

Educommunication and Storytelling for Gender Equality: European Institutions and NGOs' Case Studies

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ABSTRACT

This keynote presentation explores the power of storytelling as a tool for educational communication in support of gender equality and the broader Sustainable Development Goals (SDGs). The research begins by establishing a theoretical foundation grounded in the concepts of serious storytelling and SusTelling—frameworks that emphasize the ethical, transformative, and purposeful dimensions of narrative when applied to real-world social issues. Drawing on these concepts, the presentation investigates a series of case studies focused on storytelling-based educational communication projects developed by public institutions and non-governmental organizations from Europe. All the initiatives analysed share a common commitment: to foster awareness and critical reflection among younger generations—specifically the Alpha and Zeta cohorts—on gender equality and related global challenges. Through qualitative analysis, the study examines the narrative strategies and digital formats employed across various platforms, from interactive web series and immersive digital storytelling to gamified learning experiences and participatory media production. Findings reveal an expanding repertoire of narrative techniques shaped by the opportunities of the post-digital world, emphasizing user agency, emotional engagement, and co-creation. The results underline the effectiveness of these projects in creating more resonant and inclusive educational experiences. In conclusion, the presentation argues for the increasing relevance of storytelling as a means of educational engagement, particularly when adapted to interactive and participatory formats that resonate with digital-native generations.

Keywords: gender equality, educommunication, storytelling, NGOs, institutions