

# #CARLOW

A Digital Storytelling Project

**#Carlow, Digital Storytelling Project** is a County wide project which aims to increase the level of digital awareness for businesses and community within County Carlow. The project is supported by a partnership between a variety of organisations including; Local Enterprise Office Carlow, IT Carlow, Carlow Library, VISUAL, Carlow Tourism and is funded under the Rural Economic Development Zones.



Oifig Fiontair Áitiúil  
Local Enterprise Office



VISUAL

The Nationalist

## What does the project aim to achieve?

This exciting and innovative project, is aimed at increasing digital awareness in the County and assist businesses and community in positively developing and promoting the online identity of Carlow. The project is for the benefit of; Businesses, Tourism, Schools, Colleges, Arts, Culture, Entertainment and the General Public.

## What is Digital Awareness?

Digital awareness includes being internet savvy, understanding the unstoppable growth in internet use for social and business purposes. Understanding digital awareness will benefit online trading and social media marketing, it means understanding your online identity, protecting your online privacy, increasing your computer security, using social networking, protecting your digital assets and monitoring and promoting your business.

**# Carlow, Digital Storytelling Project consists of business and community initiatives which include:**

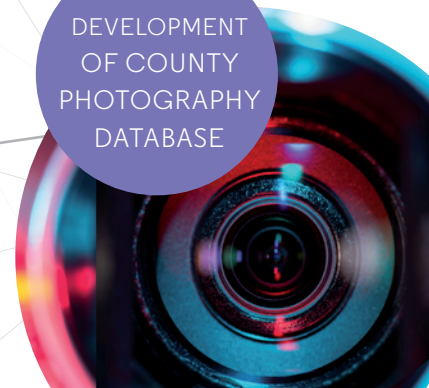
SPECIALISED WORKSHOPS

DIGITAL AWARENESS COMMUNITY ACTIVITIES

DIGITAL BUSINESS DEVELOPMENT TRAINING

BUSINESS MENTORING

DEVELOPMENT OF COUNTY PHOTOGRAPHY DATABASE



## HOW CAN YOU ENGAGE?



### As a Business

As part of the program we will work with fifty businesses, each of which can avail of digital business development training.

This **Digital Growth Programme** aims to increase the number of businesses engaging in online trading which in turn support their offline business.

This training is offered in the form of mentoring and by providing specialist evaluation supports free to each business.

### As an Educator or Student

**Generation Next Program** will engage 500 young people aged between 12- 21 years of age in Digital Content Challenges which include:

- Youth Photography Competition
- Content Design Challenge in conjunction with VISUAL
- Content Design Challenge in conjunction with IT Carlow
- Content Design Challenge in conjunction with Carlow Library
- Digital Design Challenge to Market Carlow



### As an Individual

As part of the project the general community will be challenged to create a digital image which represents County Carlow, which will culminate in a digital showcase event in 2017.

**The County Carlow Photography Project** aims to:

- Develop a database of royalty free images for use by all in County Carlow
- Produce images for Ireland's Ancient East



For further information on #Carlow, A Digital Story Telling Project please visit [www.localenterprise.ie/Carlow](http://www.localenterprise.ie/Carlow) or email Project Coordinator Dena Nolan at [digitalcarlow@carlowcoco.ie](mailto:digitalcarlow@carlowcoco.ie) or phone the **Local Enterprise Office Carlow 059 9129783**.