks**.



[From fables to modern times: The Guardian tells its story](#)

THE BIG PROBLEM
OUR ATTENTION SPAN!

Breakdown of human memory retention: we remember what we experience



by William Glasser

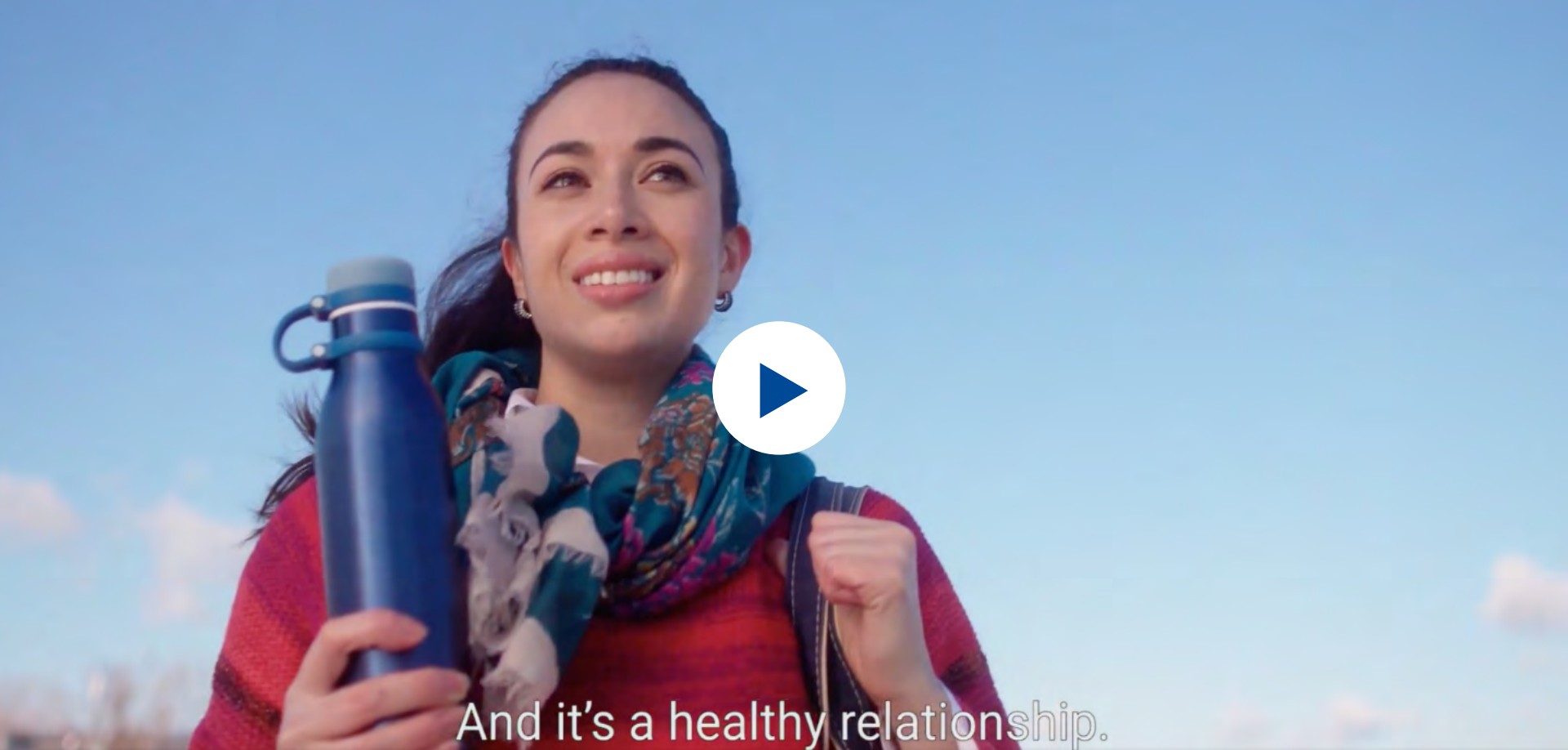
GRAB (AND HOLD)
ATTENTION: TAKE A
SCIENTIFIC APPROACH



One common ingredient for all successful content

Emotional engagement

STORYTELLING &
THE UNITED NATIONS



And it's a healthy relationship.

Break up with plastic - UN Environment



Don't Choose Extinction - UNDP | United Nations | Climate Action



5TH GLOBAL CONFERENCE ON THE ELIMINATION OF CHILD LABOUR



DURBAN, 15-20 MAY 2022



A global conference for the fight against child labour

STORYTELLING & NGOs

ALWAYS



Always.

[Rainforest Alliance](#) | Follow the Frog


STORYTELLING &
HUMANITARIAN ORGANIZATION



Médecins Sans Frontières (MSF) | Representing diverse global workforce

COMMUNICATION IS EMPATHY



A black and white portrait of Maya Angelou, an elderly woman with short, curly grey hair, looking directly at the camera with a slight smile. She is wearing a dark top, a pearl necklace, and a pearl earring.

PEOPLE WILL FORGET
WHAT YOU SAID.
PEOPLE WILL FORGET
WHAT YOU DID.
BUT PEOPLE WILL
NEVER FORGET HOW
YOU MADE THEM FEEL.

Maya Angelou

LOW TECH STORIES

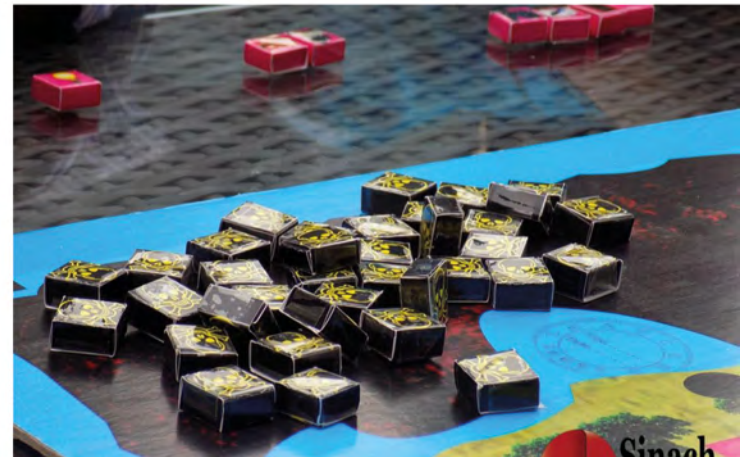
A CASE STUDY FROM IOM



Low tech communication ideas | Mobile phone videos



Low tech communication ideas | Local radio shows



Low tech communication ideas | Targeted games



Low tech communication ideas | Street art for development

Our turn: storytelling in action

1. Form couples
2. Create a script for a 60 second video using storytelling technique
3. Record a video using iphone



International Training Centre