

Stories matter

EU Intergenerational Fairness Strategy

Storytelling Guidelines

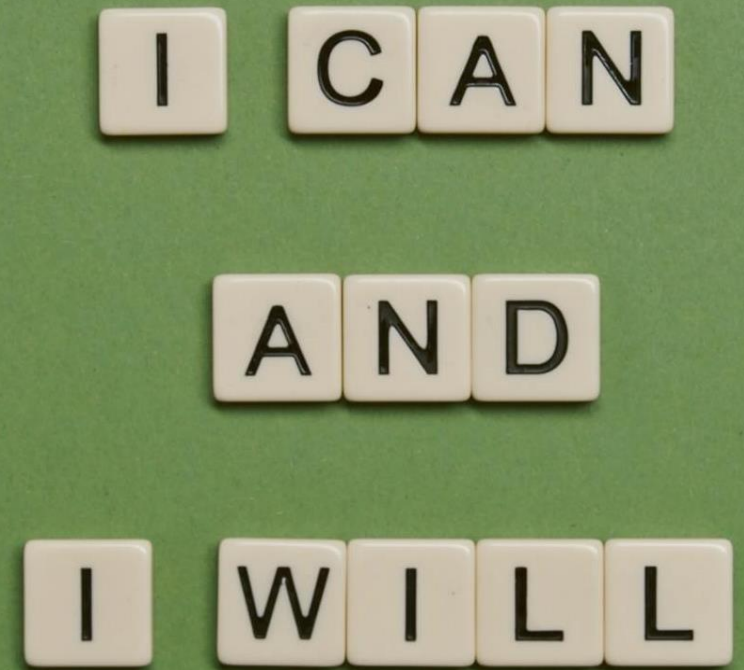
WHY Storytelling

Storytelling for Visioning

The most powerful person in the world is the storyteller.
The storyteller sets the vision, values and agenda
of an entire generation that is to come.

Steve Jobs

On storytelling and visioning, check for example:
[The Power of Storytelling – Overview](#)
[Tell Me an \(Un\)fortunate Story](#)



Storytelling for Change

The stories we tell literally make the world.
If you want to change the world, you need to change your story.
This truth applies both to individuals and institutions.

Michael Margolis

A few sources on storytelling and change:

[The Neuroscience of Narrative](#)

[The Power of Narratives in Decision Making](#)

[Understanding Our Political Nature](#)

[Narratives as Sources of Stability and Change in Organizations](#)

BE THE
CHANGE
YOU WANT
TO SEE

Storytelling for Hope

That's what we storytellers do. We restore order with imagination. We instill hope again and again and again.

Walt Disney

Check for example:

[Effect of Storytelling on Hopefulness in Girl Students](#)



Storytelling for Connecting

We are all storytellers. We live in a network of stories. There isn't a stronger connection between people than storytelling.

Neil Smith

Check for example:

[Play and Storytelling - Connecting Generations The Intergenerational Way From Storytelling to Social Change](#)



Storytelling for Sharing

You can change the world just by sharing your story.

Barack Obama

On the sensemaking role of storytelling as the cumulative work of countless storytellers, see:
[Storytelling Shapes the Future](#)



Photo by [Cottonbro Studio](#)

WHO is the Storyteller

You are perfect for telling your story

Polite reminder: We are all storytellers.

No matter what your job title says. No matter how left-brain, non-creative or technical you think you are. You're a storyteller.

And your job is to tell meaningful stories as fast and as compellingly as possible.

Jeremy Connel-Waite

We took great inspiration from Jeremy's guidelines: [The 109* Rules of Storytelling](#)

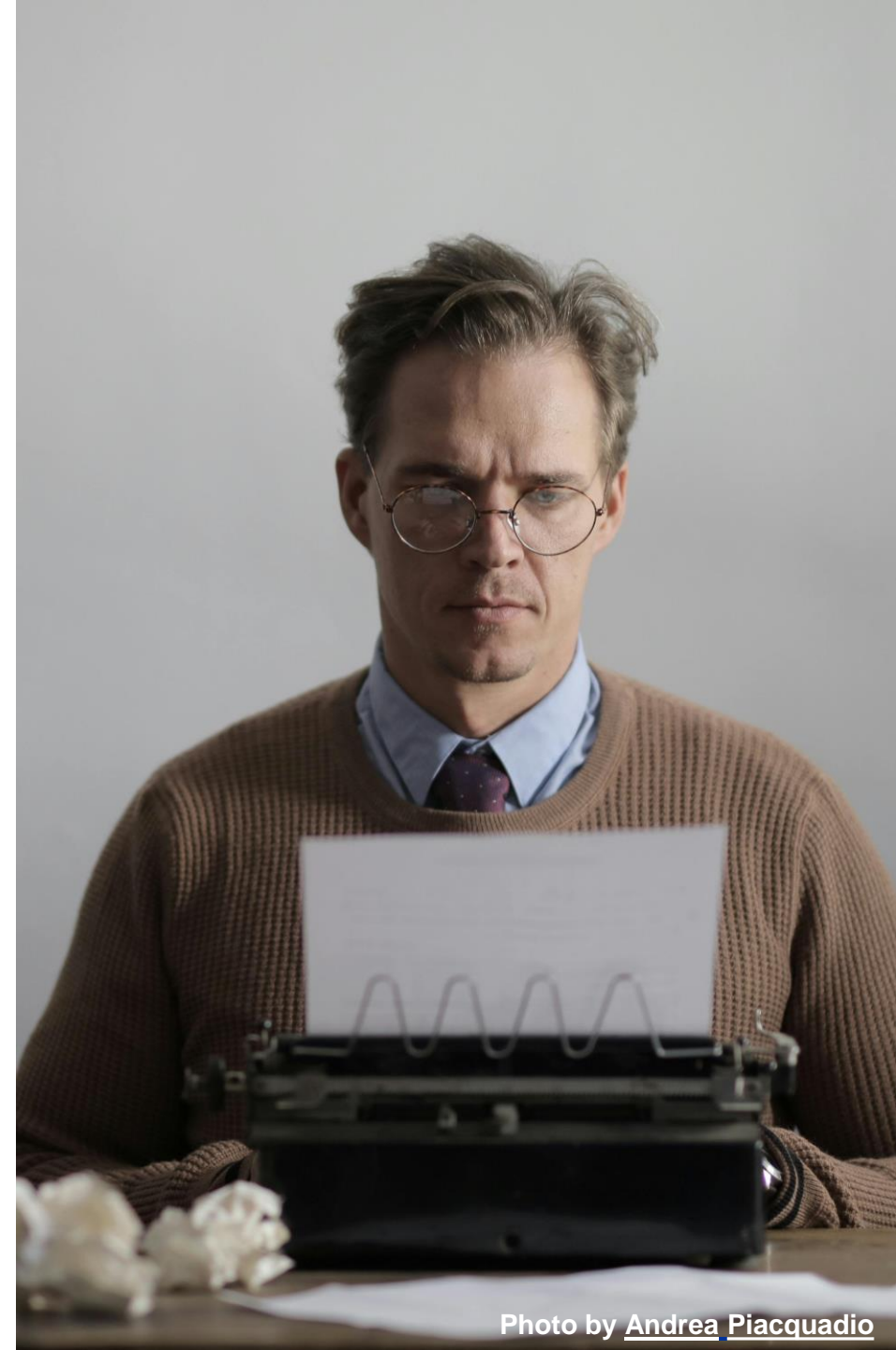


The IGF Storyteller

As the narrator, we invite you to imagine what an intergenerationally fair future could look like. Your stories will inspire people of different ages to connect and forge bonds with past and future generations.

To spark your imagination, you might do the following:

- Use personal reflection
- Ask “what if” questions
- Draw from everyday moments or objects
- Let yourself be driven by senses, feelings, and emotions
- Mix reality and fantasy



Personal Reflection

Reflect on your connection to the roots, values, and legacy of your family or community.

Consider for example the following questions:

- Can you recall an experience where you felt the influence of your ancestors on your identity, sense of community, and aspirations?
- What values or legacy do you hope to pass down to future generations, and how can you start building that today?
- Do you have a vision for yourself, your family, and your community? How do you want them to grow and thrive?



WHAT IF Questions

Ask yourself provocative and inspirational questions such as:

- What if future generations praised our foresight and care?
- What if my legacy was one of hope and progress?
- What if two generations had to swap roles for a day?
- What if we experienced now the consequences of my decisions on future generations?



Everyday Moments or Objects

Observation of what happens in your daily life, or of the objects that populate it, can also be a source of inspiration:

- You could pay attention to small acts of kindness or cooperation between generations in daily life—these can be seeds for powerful stories
- Or, you can pick a meaningful object (an old photograph, a recipe, a tool) and build a story around its journey through the hands and relationships of different generations



Senses, Feelings, and Emotions

Animate your stories by immersing yourself—and your readers—in the world you create through sensory and emotional detail:

- Recall the sights, sounds, and smells of meaningful moments of fairness between generations, whether they are your memories or imagination
- Tap into the emotions you or your characters feel—joy, hope, fear, curiosity, dignity, humiliation, and so on
- Ask yourself: “What does this place of collaboration feel like? What emotions does it stir?”
- Let the atmosphere guide the direction of your narrative



Mix Reality and Fantasy

You might blend real and imaginary facts and characters.
For example:

- Tell the story of your community as remembered by a historian in the next century
- Receive a letter from a future descendant
- Picture your great-grandchildren reading a message you left for them



WHAT to tell

Storytelling Techniques

You know best what to include in your story.
You are the storyteller!

However, to help inspire us to take action, we present a few storytelling techniques to engage your audience:

- The Monomyth (Hero's Journey)
- The Mountain Structure
- Nested Loops
- Sparklines
- Converging Ideas
- False Start (Kishōtenketsu)

More techniques here:
[Engage Your Audience: 8 Storytelling Techniques](#)



Hero's Journey

Great stories are all about transformation.
Someone needs to be transformed by the end of the story.

The monomyth, also known as “The Hero’s Journey,” takes the main character, the hero, through a transformative journey:

- Structure your presentation as a hero’s strong desire for something
- Introduce a formidable challenge, show the journey, and end with the hero’s transformation
- Keeps audience rooting for your hero’s idea, vision, or values



Hero's Journey – Who's the Hero?

Remember that your story is a journey into possible futures shaped by inspiring tales of collaboration and solidarity:

- Your “hero” is not someone who purses purely individualistic interests, such as power, wealth, status, etc.
- Your hero is a person or community who embarks on a transformative journey in search of the “common good”...

You tell us what this common good may be in an intergenerational fair society!



The Mountain Structure (Freytag's Pyramid)

Imagine you climb up a mountain and then descend after having reached its peak:

- Build tension by stacking challenges and obstacles
- Reach a climactic turning point before resolving
- Great for stories of growth, persistence, and resilience in overcoming adversity

This structure is perfect for subjects like intergenerational fairness, where challenges are many, and the 'resolution' comes only after sustained effort and resilience!



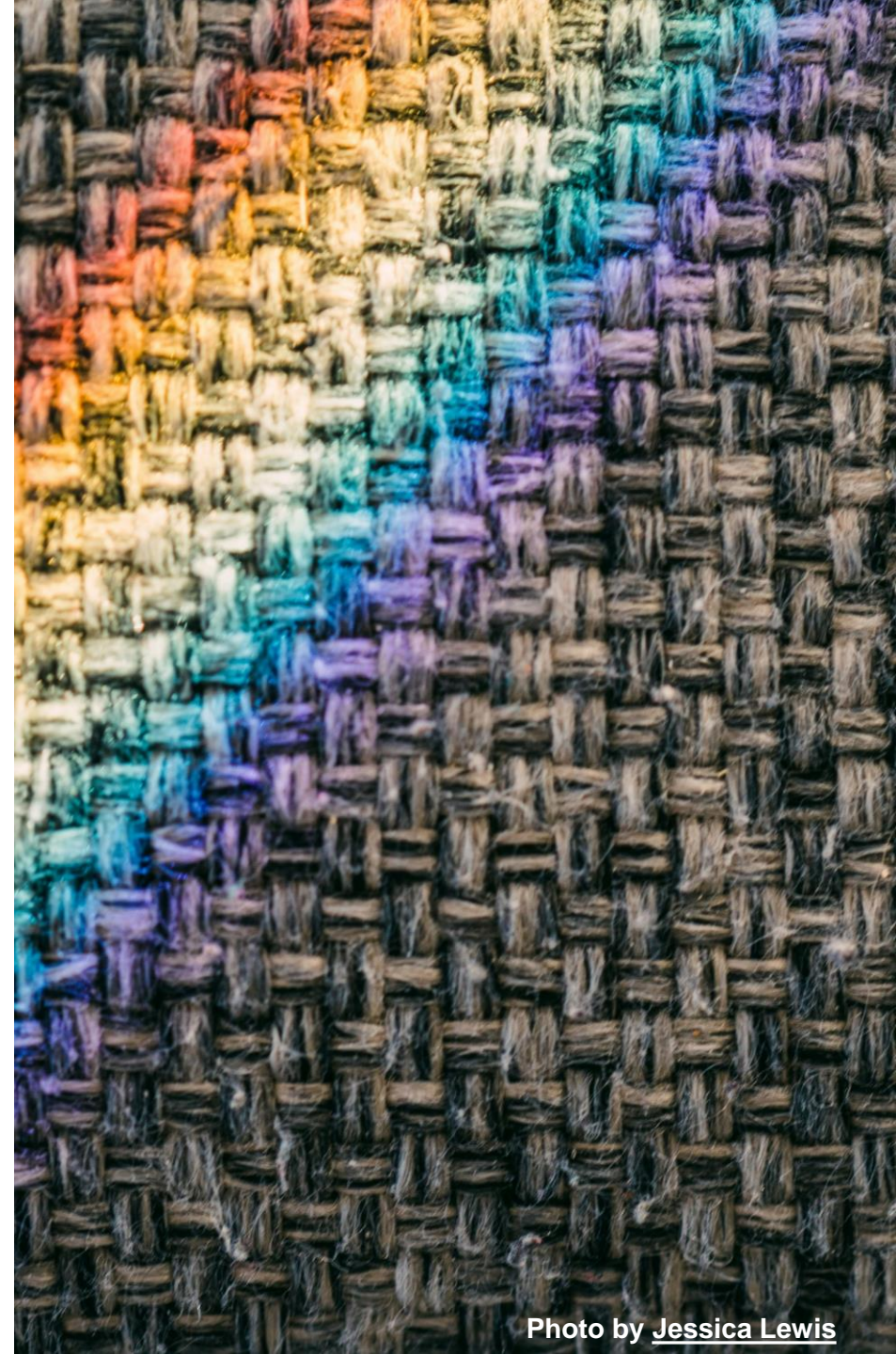
Nested Loops

Weave multiple stories into one another, with each story reinforcing the main theme or message:

- Layer multiple stories within each other
- Each story reinforces the central message
- Start with a personal story, add other stories, then return to your opening story

This structure will allow you to connect that many actors and perspectives that populate an intergenerationally fair society!

A great example:
[We need to talk about an injustice | TED Talk](#)



Sparklines

Highlight the contrast between our current reality and our ideal vision of the future:

- Contrast “what is” with “what could be”
- Highlight the gap between the current state and a better future
- Inspires action and emotional investment

This technique can inspire action by demonstrating the magnitude of the problem and the benefits of a more intergenerationally fair society.

The perfect example:
["I Have a Dream" Speech](#)



Converging Ideas

Great minds think alike and can build a collective vision:

- Show how different ideas or people come together for a breakthrough
- Illustrate collaboration and the power of diverse perspectives
- Perfect for team or innovation stories

This technique is ideal for showing how multiple thinkers or concepts can lead to one unified vision or idea of intergenerational fairness.



False Start (Kishōtenketsu)

Lead your audience to anticipate one narrative, then dramatically change course:

- Begin with a predictable story
- Surprise your audience with one or more twists
- Leave the audience with flipped expectations and questions to think upon

This technique can be effective for making the cost of inaction emotionally clear to people who don't consider intergenerational fairness a pressing issue.

It could also be very powerful in unmasking the stereotypes, misunderstandings, and prejudices that prevent collaboration between generations and make us think conflict is inevitable.



HOW to write together

Collaborative Storytelling

The story can be created by a single person but also by a collective. Co-create the narration will help spark the imagination and bring collaboration into in the very act of building your story!

A possible technique for collaborative storytelling consists of the following steps:

1. Plot Together
2. Divide Responsibilities
3. Turn-Based Writing

A few inspirational sources:
[The Art of Writing Together](#)
[6 Tips for Collaborative Storytelling](#)



Collaborative Storytelling

1. Plot Together

- Start by agreeing on the story's direction, main plot points, and characters as a group.
- Suggestions on possible ways to structure the plot and the characters can be found in the section “WHAT to Tell”.



Collaborative Storytelling

2. Divide Responsibilities

- Assign specific characters or acts of the narration to each writer.
- For example, each writer might "own" certain viewpoint characters and be responsible for writing their scenes.



Collaborative Storytelling

3. Turn-based Writing

- Writers take turns adding to the story, either by writing whole acts of the narration or just paragraphs, depending on the responsibility assigned to them
- For example, during his/her turn each writer might "own" the viewpoint of a given characters and be responsible for writing their part in each scene
- Or, each writer may narrate a whole act (scene) of the narration (e.g., setting, action, resolution, etc.)
- *The scenes are then reviewed and edited by the whole group before moving to the next writer*



Collaborative Storytelling - Tips

A few tips for successful collaboration:

- Make sure everyone's voice is heard and respected
- Be patient—collaborative writing can take longer
- Use a shared vision or outline to keep the story cohesive
- Regularly review and revise the work together to maintain a consistent, shared narration



Thank you



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