

Module 6 (Part 2)

Inclusive Storytelling: Amplifying diverse voices in the digital space

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M6 Part 2

Topic 3: Digital storytelling for social changes: European initiatives and case studies

Topic 4: Media and cultural heritage: preserving and showcasing Europe's diverse stories



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Module 6 (Part 2)

Inclusive Storytelling: Amplifying diverse voices in the digital space

This Module explores how digital media can preserve cultural heritage, promote equity, facilitate social change and redefine European identities through storytelling in the digital space

MODULE 6 (Part 1)

Topic 1

Representation in digital media: the European landscape of diversity and inclusion

*Assesses the state of diversity in European media, highlighting **gaps, biases, and efforts to create more inclusive narratives.***



MODULE 6 (Part 1)

Topic 2

The power of the digital narrative: challenging stereotypes and promoting equity

*Explores how storytelling can **reshape perceptions, break down prejudices, and promote social justice.***



YOU ARE HERE

MODULE 6 (Part 2)

Topic 3

Digital storytelling for social changes: European initiatives and case studies

*Showcases impactful projects that use **digital media to drive awareness, advocacy, and meaningful societal transformation.***



MODULE 6 (Part 2)

Topic 4

Media and cultural heritage: preserving and showcasing Europe's diverse histories

*Discusses the role of **digital archiving, cultural storytelling, and online platforms** in safeguarding Europe's rich heritage.*



Module 6 Snapshot



Focus Area: Diverse stories

Aim: Explores how digital media can preserve cultural heritage, promote equity, facilitate social change and redefine European identities through storytelling in the digital space.

Key Words: Inclusive Storytelling, Diverse Voices, Equity & Representation, European Identities and Diversity, Digital Inclusion, Digital Empowerment, Power of Digital Narratives, Cultural Heritage Preservation, Challenging Stereotypes, Amplifying Marginalised Communities and the Vulnerable, Justice, Social Change, Media Advocacy



Module Overview

This module examines representation, diversity, and equity in digital media, emphasising the power of inclusive storytelling to challenge stereotypes and preserve cultural heritage.

Participants will engage with case studies, ethical considerations, and digital tools that facilitate responsible storytelling and counteract bias.

Through interactive exercises and expert insights, learners will develop practical skills to create, assess, and share inclusive narratives in the digital space.

01

Representation in digital media: the European landscape of diversity and inclusion

Assesses the state of diversity in European media, highlighting gaps, biases, and efforts to create more inclusive narratives.

02

The power of the digital narrative: challenging stereotypes and promoting equity

*Explores how storytelling can **reshape societal perceptions**, break down prejudices, and promote social justice*

YOU ARE HERE

03

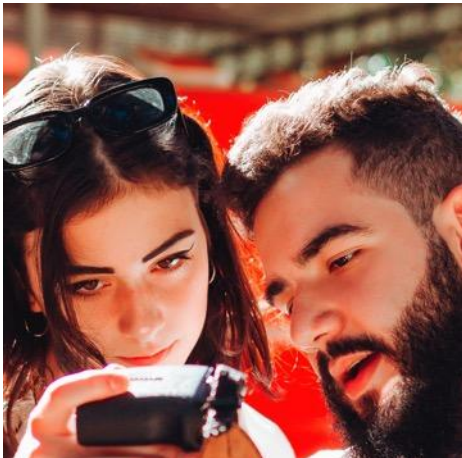
Digital storytelling for social change: European initiatives and case studies

*Showcases impactful projects that use **digital media** to drive awareness, advocacy, and meaningful societal transformation.*

04

Media and cultural heritage: preserving and showcasing Europe's diverse histories

*Discusses the role of **digital archiving**, cultural storytelling, and online platforms in safeguarding Europe's rich heritage.*



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Topic 3
Digital
Storytelling for
social change

Module 6: Inclusive Storytelling: Amplifying diverse voices in the digital space



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Module
Snapshot



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Learning
Outcomes





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Conclusions

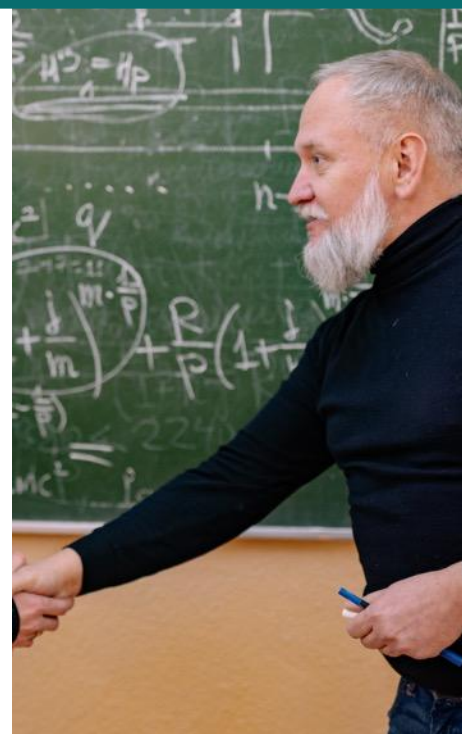


Module 6: Inclusive Storytelling: Amplifying diverse voices in the digital space



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Final
Exercises

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Topic 4
Cultural
preservation in
the digital era

Module 6 (Part 2) Interactive Learning Elements



76 Slides



02 Exercises



02 Videos



03 Case Studies



2 Digital Tools



4 Toolkits & Guides



5 Articles & Reports

Learning Outcomes

Topic 3: Digital storytelling for social change: European initiatives and case studies

- Assess the effectiveness of digital storytelling initiatives in **driving social awareness and advocacy**.
- Explore the role of **participatory storytelling** in empowering marginalised communities.
- Design impactful **digital storytelling campaigns** that align with principles of inclusion and equity.

Learning Outcomes

Topic 4: Cultural preservation in the digital era: safeguarding heritage and indigenous voices

- Understand the role of digital media in **documenting and preserving cultural heritage**.
- Evaluate ethical considerations in **cultural storytelling and indigenous representation**.
- Utilise digital tools to create and share narratives that **safeguard cultural diversity and heritage**.

Topic 3

Digital storytelling for
social change: European
initiatives and case studies



Overview

Digital storytelling for social change: European initiatives and case studies

This section explores how digital storytelling can foster social cohesion, empower individuals, and drive meaningful social change. By examining European initiatives, we highlight how digital media serves as a powerful tool for advocacy, awareness, and transformation.



4 Focus Areas

1 Case Studies of Impactful Digital Campaigns

Mobilising movements through digital platforms 2

3 Amplifying local voices through storytelling

Evaluating engagement, influence on public policy, and audience responses 4



Key Concepts Covered



1

Advocacy journalism: Storytelling with the explicit intent of promoting social or policy change.

2

Participatory storytelling: Collaborative content creation that empowers communities to share their own experiences.

3

Impact measurement in digital narratives: Techniques for assessing how storytelling influences social attitudes, public policy, and grassroots movements.

Case studies of impactful digital campaigns



Focus Area 1

Impactful digital campaigns

Digital campaigns have the power to challenge discrimination, amplify marginalised voices, and drive policy change. There are many strategies that have led to successful advocacy efforts and increased public engagement with human rights issues. Many European initiatives use social media, video content, and interactive storytelling to raise awareness about pressing social issues.



From awareness to impact: What makes digital campaigns work



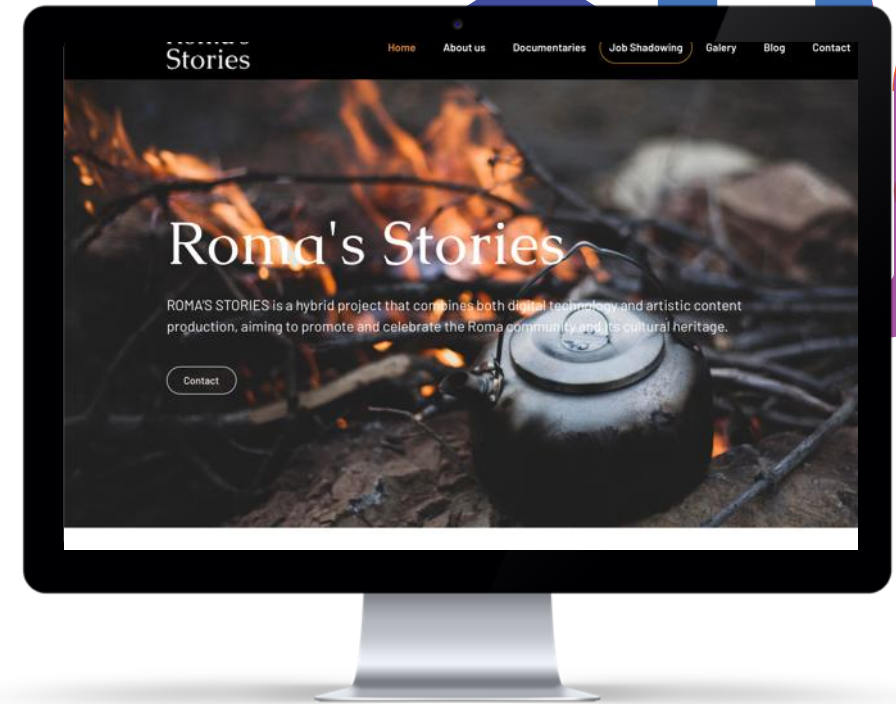
As we have seen, digital storytelling can drive real social change—challenging prevailing narratives, shifting public opinion, and uplifting underrepresented voices. Across Europe, campaigns for anti-racism, LGBTQ+ rights, gender equality, disability inclusion and migrant justice have harnessed personal stories and striking visuals to build empathy and spur action.

But impactful digital campaigns don't just raise awareness—they can create meaningful connections between audiences and the lived experiences of marginalised communities.

The most successful efforts go beyond awareness-raising: they forge genuine connections with marginalised communities by blending first-hand testimony, clear calls to action and multi-platform outreach. Participatory methods—where communities lead their own narratives—ensure authenticity and impact. Guided by ethical standards and grounded in local realities, these campaigns show how responsible digital storytelling can reshape societies and influence policy.

Case Study: Roma's Stories

The Roma's Stories is a hybrid project blending digital innovation and artistic content to promote the Roma community and its rich cultural heritage.



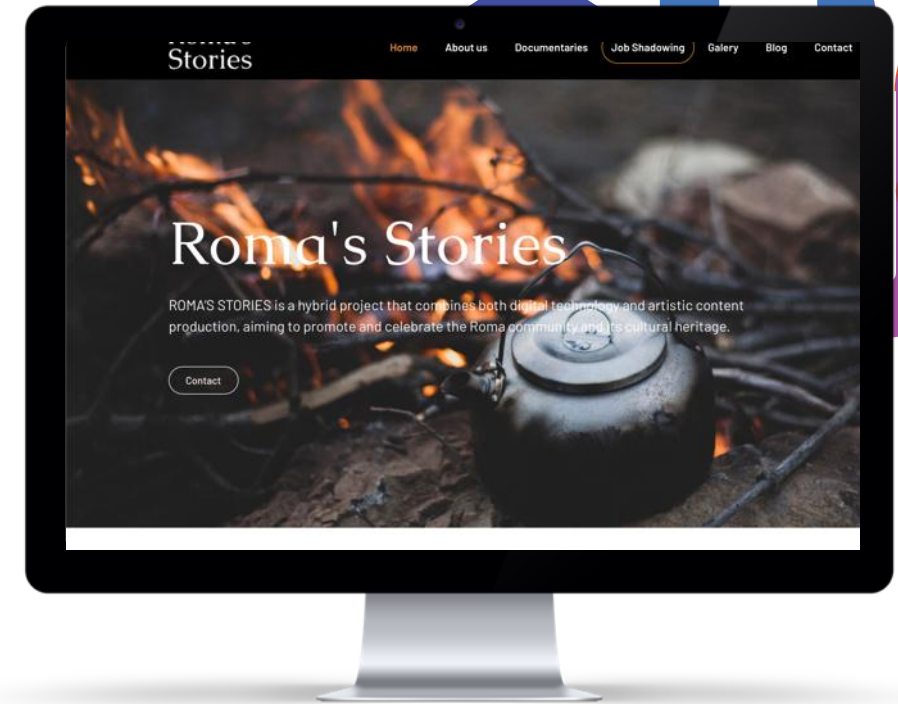
<https://www.romastories.ro/en/>

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Case Study: Roma's Stories

Why It Works?

- **Authentic Narratives:** Created with and for the Roma community
- **Multi-Format Impact:**
 - Articles
 - Documentary series
 - Virtual photo album
 - Exhibition
- **Stereotype-busting:** Challenges negative perceptions
- **Cultural celebration:** Showcases identity, heritage & everyday life



<https://www.romastories.ro/en/>

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Other Examples: Stories for change

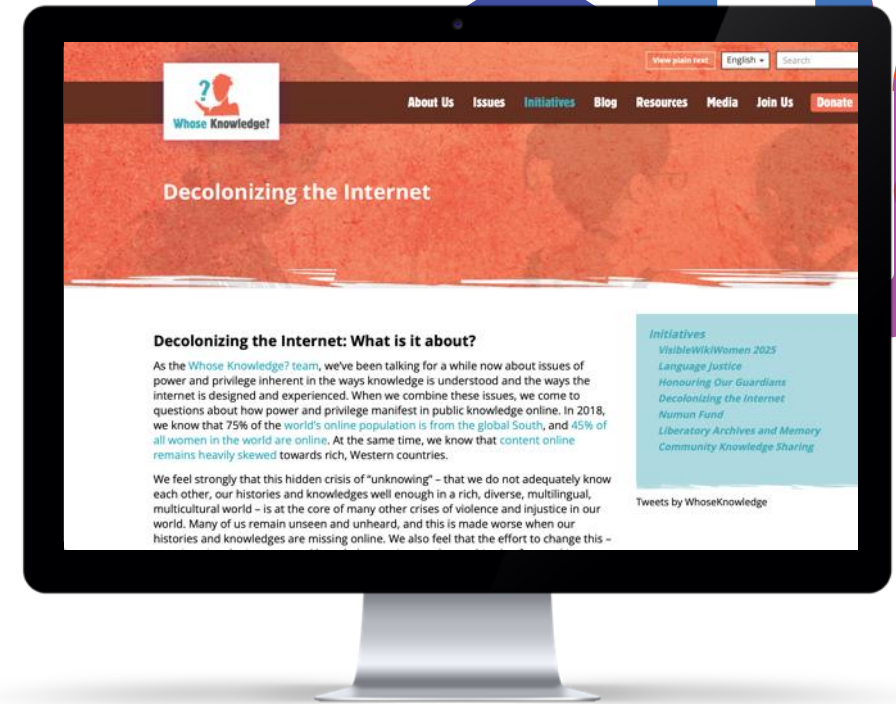
Stories for Change is an international initiative that gathers personal stories from marginalised voices across Europe and beyond, using video, photography, audio, and interactive media. The project empowers individuals to share their own experiences related to human rights issues such as discrimination, migration, gender-based violence, and social exclusion. By amplifying these diverse narratives, it promotes greater awareness, empathy, and public reflection.



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Other Examples: Decolonising the internet

Decolonising the Internet is a global campaign led by Whose Knowledge? that aims to diversify online content, particularly on platforms like Wikipedia, by encouraging underrepresented communities—especially from former colonies and marginalised ethnic groups—to contribute and edit articles. The initiative addresses the imbalance where most online knowledge is created from a Global North perspective, despite the majority of internet users being from the Global South.



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Authentic stories, lasting impact



These campaigns show that digital storytelling can drive real social transformation. When stories emerge from people's lived experiences—whether a Roma teenager in Bulgaria, a Sudanese migrant in Paris, or a climate activist in Sweden—they resonate with authenticity.

Combining these first-hand accounts with targeted tactics—short films, interactive features, hashtags and virtual events—ensures each narrative reaches and moves its audience. By upholding ethics—securing informed consent, respecting cultural nuance and avoiding sensationalism—storytellers build trust and protect dignity. This blend of genuine voices, strategic amplification and principled practice doesn't just inform; it reshapes public discourse, influences policy and empowers marginalised communities to define their own futures.

Mobilising movements through digital platforms



Focus Area 2

Social media and activism

Social media has become a key tool for modern activism, enabling individuals and organisations to mobilize support, share stories, and challenge injustices in real-time. Digital movements can leverage digital storytelling to reach global audiences and drive legislative or social reforms.



From tweets to movements: How social media fuels activism



Social media has transformed the landscape of activism. What once required physical presence, institutional backing, or mainstream media coverage can now begin with a single post, tweet, or video. Platforms like Twitter/X, Instagram, TikTok, and Facebook have become essential tools for activists and civil society actors to raise awareness, build communities, and demand accountability. At the heart of this digital activism lies storytelling—personal, powerful, and immediate.

Digital storytelling through social media makes activism more accessible and participatory. Individuals who may have once been silenced or excluded from traditional media can now share their experiences directly with a global audience. Movements gain momentum through hashtags, viral videos, and interactive campaigns that combine lived experiences with visual content and data. The speed and reach of social media allow activists to respond in real time to injustice, mobilise collective action, and shape public discourse.



Beyond the hashtag: Authentic voices in activism



However, the power of social media activism lies not only in visibility, but in its capacity to humanise structural issues. By putting names, faces, and stories to abstract injustices, digital storytelling fosters empathy and prompts civic engagement. Movements that prioritise authenticity, ethical storytelling, and community voices are often the most impactful. An example:

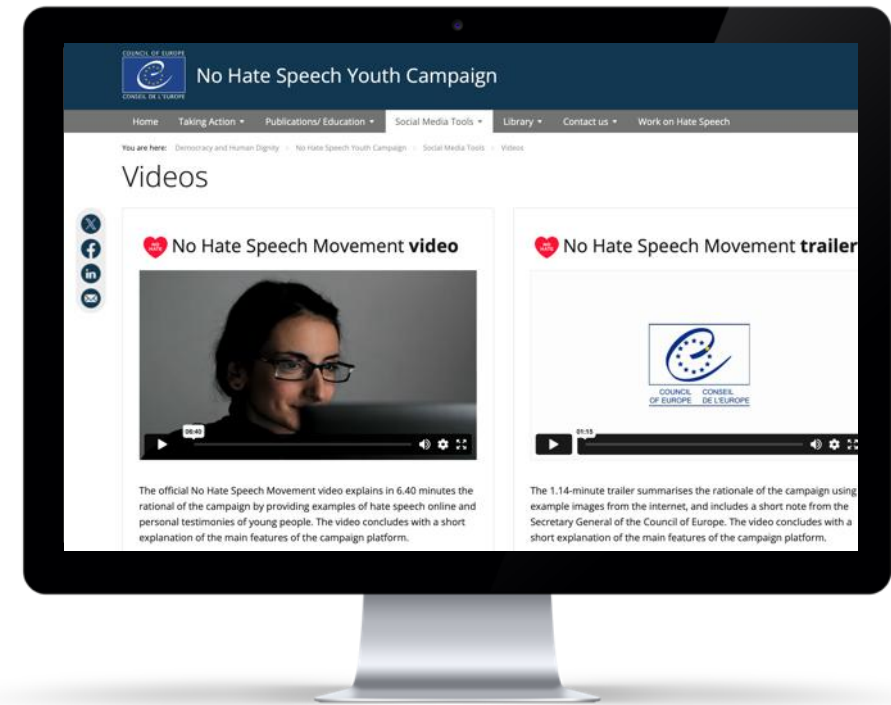
→ #WirSindMehr (Germany): In response to far-right violence in Chemnitz, artists and activists launched this hashtag, meaning "We are more," to unite against xenophobia and racism. The campaign included online storytelling, concerts, and videos that celebrated diversity and mobilised broad public support.

“No hate speech movement video”



The official No Hate Speech Movement video presents the campaign's goals through real examples of online hate speech and personal testimonies from young people across Europe.

It illustrates how digital platforms can be used not only to expose and confront hate but also to mobilise a youth-led movement for human rights and inclusion.



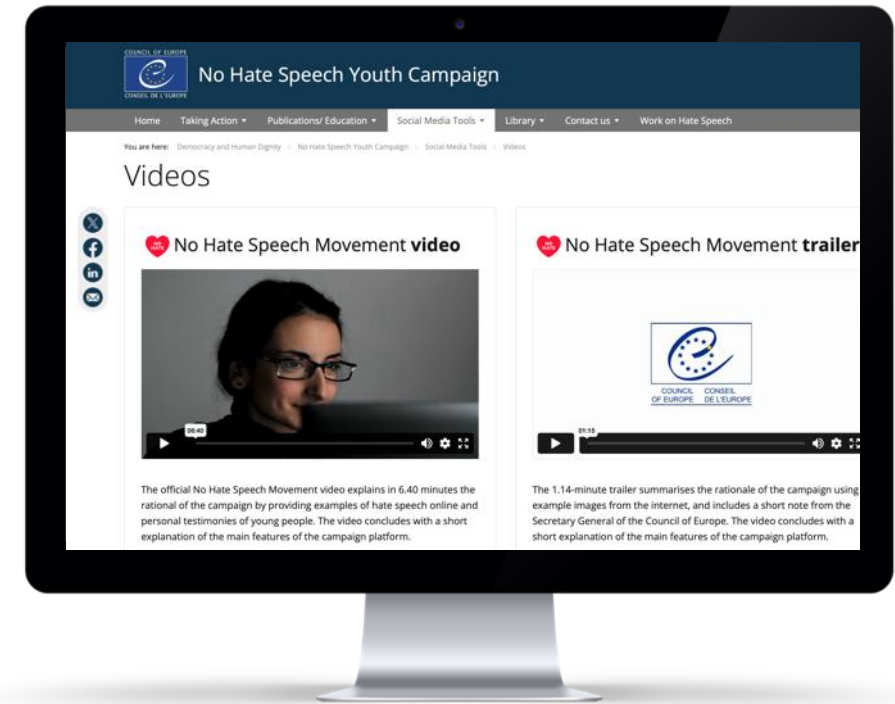
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“No hate speech movement video”



The video ends with an overview of the campaign’s online platform—highlighting its role in connecting activists, sharing resources, and encouraging participation.

This video is a powerful example of how digital storytelling can raise awareness, build solidarity, and drive collective action against online hate.



[Click To Watch](#)

Amplifying local voices through storytelling



Focus Area 3

Community
participation

Digital media enhances community participation and allows marginalised voices to tell their own stories by providing a platform to share them. Participatory storytelling is crucial to ensure authenticity and to foster agency within communities.



Co-creating change



Digital storytelling is not only a tool for awareness—it's a means of participation. When marginalized individuals and communities are given the tools and platforms to tell their own stories, digital media becomes a powerful space for agency, authenticity, and self-representation. Participatory storytelling shifts the narrative power away from external gatekeepers and toward those with lived experience, enabling communities to define their own identities and advocate for change on their own terms.

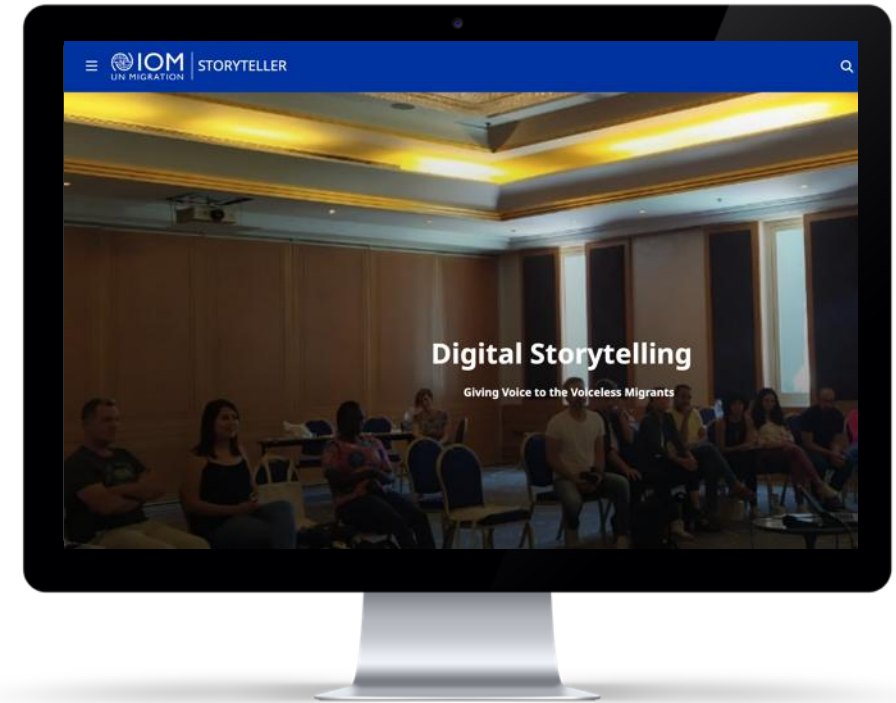
Unlike top-down communication models, participatory storytelling is rooted in collaboration and co-creation. It values the storyteller not merely as a subject, but as an active agent in the narrative process. This approach fosters dignity, builds confidence, and helps bridge the gap between underrepresented communities and broader public discourse. It also disrupts harmful stereotypes by offering multi-dimensional, nuanced portrayals of experiences often reduced to headlines or statistics.

The Voice of Young Roma – Change Begins With Us!




Digital tools—from smartphones to editing software to social media platforms—have made it more accessible than ever for communities to share their voices with the world. When combined with training, mentorship, and ethical guidance, these tools can unlock new forms of civic engagement and social transformation. An example:

The Voice of Young Roma – Change Begins With Us!



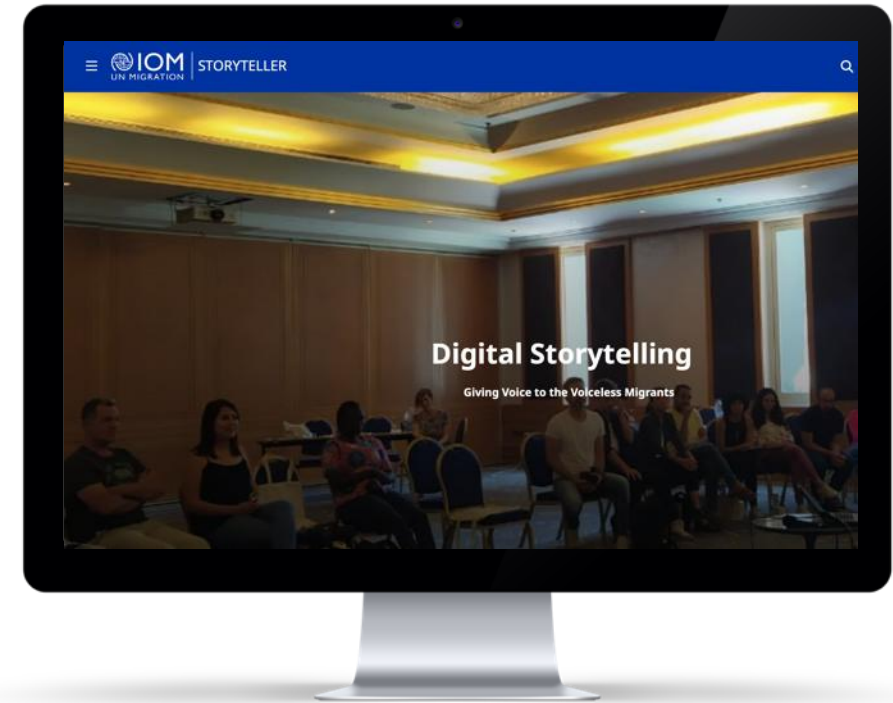
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The Voice of Young Roma – Change Begins With Us!



The **Migrant Voice** initiative empowers migrants and refugees to take control of their narratives by training them in **digital storytelling techniques**.

Participants learn how to capture, edit, and share their personal stories—on their own terms. Through these stories, they **advocate for their rights**, challenge harmful narratives, and contribute meaningfully to public dialogue.



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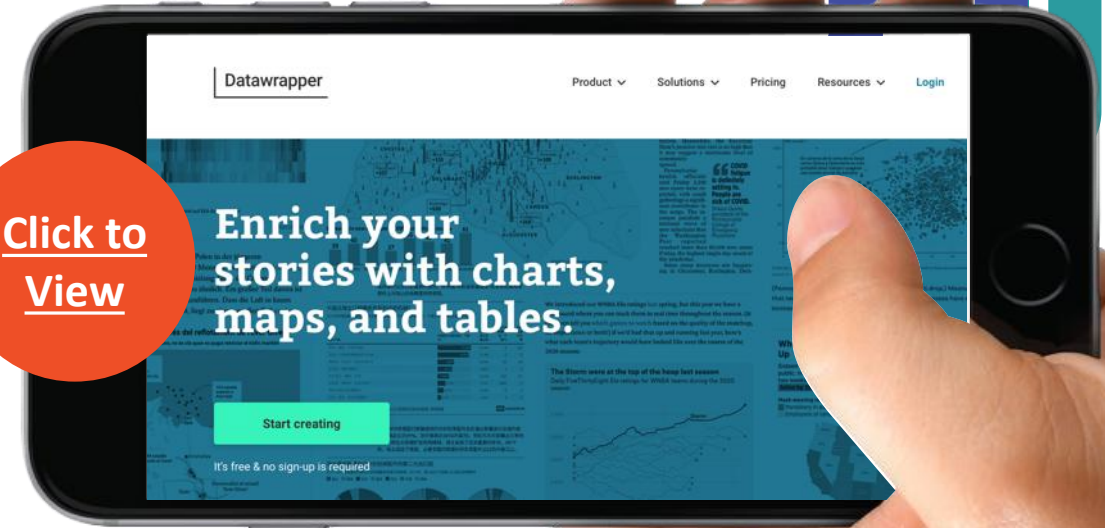
Digital Tools:

Datawrapper

Datawrapper

Datawrapper is an intuitive online tool that enables users to create clear, visually engaging charts, maps, and tables without any coding. It allows to present the data in accessible, compelling formats—amplifying local voices through evidence-based narratives, by three steps:

[Click to View](#)



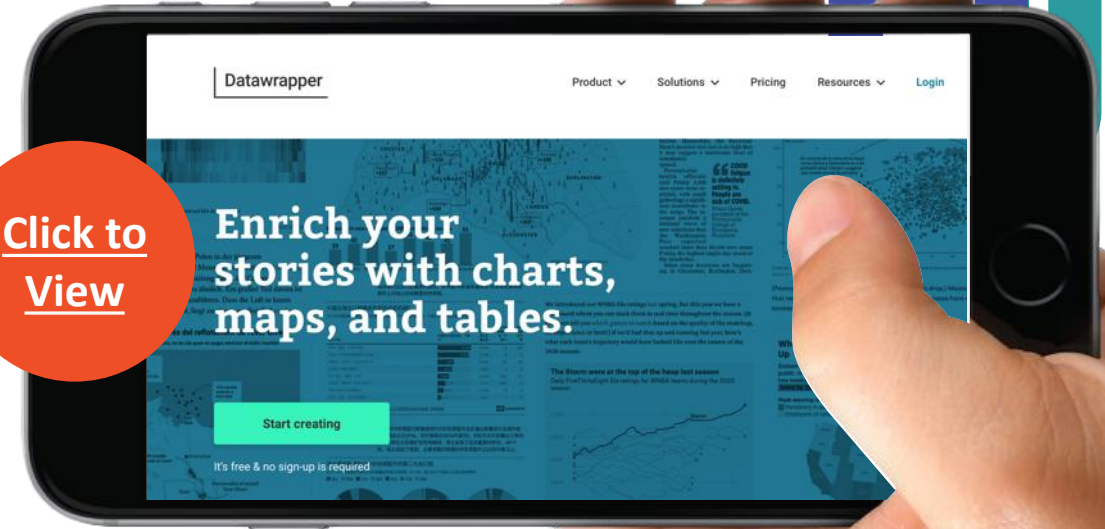
<https://www.datawrapper.de>

Digital Tools:

Datawrapper

- 1 **Copy & Paste** your data from the web, Excel, or Google Sheets. Or upload CSV/XLS files or link to a URL or Google Sheet for live-updating charts.
- 2 **Edit** your chart. Choose from many chart and map types with one click. Then customize and annotate your chart to make it more effective.
- 3 **Embed or download.**

[Click to View](#)



<https://www.datawrapper.de>



Focus Area 4

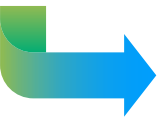
Measuring impact

Evaluating engagement, influence on public policy and audience responses

To ensure that digital storytelling initiatives are effective, organisations must measure their impact. This includes assessing audience reach, engagement levels, and tangible policy changes influenced by digital campaigns.



Measuring the impact of digital storytelling



For digital storytelling to truly drive social change, it must go beyond compelling narratives—it must also be measurable. Evaluating the impact of storytelling initiatives helps organizations understand what works, refine their strategies, and ensure accountability. It also demonstrates to funders, stakeholders, and communities that their efforts are translating into real-world outcomes.



Measuring impact in digital storytelling involves a combination of qualitative and quantitative approaches.



Key Indicators



- ➔ **Audience reach and engagement:** Metrics such as views, shares, comments, and click-through rates reveal how far a story travels and how people interact with it.
- ➔ **Sentiment analysis and discourse shifts:** Monitoring public conversation, media coverage, and comment sentiment helps assess whether the story is influencing attitudes or changing narratives.
- ➔ **Community feedback:** Gathering responses from those featured or affected by the campaign ensures the storytelling remains ethical, respectful, and aligned with community goals.
- ➔ **Policy influence and structural change:** Evidence of legislative debate, institutional reforms, or new funding allocations linked to campaign efforts marks deeper, systemic impact.

Digital Action Lab (CIVICUS)

Effective impact measurement helps distinguish between visibility and influence—recognising that a viral post is not the same as meaningful change. It also encourages continuous learning, allowing digital storytellers to iterate, adapt, and grow their advocacy.



Digital Action Lab (CIVICUS)


This initiative provides organisations with tools and frameworks to measure the effectiveness of online activism.



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Digital Action Lab (CIVICUS)



By analysing data such as engagement metrics, message resonance, and policy outcomes, the Lab helps campaigners strengthen their digital strategies and make informed decisions.

Ultimately, measuring impact allows digital storytelling to evolve from awareness-raising into a sustained force for social justice—ensuring that powerful stories lead to powerful change.



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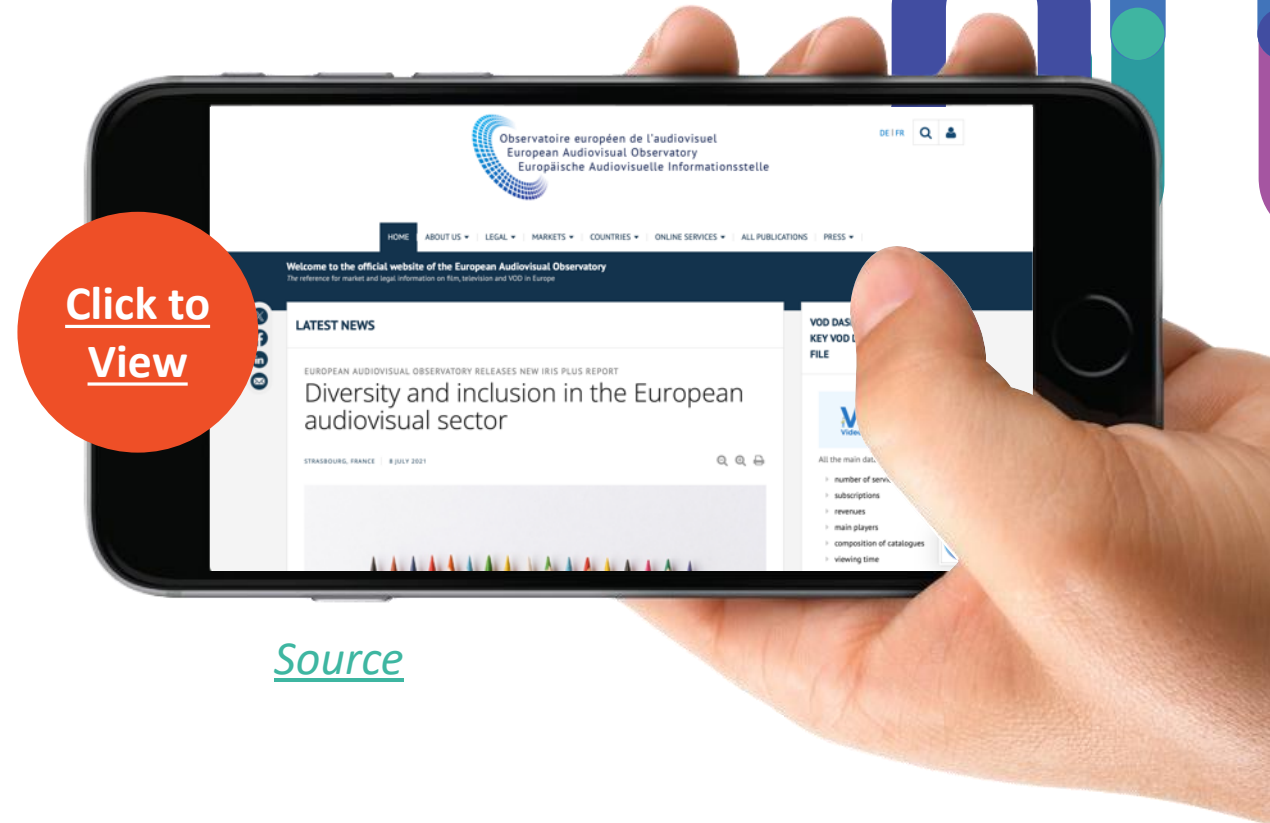
Additional Resource

Article



The State of Diversity in European Digital Media

Council of Europe report examining diversity and inclusion in the audiovisual sector.



[Source](#)

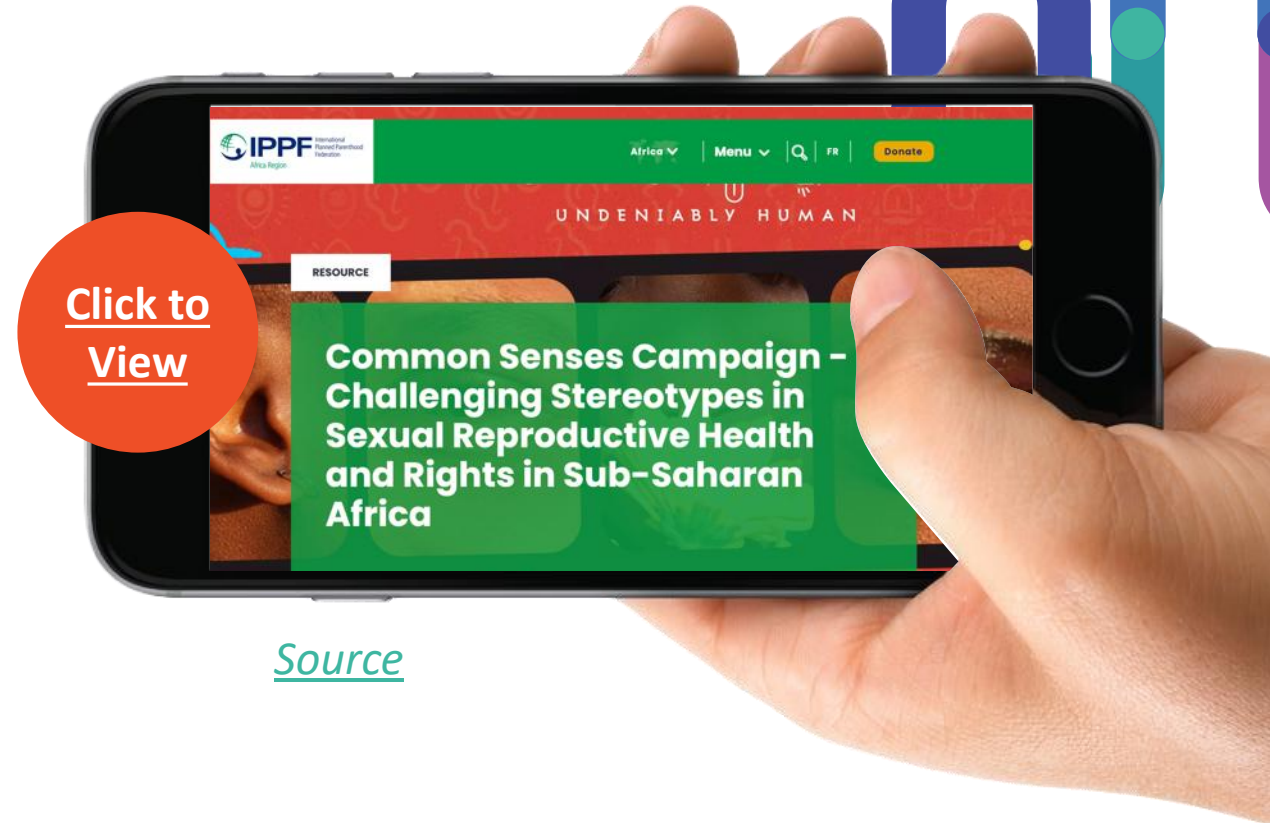
Additional Resource

Interview



Common Senses Campaign Panel

Activists discuss using digital media to challenge stereotypes on gender, disability, and health rights.



Source

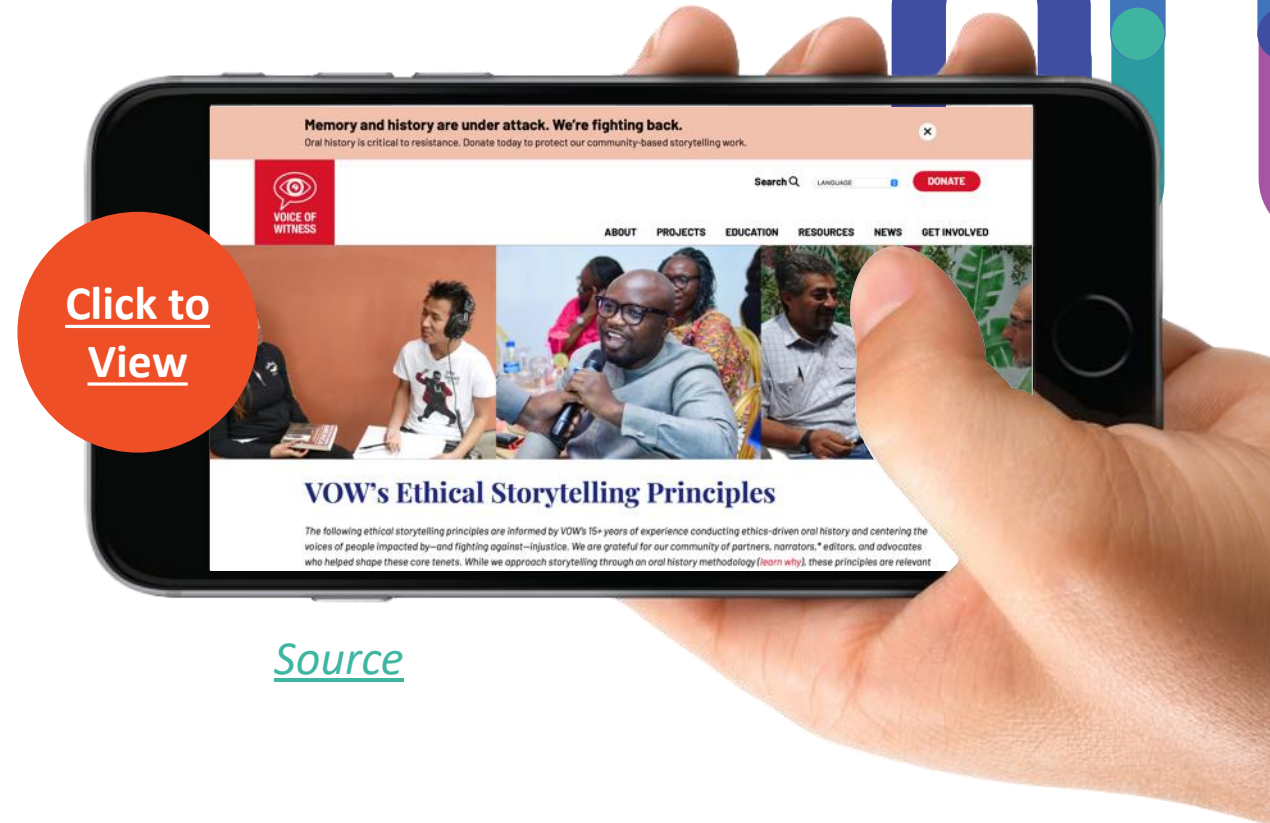
Additional Resource

Guide



Ethical Storytelling Principles

Outlines principles for ethical storytelling centered on dignity and empathy.



[Source](#)

Additional Resource

Toolkit



[Microsoft Inclusive Design Toolkit](#)

Provides principles and activities to create inclusive digital experiences.



[Source](#)

Topic 4

Cultural preservation in
the digital era:
Safeguarding heritage and
indigenous voices



Overview

Cultural preservation in
the digital era:
Safeguarding heritage
and indigenous voices

This section discusses the role of digital archiving, cultural storytelling, and online platforms in safeguarding Europe's rich heritage.



4 Focus Areas

1 AI, VR and online platforms for documenting cultural traditions

Ensuring respectful and community-led representation 2

3 Addressing accessibility, ownership and the digital divide

Examining European initiatives for protecting cultural heritage 4



Key Definitions



1

Digital heritage archiving: Leveraging technology to record and preserve cultural traditions.

2

Ethical storytelling in cultural narratives: Ensuring accurate, respectful and community-driven representation of heritage.

3

Community-led narratives: Initiatives where local communities control how their cultural stories are collected and shared.

A man with long hair and a beard, wearing a plaid shirt, is holding a smartphone in front of a ring light. He is looking at the phone's screen, which shows a close-up of the phone's camera lens. The background is a wooden wall.

AI, VR and online platforms for documenting cultural traditions

Focus Area 1

Digital tools for heritage

New technologies like artificial intelligence, virtual reality, and digital archives are playing a crucial role in preserving cultural heritage. These tools allow communities to document and share their traditions in innovative ways.





Digital tools for cultural preservation

➔ Digital innovation is transforming how we preserve and engage with cultural heritage. Tools like AI, virtual reality (VR), and online platforms allow communities and educators to document and share traditions with greater access and depth. They help protect intangible heritage—such as oral histories, rituals, and languages—while offering immersive ways to connect with the past.

➔ AI can revive endangered languages, restore documents, and uncover forgotten stories. VR enables exploration of historical sites and events from anywhere, adding emotional and sensory richness. Digital archives centralise materials and give communities more control over how their heritage is shared.

➔ By making culture more interactive and inclusive, these technologies foster education, knowledge exchange, and intercultural dialogue. Digital storytelling becomes a living bridge between generations—honouring the past while shaping the future.

Social Media Activism in Underrepresented Communities: a Case Study of Indigenous Narratives



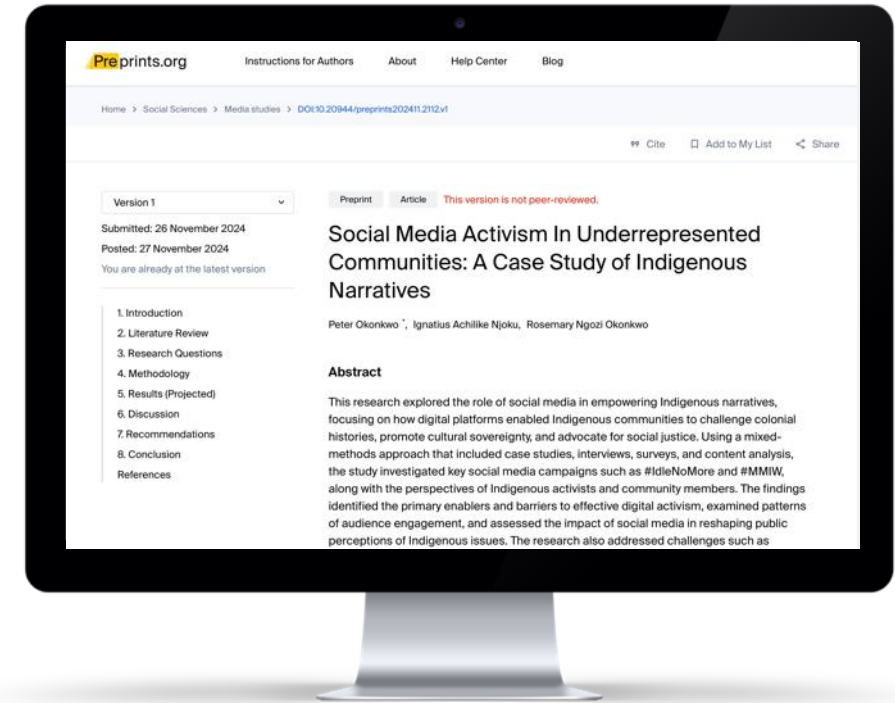
This study explores how social media empowers Indigenous communities to document cultural traditions, challenge colonial histories, and promote cultural sovereignty. Focusing on campaigns like #IdleNoMore and #MMIW, it highlights how digital platforms amplify Indigenous voices and advocate for social justice.

Home > Social Sciences > Media studies > DOI:10.20944/preprints202411.2112.v1

Preprint Article


Social Media Activism In Underrepresented Communities: A Case Study of Indigenous Narratives

 Peter Okonkwo *, Ignatius Achilike Njoku, Rosemary Ngozi Okonkwo

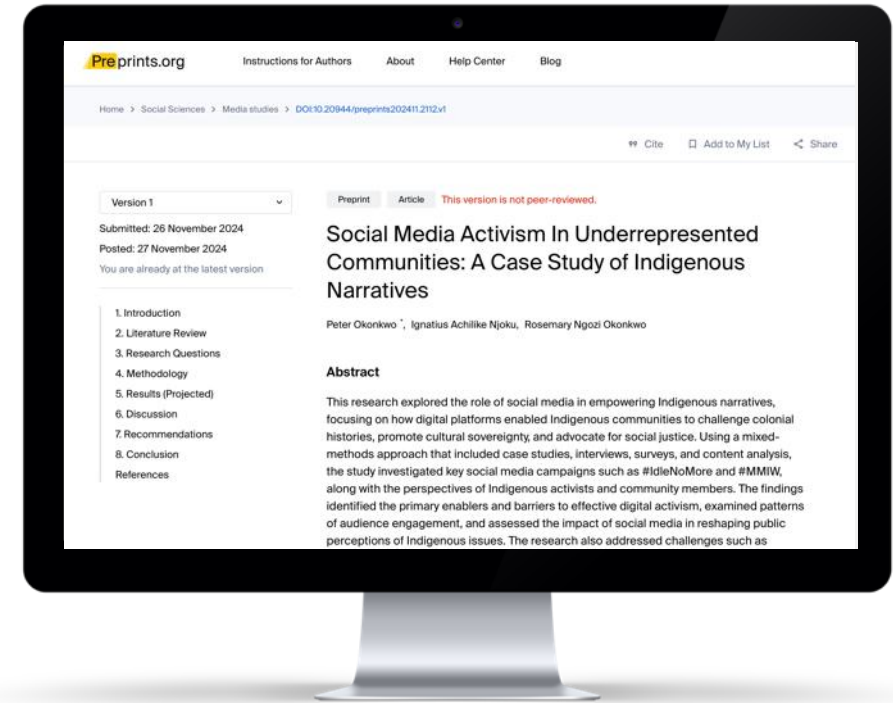


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Social Media Activism in Underrepresented Communities: a Case Study of Indigenous Narratives



Using interviews, surveys, and content analysis, the research identifies key enablers and barriers—such as algorithmic bias, the digital divide, and cyber harassment—that impact online activism. It offers recommendations to improve digital tools and platforms, emphasising social media’s transformative role in reshaping public perceptions and fostering inclusive digital spaces for Indigenous cultural preservation and activism.



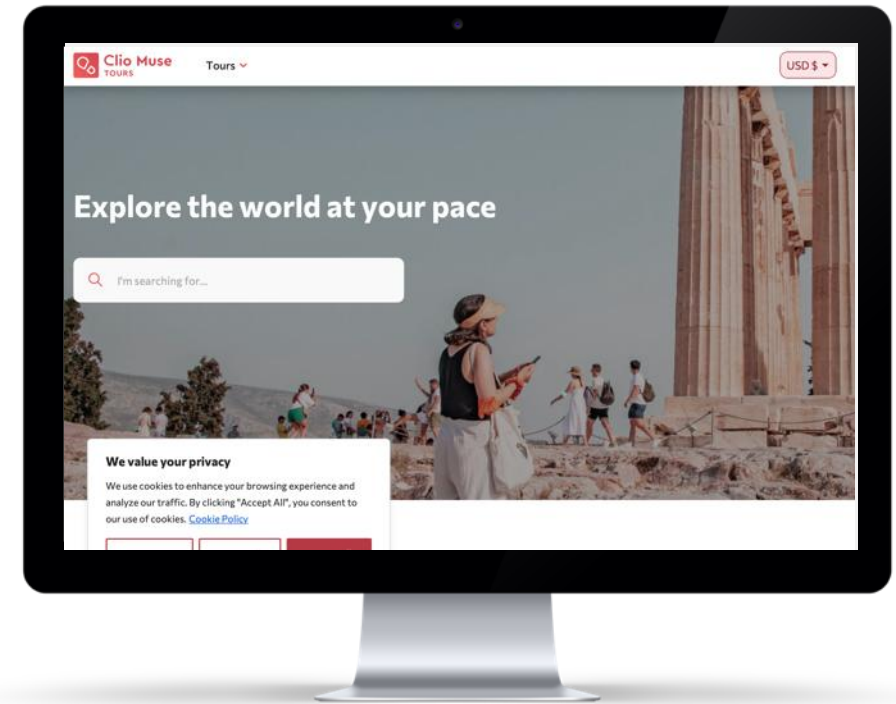
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Clio Muse



Clio Muse is a digital platform offering immersive, self-guided tours designed to preserve and promote cultural heritage. Through audio narration, 360° images, and curated storytelling, users can explore historical sites and museums—from anywhere in the world.

Founded in 2014, Clio Muse has developed over 450 digital tours across 35+ countries, in collaboration with cultural institutions, museums, and tour guides. The platform combines technology with expert knowledge to make culture accessible, engaging, and globally shareable.



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Ensuring respectful and community-led representation

Focus Area 2

Cultural storytelling

Cultural storytelling should be driven by the communities it represents, ensuring that traditions and histories are documented accurately and respectfully. For too long, cultural narratives have been shaped by outsiders, often leading to misrepresentation, appropriation, or loss of agency for the communities being depicted. Ensuring that communities retain authority over their own narratives fosters both cultural preservation and ethical representation.





Empowering communities to share their own narratives



Cultural storytelling is essential for preserving identity, memory, and tradition—but it must be respectful and community-led. For too long, narratives about indigenous and marginalised cultures have been shaped by outsiders, often leading to distortion or erasure. True preservation starts with communities telling their own stories, in their own voices.

When storytelling is community-driven, it ensures authenticity, guards against misrepresentation, and reflects lived realities. Ethical practice involves attention to language, consent, context, and intergenerational knowledge. It strengthens identity, fosters pride, and builds cultural understanding.

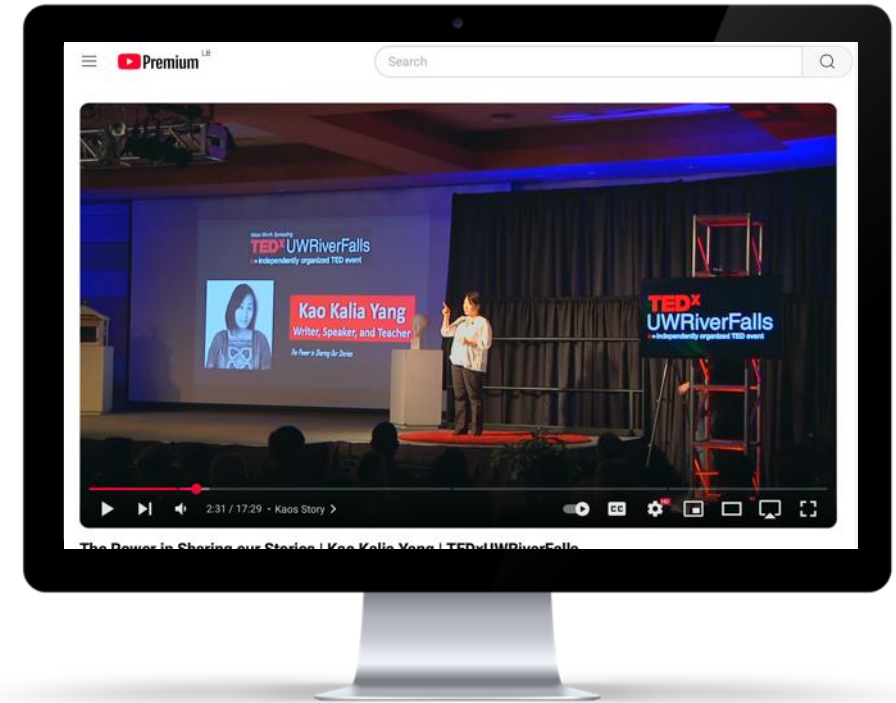
Digital tools can enhance this process—but only if they centre the storytellers' agency, respect local knowledge and intellectual property, and prioritise co-creation over representation.

“The power in sharing our stories”



In this powerful talk, **Kao Kalia Yang**, a Hmong-American writer born in a Thai refugee camp after her family fled the Secret War in Laos, reflects on how storytelling became a way to reclaim her voice, history, and identity.

After spending the first six years of her life in refugee camps, Yang came to America with a story shaped by war, love, and survival—one rarely taught in history books. Her message highlights the importance of storytelling for displaced and marginalized communities seeking to be seen, heard, and remembered.



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Addressing accessibility, ownership and the digital divide

Focus Area 3

Challenges in digital preservation

Despite the benefits of digital heritage preservation, challenges remain, including ensuring access for marginalised communities, protecting cultural intellectual property, and overcoming technological barriers.





Equity, ownership, and sustainability in digital heritage



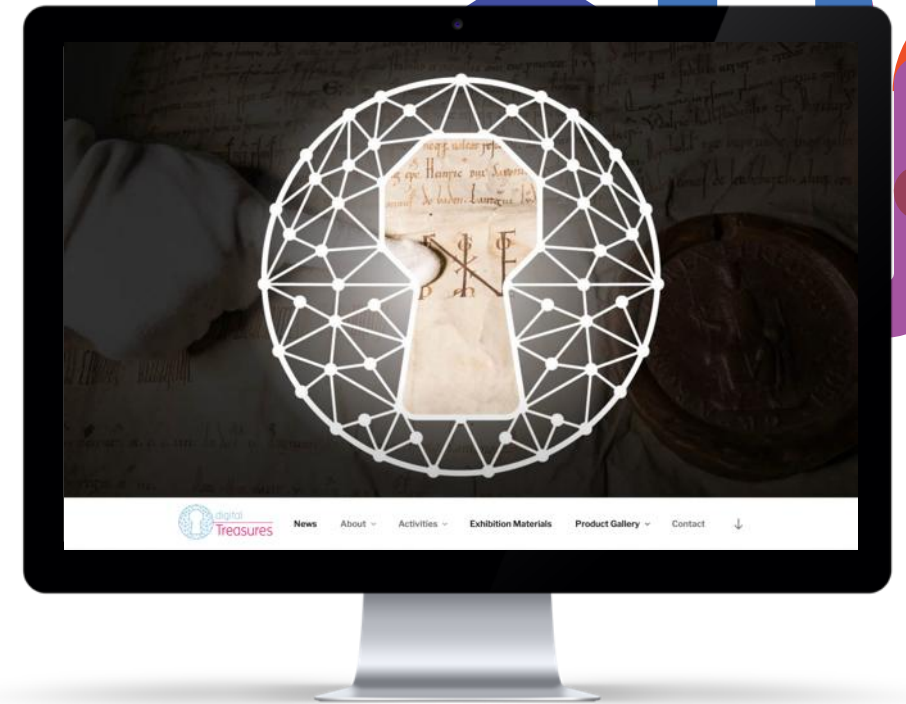
While digital tools have revolutionised cultural heritage preservation, they also present challenges. Ensuring equitable access is critical, especially for marginalized communities facing barriers like infrastructure, language, and cost. The digital divide can limit who benefits from preservation efforts.

Cultural ownership is another concern. As traditions and histories are digitised, questions arise about who controls this content and how it's used. Without safeguards, digitization risks exploitation and the loss of community control. Protecting intellectual property rights is essential.

Additionally, digital archives face sustainability issues. Obsolete formats, server failures, and data loss are risks if not properly managed. Preservation requires ongoing investment and collaboration to protect both the materials and their cultural meaning.

Case Study: Digital Treasures

European Digital Treasures is a project that explores how digitised archival content can become economically sustainable through new business models, interactive products, and cross-sector collaborations. It connects archives with industries like serious gaming and merchandising to make cultural heritage more engaging and accessible.

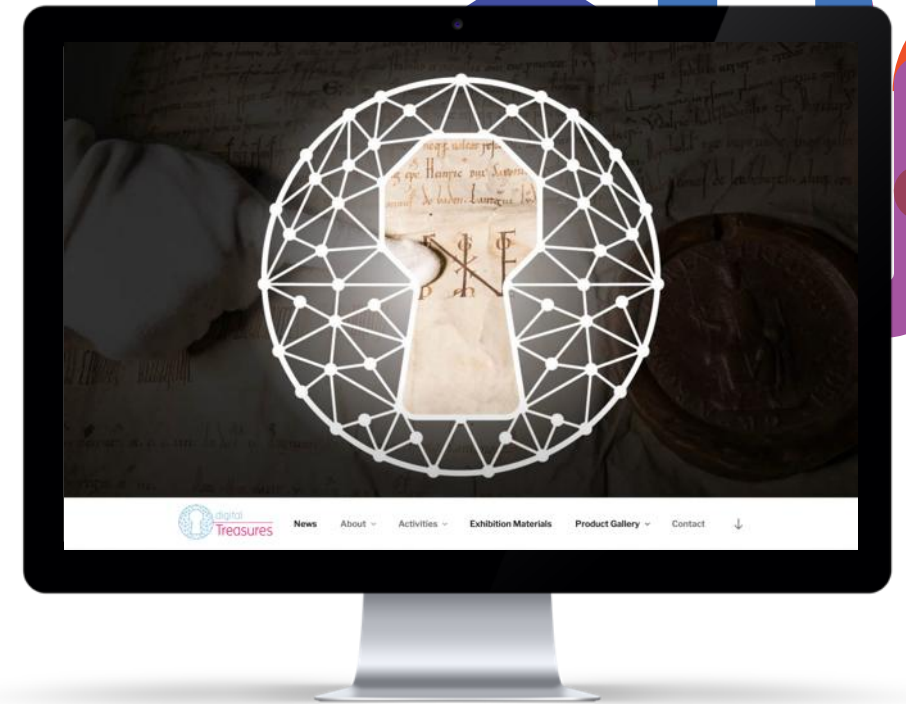


[Digital Treasures](#)

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Case Study: Digital Treasures

The project also focuses on reaching **new audiences**, from young people to older generations, through apps, video games, exhibitions, and tailored training. By combining historical documents with storytelling and technology, Digital Treasures helps archives stay relevant, inclusive, and impactful in the digital age.



[Digital Treasures](#)

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Focus Area 4

Policy and
Institutional support

Examining European initiatives for protecting cultural heritage

Governments and institutions play a key role in funding and supporting digital heritage projects, ensuring that cultural diversity is preserved in an era of rapid digital transformation.





Policy and partnerships in the digital era



European governments and institutions recognise the importance of supporting cultural heritage preservation amidst digital transformation. Policy frameworks, funding, and collaborations are crucial to ensuring the traditions of marginalized communities are preserved in digital spaces.

By backing digital initiatives, institutions help maintain the accessibility, ethical integrity, and inclusiveness of heritage preservation. Policy sets standards for collecting, storing, and sharing cultural content, while promoting innovation through partnerships with creative and tech sectors.

These initiatives aim to make Europe's cultural wealth accessible to diverse audiences, respecting local contexts and encouraging community participation. They also promote intercultural dialogue, support creative industries, and boost education and tourism by making heritage more interactive.

Case Study: Creative Europe

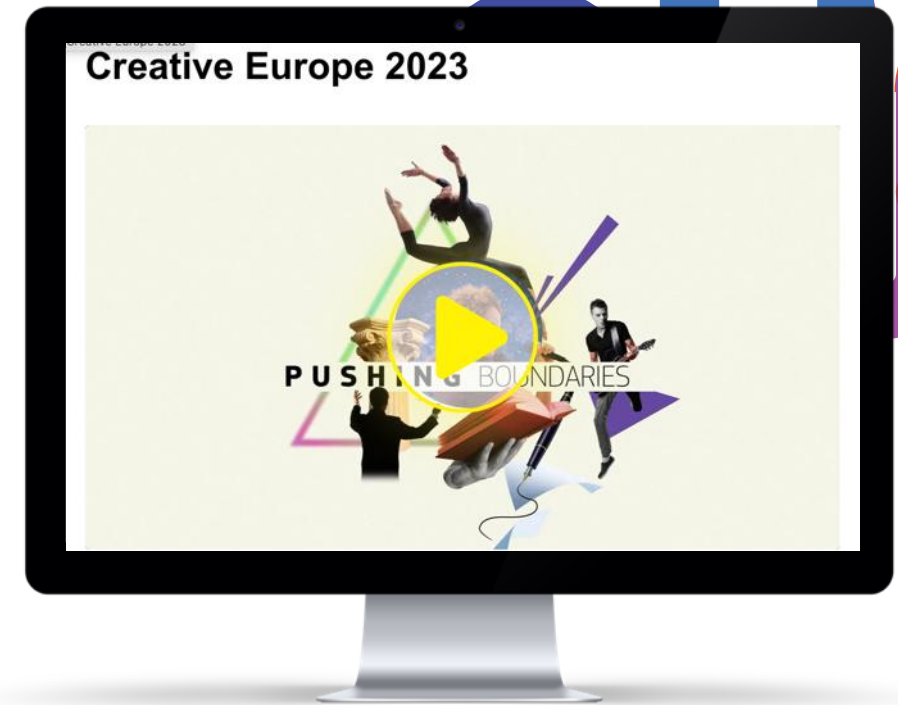
Creative Europe is the EU's flagship programme for the cultural and creative sectors, designed to promote cultural diversity, linguistic heritage, and the economic potential of the arts—especially in the digital and audiovisual fields. It funds cross-border collaboration, digital innovation, and inclusive storytelling across Europe.



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Case Study: Creative Europe

The programme supports projects in three key areas: collaborative productions (like digital exhibitions, films, and VR experiences), digitisation and archiving of cultural materials, and innovative storytelling that reflects Europe's diverse voices. With a focus on digital transformation, inclusion, and sustainability, Creative Europe plays a vital role in the recovery and future of the cultural sector.



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Additional Resource

Article



Exploring the Importance of Digital Media Authenticity in Cultural Heritage

Discusses the significance of authentic digitalisation in preserving cultural heritage.

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[Source](#)

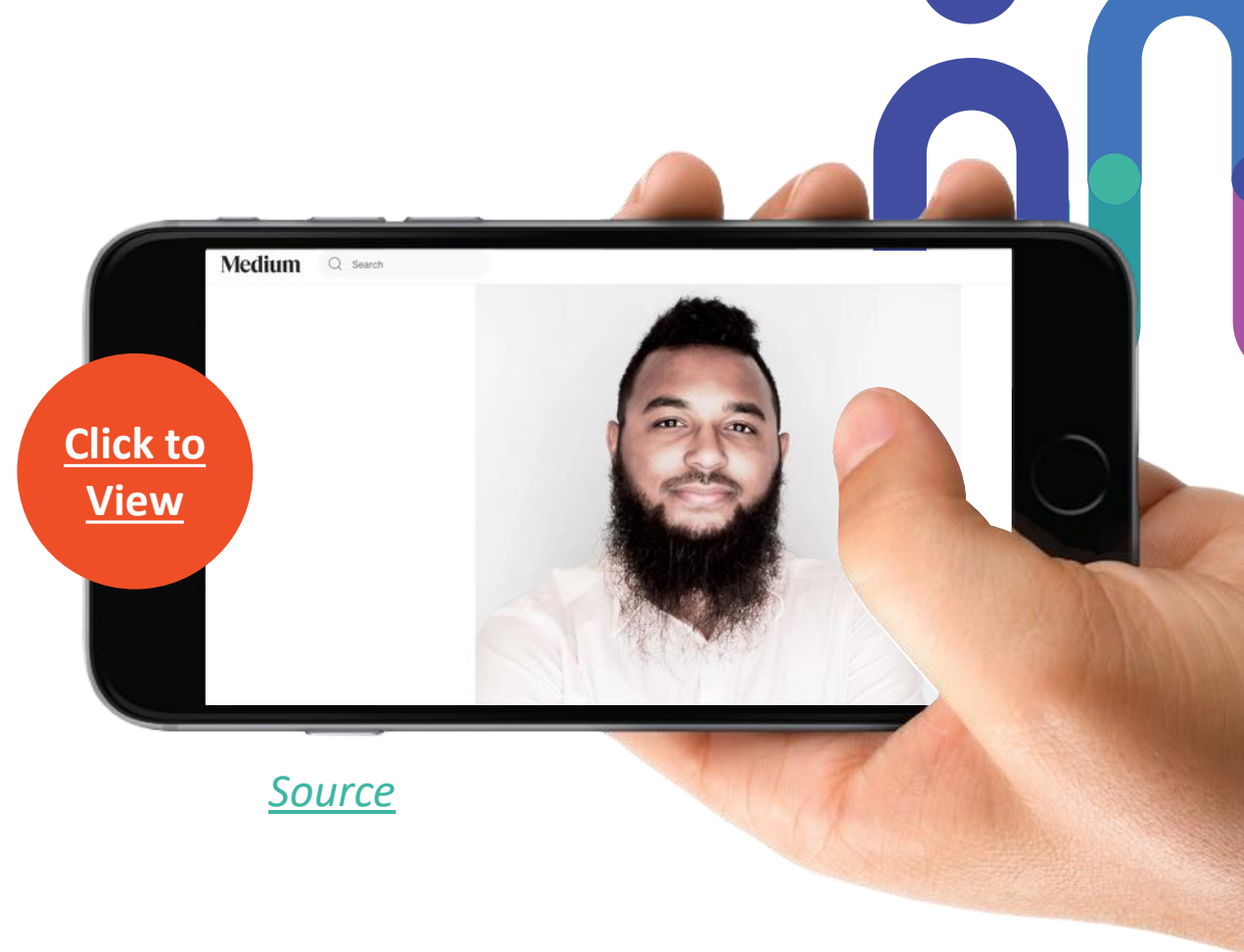
Additional Resource

Interview

Towards Preserving Digital Culture: An interview with Kenneth Seals- Nutt

[“Towards preserving digital culture”](#)

Scholars discuss digital sovereignty and ethical frameworks for cultural archives.



[Source](#)

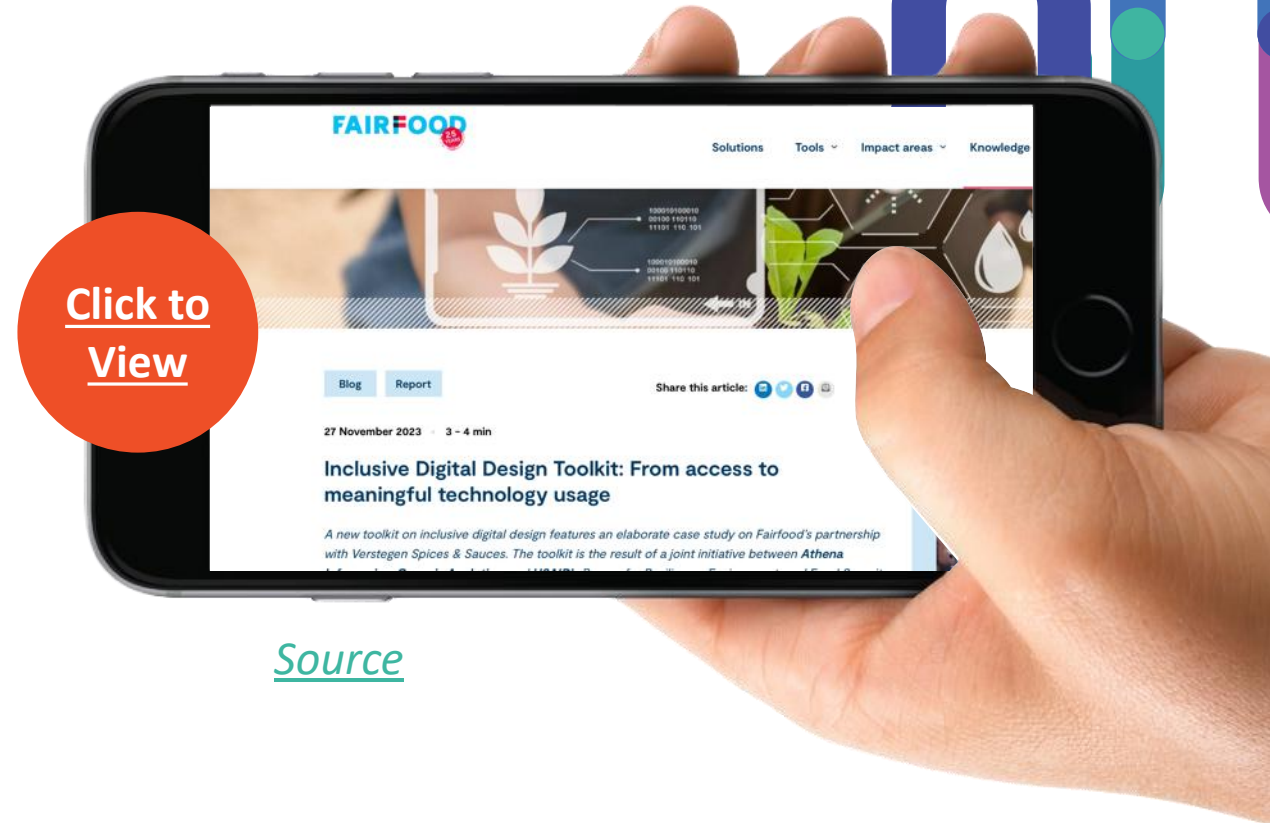
Additional Resource

Guide



Inclusive Digital Design Toolkit (Fairfood)

Offers practical guidance for inclusive digital design in cultural contexts.



Source

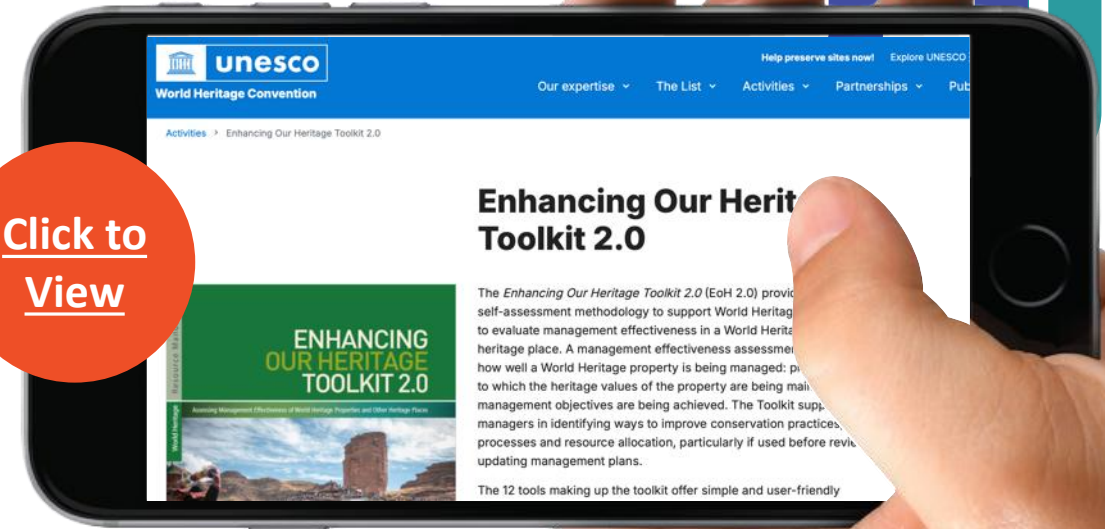
Additional Resource

Toolkit



Enhancing Our Heritage Toolkit 2.0

A self-assessment methodology to support World Heritage managers in evaluating management effectiveness.



Source

Conclusions

Let's make a recap!





Conclusions



1

Digital storytelling for social change

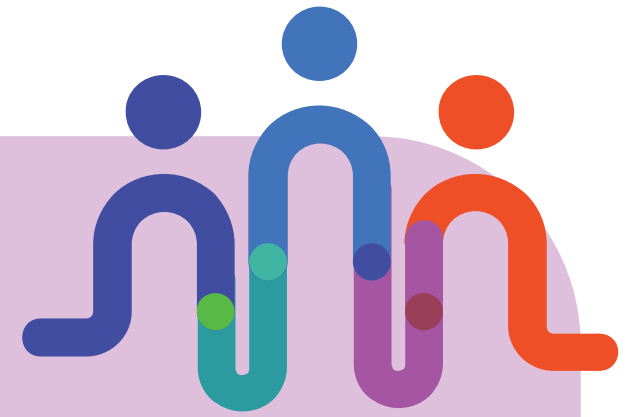
→ **Strategic storytelling** can drive social change, influence policy, and mobilise communities.

→ **Effective campaigns** combine:

- Personal testimonies + verified data + creative formats
- Cross-platform reach + participatory design
- Clear advocacy goals + ethical foundations



Conclusions



➔ **Social media** has democratised activism—enabling individuals and grassroots groups to bypass traditional gatekeepers and connect globally in real time.

➔ **Participatory storytelling models** place narrative control in the hands of the communities affected.

➔ **Measuring impact**—through reach, engagement, discourse shifts, and policy outcomes—ensures campaigns evolve and remain accountable.



Conclusions

2

Cultural preservation in the digital era

➔ **Digital tools like AI, VR, and interactive archives** offer new ways to document and celebrate cultural traditions, languages, and memory.

➔ **True preservation goes beyond digitisation**—it requires that communities maintain ownership, agency, and control over how their heritage is represented and accessed





Conclusions

- ➔ **Community-led storytelling** protects against appropriation, distortion, and exploitation, fostering cultural pride and intergenerational learning.
- ➔ **Cultural storytelling must be:** ethical (respecting context, consent and rights), inclusive (involving local voices) and sustainable (ensuring long-term access and community benefit).
- ➔ **Institutional support** and **policy funding** are vital to ensure that digital heritage is preserved with care, integrity, and justice.



Final exercises

Let's test your knowledge!





Exercise 3

In teams, design a **micro social media campaign** (3–5 digital assets) around a local social justice topic (e.g. Roma youth visibility, anti-racism, refugee rights). Ground your work in participatory storytelling principles.



Instructions:

- 1 Choose a social issue** relevant to your context and affected community (e.g. discrimination against Roma youth, access to education for migrants, local climate justice, etc.).
- 2 Define the campaign objective:** What specific change are you advocating for?, Who do you want to reach (target audience)?
- 3 Build your core narrative.** Include both personal stories (e.g. quotes, testimonials) and data or facts to support your message. Ensure the tone is empowering, not victimising.



Exercise 3

4

Choose your platform strategy. Decide which platforms you will use (Instagram, TikTok, Twitter/X, Facebook, etc.) and why. Think about format (e.g. reels, memes, short videos, infographics).

5

Design 3–5 social media assets. Use inclusive visuals, accessible design, and ethical storytelling principles.

6

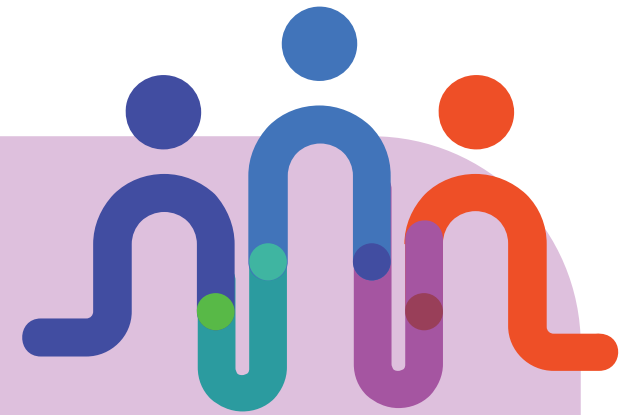
Set your impact goals. Define how you'll measure engagement and real-world impact. Suggested metrics: shares, comments, hashtag use, offline participation, etc.)

7

Include a community involvement plan. How will you co-create or consult with the community most affected? Will you include their voices directly? (e.g. interviews, visuals, quotes)



Exercise 4



Create a 3–5 minute podcast episode featuring an interview with someone from your community about a cultural tradition, local landmark, or community memory that deserves to be preserved or shared.



Instructions:

- 1 Choose a topic or person.** Identify a local tradition, community practice, landmark, or story worth preserving. Find a person (e.g. elder, artist, community leader) who can speak about it from personal experience.
- 2 Prepare the interview.** Draft a simple informed consent form explaining how the story will be used. Write 5–7 open-ended questions to guide the interview (e.g., “What does this tradition mean to you?” “How has this story been passed down?”).



Exercise 4



3

Record the interview. Use a smartphone, USB mic, or basic audio recorder. Ensure the sound is clear and the environment is quiet.

4

Add narrative context. Write and record a short intro and outro (1–2 sentences each) that explain: Why this story matters. What you learned from it.

5

Edit your audio. Use free software (e.g. Audacity, GarageBand) to trim, balance volume, and create a smooth flow. Keep it concise (3–5 minutes total).

Module 6: Inclusive Storytelling: Amplifying diverse voices in the digital space

You have completed **Part 2**
**Digital storytelling for social changes media
and cultural heritage**

Next is **Module 7 - Focus Area 1**

XXX

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