

## European Storytellers Collective – Letter of Engagement

The [European Storytellers Collective](#) (ESC)'s mission is:

- To create, maintain and coordinate an active network of International storytellers dedicated to the realization of an audiovisual catalogue of stories presented by themes and languages;
- To provide the tellers with the skills and knowledge required to achieve the quality standards necessary to engage, entertain and educate a wide and diverse audience;
- To promote stories, the art of storytelling and the artists' work on a worldwide level.

To pursue this mission, the ESC welcomes the contributions of its **Core Group, Ambassadors and Tellers** to its [Storyflix](#) project.

The initiative has been started as a non-profit. However, the ESC will dedicate a percentage of its working time to seeking and applying for funding to support its activities. When this is secured, Tellers and Ambassadors will be properly remunerated for their contributions.

The project is partnered with the [Federation of European Storytellers](#) (FEST).

### Core Group - Founders

*Richard Martin, Aurora Piaggese and John Rogers*

All the activities of the ESC are promoted and co-ordinated by the three founding members, identified as the Core Group.

The Core Group is in charge of setting goals, deadlines and strategies to maintain the project and find funds, partners and sponsors.

In the [Storyflix](#) project, the Core Group:

- Selects stories and launches calls for each round of “7 x 7 stories”;
- Collects, evaluates and prepare the videos for the upload;
- Takes final decisions on the videos submitted and the tellers involved;
- Coordinates with FEST;
- Provides both Ambassadors and Tellers with the information and instructions needed for the project;
- Actively seeks for funds and projects to involve ESC members

## Tellers - The content makers

Anyone can become an ESC teller on Storyflix or join the European Storytellers Collective as a member and be involved in further projects if their work meets the requirement and mission of the organization.

### The Tellers:

- Choose one of more among the stories and topics presented on the [Rounds Calendar](#)
- Prepare the performance and send a sample of 30 seconds, meeting the [technical requirements](#) of the collective and respecting the deadline.
- If approved, provide the ambassadors with their name and short bio and, if they wish, contacts so that they can be put online next to the video description to give them promotion
- Record and send the whole performance.
- Once the video is uploaded, they share it on their own social platform.
- Copyright of all recordings remains with the Teller, who can use it as they wish once the relevant round has launched.

## The Ambassadors – the gate-openers

We are an International co-operative and we want to give space also to those Tellers whose English might not be enough to understand our calls and interact with us. Here the valued help from our Ambassadors is important.

Everyone can become an Ambassador for us, as long as they are willing to contribute to ESC's and Storyflix's growth acting by liaising between us and the storytelling community in their country.

### The Ambassadors:

- Translate the Calls and the bare bones of the stories in their language;
- Share the Calls within their country's storytelling community and through their social media;
- Help checking the synopses and videos submitted in their language;
- Help promoting the activities and projects of ESC, also with the local press;
- Seek possible grants or funding in their country that could be relevant for the project.

*By signing the present document I, .....*

*certify my willingness to participate in this project and join the European Storytellers*

*Collective for Round ..... (specify Round number/title)*

*scheduled date ..... (specify) as*

- Ambassador*
- Teller*

*I understand that my contribution is voluntary and I will not charge the ESC for the use of the content I create and provide in the context of this project.*

*I also understand that the Core Group has the liberty not to use my submission if it does not meet the project standards and parameters.*

*I give my full consent to the use of my image and artistic work without any limitations in the context of the project and I allow the upload of the content I provide on the ESC webpage and social media platform.*

*Date*

*Signature*