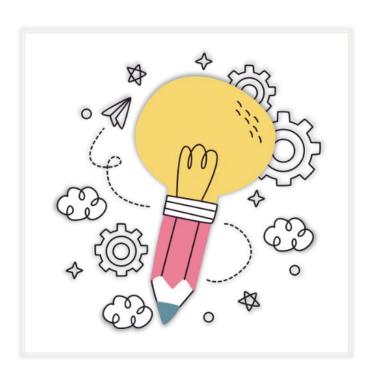# Storybook on how to increase the demand for EE skills based on BUSLeague experiences
User friendly version

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Date:	10-02-2023
Partners involved:	All
Related deliverable:	D5.5

DESCRIPTION

Stories are very powerful ways to share knowledge as the narratives also enable to share more tacit aspects of knowledge, norms and values. They help to better understand each other's perspective and will contribute to building trust and commitment within the consortium and BUSLeague stakeholder networks.

Therefore, **all BUSLeague consortium meetings started with one of the partners telling a story**, preferably in relation to something they experienced with a worker, retailer or producer as part of this project. This was used to trigger discussions between the partners on the meaning of the story in relation to their own context, their perspective on the story and lessons learned in relation to the BUSLeague objectives. Aside from prompting and pushing knowledge sharing subsequent to the live telling of the story, the discussions should help to identify how BUSLeague could be meaningful for similar challenges as described in the story.

In addition to internal use of the stories, the discussion was extended to the outside world by the use of social media (LinkedIn & Twitter). By sharing the stories online, knowledge sharing was scaled beyond the project in the network of all partners and discussions that were started internally could be continued externally. This aimed at increasing the benefits and impact of the internal learning community of BUSLeague.

As a result, the following 9 stories are presented as part of this deliverable in form of a storybook:

- TUS, Seamus Hoyne: https://busleague.eu/a-story-by-seamus-hoyne/
- EnE, Dragomir Tzanev: https://busleague.eu/a-story-by-dragomir-tzanev/
- PF, Manuel E. Arias: https://busleague.eu/a-story-by-manuel-esteban-arias/
- UT, Amber Kornet: https://busleague.eu/a-story-by-amber-kornet-ut-nl/
- AEA, Naghmeh Altmann: https://busleague.eu/a-story-by-naghmeh-altmann/
- ISSO, Martijn van Bommel: https://busleague.eu/a-story-by-martijn-van-bommel/
- IVE, Pepa Esparza: https://busleague.eu/a-story-by-pepa-esparza/
- IGBC, Alice Ryan: https://busleague.eu/a-story-by-alice-ryan/
- BCC, Martina Krusteva: https://busleague.eu/a-story-by-martina_krusteva/

MORE INFORMATION

The full version of this deliverable can be found on the BUSLeague project website at the following link: https://busleague.eu/outcomes/