

# LONG STORY CUT SHORT

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The Interreg CENTRAL EUROPE  
project story contest

March 2021

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## We all love stories!

At Interreg CENTRAL EUROPE we believe that in your projects you all have great stories to tell. But not all of these reach us here in Vienna. So how could we change that? What could you do?

### Take part in our story competition!

This story contest is open

- To all funded Interreg CENTRAL EUROPE projects
- Between 15 March until 31 May 2021.

All entries must be submitted by 31 May 2021.

Please submit your project stories to [info@interreg-central.eu](mailto:info@interreg-central.eu). Do not forget to mention your full name and name of your project! Often the story is there only if you talk to people and ask the right questions. Get in touch with your project partners and craft your stories together! Feel free to submit more stories you have coordinated within your partnerships.

### What is in it for you?

A jury will select the Top 5 stories to award the following prizes:

- ✓ Communication training on digital storytelling +
- ✓ Become the editor of our programme social media accounts for a day and reach out to thousands of relevant cooperation stakeholders

### And what happens with the other stories?

They will not be forgotten. We plan to eventually publish all relevant project stories that we receive on the #cooperationiscentral blog and to use them in our future communications.

### How will we select the winners?

A programme internal expert jury with both a communications and project management background will assess all entries. The jury will pay special attention on how the story is told. Amongst others, the jury will assess the following elements:

- ✓ Is the story easy to follow for someone who does not know the project?
- ✓ Does the story provide information on the project context (background and challenges)?
- ✓ Does the story feature a unique solution (output/result) and does it explain how this solution helps central European cities and regions to become better places?
- ✓ Is there a personal dimension to the story?

### **Structure is key to a great story!**

To support you in structuring your story better from the beginning, we have developed a simple-to-use story generator. It will frame your story and give it the right twist to be a winner!

[Download the story generator here](#). It is a prototype, so feel free to provide us with feedback how it worked for you. In case of questions, do not hesitate to get in touch with us at [info@interreg-central.eu](mailto:info@interreg-central.eu)