

*JURISH*

Towards a story we can live in

EAYW 2024

Kranjska Gora

Could we use stories to model innovative  
social change?

If we create stories that last longer, design interactions for deeper connections and enable diverse experience of them

could stories become spaces and places we can inhabit in new ways?

Untold, silenced, unimaginable stories need  
diversified, innovative storytelling to be  
experienced

Why ?

Social issues as multiverses

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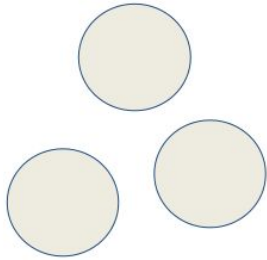
Youth Work as story-driven innovative  
practice

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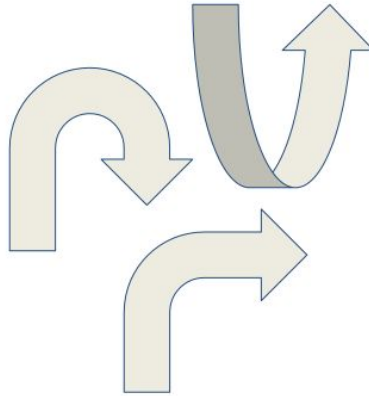
Social change - historical experience, new  
behaviour and stories to host and drive it

How come transmedia?

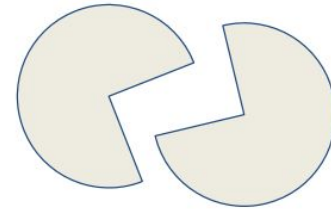
# Transmedia guiding principles



Interactive story structure  
- experience-driven  
storylines



Pathways for  
participants to move  
through your story



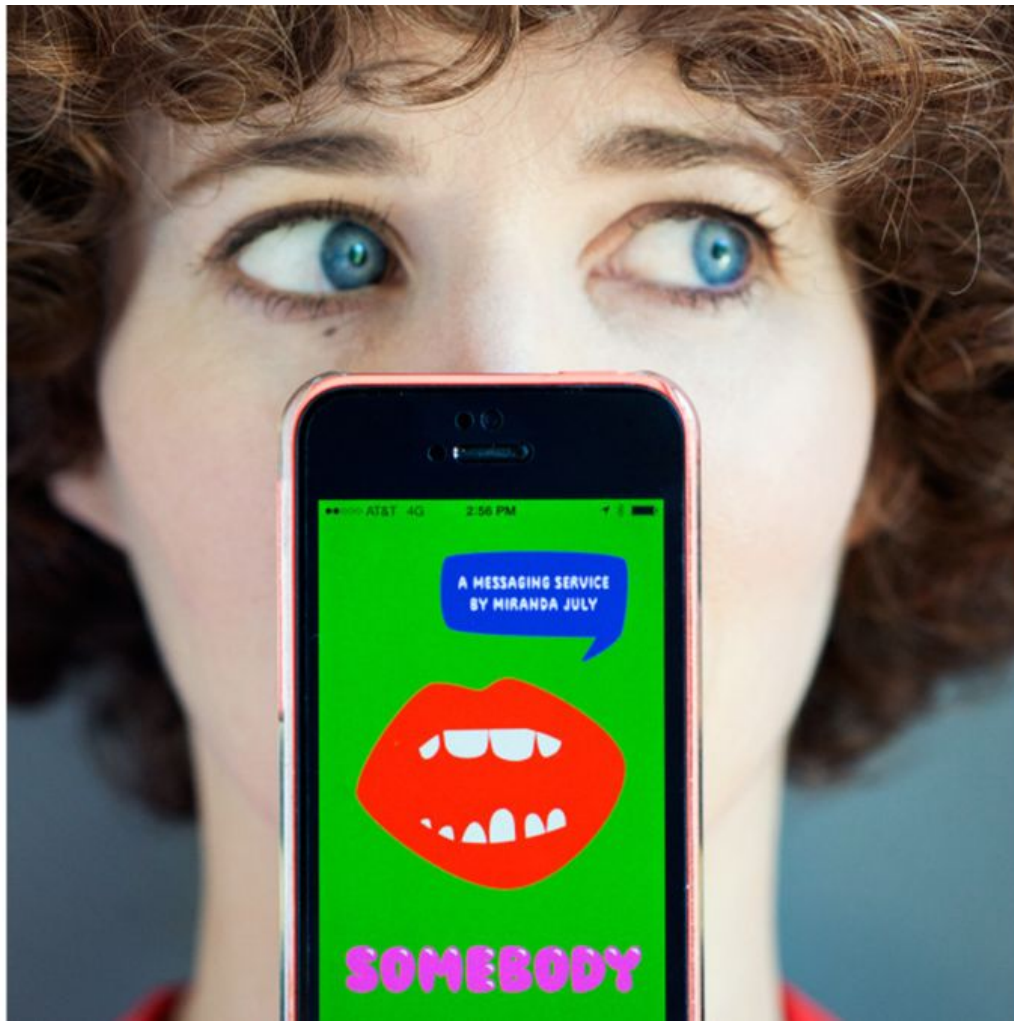
Community-driven  
and generated  
narratives

Marvel cinematic universe, yes, BUT

Instead of 39464629 movies a year

:





Somebody App-  
Medium is the  
Message

# Crowdsourcing stories of change



On site  
interviews with  
women  
protagonists

Viber + FB  
real life stories

Diverse media  
IG graphic  
novels

ZUKO org

# Anatomy of Social Issue method

What is the main pain point?

What is the break with the norm we are  
architecting?

What are communities - Protagonists we need to

Invite

Inform

Include

P(rov)oke

**Create?**

What are the new interactions we are building?

Selim, Lizzie, Carlota

:

A map, a door, a house

# Thank you!

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