

Interreg
North Sea



Co-funded by
the European Union

STORYTELLING TEMPLATE

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Photo by Mike Murray, CC, Pexels

HOW TO USE



Each slide has an explanation on the top and examples on the left.

Keep the text to a minimum.

The beginning of your sentence should logically connect to the end of the previous sentence.

Use examples and testimonials.

Write for a specific audience.

Use plain language.

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1. CONTEXT

In 1 or 2 sentences explain what is the field, region, or topic this story will cover – big picture.

Examples:

- a) Solar energy is mostly a luxury in remote mountain villages in Bulgaria.
- b) Urban flooding had become a yearly disaster for cities along the Rhine.
- c) The rich cultural heritage of the Baltic Sea region faces growing neglect.

You text:

Lorem ipsum ...

2. PROBLEM

Briefly explain the key problem your project addresses
– narrow down on a specific issue.

Examples:

- a) These communities struggled with energy poverty, relying on outdated and inefficient systems.
- b) Cities lacked the green infrastructure needed to cope with heavy rainfall and protect homes and businesses.
- c) Traditional crafts and folklore were at risk of being forgotten as generations moved to cities for work.

You text:

Lorem ipsum ...

3. SOLUTION

Present the main approach or strategy behind your project. It has to directly address the problem. This section can repeat, to explain how it works.

Examples:

- a) So, we launched a project to equip rural homes with solar panels and modern batteries with large capacity.
- b) So, we brought together city planners, ecologists, and engineers to design green corridors and flood basins.
- c) So, we created an online platform that connects artisans with buyers in the region and even on the international market.

You text:

Lorem ipsum ...

4. PROOF

Show your results in clear, measurable terms. This section can be repeated if needed, to highlight different aspects of your project's success.

Examples:

- a) Now over 100 families have reliable, clean energy, reducing their energy bills by 60%.
- b) Cities that implemented the project have seen flood damage reduced by 50% in just three years.
- c) More than 300 artisans have found new markets for their work, increasing their income by 20%.

You text:

Lorem ipsum ...

5. IMPACT, VISION & BRAND

Describe the lasting impact of your project, your future goals, and include a strong call to action. This is your chance to inspire your audience. Finish with logo/brand.

Examples:

- a) We believe every community deserves a bright, sustainable future. Join us in making this vision a reality.
- b) Help us transform our cities into thriving, climate-resilient ecosystems.
- c) Be a part of preserving our shared cultural heritage for generations to come.

You text:

Lorem ipsum ...

TITLE

Choose a short, impactful title for your story.

Examples:

- a) Power to the peaks
- b) Turning the tide
- c) Threads of tradition

You text:

Lorem ipsum ...