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How can storytelling
help strengthen local
efforts?

2024.11.22





“Storytelling is not just a method of communication. It is a way of creating meaningful relations between people and to create an emotional bond between people, communities and landscapes. This is why storytelling is important for development”





WHY THIS SESSION AND COMING UP

- 🌿 Common interest project hubs connected to Storytelling
- 🌿 Workshops 2025
 - 🌿 #1 Danish and Swedish Hubs 6, 7 February, FREDRIKSHAMN
 - 🌿 #2 French and German Hubs ?



Kenneth Mølberg Jørgensen



**Interreg
North Sea**

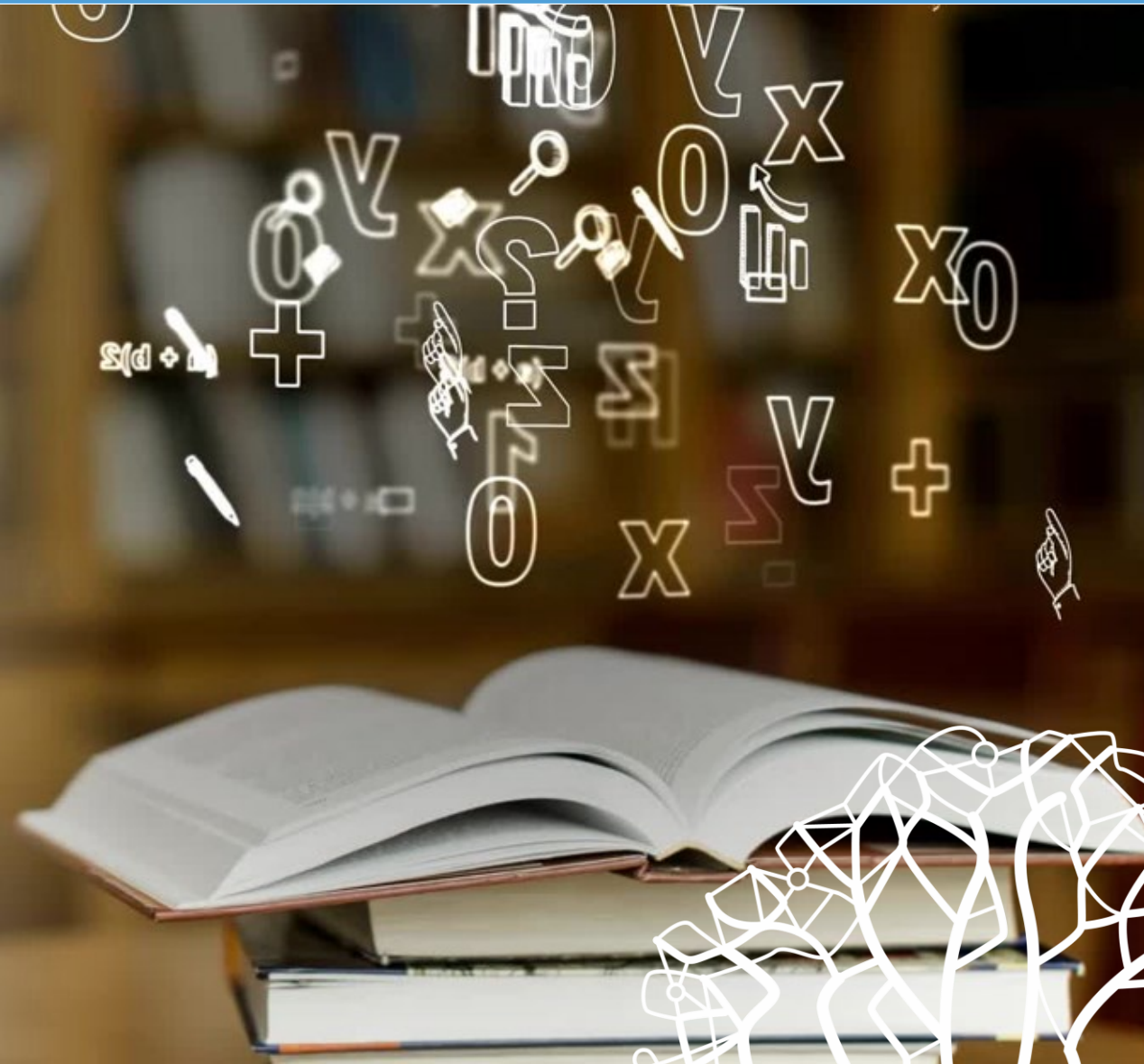


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The power of storytelling

Storytelling is not just a method of communication. It is a way of creating meaningful relations between people and to create an emotional bond between people, communities and landscapes. This is why storytelling is important for development



Places and storytellers

- What characterizes
- Skagen Education Center
- Sotenäs Symbiosis Center
- Storytelling is about Connecting places, things and people.

What is storytelling

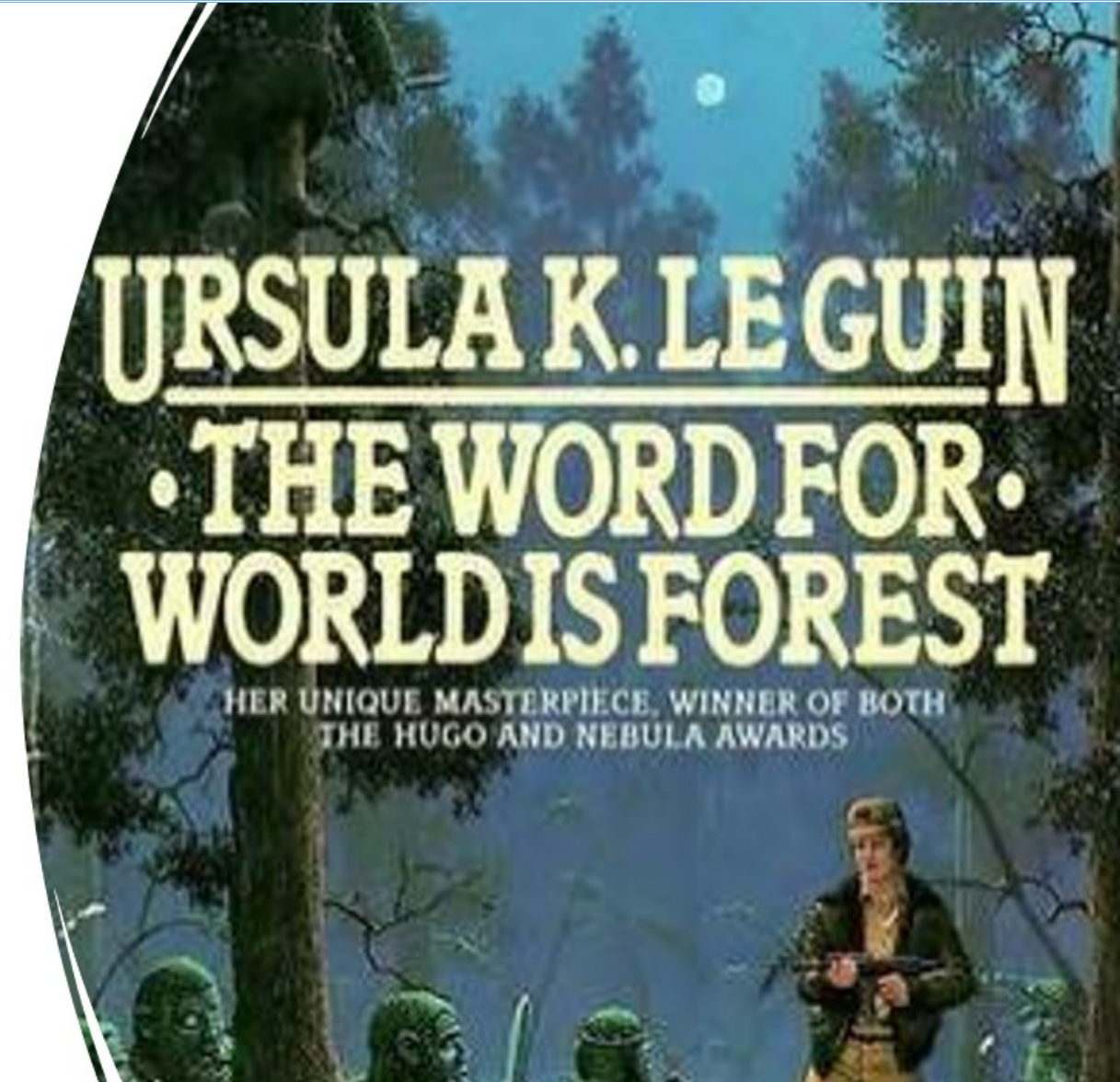
- Connecting people rather than organizations.
- Love of the place
- Storytelling is not a method but a way of living.
- Creating a new spirit of living that can connect all the different activities that you are engaged in.



The word for world is “ocean”

Our world is made from the ocean.

- Ocean is a part of our identities.
- We live from the ocean, culturally and physically.
- The ocean calms us down.
- The ocean can ruin us.
- Life, culture and identity have been and are connected to the ocean.



The "dreamland" and the "world-land"

- The natives, the "creechies", have the capability of both being in the dreamland and the world-land. This distinguishes them from the "yumens".
- This distinction between the "creechies" and the "yumens" is the distinction between a storyteller and modern man.



But we have never been modern?

We can dream: Said differently we can mobilize the imagination to imagine new worlds.

But we need allow the imagination going visiting

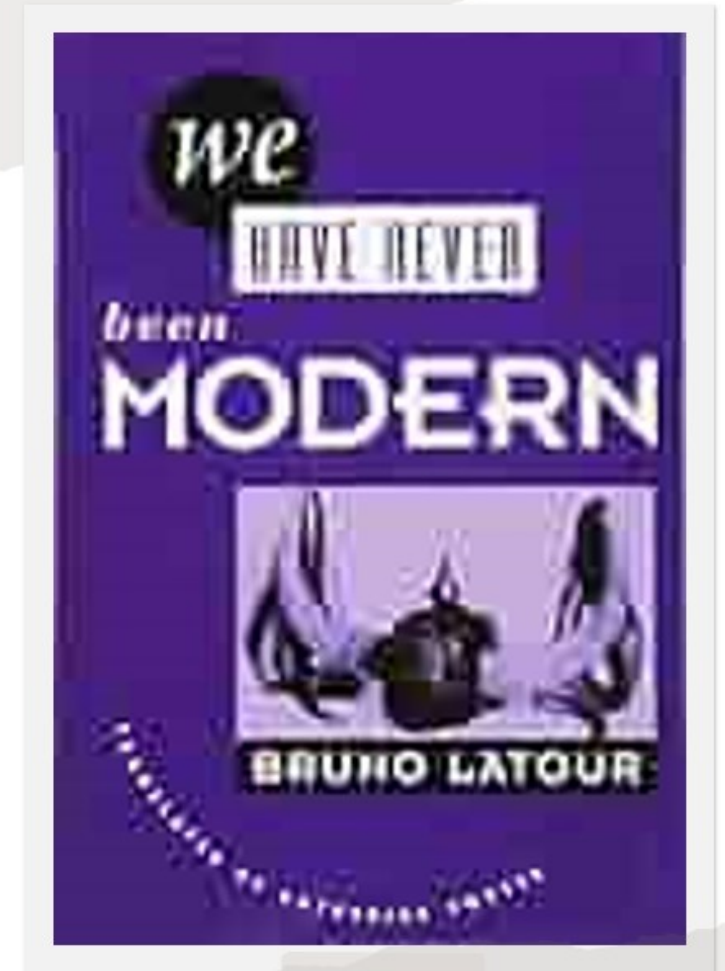
Storytelling is a “pearl” that has fallen in value.

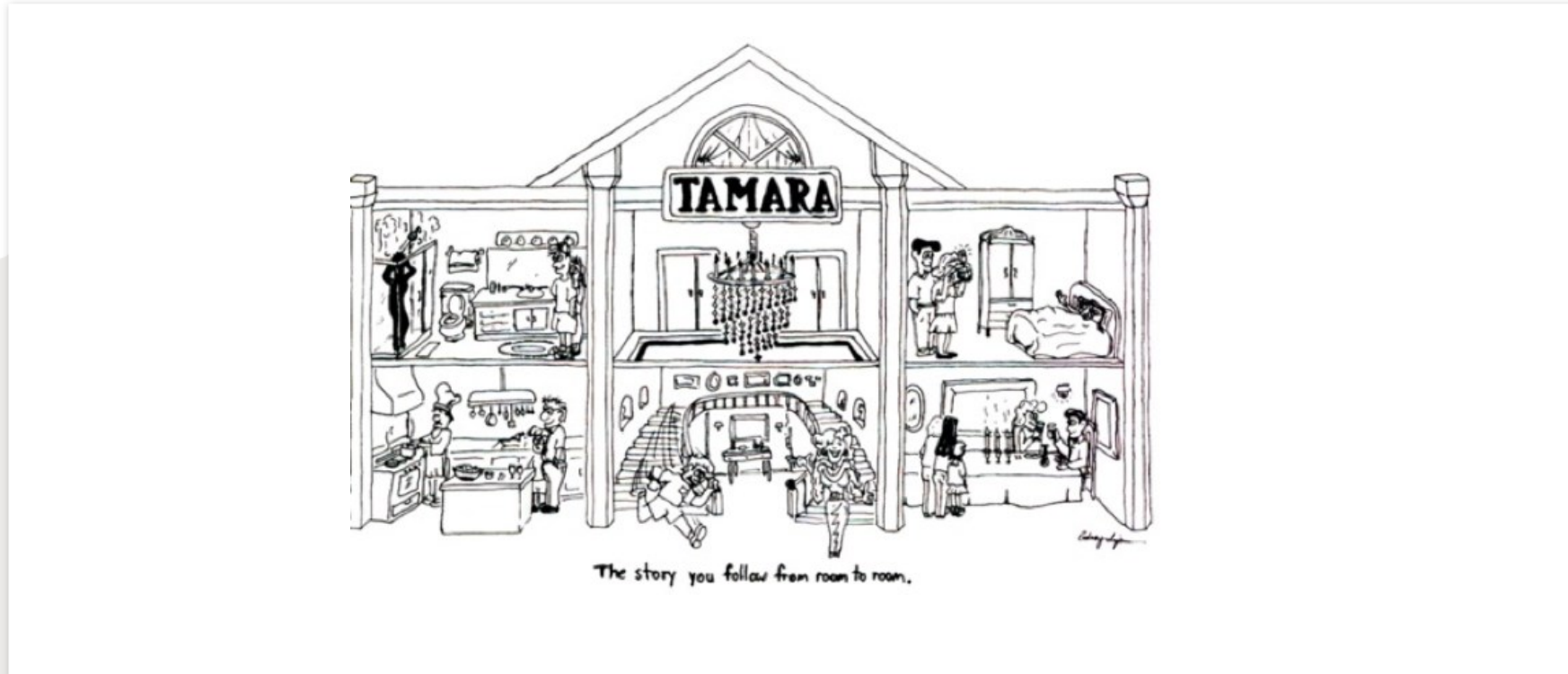
Storytelling is the way we create meaning in life.

Storytelling gives us direction in life.

Storytelling connects with collective memories and cultural practices.

Storytelling can connect us with landscapes, oceans, animals, the vibes and rhythms of life in a new symbiosis



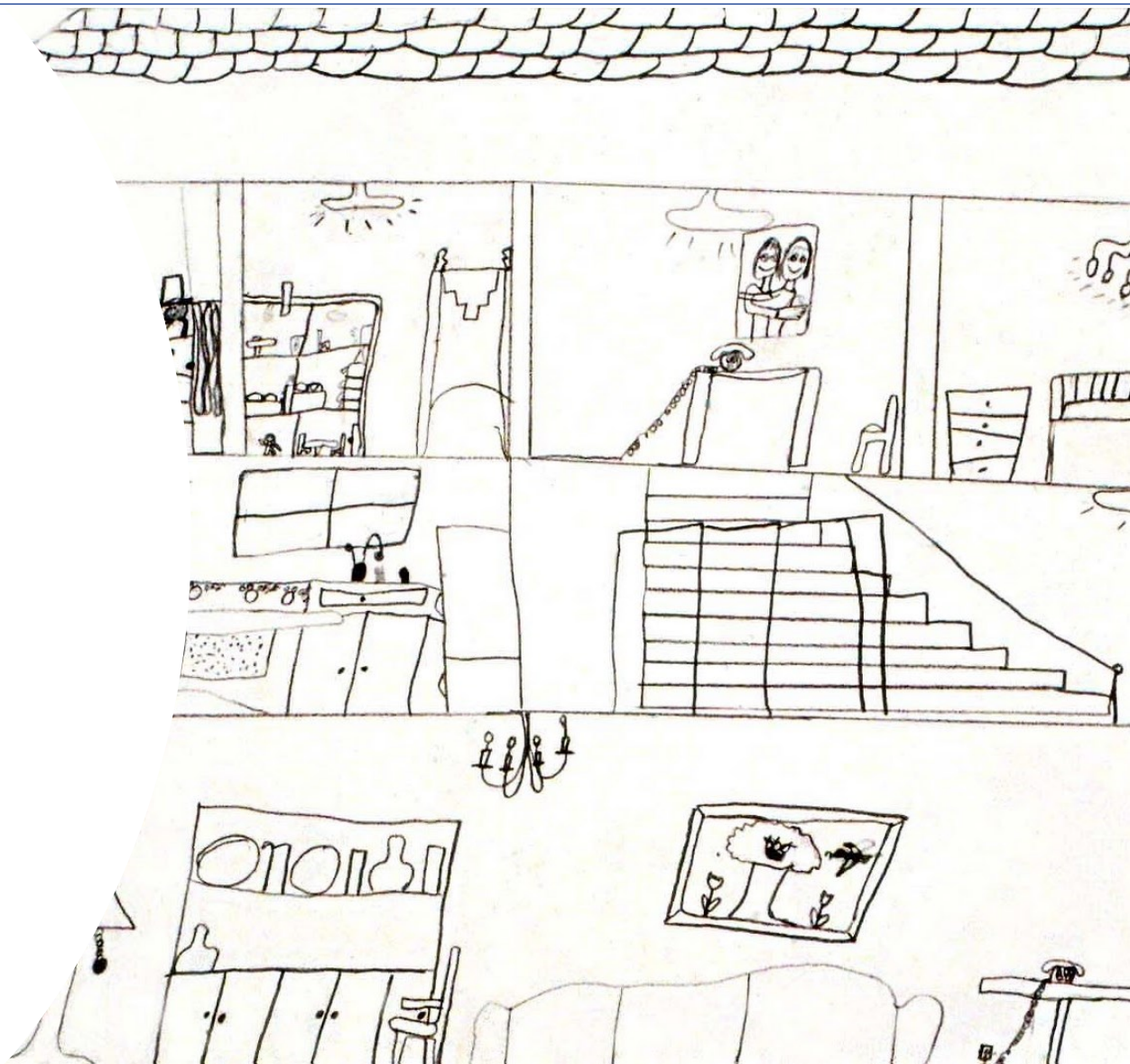


Storytelling is about connecting the stories unfolding
in everyday theaters of life into a spirit of life



Working with stories is like imagining constructing a house according to how life should be lived in this house

- **Emplacement** – building new practices where one can feel at home
- **Continuing and developing** existing practices – for
- **Constructing experimental spaces** to create new practices as part of existing practices.
- **Spirit of the house** – this is the larger story that emerges from all the small stories.



Moving forwards by going backwards

To explore the past to find the values and energy that can guide us in the future.

- How can our history guide us into the future.
- Evoke memories of the good life that capture the spirit of the place.
- Memories of the good life that have somehow been forgotten or suppressed.





Playing with creating new futures

- Concrete way of imagining how to assemble places, things, animals and people into a new symbiotic relationship.
- Artefacts, symbols, metaphors, images, water.

Storytelling is a new beginning

Genuine storytelling refers back to memories of the good life that lies on the bottom of our existence

- Cultural life
- Family life
- Political life
- Work-life
- Living with nature

The newcomer is the purest expressions of a new beginning and of why we are here.





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TALK!



A woman with blonde hair, wearing a light blue blazer, is smiling and looking towards the left. The background is a blurred indoor setting with blue tones. On the right side of the image, there is a large, stylized graphic of a leaf or plant structure in a light grey color. A semi-transparent dark grey box is overlaid on the image, containing the main text.

All onboard in rural
societies for a fair future!

SIRR: Sustainability, Innovation and Resilience in Rural areas