

Tell me a Story

Methodology for sustainable exploitation of results

Tell me a story developed a large number of multilingual material, all of which have been widely disseminated at events, through distribution, promotional and multimedia material such as leaflets and films and the means of social media. Most of the material developed during the life of the project offer a strong potential of exploitation and sustainability.

The main material that are considered for further exploitation and sustainability of the project include:

- the project's concept
- the linguistic methodology, research and teaching training material
- the multilingual book with stories from different countries in several languages and English targeted at tour guides
- the films used for dissemination

Criteria for sustainability and exploitation of results

Clearly in order to ensure sustainability of any EU project's results the need to consider the following criteria as part of the development of the products is essential:

- Transferability at European level;
- Adaptability to different learning environments both real formal education environments (tour guide school training in our case) and less formal environments (tour guide associations and network events) or even informal learning environments such as exchange of expertise through social media;
- Ability of online ICT material to function in different ICT environments and platforms
- High quality material to be able to be commercialised;
- Innovative material to ensure originality and competitiveness in a market oriented economy;
- Easy access and cost-effective production.

In developing all Tell me a story material, partners were mindful of the above criteria which were set as part of the quality assurance of the story selection and needs analysis phase of the project.

As such, the stories selected and the language material that were based upon them thereafter, were stories that could be transferred in any European environment, that were free from political, religious or socioeconomic negative connotations and that embraced a sense of European identity while promoting local cultural and intercultural learning.

The learning material that were developed based on the stories were based on user friendliness in different settings, took into account different ICT platforms in various European countries and allowed for transferability in a variety of ICT environments taking into account advances in technology (for eg. use as part of website, social media and tablets).

The design of the book and films were delivered by professional photographers and filmmakers as opposed to volunteers allowing a stronger potential for exploitation and dissemination. The quality criteria for the visuals that were set in the beginning of the production process allowed for high quality delivery of the material that resulted in a well presented product.

The production was cost-effective as it was delivered in EU countries that offered competitive pricing without reducing the quality of the material.

Vehicles for sustainability and exploitation of results

Through the life of the project the following methods and vehicles for sustainability and exploitation have been identified:

- **academic and research networks** to enhance awareness of storytelling in different languages as a method to train tourist guides and follow research in the intercultural and multilingual field of storytelling and tour guiding;

A number of opportunities have already been identified with universities in France and the UK that the partnership will be pursuing in early 2015. It is intended to lead to cross-university and research partnership or at further development of products supported by local authorities and regional funding.

- tour guide and **storytelling events, network activities and associations** to widen participation of the sector and promote the idea of storytelling in different languages

Through the contacts developed throughout the life of the project the partnership intend to continue to work closely with associations and networks to continue to promote the existing project products while identifying opportunities to flexi the products and consider additional material production.

- **expansion of the project to different languages and countries in Europe** or beyond with the potential of adding further online material

There are already discussions with potential partnership in Scandinavian and Baltic countries to further enhance and widen the scope of the project. The strong interest from partners outside the project and the support of national agencies provides a strong potential to exploit the route of widening participation through further EU funding.

- **transferability potential** of the concept and methodology **to another target group**

The partners in Austria and Spain are considering widening the scope of the project to another target group they are familiar with, which is the wine production and wine tasting sector.

- **development of an application for online usage** in order for tour guides to be able to have in hand while they travel

The Universities of Glasgow and Dijon have expressed particular interest in this area and are considering developing such material with their students.

- **development of a targeted international summer course** to promote the concept and methodology of the project

The University of Italy is considering embedding the project not only in already existing curricula and research (which they have done already) but actually developing a European summer course based on the concept of the project.