





Welcome to the  
Central Baltic  
communication  
seminar!

It will be recorded.

We will start at  
10.00 (EST, FI, LV) /  
9.00 (SE)

## Nice to see you!

- Please keep your mic muted while presentations 
- You can ask questions in Slido
- You can write comments in the chat 
- Enjoy the seminar and get inspired!
- You're welcome to join the knowledge exchange hour after the seminar

# What's on our plate today?

- 10.05 Why storytelling?
- 10.15 Inspiration from project LightsOn! - Nina Luostarinen, HUMAK
- 10.45 Ingredients for a good story
  - How to improve your photos
  - Creating short videos - it is easier than you think!
- 11.15 Break (5 min)
- 11.20 More ingredients for a good story
  - Stories inside the projects
  - My storytelling story
- 11.40 Wrapping up
- 11.55 Closing
- 12.00 Lunch break (30 min)
- 12.30 Optional networking hour

# Today's storytellers



**Annika Holmström**  
Contact Point  
Sweden South



**Ester Laurell**  
Contact Point  
Åland



**Kersti Valde-Komp**  
Communication  
Specialist



**Annika Mändla**  
Contact Point  
Estonia



**Julia Jokelin**  
Contact Point  
Finland



**Nina Luostarinen**  
Lecturer  
HUMAK University  
of Applied  
Sciences



**Daiga Jumburga**  
Contact Point  
Latvia



**Rebecka Frej**  
Contact Point  
Sweden North

# Slido - our tool for interaction today

Please, join at **slido.com**  
**#928741**

**Audience Questions & Answers**



# Why storytelling?

Julia Jokelin  
National Contact Point Finland



# What is storytelling?



- Process of using fact and narrative to communicate
- Telling something by using stories
- Part of service design
  - Customer experience
  - Branding
- The story can be written text, verbal, video, picture or mixed - the shorter the better!



# Why storytelling?



- Amazing marketing tool
  - Emotions instead of information brochures
  - Shared identity between audience and the brand
  - Regular content marketing made entertaining
  - Helps to create more personal connection to your audience
- Possible outcomes
  - Makes your company or project more personal and relatable = happier and more engaged audience
  - More understanding, more visibility

# How to create a story?



- Finding the story
  - Your project is filled with different size of stories!
  - Creating a fictive story based on real experiences
- What makes a good story?
  - Has a beginning, a conflict and a resolution
  - Is authentic - if possible, use real names and details
  - Stays true to your brand
  - Wakes up the sensories
  - Stays short



# Disneyland Paris - The Little Duck





**NINA LUOSTARINEN**



# Angles

**- take 10 extra seconds**

Rebecka Frej, National Contact Point Sweden North

















**Shoot through something -  
adds a dynamic to the photo**











# Think opposite

- do not snap the ordinary photo













# Lighting

- makes a huge difference









# Framing

**- placing objects helps tell the story and creating an atmosphere**









Interro



DAIGA JUMBURGA

NATIONAL CONTACT POINT OF  
LATVIA

SHORT & SIMPLE



#INTRODUCTION

COMMUNICATION  
SEMINAR  
25 AUG 2021





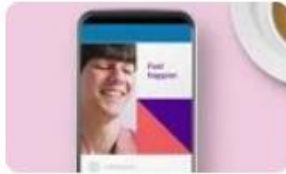
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ENTER  
CANVA.COM  
&  
CREATE FREE  
ACCOUNT





# TEMPLATES



## Social Media

- Instagram Stories
- Instagram Posts
- Facebook Posts
- Facebook Covers
- YouTube Channel Art
- LinkedIn Banners

## Personal

- Invitations
- Cards
- Resumes
- Postcards
- Weekly Schedule Pla...
- T-Shirts

## Business

- Presentations
- Websites
- Logos
- Business Cards
- Invoices
- Business Letterheads

## Marketing

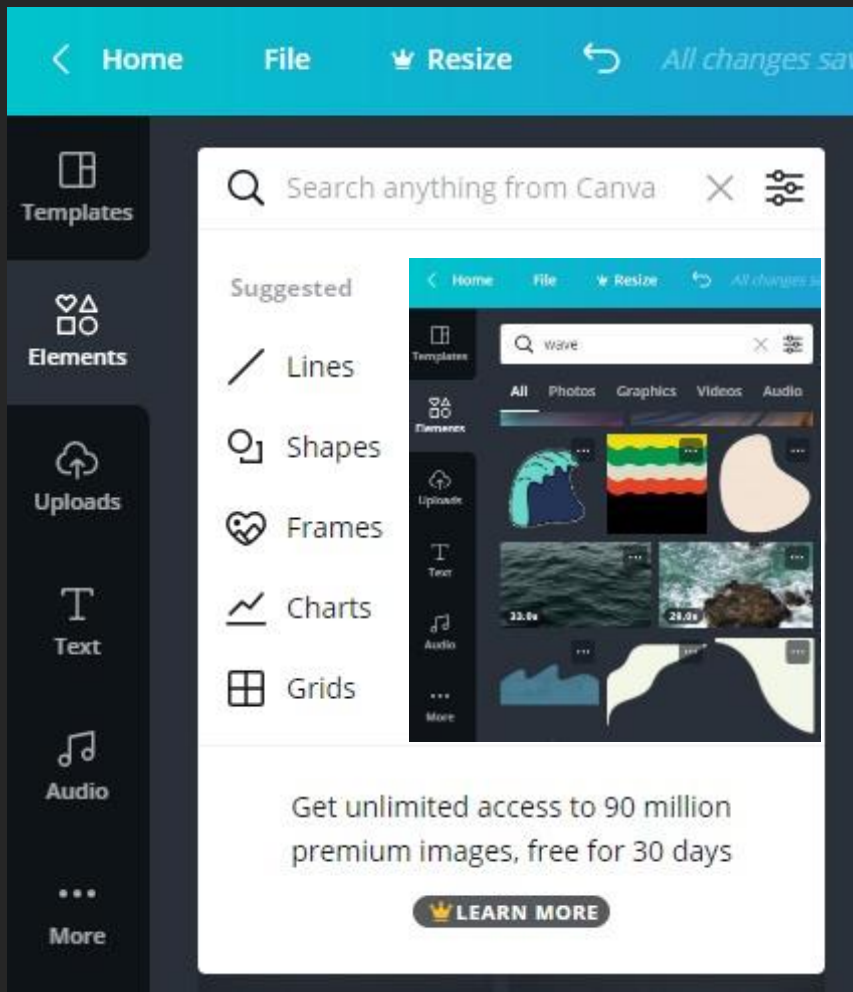
- Posters
- Flyers
- Infographics
- Brochures
- Newsletters
- Proposals

## Education

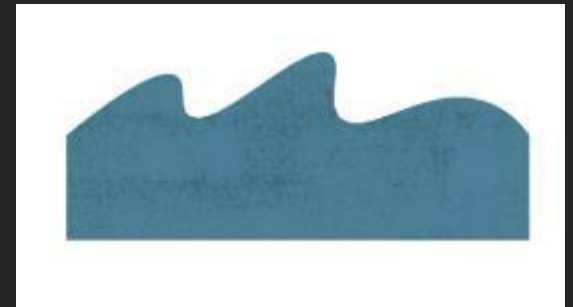
- Classroom Decor Kits
- Lesson Plans
- Worksheets
- Certificates
- Bookmarks
- Class Schedules

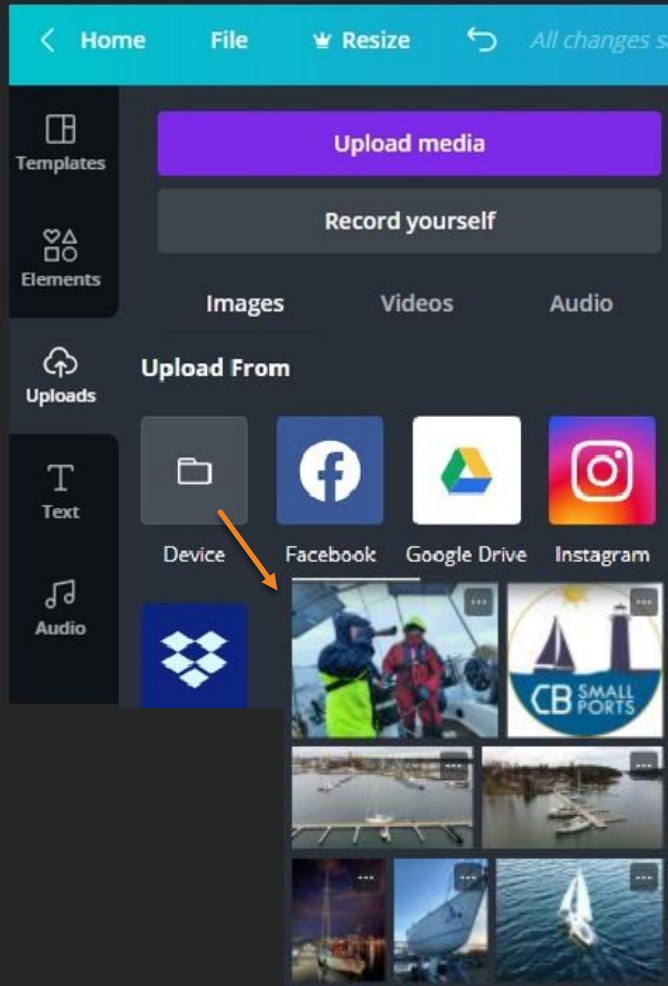
## Trending

- Canvas Prints
- Mother's Day T-shirts
- YouTube Intros
- Photo Books
- Mother's Day Cards
- Mother's Day Gift Cer...



# ELEMENTS





# UPLOADS



Open Sans Extra ... - 90 + A B I U aA Effects Animate

< Home File Resize All changes saved

Templates

Search text

Click text to add to page

**Add a heading**

Add a subheading

Add a little bit of body text

Elements

Uploads

Text

< Home File Resize All changes saved

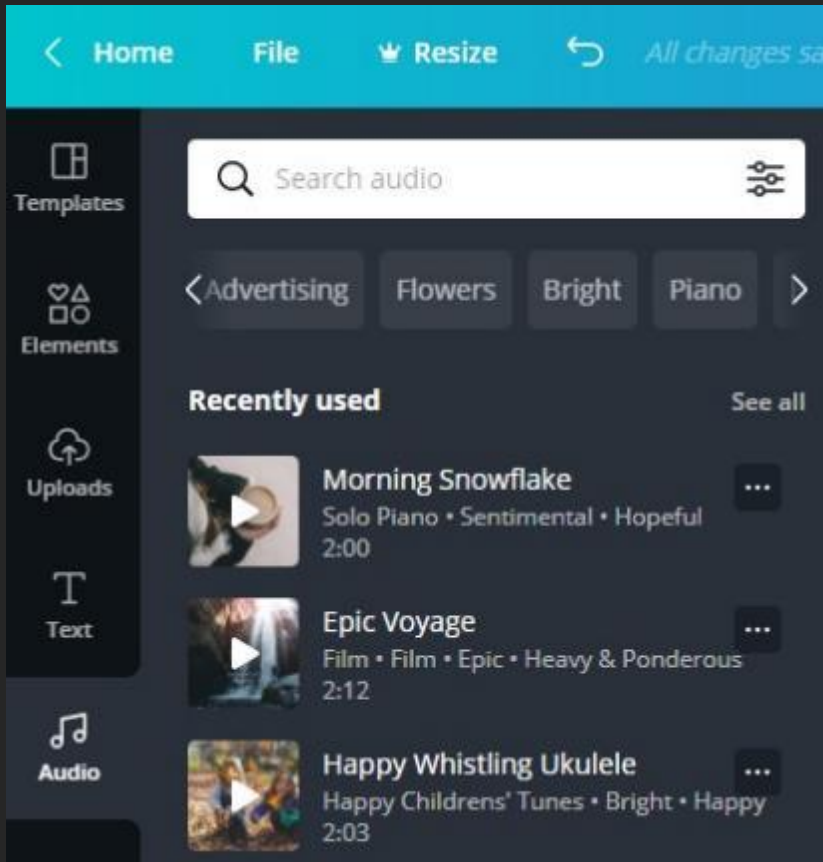
Page Animations Text Animations

ABC None	ABC Block	ABC Typewriter
ABC Ascend	ABC Bounce	ABC Burst
ABC Roll	ABC Shift	ABC Skate

# TEXT







# AUDIO



The Canva logo, featuring the word "Canva" in a white, cursive font inside a white circle, set against a black background.

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MORE?



- 1) Upload pictures;
- 2) Add Elements, Text and Audio;
- 3) Cut, Crop, Flip, Animate

**Download MP4 video & share!**

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 #CBscope

- introduces with and reminds about Central Baltic Programme projects for your inspiration, ideas and information,
- published on Facebook @Interreg.lv.

Pictures from project «CBSmallPorts»  
partners - Thank you!



EUROPEAN UNION  
European Regional Development Fund



#CBscope





DAIGA JUMBURGA

NATIONAL CONTACT POINT OF  
LATVIA

**THANK YOU!**



[daiga.jumburga@varam.gov.lv](mailto:daiga.jumburga@varam.gov.lv)

Centralbaltic.eu  
Interreg.lv

# Communication seminar 25 Aug 2021

***Storytelling - "Cooking" a video***

*nCP Sweden Annika Holmström*

## About storytelling via the smartphone

- Produce a short video with the help of the smartphone about something that happens in your project - a combination of photos and super short video clips (just a few seconds)
- Remember: The final video must be less than 60 seconds  
- otherwise it will be too “heavy” to use in social media







## Preparations

1. Take ordinary photos often.
2. Take super short video clips during all kinds of activities.
3. Download an app to your smartphone for producing videos.
4. Choose photos and video clips.
5. Combine to a short video with the help of the App.
6. Decide which text/headlines to use - the name of the project, the activity, the date, etc
7. Mandatory logos
8. Add back ground music?
9. Go!

## My CB video

- Marketing the CB-project *Lakesperience* by showing a walk along the Östgöta path in the county of Östergötland in Sweden on European Cooperation Day 2020.
- Because of the corona situation - a walk just together with my husband and our dogs.
- Still possible market the project and the nice walk in Östergötland by the help of the video.
- 42 second video



# 7 photos



#CBwalks #ECDay2020 #Interreg30

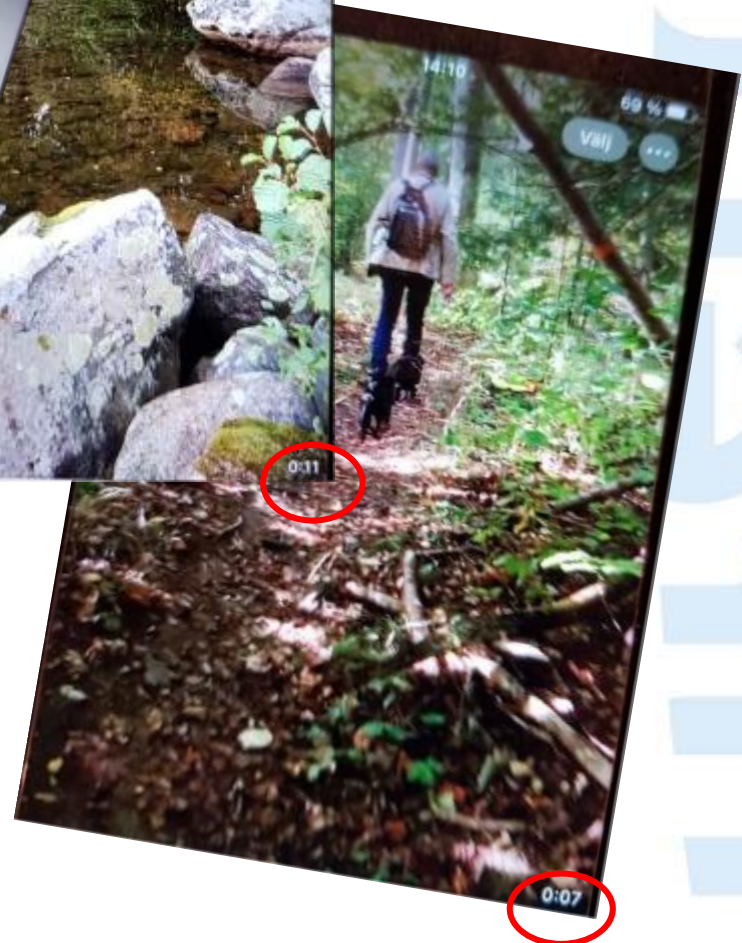
 **Interreg**  
Central Baltic

 **30**  
years  
together

 **EUROPEAN UNION**  
Erasmus+ Regional Development Fund



# 4 video clips



## The tool - an app to produce the video

- I used **InShOt** - <https://inshot.com/>



In the app you can e.g.:

- Trim video, Remove the middle part, Split video, Merge clips, Adjust speed.

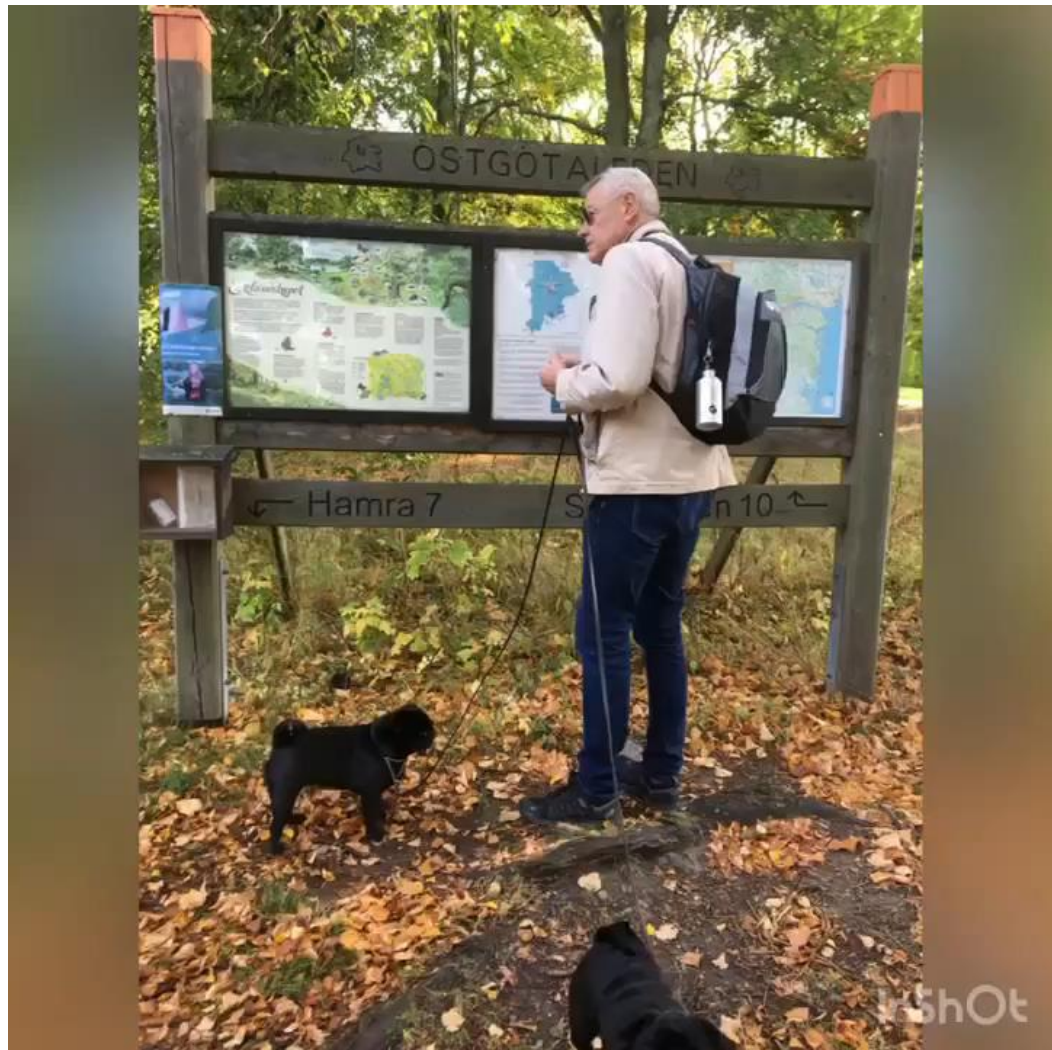
## Finalise the video

1. Decided the order of the photos and video clips
  2. Uploaded those in the app
  3. Shortened the video clips to suit the format
  4. Added headlines by the help of the app
  5. Added music
  6. Done
- **Now your project can inspire others!**





# My final video



Link: <https://www.facebook.com/annika.holmstromatwork/videos/797719981059126>



**Thank you!**  
[annika.holmstrom@regionostergotland.se](mailto:annika.holmstrom@regionostergotland.se)

**Short break**





Annika Mändla

Contact Point Estonia



## Stories..

- Everyday work - things might feel not story worthy
- Boring press releases - facts and figures?

## Finding a story..

- Think what people want to hear. Not always what you want to tell
- Use people and their personal stories (spokesperson?)

# Example from Coastal Hiking project

- Developing a hiking trail - that is not a story itself
- A man walked 1100km - that is a story



Läti matkamees kõndis Leedu piirist mööda  
rannikut Tallinnasse

ELU  
02.10.2017 19:49



Hiljutul jõudis lõpule pikk matk, mis algas Leedu piiri äärest ja kulges mööda rannikujooni Tallinnani välja. "Ringveade" kutsus stuudiosse Annika Mandla, kes tegi retkest kaasa 200 kilomeetrit, aga tegi juttu ka lätelase Juris Smalinskisega, kes läbis ahukasena teekonna kogumatus. Mandla rääkis, et sellise reisiga luuakse matkureid Eesti ja Läti piirkülse projekti raames ning soigatas lõppesmärki.



## Why?

- Help to reach greater purpose: attract people to hiking trail (actually use the product we are creating), get a knowledge about it and about the area
- Get recognition for our work: possibly better funding opportunities in the future, reliable partners and so on

# *My storytelling story*

Ester Laurell  
National Contact Point  
Åland





*My  
values?*





# Concrete situations as headlines



## HISTORIerna I MITT FÖRETAG

jag i Central Bali  
Contact Po  
Alano

CRAX  
Jag

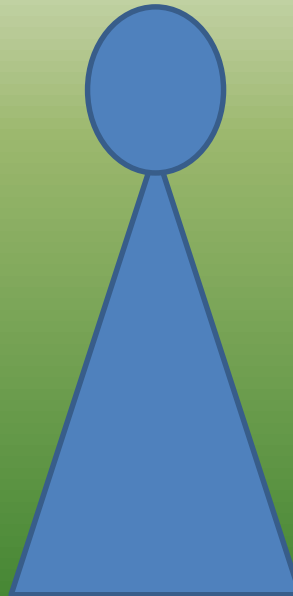
1. Företagets värderingar. Definiera tre värderingar som ditt företag står för och vill förmedla.
- Göra skillnad (i arbetsförhållanden)
  - Connecting People → Nokia & icke
  - Ge möjligheter till utveckling
- MOD  
ATT PRÖVA  
VILKA ATT DET ÄR MÖJLIGT

2. Fundera på händelser (exempelvis bakgrund/produkter och tjänster/vardagen i företaget) som förmedlar företagets värderingar. Lista alla historier du kommer på (rubriknivå):
- Sottungskennet → första träffen "Nej" + H. for
  - RIBS → ungdomarna
  - Adriano → pilgrim
  - Archijo. Bunn. Dev → första planen/din rekommenderat partner → Drivhuset
  - MASAPO → lyckade övn. alla länder tillam. (sjödraddn.)
  - ADAPT → lan → utbyte mellan stora & liten
  - SOTTUNGA - tre
  - KÖKAR
  - Nablens våtmark → Coast Yust & OC
  - Staden som förverkligade
  - Bomarsund ?

MIN HISTORIA

# Choose *one* - refine

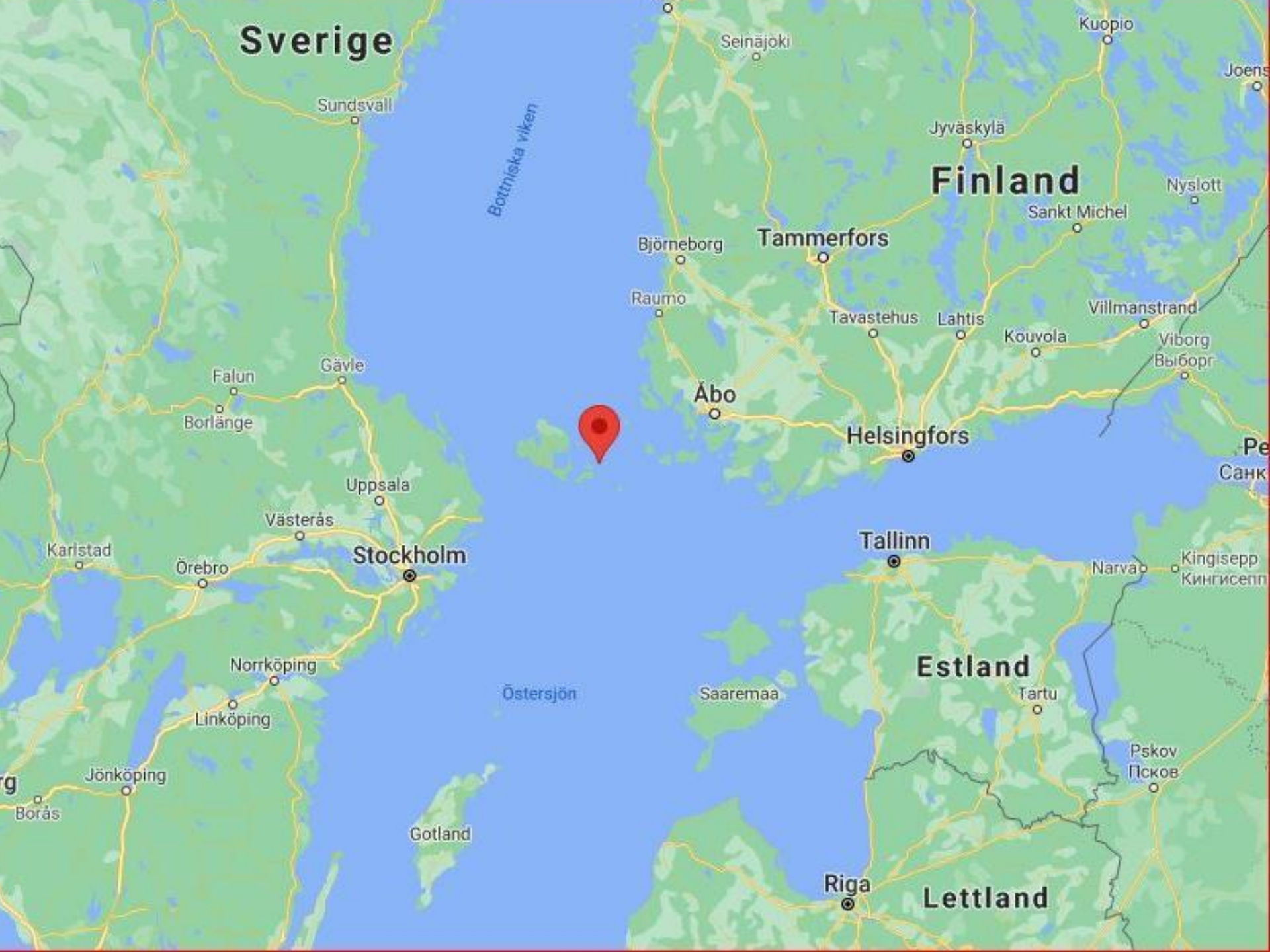
- Who?
- Where?
- What?



# SOTTUNGA







Sverige

Finland

Estland

Lettland

Bottniska viken

Östersjön

Seinäjoki

Kuopio

Joens

Jyväskylä

Nyslott

Tammerfors

Sankt Michel

Björneborg

Tavastehus

Lahtis

Villmanstrand

Kouvola

Viborg

Выборг

Åbo

Helsingfors

Pe

Санк

Sundsvall

Falun

Gävle

Borlänge

Uppsala

Västerås

Stockholm

Karlstad

Örebro

Norrköping

Linköping

Jönköping

Borås

Gotland

Saaremaa

Tallinn

Narva

Kingisepp

Кингисепп

Tartu

Pskov

Псков

Riga



*”Once upon a time...”*



One year  
later:

20 stories,  
40 individuals  
=  
my personal  
"CB heritage"



[http://centralbaltic.eu/sites/default/files/documents/CB%20STORIES%20Archipelago%20and%20Islands\\_Swedish.pdf](http://centralbaltic.eu/sites/default/files/documents/CB%20STORIES%20Archipelago%20and%20Islands_Swedish.pdf)



What is the  
shape of  
YOUR story



Humans  
We



# Communication seminar 25 Aug 2021

***Wrap-up session***

***Kersti Valde-Komp, Communication specialist***



# Power of a simple story

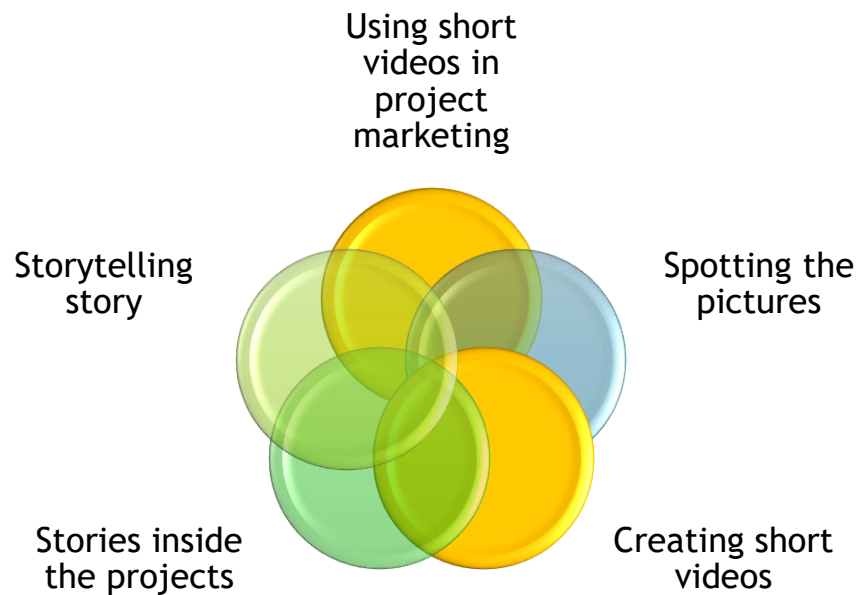


Storytelling gives your audience a sense of engagement and a better understanding of your project results and values.





# What was on the menu?



# Rules of cooking

INFORMATION / PROMOTION MATERIALS	X	X	X	X	NEI The size of the item defines the requirements
Materials where space allows (e.g. brochures, leaflets, books, t-shirts, bags, folders, videos, CDs, DVDs)	X	X	X	X	
Materials where space limits printing (e.g. pens, USB sticks, business cards)	X	X		X (or project logo)	
<b>Examples</b>					
Project website or section in a project partner's website	X	X	X	X	On a separate project website, the EU flag must be visible on the front page without the need to scroll down.
Newsletters and other electronic materials	X	X	X	X	
Press releases					If a third party (e.g. newspaper) publishes an article
Presentations (Powerpoint or other)					
<b>INFRASTRUCTURE INVESTMENTS</b>					

## Review the following documents:

- [The Programme Manual](#)
- [The overview table](#) and
- [The FAQ](#) (provides case-specific examples).

## Needed references:

- The flag of the EU together with the textual reference 'European Union'
- Textual reference 'European Regional Development Fund'
- The logo of the Central Baltic Programme 2014-2020

# What's cooking?

## Join our channels in social media

- Facebook page:  
Central Baltic Programme
- Facebook group:  
Central Baltic Networking Community  
(385 members)
- Newsletter(s)

## Follow us in

- Twitter
- Instagram



23 SEPTEMBER  
*Register today!*

[WWW.CENTRALBALTIC.EU](http://WWW.CENTRALBALTIC.EU)







**Thank you!**  
[kersti.valde-komp@centralbaltic.eu](mailto:kersti.valde-komp@centralbaltic.eu)

## End of part 1

- Recording of the seminar and all the material will be available afterwards on our website
- Feedback questionnaire
- Save the dates
  - **23 September 2021**  
Central Baltic Annual Event & European Cooperation day
  - **15 November 2021**  
Launching of the new Central Baltic programme 2021-2027

## Peer-to-peer knowledge exchange session - part 2

- We warmly welcome you to join the peer-to-peer knowledge exchange session starting at 12.30 (EST, FI, LV) / 11.30 (SE) after lunch break!
  - Questions and answers
  - Knowledge exchange
  - Discussion
  - Support





slido.com  
#928741

Audience  
Q&A

**Break 30 min**

**PEER TO PEER DISCUSSION AND SUPPORT**

At 12.30-13.30 EET / At 11.30-12.30 CET