



Tell me and I will forget
Show me and I may remember
Involve me and I will understand

LEARN AND COMMUNICATE WITH STORIES OF CHANGE

A Stories of Change process enables organizations in the field of international development to learn from and communicate about the outcomes and impact of their interventions in a visual way. It can be used as an innovative, fun and bottom-up tool to enrich Monitoring & Evaluation strategies. A Stories of Change process results in videos that focus on people, map unexpected outcomes, and appeal to multiple audiences - from beneficiaries to the boardroom. Through a Most Significant Change (MSC) approach, beneficiaries and stakeholders are actively invited to share their personal stories and communicate their perspectives, allowing them to influence the way their experiences are disseminated.

Stories of Change building blocks

EyeOpenerWorks uses one or more of the following building blocks as part of a Stories of Change process:

Most Significant Change (MSC) with Participatory Video (PV)

During an MSC with PV trajectory project staff members collect Stories of Change through video recording, analyze the stories, and reflect on them to improve current or future projects.

Four phases of an MSC/PV trajectory

1. Introduction to MSC and PV

During a 3-day training, participants are introduced to the MSC and PV methodologies. Participants learn to operate a camera and improve their interviewing skills.

2. Story collection

After identifying and selecting a number of respondents, the trained participants conduct video interviews focusing on the Most Significant Changes.

3. Story building & Editing

Participants define the most significant Stories of Change. With the selected stories and background images to provide context, participants edit a short movie (5-10 minutes).

4. Screening & Evaluation

Once the short movie is created, it is time to verify and analyze the outcomes. During a screening with other project officers, management representatives and preferably also external stakeholders, donors and/or beneficiaries the short movie is reviewed. To what extent do the collected stories represent the image as a whole? Are all voices heard? What can the organization or project learn from the outcomes? What should be changed in the organization's approach?



Video Documentaries

EyeOpenerWorks' Video Documentaries depart from a distinct creative concept that matches the communication strategy of its clients. The films are built around the Most Significant Stories of an intervention and focus on personal stories of the main characters. By using a documentary style, the viewer is drawn into the story, gets to know the person, their situation and context. The films are suitable for external communication and international audiences. The artwork and graphic elements (such as logo's, name tags, info graphics etc.) all carry a style that matches the identity of the organization. See for example [the film EyeOpenerWorks made for ICCO](#) about private sector engagement within their program in Northern Uganda.

Learning sessions or Public screening events

Stories of Change of beneficiaries or stakeholders form a powerful starting point for discussion, reflection, and learning. As part of a Stories of Change process, EyeOpenerWorks can facilitate and organize learning events for project staff, management and/or stakeholders. For example prior to documenting the stories through video by reflecting on a number of (written) harvested stories. Another possibility is to use the outcomes of a Participatory Video Trajectory, or a Video Documentary during a public screening event. The Video Documentary can for instance be screened during a symposium to kick-start the discussion around a certain theme or focus area. For example, the Embassy of the Kingdom of the Netherlands used [our film on Climate Smart Agriculture](#) to kick-start a 2-day workshop around this topic.

Learn more

Stories of Change processes can take place at a project/program level, at an organizational level or at an inter organizational level. In Uganda, EyeOpenerWorks has executed Stories of Change projects for the Embassy of the Kingdom of the Netherlands (and 10 of its Food Security and Economic Cooperation program partners), AVSI, ZOA, and ICCO. All EyeOpenerWorks video productions can be viewed on our [Vimeo Channel](#).

About EyeOpenerWorks

EyeOpenerWorks is an international business with offices in The Netherlands and Uganda that supports organizations to create social and sustainable impact. EyeOpenerWorks provides services in five domains: 1) Active Learning, 2) Creative Monitoring and Evaluation, 3) Social Business Incubation, 4) Organizational Development, and 5) Personal Development. Over the past years EyeOpenerWorks has supported over 50 clients in more than 10 countries.

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