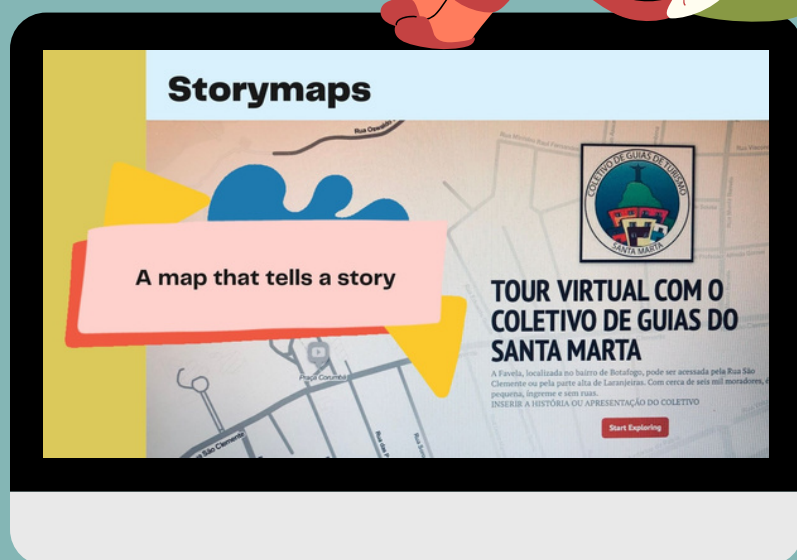




A map that tells a story!

Virtual StorymapsA **PRACTITIONER TOOLKIT**



Curated by:
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COLLABORATIVE STORYMAPPING

Local Heritage & Sustainability

The AHRC network **Local Heritage and Sustainability** builds on the success of the Lockdown Stories pilot project in which we investigated the role of storytelling in community empowerment in 6 favelas of Rio de Janeiro. We considered the role of tourism in enhancing visibility and providing new sources of income. With this experience, we can share inside knowledge into adaptation strategies of community-based tourism providers in the light of COVID 19 and deliver a tailored training course that can be adapted to suits different grassroots organisations. As well as an online platform where community tourism offers can be promoted and linked.

Now the AHRC network is focused on three emblematic contexts: one rural community (Long Lamai) in Malaysia, a historical town (Ilha de Moçambique) and two villages (Monapo and Mossuril) in Mozambique, and five favelas (Rio de Janeiro) in Brazil. These are three very diverse settings, but they are all affected by global flows of migration, the covid pandemic, and tourism, and their related challenges and opportunities.

These three international projects are targeting, local, regional, national, and international audiences. Lessons learnt and comparisons of different case studies are compiled in practitioner report. The three countries are dialoguing, offering peer-learning support and interconnecting communities in a global participatory way.

All our work is feature in our website and in our social media accounts. **We invite you to share this journey with us!**



The AHRC research network has created a solid, long-lasting, and mutually relevant partnership with key stakeholders in Brazil, Malaysia, Mozambique & UK. Our aim is to explore how rural and urban communities can strengthen their resilience, promote sustainability & tourism, and protect their local heritage using creative and digital tools.

1

Definition

A Storymap is a map that tells a story. A Storymap is a collection of points geolocalised in a map that is accessed in a linear (temporal) way, through a storyline. Each point in the map can combine different media elements: texts, photos and videos.

WHAT IS A STORYMAP?

APPROACH



2

Aims

Your map, your purpose!

Our Storymaps tell stories of different places. In Brazil, favelas show their tourist offers by professional tourist guides & residents. In Malaysia, we are travelling to Long Lamai and in Mozambique, local residents show their touristic local points of community heritage sites.

3

Design platform

StoryMapJS is a free tool to help you tell stories on the web that highlight the locations of a series of events. It is designed by Knightlab and you can find here:

<https://storymap.knightlab.com>



4

Your stories

A story has to be told and to be listened to. Therefore, once you have created your Storymap it is important to share it: share it with the community first of all, and then with the identified audience, choosing the appropriate channels (social media, events, etc). Find out more in page 9.

How to do it

01.

WHY & FOR WHOM YOU WANT TO TELL A STORY?

What is the purpose of your Storymap? Why the story you want to tell isA important to share? What makes your story interesting and unique? Who is theA audience of your story? What is your audience interested about? How does thisA story resonate with them? This are the kind of questions you want to have inA mind to start working on your Storymap. See our examples from page 6.A

03.

IDENTIFY LOCAL POINTS

What are the elements of your Storymap?A Start listing them, they can be places,A people, activities, the important thing isA that they are always connected to aA specific location, as this story takes theA shape of a map! There is no "right"A amount of points for a Storymap, but aA between 10 and 30 is a good number toA make it usable and engaging.A

05.

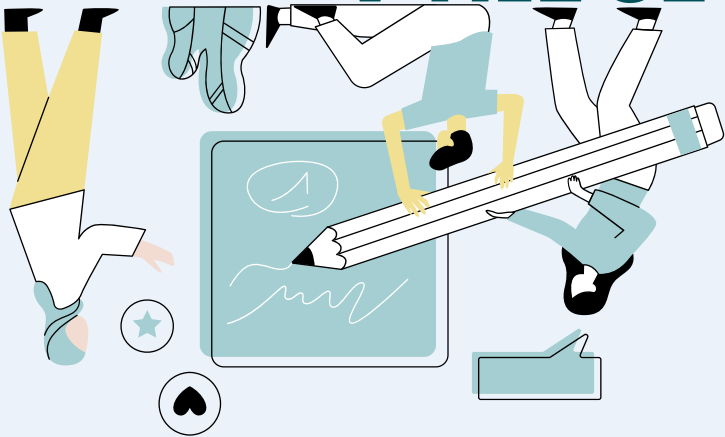
IDENTIFY MATERIALS FOR EACH POINT

How you want to illustrate and representaA each point of interest in your map? It is aA worthy to first brainstorm about materialsA (video, pictures, texts) you already have atA hand and what materials have to be aA produced from scratches. Every point aA need a short text as introduction, then youA can play with single images, collages andA videos, blending them so to make theA fruition of the map more variegated.A

04.

IDENTIFY THE ORDER OF YOUR NARRATIVE

Once you have identified the points of aA interest to be located in your Storymap, youA should think about your narrative: how doesA the story you want to tell develop? You mayA want to cluster your points chronologically,A or spatially by proximity, or by type, e.g. allA the people introduced before, etc.A

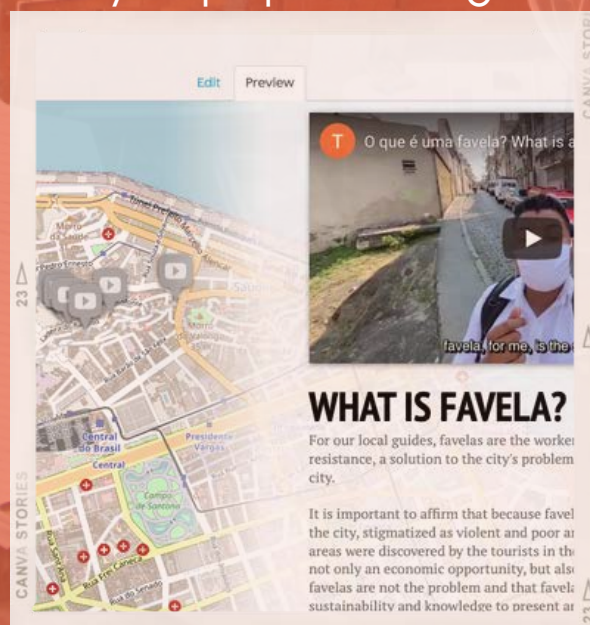


FAVELA VIRTUAL TOURS RIO, BRAZIL

Case Study 1

FavelaAToursASTorymapA

A virtual tour across some favelas of Rio de Janeiro. The storytellers are local guides and activists from Rocinha, Providência, Pavão, Pavãozinho, Cantagalo, Babilônia, Chapéu Mangueira and Santa Marta. They present themselves, their favelas and local projects. All the videos were filmed by the local guides using their mobile phones, the production of the map was coordinated by Observatório do Turismo em Favelas (UNIRIO). The nested structured allows to have an overarching, umbrella, StorymapA linking to children-storymaps presenting each favela.



(UN)TOLD STORIES OF COLONIALISM MOZAMBIQUE

Case Study 2

Ilha de Moçambique & Mossuril Storymap

A journey through the Ilha de Moçambique corridor, touching the Ilha de Moçambique district and Municipality, Monapo District and Municipality and Mossuril District, in the province of Nampula. The Storymap gathers local narratives of colonial heritage told by the communities in their oral tradition. The content of the Storymap have been agreed in consultation with local authorities, local artists, and decision makers, and the production of the content coordinated by the University of Lúrio.

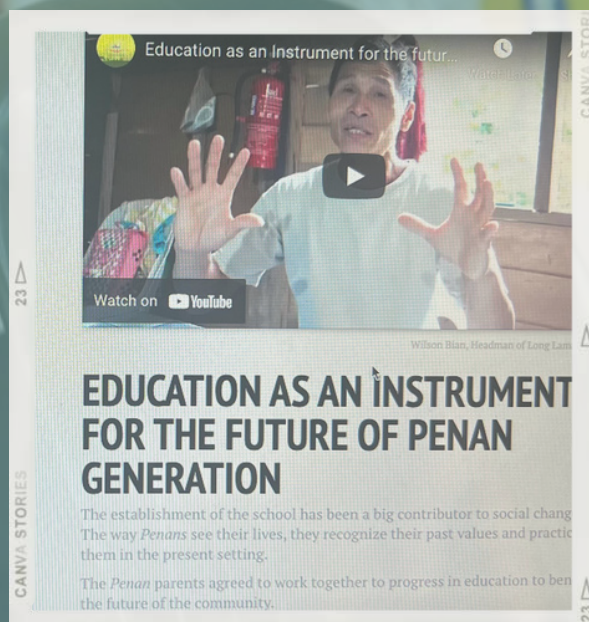


LONG LAMAI, MALAYSIA

Case Study 3

LongLamaiStorymapA

This Storymap is a reflection tool used by UNIMAS to engage in discussion about sustainability and education with the community of Long Lamai. It is a starting point to reflect with the community about the role of youth and their education for the future of this indigenous group, the empowerment of women within the society and the advancing of agriculture for sustainable livelihoods. The production of the Storymap has been done by UNIMAS, working with existing materials from previous projects and interactions with this Penan group.



1

Virtual Tours

Virtual tours are a great tool to connect with new people through virtual platforms – such as Instagram lives, Zoom, Facebook – Your Storymaps help you to build the story of your tour, you can do it live or like a seminar with recorded videos. Check examples in our Facebook page.

SHARE IT WITH THE WORLD!

VISIBILITY



2

Social Media

Social media boosts visibility to potential visitors who may not know who you are or what your project is all about. Having a social media presence lets you reach a wider audience in an inexpensive and quick way. This builds awareness of your projects and community enterprises.

3

QR codes

All generated QR Codes are 100% free and can be used for promotion of your projects. You can add it on your website, Storymaps and promotional materials for your dissemination events.

4

Website

You can integrate your Storymaps in your webpage, using the embedding feature in Knightlab. Again, this will help you reach a wider public and streamline your audience experience.



INFO ABOUT OUR PROJECT: A

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WEBSITES A

<https://www.bournemouth.ac.uk/research/projects/promoting-reflection-sharing-within-across-international-communities> A

<http://lockdownstories.travel> A

SOCIAL MEDIA A

Instagram: @TourismVirtualStories A

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Arts and
Humanities
Research Council



HAVE A GO!



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