



STORYTAGGING

StoryTagging aims to increase the market reach of creative industry SMEs by developing a digital platform (a website and Android and Apple apps) that will allow creative practitioners to harness stories that celebrate the cultural and natural heritage of northern locales. Northword is the brand name that will be adopted for the digital platform.

Project partners will work with local communities to collect and record stories and invite creative practitioners to apply for a small grant allowing them to create a new product or work inspired by these stories. The digital platform will be used to both bank these stories and to market and sell the products to online visitors. It will collect data analytics allowing creatives to better understand their global audience. The project will also create a skills hub to train participants in digital marketing skills. This platform will be sustained beyond the end of the project to allow communities and creatives across the NPA area to continue to use the apps and website.

Partnership

Lead Partner

Robert Gordon University,
United Kingdom

Other Partners

University of the Highlands and Islands, United Kingdom
Kenozero National Park, Russia
Causeway Coast and Glens Heritage Trust, Northern Ireland
Ulster University, Northern Ireland
Region Västerbotten, Sweden
Kvarken Council, Finland

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Duration

01/05/2020-30/04/2022

Total Budget

Total budget received from Interreg Northern Periphery and Arctic Programme: €999,757.47 of ERDF



Northern Periphery and Arctic Programme
2014-2020



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