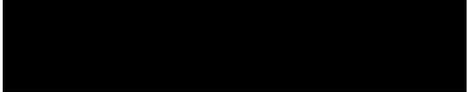


A top-down photograph of a desk with a notebook, pencil, glasses, camera, and magnifying glass. The notebook is open, showing two blank pages. A pencil lies diagonally across the right page. A pair of black-rimmed glasses is at the bottom right. A camera is partially visible on the right side. A magnifying glass is at the top left. The background is a textured, brown surface.

# PEOPLE PLACES & STORIES

JOHAN LINDBLOM  
VÄSTARVET  
REGION VÄSTRA GÖTALAND

Digital Storytelling as an Asset for Intangible Heritage





Prisma Västra Götaland – a digital arena for people, stories and places with history.



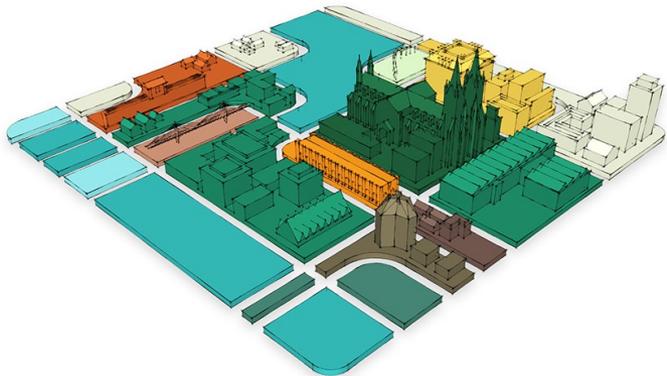
# Our mission

- ❖ To spread knowledge about the industrial society
- ❖ To provide tools for everyone to contribute with stories
- ❖ Increasing the number of visitors to the industrial heritage sites
- ❖ To create greater participation in discussions of today's society



# Four rhetorical questions

- ❖ How does it look in today's Västra Götaland?
- ❖ How has it become like this?
- ❖ In which direction is the development going?
- ❖ How do we want it to be?





#### UTVALDA BERÄTTELSER

##### PÅ RÅLS: JÄRNVÄGEN I SVERIGE

Järnvägens inlägg i Sverige skedde relativt sent, de första linjer i Europa hade redan ett järnvägsnät runt 1850. I Sverige sköttes de första transporter av hästdrivna vagnar och bilar. Men när järnvägen väl introducerats var genomsnittet överstämmande. Utbredningen av järnvägsnätet krympte de geografiska avstånden både inom och utan Sverige. Genom...



KARTA



BERÄTTELSER



SÖK

### PRISMA VG GÖR INDUSTRIALISMEN DIGITAL

Prisma Västra Götaland är en digital arena och mötesplats för vårt fantastiska industriella kulturarv och vår oöverberrädda samhällsutveckling från 1850 fram till idag. Här kan du navigera genom regionens industrihistoria. Se bilder, ta del av berättelser och upptäck spännande industrihistoriska platser! Du får också mer än gärna delta i berättelser och bidra med eget innehåll! Välkommen till Prisma Västra Götaland!

#### VART ÄR VI PÅ VÄG?

Upplever ni också att samhället förändras väldigt snabbt? När man står mitt i förändringen kan det vara svårt att se vart utvecklingen är på väg. Vi tror att man har lättare att se och förstå förändringen med lite perspektiv...



#### INLÄGGET



Är staden verkligen så fantastisk?  
Björn Ohlén, utvecklingschef på Västervet funderar kring staden.

#### I FOKUS

2016-08-31 18:42  
**Bilens plats i framtidens transportsystem**

Seminarium om bilens roll i samhällsutvecklingen och dagens utmaningar i Västra Götaland.

Structure: the map, the stories & the search engine







## Så var det på NOHAB - Rapport från gubbarna i blåställ

[Anställning och arbete](#) [Arbetsmiljön](#) [Området](#) [Upp- och nedgångar](#)

Västra Götaland / Trollhättan - från sågverks- till industristad / NOHAB-området / Så var det på NOHAB - Rapport från gubbarna i blåställ /

### Anställning och arbete

Arbetsmiljön →

[UPPTÄCK MER](#)

Stories – with timeline





## Rysskranen i Trollhättan

1921-2016

Västra Götaland / Trollhättan - från sågverks- till industristad / Rysskranen i Trollhättan /

Länge leve rysskranen!

Stories – detailed storytelling





## Tonfiskare och Lilla Milano - Om kulturarv med både rötter och fötter

Om kulturarv med både rötter och fötter

Ämnesord: [Gamlestaden](#) [Lilla Milano](#) [Migration](#) [SKF](#) [Tonfiskare](#)

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## Aarhuskranen - från början till slutet

Aarhuskranen uppfördes i Vänersborgs hamn 1948 och var då verkligen "high tech". Längre har den varit en av ytterst få bevarade hamnkranar av sitt slag, men hösten 2016 är även Aarhuskranens saga all.

Ämnesord: [Aarhuskranen](#) [hamn](#) [hamnkran](#) [Vänersborg](#)

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## Livet och döden i städerna

Livet i de tidiga industristäderna var hårt. Den allmänna dödligheten var betydligt högre i städerna än på landsbygden. Allra värst var situationen för de unga.

Ämnesord: [alkohol](#) [epidemier](#) [Migration](#) [städer](#) [stadsliv](#) [tuberkulos](#) [urbanisering](#)

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Stories in mixed media formats: text, images, film, audio...



# Our starting points

- ❖ People
- ❖ Places
- ❖ Stories





# PEOPLE

- The traditions,  
the experiences  
& the events





# PLACES

- The scenes for  
community development



# STORIES

- The oral history,  
not the objects



# Core thesis on intangible heritage

- ❖ **Traditional, contemporary and living at the same time:** Intangible cultural heritage does not only represent inherited traditions from the past but also contemporary rural and urban practices in which diverse cultural groups take part.
- ❖ **Inclusive:** It contributes to social cohesion, encouraging a sense of identity and responsibility which helps individuals to feel part of one or different communities and to feel part of society at large;
- ❖ **Representative:** Knowledge of traditions, skills and customs are passed on to the rest of the community, from generation to generation, or to other communities.
- ❖ **Community-based:** Intangible cultural heritage can only be heritage when it is recognized as such by the communities, groups or individuals that create, maintain and transmit it.





OUR SOLUTION  
**STORYTELLING**

How intangible heritage connects and interacts with people.



IS IT POSSIBLE  
TO COLLECT AND SHARE  
150 YEARS OF COMMUNITY DEVELOPMENT  
AT ONE PLACE?



Our main challenge when setting up the website.



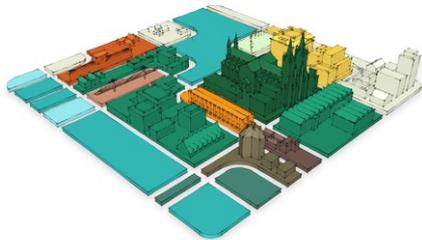


We use a broad range of partners, networks & associations



# Prisma Västra Götaland gathers...

- ❖ Partners: Gothenburg City Museum, Innovatum Science Center, The Homestead Movement & Local History Societies, The National Archive, Borås Textile Museum, The West Swedish Maritime Association
- ❖ 100 + industrial heritage sites and labour history museums in West Sweden
- ❖ Networks, compounds, civil society...
- ❖ Anyone who wants to contribute with a (relevant) story





What is your story?



Some thoughts on digital storytelling and intangible heritage



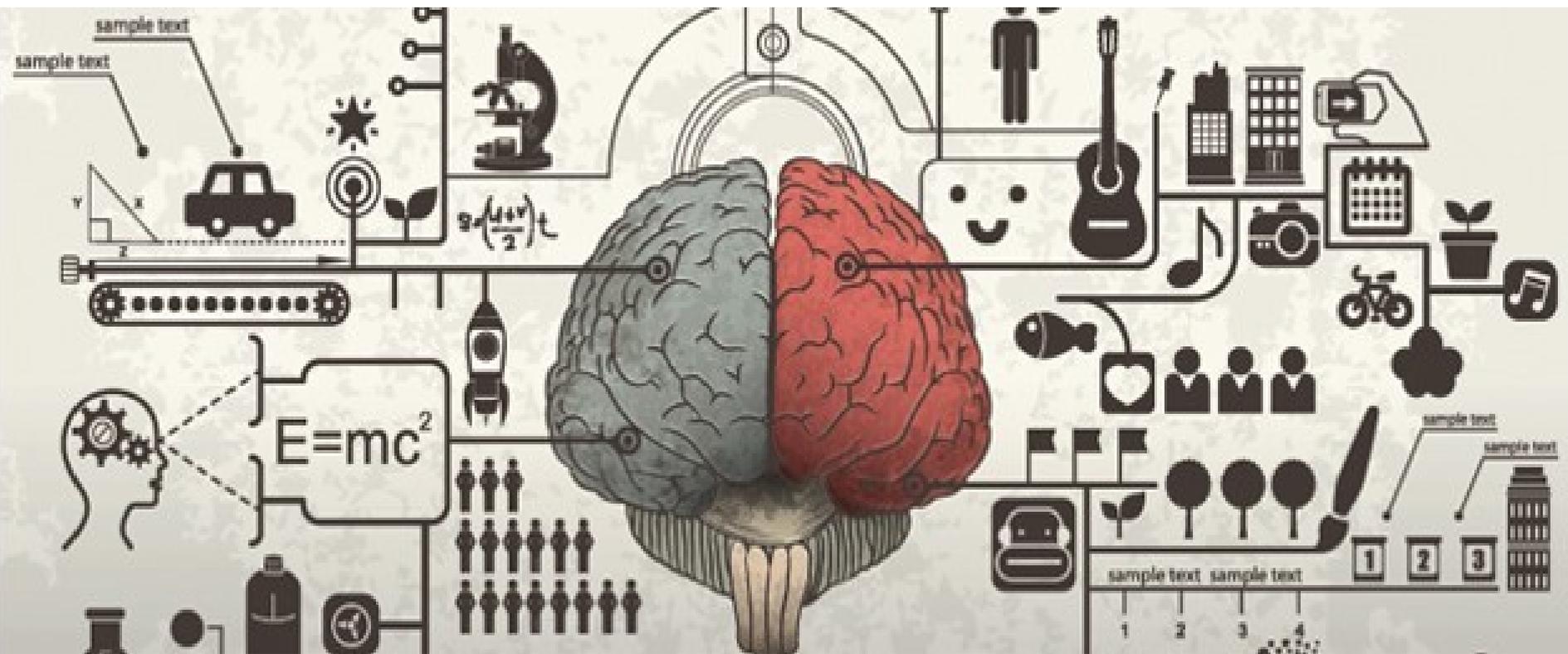


# Digital storytelling

Dramatize your content using storytelling methods

- ❖ Narrative-led and story-based rather than plain information
- ❖ Multilayered – using text, photo, film, sound, drawing, infographics or what suits the content best
- ❖ Decide on a narrative structure





# Create content that matters

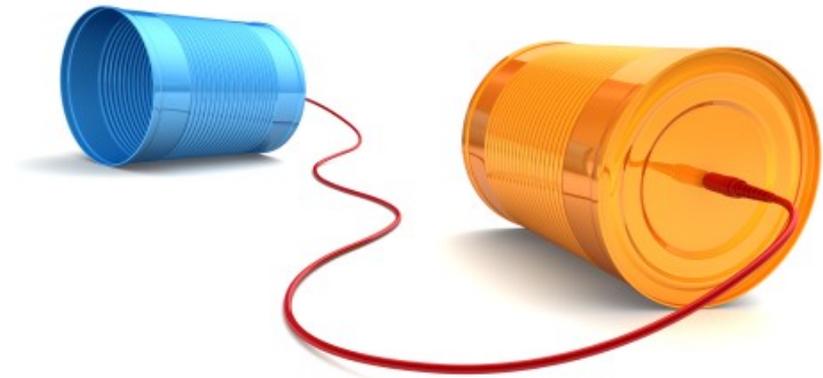
Effective communication address both the left and right side of the brain – an interaction between logical and emotional senses.



# Your content must make sense

Use the 5 Ws ... and an H.

- ❖ Who did that?
- ❖ What happened?
- ❖ Where did it take place?
- ❖ When did it take place?
- ❖ Why did that happen?
  
- ❖ How did it happen?





And it's not always about you ...

- ❖ Curate
- ❖ Explore together
- ❖ Co Create
- ❖ Initiate relationships
- ❖ Let networks evolve



# Concept is key

- ❖ Insight
- ❖ Content
- ❖ Audience
- ❖ Performance
- ❖ Channels





Don't think outside the box – if you don't have a relevant content on the inside.

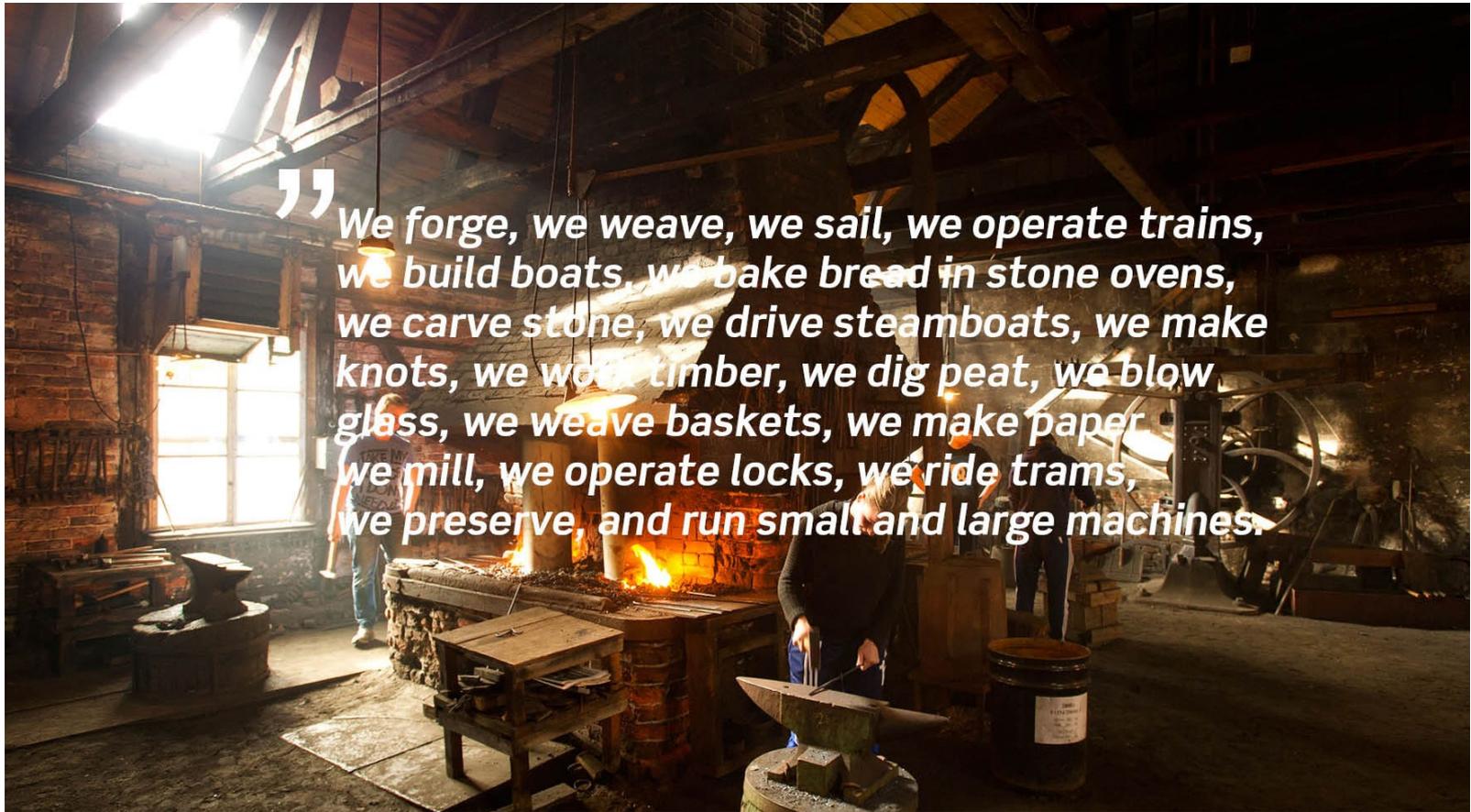




# COLLABORATIVE STORYTELLING

A collaboration between people and networks whom together tells a coherent story.





”

*We forge, we weave, we sail, we operate trains,  
we build boats, we bake bread in stone ovens,  
we carve stone, we drive steamboats, we make  
knots, we work timber, we dig peat, we blow  
glass, we weave baskets, we make paper  
we mill, we operate locks, we ride trams,  
we preserve, and run small and large machines.*

This is what the networks of the Homestead Movement  
and Labour History Museums tells us that they do...





Shared knowledge is expanding knowledge...



# A network of content creators

- ❖ We use the full network of competences – museum staff, informants, journalists, communication officers, retired workers...
- ❖ We also write columns ourselves to paint the broader picture or to start up a discussion on a certain topic – like urbanization, new lifestyles, migration...



# Storytelling, intangible heritage and sustainable tourism development

- ❖ The artefacts are merely alive without a story that connects with people
- ❖ In West Sweden, as well as from an international perspective, we see an increasing volume of cultural heritage tourists



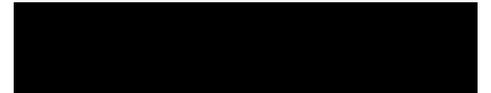


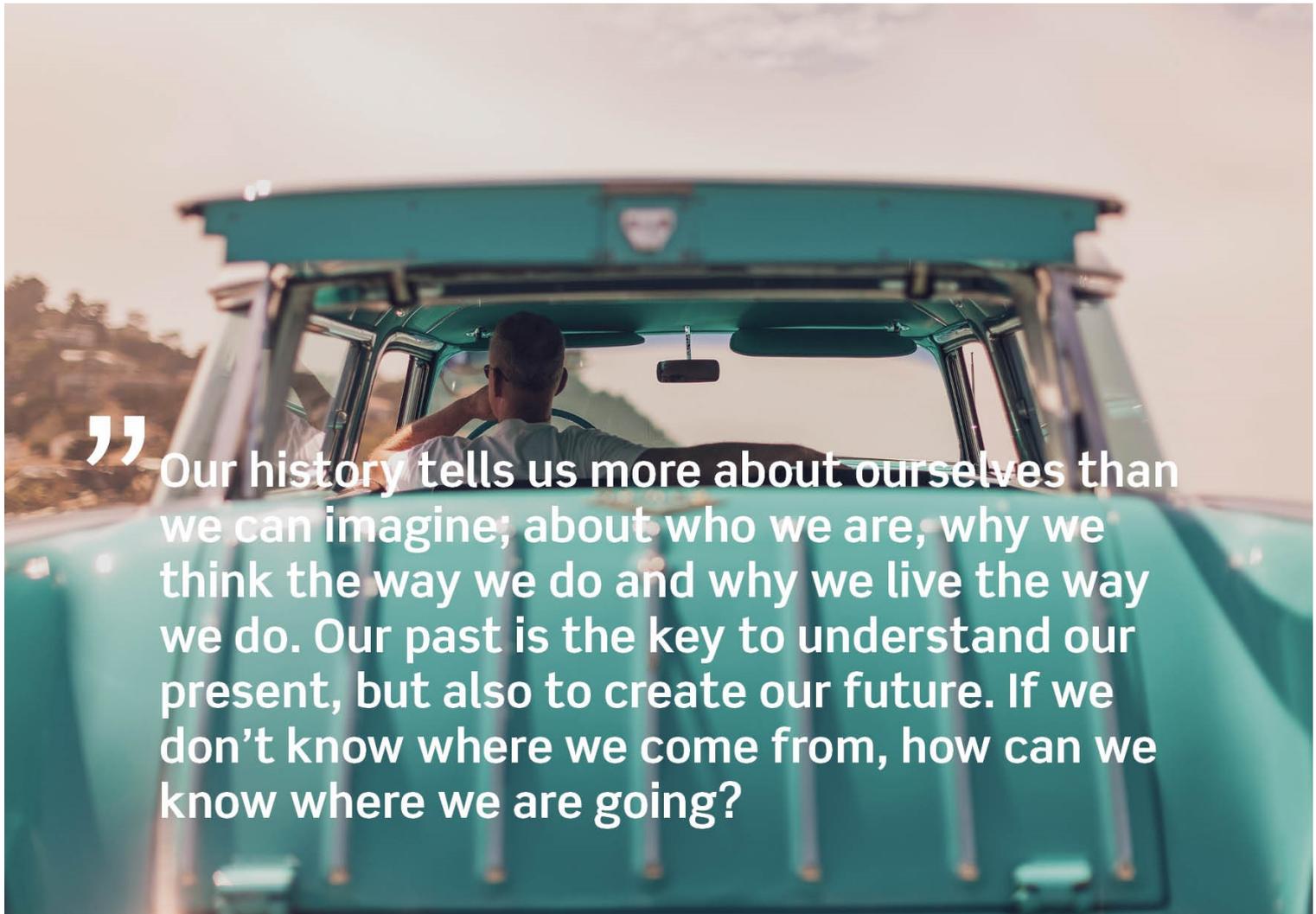
- ❖ Why not make it easy for them to explore, experience and be a part of our common history?



# What lies ahead...

- ❖ CHRISTA Workshops in storytelling
- ❖ Develop the map on the website [www.prismavg.se](http://www.prismavg.se)
- ❖ More stories, films and chronicles
- ❖ Launch a podcast on cultural heritage and community development
- ❖ Develop GPS-driven stories together with TripTale.





” Our history tells us more about ourselves than we can imagine; about who we are, why we think the way we do and why we live the way we do. Our past is the key to understand our present, but also to create our future. If we don't know where we come from, how can we know where we are going?

The future is a long and winding road...



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Thank you!