Narrative builder canvas
Europeana Impact Playbook Phase three
To find out more go to impkt.tools

This template first uses Europeana 2020 as an example to walk through the narrative builder flow. On the next page, you have a blank template to use for your own project.

Beginning - what happens? Set the scene. Who are the main characters? Where is it set?

Who: attendees (the audience and participants); speakers and presenters; Europeana Network Association; organisations; Europeana Foundation; funders / policy-makers
Where: online over 3 days, 50 sessions, 11 hrs 20 minutes of programming. Accessible to many because of digital format, global reach

How does the story start? What happens next? Does the story hint at a problem? Is there a plot twist?

The main findings:
Great attendance
High satisfaction ratings
Good learning outcomes
Strong sense of community even in digital format

Resolution - how does it work out? What does the data say?

The data can support decision making in how to balance desire to create strong outcomes for participants with environmental considerations

What is the problem within the story? Why is it important and what does it tell you?

The pros and cons of the digital format
The pros: wide reach, accessibility, representation beyond the Network, better for the environment
The cons: lack of networking opportunities (and resulting outcomes relating to collaboration), desire to meet in person is strong

What's the end of the story (the conclusions)? What's important to take-away (summarise)? Will there be a sequel (next steps)?

Conclusions: a successful conference where we learned a lot (and so did the participants)
Next steps: support decision-making in other events programming; need to think about how to monitor longer term change
Recommendations for future research

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Beginning - what happens? Set the scene. Who are the main characters? Where is it set?

Who? Where? What? (outputs, introduction, context and background)

How does the story start? What happens next? Does the story hint at a problem? Is there a plot twist?

The main findings (the good and the bad)

Resolution - how does it work out? What does the data say?

What was the end result? Can you summarise what you've learned?

What is the problem within the story? Why is it important and what does it tell you?

Was anything unexpected? Challenges or opportunities?

What's the end of the story (the conclusions)? What's important to take-away (summarise)? Will there be a sequel (next steps)?

Conclusions. Next steps.