



# TRANSNATIONAL WORKSHOP 6

29 April 2026, Online, Vilnius

10:00-12:00 (CET time)



Co-funded by  
the European Union



## Vilnius Online Transnational Workshop 29 April 2026

### TITLE:

## Using Data to Tell a Digital Impact Story

### SHORT DESCRIPTION:

On April 29, 2026, social economy organizations are invited to join the online transnational workshop *Telling Impact Stories in the Digital Age*, a collaborative session focused on transforming data, insights, and narratives into meaningful communication that strengthens social impact.

Through expert presentations and interactive group discussions, participants will explore how to move from numbers to clear, compelling messages, how cognitive load influences digital storytelling, and how to communicate impact in ways that truly resonate with audiences.

The workshop will feature breakout rooms on topics such as building trust in digital relationships, data storytelling for influence, visualization for non-technical audiences, and using personal stories when data is limited. Moderators from each group will present key insights during the closing discussion on how technology can help scale social impact in the future.

The event is jointly led by LISVA and Diesis Network and will bring together practitioners and supporters of the social economy from across Europe.

### MAIN TOPICS:

- How to use Data for storytelling

### AGENDA:

Time	Session Name	Speakers / Facilitators
10:00 – 10:10	Welcome and Opening	LISVA/ DIESIS
10:10- 10:30	Turning data into understanding: How to move from numbers to meaning (presentation)	Ieva Žebrytė, associate professor at Vilnius University
10:30- 10:50	Cognitive Load & Attention in Digital Storytelling: How to tell impact stories in a way that gets heard (presentation)	



10:50-11:00	<b>Break</b>	
11:00-11:30	<b>Interactive Session</b> - The Psychology of Trust in Digital Relationships: Why people trust (or don't) digital channels <i>(tbc)</i> - Data storytelling for influence <i>(tbc)</i> - Visualisation for non-technical audiences <i>(tbc)</i> - No data? No worries! Telling personal stories to begin with .	
11:15 – 11:30	<b>Closing Discussion &amp; Feedback Collection</b> Future Outlook: Scaling Social Impact with Technology	

## Learning Objectives

### Learning objectives of the transnational workshop:

- **Understand how to transform data into meaningful insights** that strengthen communication and make impact stories clearer and more compelling.
- **Recognize the role of cognitive load and attention** in digital storytelling and learn techniques for crafting messages that resonate with diverse audiences.
- **Explore practical approaches to building trust in digital environments**, using data, narratives, and visual tools that enhance credibility and engagement.
- **Engage in collaborative group discussions** to experiment with data storytelling, visualisation methods, and personal narrative techniques.
- **Gain practical insights on how to communicate impact effectively** within your own organisation, even when data is limited, using tools and strategies introduced during the workshop.

## Learning Methodologies

- **Lecture (Contents):** Expert presentations to introduce key concepts
- **Case Study / Keynote:** Real-life examples to contextualize learning
- **Interactive Session:** Hands-on activities and breakout discussions

## 2. PARTNERS AND STAKEHOLDERS INVOLVED

- Lithuanian social business association
- Latvian social business association
- Digital Story Telling Festival
- DIESIS

### 2.1 Participants

Description of SEO that should participate to the workshop and benefit from it.

The sixth transnational workshop is part of the programme created within the framework of the DO Impact Strategy, to provide Social Economy Enabling Organisations and SMEs with tools, knowledge, and resources needed to thrive in today's evolving market. They focus on strengthening digital skills, improving data management, and supporting sustainable practices.

The programme is first delivered to organisations that enable SMEs within the PSE ecosystem and then tailored for local SMEs. The methodology ensures we address specific regional needs and priorities.

**The sixth International Workshop is part of 8 transnational workshops** (5 in person and 3 online) focusing on upskilling Social Economy Enabling Organisations in terms of understanding and being able to deliver Digital and Data-Driven Programs.

Participants are encouraged to engage in the project's complete learning journey, by attending all the different workshops organised within the project. Conditions and requirements for participation are presented below.

In order to be eligible, applicants must be a **Social Economy Enabling Organisation**, defined as a sectoral federation or Association representing social economy entities, providing support services to social economy entities or federate social entities.

Each applicant must be:

- A legal entity;
- Established in one of the eligible countries:
  - EU Member States (including overseas countries and territories - OCTs),
  - Iceland, Norway, Liechtenstein, Albania, Bosnia and Herzegovina, Kosovo, North Macedonia, Serbia, Türkiye, Moldova and Ukraine.

**PSE SMEs are not eligible for this call.** Participation to Digital Programs aimed at these entities will have their own call available at:

[https://doimpact.eu/trainings/digital-programs/.](https://doimpact.eu/trainings/digital-programs/)