



# ***STORY MINING***

VIRTUAL WORKSHOP

***6<sup>TH</sup> COMMUNICATION AND VISIBILITY  
WORKSHOP FOR EU-FUNDED PROJECTS***







# ***STORY***





“

**Stories have a transformative power to allow us to see the world in a different way than we do if we just encounter it on our own. Stories are an entry point to understanding a different experience of the world**

-Clare Patey

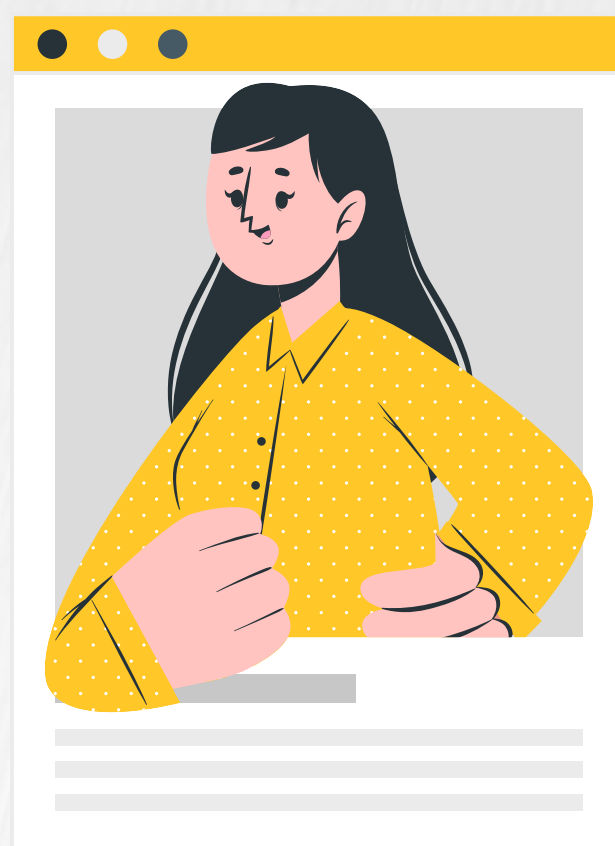
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*TRANSFORMATIVE POWER OF*  
**STORY**

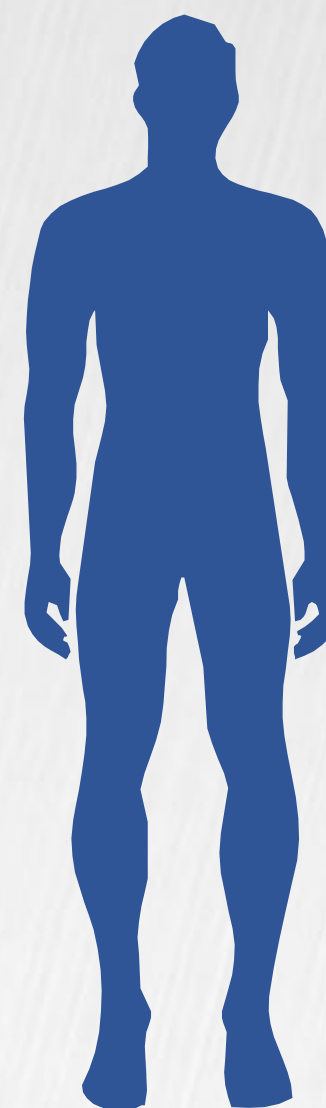
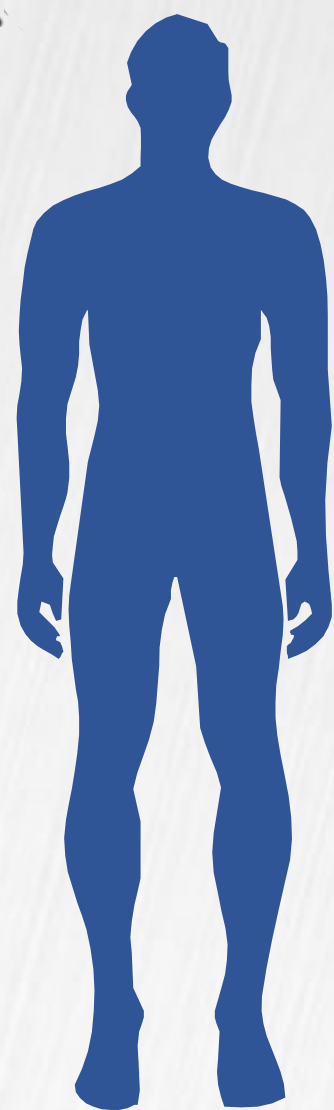


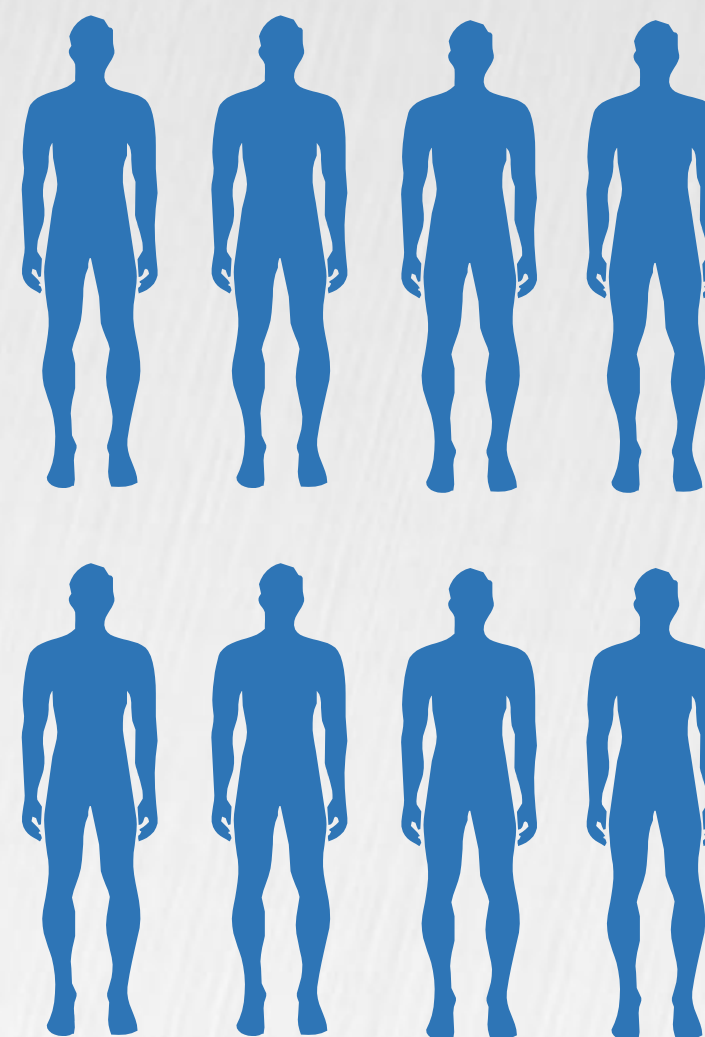
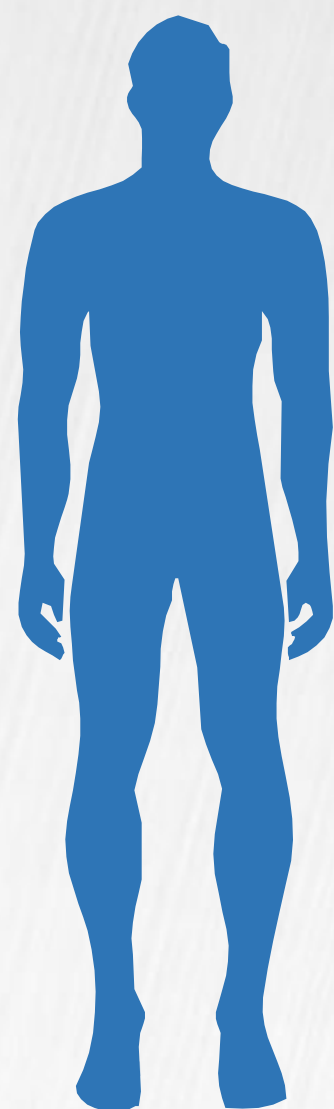


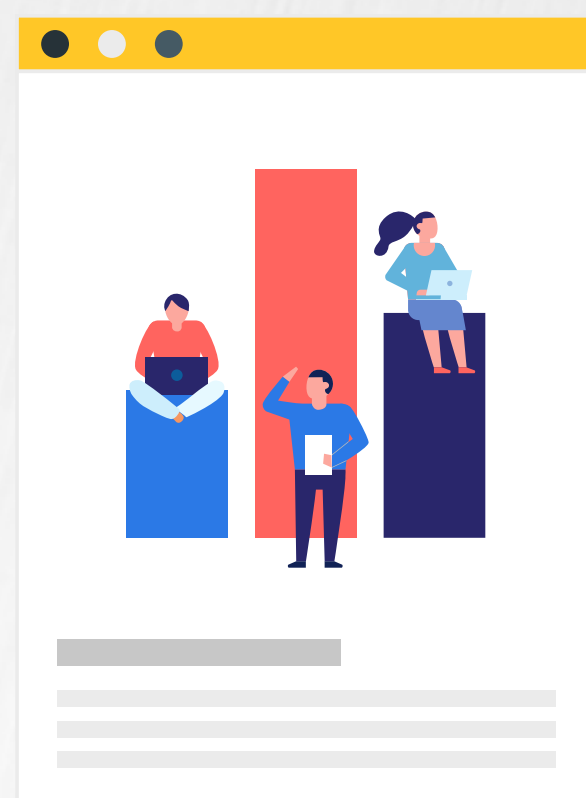
# ***WHY HUMAN- INTEREST STORY ?***











# ***STORY VS STATISTICS***







 euinasean



Support

**16 MILLION** ASEAN FARMERS  
by **BUYING** their products

♥️ 💬 🚩

 Liked by **destrianinugroho** and **32 others**

euinasean The EU and ASEAN have reached and supported 16 million farmers in the ASEAN region through the ASEAN Farmers Organisations' Support Programme (AFOSP). With AFOSP, the farmers are facilitated to develop and enhance their entrepreneurial capacities, and participation in agricultural value chains.

Do your part to support local ASEAN farmers by buying local products today, and share this post with your friends to encourage them to do the same.





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Search

EUINASEAN Posts



When women are given the opportunity to actively participate, their children & their whole families will benefit.

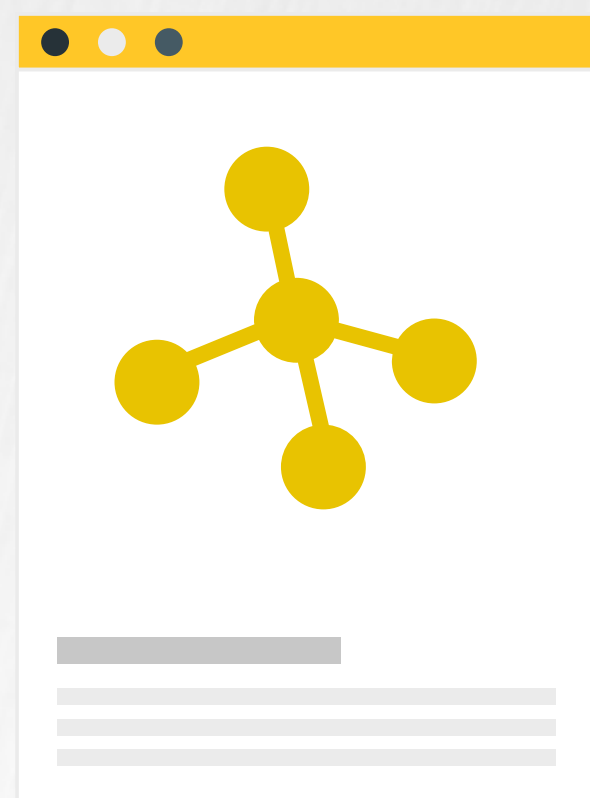
Naning Suprawati who joined Indonesian Farmers Alliance (API) to include more women & teach capacity-building.

Liked by riezky.n and **128 others**

euinasean Naning Suprawati, the eldest daughter in a family of farmers, held a strong belief that she could always be a teacher – even without a classroom. With that honorable belief, she joined Indonesian Farmers Alliance (API) in 2009, set to include more women in the alliance, while also teaching local farmers and their families to improve capacity-building.

When women are given the opportunity to actively





# ***STORY PLOTS***





**01** Overcoming the monster

**02** Rags to riches

**03** The quest

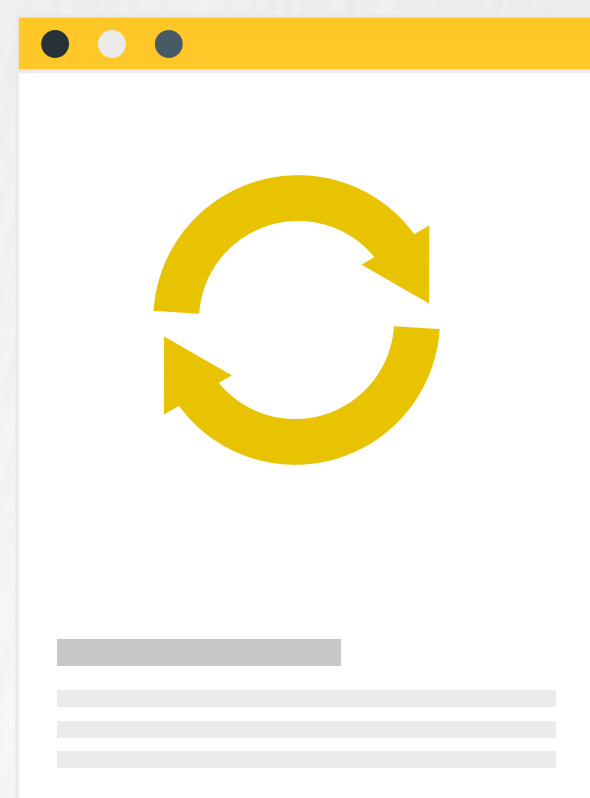
**04** Voyage and return

**05** Comedy

**06** Tragedy

**07** Rebirth





# ***STORY OF CHANGE***





**01** **Change in perspective**  
or way of looking at things?

**02** **Change of attitude**

**03** **Change of behaviour**

**04** **Change in self:**  
more confident? More self-assured? More social? More optimistic?





# ***FINDING STORY GEMS IN VIRTUAL EVENTS***





- 01 Registration form:** design the questions as such that you will be able to find the anomalies. Give room for open ended questions.
- 02** If your event has a **Q&A session**, play close attention to it and try to see if anything stands out based on the little data you have from the registration page.
- 03** **Reach out to them!**





- For every activity of the project, please develop a social media post.
- Share the posts with your EU project manager or Landell Mills team so we can post from Delegation's social media.
- Tag and mention @unieropa or @euinasean if you are posting from a project account.
- Any questions on content or advice, please reach out to programme managers and Landell Mills team.
- Follow @EUinASEAN and @UniEropa on Instagram, Facebook, and Twitter and subscribe @unieropatube on Youtube.

