

A visual storytelling approach to increase the accessibility of the RiverCare knowledge-base

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Challenge

Small and large programs like RiverCare develop new knowledge, models and tools to support sustainable river management. However, research publications and datasets are often not available in an accessible format due to specific jargon and lack of examples about the application. Project managers and advisors need an overview on the context and contribution in practice to identify what may be useful for them.

Innovative components

- Different forms of visual storytelling (overview images, videos, interactive maps and storylines for practice) into the program website.
- A step-wise approach to design the website components via an interview video, prototyping, usability tests and evaluation.
- Guidelines to prepare and use the storylines in facilitating first discussions about the applicability of research.

For whom and where?

Any program/researcher/professional interested in communicating innovations for sustainability.

Application development and findings

We tried our approach into the various RiverCare projects and learned that:

- Collaboration with researchers, an editorial team and water related platforms is essential.
- For the trustworthiness of communication, making explicit both benefits and limitations of scientific contributions is important.
- The storylines are attractive but to facilitate discussions about the usability of research they should give visual examples and focus on findings that are applicable somewhere else.

Status for day-to-day practice

We are identifying efficient ways to deliver the storyline guidelines and doing the website evaluation.

Next steps

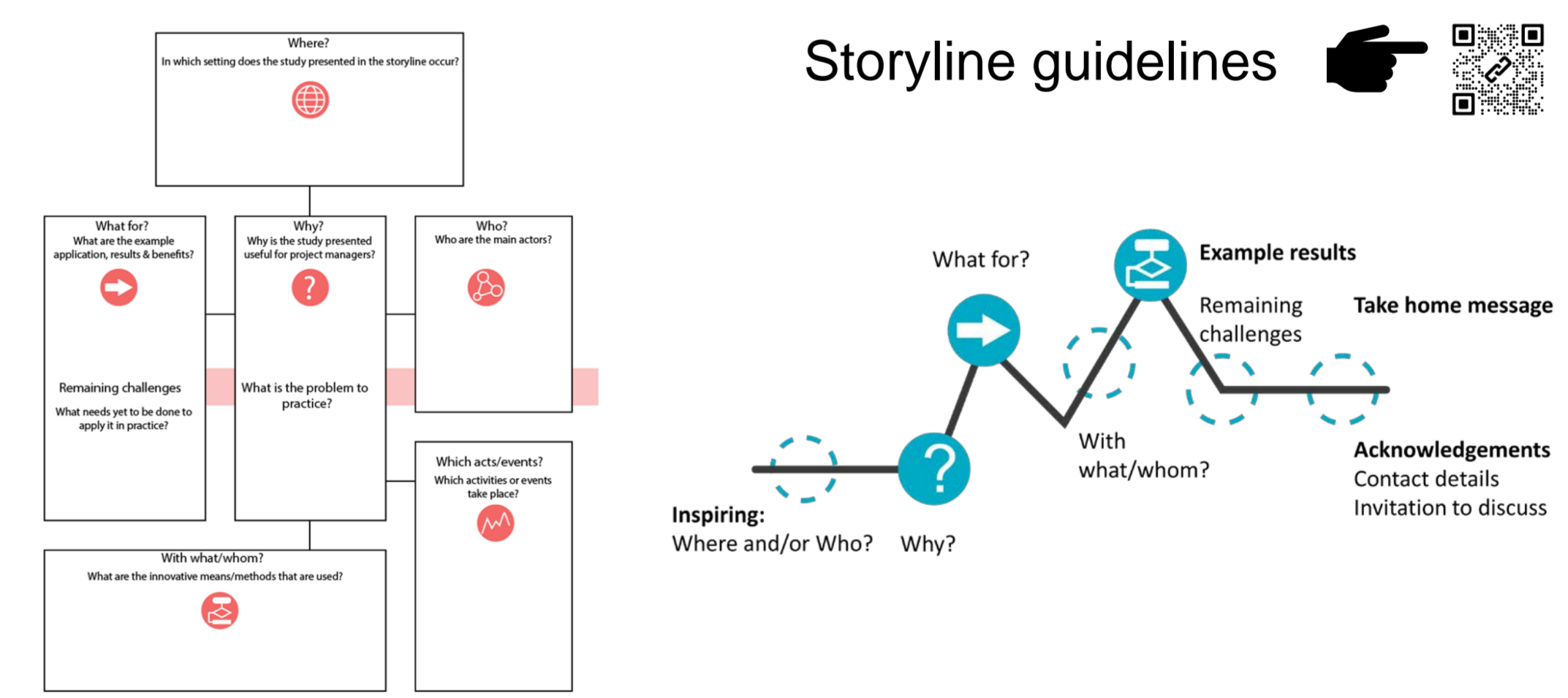
Reusing the website (components) and preparing storylines for the communication of other research programs within the NCR network.



Workshops to collect tips from project managers and advisors to prepare effective storylines.



Components of our approach



Tools to identify the storyline parts and prepare an engaging story that are part of the guidelines.

Interested?

Email to: v.j.cortesarevalo@utwente.nl
Explore more in the [project description](#) of the website www.rivercare.nl.

