



InterAct Network

Storytelling fellowship guidance

October 2022

Storytelling Fellowships

"Stories enable us to learn from the past, share the present, and shape the future."

What is the InterAct Storytelling Fellowship Programme?

The Storytelling Fellowship programme is a core element of InterAct, a Network+ research programme, funded through the Economic and Social Research Council (ESRC). It aims to harness the power of stories to learn from, and address, the human aspects of the diffusion of new technologies in industry. These human aspects include themes such as:

- Productivity
- Resilience
- Competitiveness
- Sustainability
- Levelling-up/inclusion
- Wellbeing.

The Storytelling Fellowship programme aims to build storytelling capacity while also using stories to make actionable insights more accessible to end users, the network and society at large. After receiving training in digital storytelling and sharing their own stories, Storytelling Fellows will act as advocates in their wider constituencies, facilitating their own workshops and gathering more stories that will be hosted on a [dedicated online environment](#).

What will Storytelling Fellows do?

Storytelling Fellows will:

- participate in an online workshop to learn how to create their own digital stories that can be shared
- receive follow-up creative and technical support
- recruit and facilitate colleagues to create their digital stories for inclusion in a 'story bank' resource
- participate in collective review of stories
- reflect on learning from the process and from the stories
- plan how to take the work forward in their organisations/constituencies
- draw out key themes and insights emerging from the stories
- participate in a seminar series linked to the Storytelling Fellowships
- participate in dissemination events.

During the Digital Storytelling workshop weeks, Storytelling Fellows can expect to spend around 10 hours per week; after that, an average of 3 to 4 hours per week over the course of the fellowship is likely to be required; a certificate of completion will be available.

How long does a Storytelling Fellowship last?

Storytelling Fellowships will last for 6-9 months, starting in November 2022.

Where will the Storytelling Fellowships take place?

The Storytelling Fellowship programme is run by researchers based in the [Storytelling Academy](#) at [Loughborough University](#). Most activities and events will take place online with an in-person celebratory event to mark completion of the programme.

Why become a Storytelling Fellow?

Great leaders, great researchers and effective policy makers tell great stories. Stories enable industry leaders to share their visions and inspire people; policy makers to engage with stakeholders and influence behaviour; and researchers to share the fruits of their research in engaging and compelling ways. These important stories will provide actionable human insights and a continuous flow of stories between these three groups offers opportunities for knowledge exchange and community building, ensuring that evidence from academia and industry both feeds into, and is informed by, policy.

Storytelling is a core skill for researchers, policy makers and leaders in industry and is key to shaping the future of manufacturing. Advances in digital technologies need to be accompanied by an understanding of the human experience of working in the manufacturing industry.

Becoming a Storytelling Fellow will give you the opportunity to learn these skills while being part of an enthusiastic and engaged network of people who want to shape the future of the manufacturing industry.

How much will it cost?

There is no cost to Storytelling Fellows, other than your time. The Storytelling Fellowship Programme is part of [InterAct](#), which is funded by the [Made Smarter Innovation](#) network and the [Economic and Social Research Council](#). However, it is important to commit to the whole programme, including all workshop sessions.

Who should apply for a Storytelling Fellowship?

Consider joining us if you:

- are a researcher in the fields of economics or social science
- are involved in creating policy for the manufacturing industry
- work in the manufacturing industry or related sectors (e.g. logistics, supply chain, sustainability, digital technologies) anywhere in the UK
- want to interact with a wide network of people from industry and academia
- want to learn how to create, share and learn from inspiring, compelling stories
- can commit an average of 3-4 hours per week to Fellowship activities
- have the support of your manager.

Want to find out more?

If you'd like more information about the programme and to meet the team, please visit:

www.interact-hub.org

If you'd like to see some of the stories that have already been created as part of the Storytelling Fellowship programme, they are available here:

https://www.youtube.com/channel/UCjgg5B8MYpCWyFr_3TxBabw

Proposed timeline for Storytelling Fellows' activities

Phase 1	
Induction session for fellows	12 September
Introduction to digital storytelling workshop series (6 x 2-hour sessions online*)	Mid- September 2022
Facilitation and presentation skills workshop (online)	End October 2022
Phase 2	
Stakeholder engagement (recruiting storytellers within organisations)	October/November 2022
Facilitating and collecting stories within organisations	November 2022- January 2023
Phase 3	
Ongoing online peer review of stories	November 2022 – February 2023
Seminar series	November 2022 – March 2023
Feedback interviews	December – February 2023
Phase 4	
Shaping the future – considering next steps	March 2023
Selective post-production and preparation for screening	April 2023
Final review, screening and dissemination event	May 2023
International Digital Storytelling conference (optional)	June 2023

Workshop options

Option 1 Six two-hour sessions over six weeks

14th September; 21st September; 28th September; 5th October; 12th October; 19th October

Option 2 Six two-hour sessions over two weeks

20th September; 21st September; 23rd September; 27th September; 28th September; 30th September

Option 3 Six two-hour sessions over one week (intensive)

17, 18, 19 (two sessions), 20 and 21 October