

StoryTracks, Ireland

SOURCE: www.storytracks.ie

INTERGENERATIONAL

CULTURAL HERITAGE

PROBLEM

Fergal Nealon started StoryTracks in 2017 and has a visual storytelling background. He wanted to preserve local stories for the younger generations and those to come. Listeners can enjoy local stories pertaining to different regions of Ireland for free by downloading the app into their smartphones or tablets.



ACTION

StoryTracks are shared by volunteers as it runs as an app you must download. The app is free to download, and free to upload stories too. It has proven to be a great way to use digital platforms in a new innovative way. The stories are shared by seniors for the young to hear. There are also migrants sharing their stories for the local community to get to know them. It brings community cohesion and inclusion.

RESULT

Local stories get told to the next generations and tourists learn the history of the place they're visiting. The community is brought together through digital storytelling to the young, migrants, and tourists. StoryTracks has plans to build on stories, pick the best ones and launch a podcast. They're working with illustrator Annie West, who will be helping bring the audio to life through her world-famous cartoons.

