

“CREATIVE PRACTITIONERS IN EACH COUNTRY WILL BE INVITED TO CREATE A NEW PRODUCT OR WORK, SUCH AS TEXTILES, CRAFTS, JEWELLERY, ART, MUSIC, FILM, PHOTOGRAPHY, DANCE AND THEATRE, INSPIRED BY THESE STORIES.”

## GET INVOLVED

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[storytagging.interreg-npa.eu](http://storytagging.interreg-npa.eu)  
#StoryTagging



Northern Periphery and  
Arctic Programme  
2014–2020



EUROPEAN UNION  
Investing in your future  
European Regional Development Fund



CAUSEWAY COAST & GLENS  
HERITAGE TRUST



Kenozero  
national park



KVARKENRÅDET  
MERENKURKUN  
NEUVOSTO



University of the  
Highlands and Islands  
West Highland College

Oilthigh na Gàidhealtachd  
agus nan Eilean  
Colaiste na Gàidhealtachd an Iar



ROBERT GORDON  
UNIVERSITY ABERDEEN



region  
västerbotten



Ulster  
University

NORTHWORD  
THE PLACE FOR CREATIVE STORYTAGGING

# THE PLACE FOR CREATIVE STORYTAGGING

StoryTagging is a two-year Northern Periphery and Arctic Programme (NPA) transnational project worth €1 million, that harnesses the power of storytelling to support northern creative industries. **Northword is the brand name** that will be adopted for the digital platform being developed.

With partners in Northern Ireland, Finland, Sweden, Russia and Scotland, the project has four key objectives.



## 1 Establishing StoryTagging technology (led by Robert Gordon University)

A website and both Apple and Android apps will be developed allowing users to bank stories and to market and sell products. The digital platform will also host a skills hub to train participants in digital marketing skills.

## 2 Gathering stories that celebrate the natural and cultural heritage of a northern region (led by Ulster University)

Each project partner will work with local communities and storytellers to collect and record stories that celebrate the cultural and natural assets that make northern localities distinct.

## 3 Bringing stories to life (led by the University of the Highlands and Islands)

Creative practitioners in each country will be invited to create a new product or work, such as textiles, crafts, jewellery, art, music, film, photography, dance and theatre, inspired by these stories. A documentary will be produced recording this process.

## 4 Sustaining the platform (led by the Causeway Coast and Glens Heritage Trust)

After the project finishes the marketing concept will continue under the brand name Northword. The digital platform will be sustained to allow participating communities to continue to use the apps and website. A skills hub will be created encouraging new users to utilise the platform.

