





# Annex: Impact story template

Event: DigiCollab Hackathon · Story type:  Participant transformation  Team collaboration  Solution spotlight  Unexpected outcome

**How to use:** Complete this template immediately after the event while memories are fresh. Conduct the interview within 5–7 days of the event. One completed template = one publishable story. Adapt length to format: 600–900 words for a blog post, 150–200 words for a social caption, 90–120 seconds for a video script.

## Choose your story type

<p> <b>Participant transformation</b></p> <p>Before/after personal narrative. Best format: blog post or video interview.</p>	<p> <b>Team collaboration</b></p> <p>How the team formed and built together. Best format: video with short written version.</p>	<p> <b>Solution spotlight</b></p> <p>Deep dive into the project. Best format: website project page + infographic.</p>	<p> <b>Unexpected outcome</b></p> <p>Something nobody planned. Best format: short human-interest piece or social post series.</p>
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### Story subject information

**Full name (for publication):**

First name only is acceptable if preferred

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**School / organisation:**

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**Age (if sharing):**

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**Team name:**

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**Media consent:**

May be named in published content  May be photographed  May be filmed  Full name may be used  First name only

**Interviewed by:**

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**Interview date:**

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## ► Before: The starting point

**What brought you to DigiCollab? What were you expecting?**

Capture their initial expectations, hesitations, and what motivated them to apply

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**What was your level of confidence going in? What were you worried about?**

Barriers, fears, and first impressions — this is the emotional foundation of the story

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**What skills or background did you bring to the event?**

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## ⚡ During: The turning point

**What was the hardest moment? How did you get through it?**

Conflict, struggle, and resolution are what make a story compelling — do not skip this

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**Describe a specific moment that stands out. What happened? How did it feel?**

The more specific and sensory the detail, the more vivid and shareable the story

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**How did your team work together? Was there a moment when the collaboration really clicked?**

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**What role did mentors play at a critical moment?**

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## ✓ After: The outcome

**What was your project? What problem did it address?**

Include the challenge theme and any notable features of the solution

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**What did you discover about yourself — a skill, a quality, or a way of thinking?**

This is the core of a transformation story — the insight that changes how the person sees themselves

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**What will you do differently because of this experience?**

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**Are you continuing to develop the project? What is the next step?**

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## “” Quotes to capture

**Best single quote for social media (one sentence, in their words):**

The most quotable line from the interview — punchy, authentic, and specific

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**Opening quote for the story (sets the scene or theme):**

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**Closing quote (the takeaway — ideally forward-looking):**

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## Publishing and distribution plan

### Target formats:

- Blog post (600–900 words)
  Video testimonial (90–120 sec)
  Instagram carousel
  LinkedIn article
  Media pitch
  Erasmus+ case study

### Distribution channels:

- Event website
  Instagram
  LinkedIn
  Email newsletter
  Partner channels
  Local media
  Erasmus+ Results Platform

### Publishing deadline:

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### Writer / editor responsible:

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### Subject has reviewed and approved final version:

- Yes
  Not required (consent covers unseen publication)

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## Story writing guide

**Structure for a blog post:** Opening hook (the most vivid moment) → Context (who this person is, why they joined) → The challenge (what was hard) → The turning point (what changed) → The outcome (what they built and what they learned) → Closing quote (forward-looking)

Writing principle	What it means in practice
<b>Lead with the person, not the event</b>	Start with a specific human moment, not "DigiCollab 2026 took place on..."
<b>Specific beats generic</b>	"She had never written a line of code" beats "she lacked technical experience"
<b>Show the struggle</b>	Stories without conflict are press releases. The difficulty is what makes the outcome meaningful.
<b>One idea per story</b>	Do not try to tell the whole event in one piece. Pick one person, one team, or one solution.
<b>Let them speak</b>	Use direct quotes generously. The participant's voice is more credible than the narrator's.
<b>End with forward momentum</b>	The best endings point toward what comes next, not just what happened.
<b>Caption for the distracted reader</b>	Write the first paragraph assuming someone will only read that. Make it earn the rest.