**EU TECHNICAL ASSISTANCE
TO CIVIL SOCIETY ORGANISATIONS
IN THE WESTERN BALKANS AND TURKEY**

Human Stories

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HUMAN STORIES

- Human interest stories are one of the best ways to connect with people. Stories should demonstrate the agency of individuals and communities as active participants in the development process, from an individual to a global level.

- When identifying stories to share, consider which ones demonstrate the most significant change for individuals or communities.
  - Ask questions to identify what the change is, how it came about, and when it occurred.
  - Highlight the action accomplishments and milestones.
  - Emphasise the positive outcomes achieved through its efforts.

The STAR method organises your story to showcase the EU's role and impact effectively.

Situation: Describe the initial challenges within EU strategic focus areas, such as sustainable development or human rights, detailing how these issues impacted local communities or the environment. You should explain the problem or challenge addressed, its scope and scale, and how it affected people or the environment.

Task: Clarify the EU's strategic goals linked to the story. Outline the planned interventions designed to meet these objectives, demonstrating a commitment to the EU's overarching goals. Explain your strategy or approach and how you planned and prepared for your intervention.

Action: For Actions, you need to show what resources, tools, or methods were used to implement action, as well as how any obstacles or difficulties were overcome. Detailed specific actions have been taken and are supported by EU initiatives. Highlight how obstacles were navigated, showcasing resilience and the EU's adaptability.

Result: What was accomplished or improved, and how did it benefit people or the environment? Emphasize the tangible outcomes and broader implications of EU actions. Quantify the benefits to local communities or environmental improvements, tying back to the EU's strategic objectives.

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KEY MESSAGES

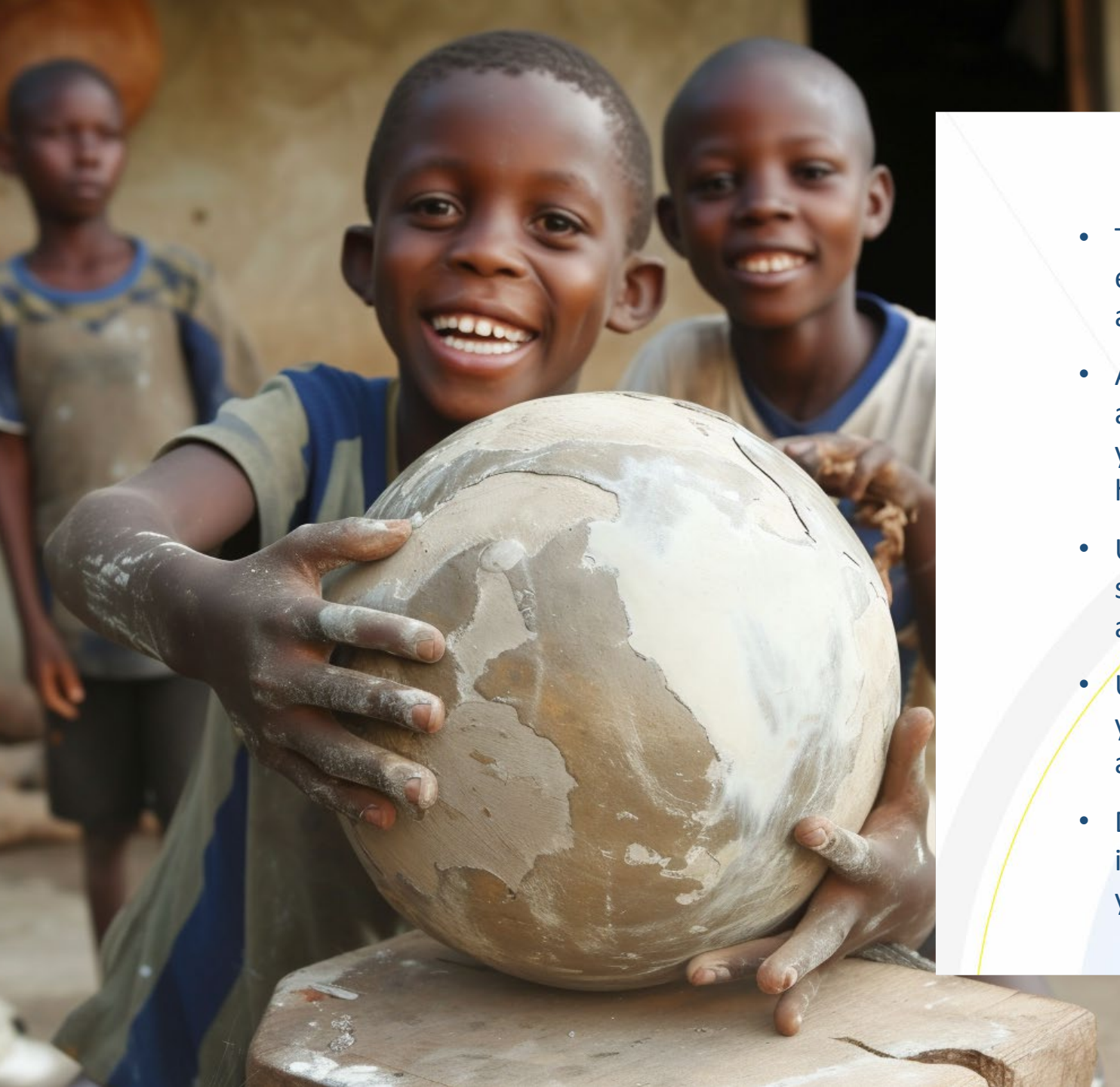## Empowering Individuals and Communities:

Celebrate EU-driven progress in personal empowerment and community resilience. Share how EU initiatives have enabled individuals to overcome adversity, linking these achievements to EU values of solidarity and unity.

Advancing EU Policy Goals Through Local Impact:

Describe the local implementation of EU policies, such as environmental sustainability or digital innovation, through the lens of individual stories. Demonstrate how policy translates into positive change for citizens, reflecting the EU's commitment to progress for all.

Highlighting EU's Global Role Through Personal Journeys:

Articulate the EU's global leadership by focusing on personal journeys that illustrate the benefits of the EU's international partnerships and cooperation. Portray the EU not only as a funder but as a beacon of hope and a catalyst for global change.

- To tell a compelling story with emotion and evidence, you need to use both qualitative and quantitative data

- Always include quotes, testimonials, or anecdotes from the people or communities your action helped or worked with to add a human touch and personal voice.

- Use numbers, statistics, or indicators to support your claims and show your progress and achievements.

- Use photos, videos, or graphics to illustrate your story and make it more visually appealing.

- Demonstrate the before-and-after of your intervention as well as the real-life impact of your work.

Edit and polish your stories

- Once your success story is written, it needs to be edited and polished to ensure it is clear, concise, and free of errors.

- Grammarly can be utilised to check grammar, spelling, punctuation, and formatting. Additionally, ensure the tone, style, and voice are consistent and appropriate for your goal and audience.

- To make your story easy to read and understand, use active voice, simple words, and short sentences. To further refine your story, review the content, structure, flow, message, impact, and call to action.

- A catchy title with a strong introduction and powerful conclusion can help hook readers and inspire them to take action.