
TELL OUR STORY

TELL OUR STORY

Communities.

0. Waste Story Weaving

← Funding?
+ matching grants.
+ media

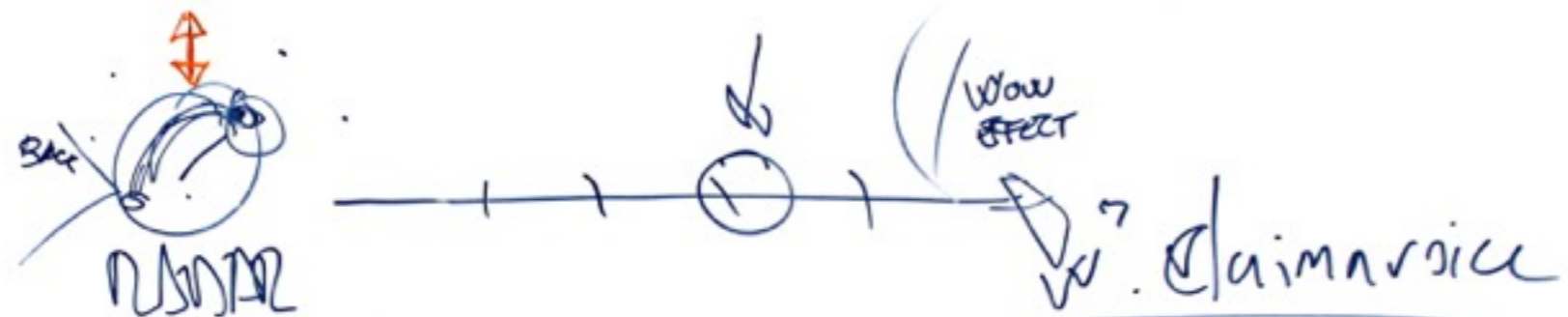
	Roma Prosecuted 100/100	BELGRADE WATERFRONT 
	ANIMAL TESTING 100/100	
STORY FUNDED!	STORY FUNDED!	+SUBMIT YOUR STORY

PRECIOUS LEARNING from PREVIOUS FAILURES

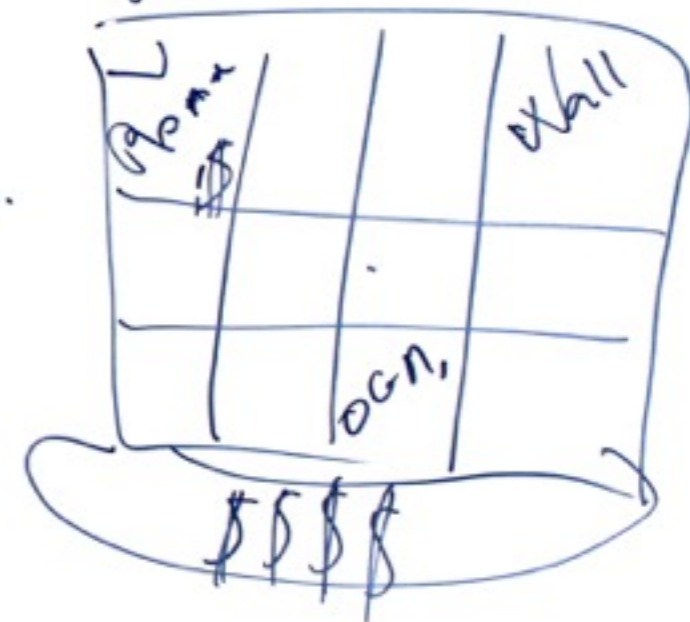
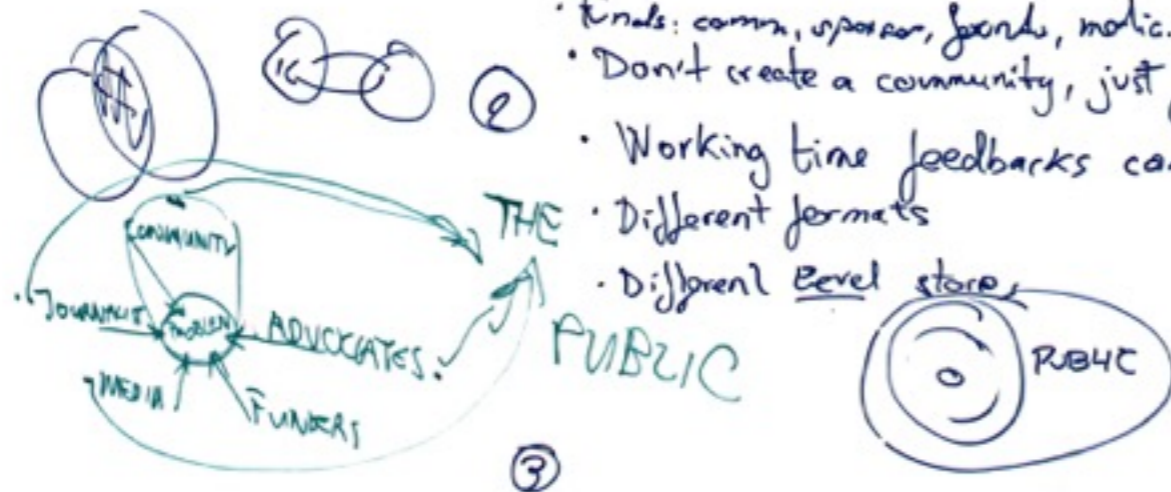
- can't build journalistic project with only journalists;
- starting point must be existing community;
- complex problems might have simple solutions;
- iterate when experimenting

- CAN'T BUILD JOURNALISTIC PROJECT ONLY WITH JOURNALISTS;
- CREATING PRODUCTS FOR WHICH THERE IS NO EXISTING COMMUNITY — NO!
- ^{"MONEY-MAKING"} TECHNOLOGY PROJECTS BY JOURNALISTS — NOT A GOOD IDEA!
- DON'T TEST A PRODUCT ^{FOR THE FIRST TIME} AT A LATE STAGE OF DEVELOPMENT. ITERATE
- IS THERE A SIMPLER SOLUTION?
(NOT NECESSARILY YOU NEED AN APP FOR THAT)

- RISK OF BECOMING "ONE OF THEM"
(COMMUNITY)
- HELPING THEM TO BETTER ADVOCATE ^{COMM} FOR THEIR CAUSE IS A BY-PRODUCT, NOT YOUR PRIMARY GOAL;
- FIND A COMMUNITY; DON'T CREATE IT.



- Partner, not one of them but collaborate.
 - Create a new space committed with information.
 - Funds: comm, sponsor, grants, media.
 - Don't create a community, just find it.
 - Working time feedbacks community
 - Different formats
 - Different level stories



TELL OUR STORY

TELL OUR STORY

PROBLEM:

- UNTOLD COMMUNITY STORIES
- LACK OF SUPPORT FOR JOURNALISM
- PUBLIC NOT INFORMED ABOUT ISS

WHAT HAVE WE LEARNED?

- DIVERSE TEAMS NEEDED
- STARTING POINT EXISTING COMMUNITIES
- SIMPLE SOLUTIONS FOR COMPLEX PROBLEMS

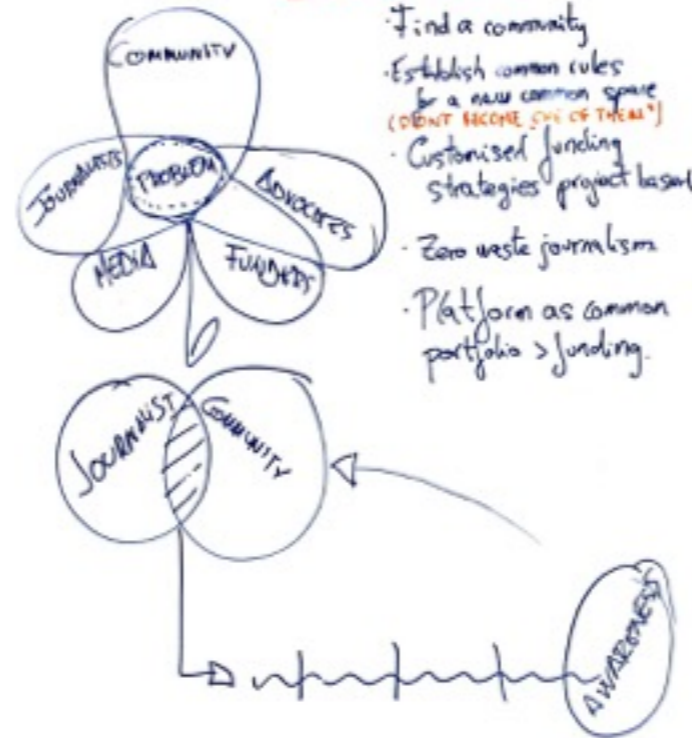
WHAT WE WANT:

- TELL UNTOLD STORIES
- ENGAGE W. COMMUNITIES
- BRING THEIR PROBLEMS TO GENERAL PUBLIC
- FIND A WAY TO PAY JOURNALISTS FOR DOING THESE STORIES

Whooping cough: what is this disease?	Small covered!	Rom a protected Flu
Stacy's running	Village evicted	+ submit your story
Info	♂ = ♀ 10000 Info	Animal tests 5K€

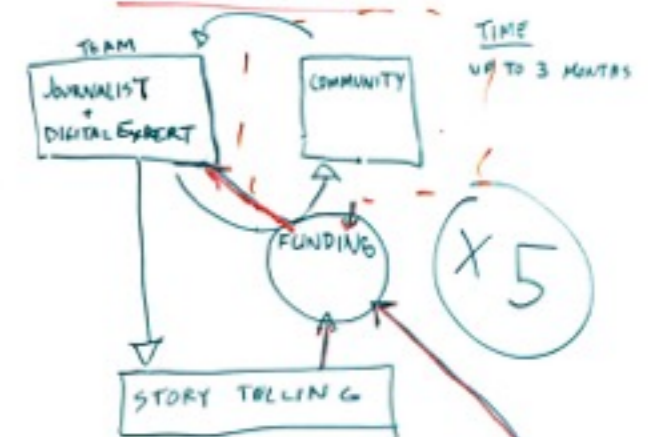
\$€\$€

SOLUTION



- Find a community
- Establish common rules for a new common space (DON'T BECOME ONE OF THEM)
- Customised funding strategies project based
- Zero waste journalism
- Platform as common portfolio > funding

EXPERIMENT



SUCCESS =
ENGAGEMENT + REACH
+ WORKING FUNDING MODEL

SHARE TELL OUR STORY
MARKET FAILURE
= 1.0 WASTE JOURNALISM
STOP WASTING

OUR CONCEPT & ITS POTENTIAL IMPACT — OUR LEARNING AND ITS POTENTIAL IMPACT

