

## Info Pack

### Storytelling Competition – Bridges that Connect

#### 1. Background

The **Shared Horizons Project, Component 2** seeks to strengthen cultural connections across the Western Balkans by engaging young people in creative storytelling about cultural heritage and reconciliation. As symbols of both history and reconciliation, bridges hold unique significance in the region. This competition will focus on six selected historical bridges, inviting youth to produce stories that bring these sites to life and present them as symbols of dialogue, peace, and cultural connection. The project is implemented by the European Association for Local Democracy- ALDA and it is funded by Expertise France.

#### 2. Objective of the Competition

The competition aims to:

- Encourage youth creativity and critical reflection on cultural heritage,
- Promote bridges as symbols of connection, reconciliation, and shared memory,
- Provide a platform for young storytellers to gain visibility at regional level,
- Integrate selected stories into Augmented Reality (AR) experiences to be accessed directly on the bridges, as well as showcased in exhibitions and public events.

#### 3. Scope of the Competition

Participants are invited to develop stories about one of the following six bridges:

- Albania: Gorica Bridge (Berat)
- Bosnia and Herzegovina: Stari Most (Mostar)
- Kosovo: Stone Bridge (Ura e Gurit, Prizren)
- North Macedonia: Stone Bridge (Skopje)
- Montenegro: Adž-pasha's Bridge (Podgorica)
- Serbia: White Bridge / Bridge of Love (Vranje)

Stories may focus on historical events, legends, community life, or contemporary meaning, but could also be fictional as long as they are inspired from “reconciliation”, “dialogue” and “shared cultural heritage” as main project’s principles. The format of the creative solutions is open for: written text (essay, short story, poem, scenario), photography, video, audio, or multimedia.

The rules of the application format are as follows:

- Written piece (short story, essay, poem)- not longer than 5 pages
- Photograph or photography series- not more than 5 photographs
- Short film or video- not longer than 3 minutes

- Audio story- not longer than 3 minutes
- Creative multimedia mix

In the cases of video, photography and audio format applications, the materials should be submitted in high resolution.

#### 4. Eligibility

- Applicants must be between the ages of 15 and 29.
- Applicants must be residents or citizens of Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, or Serbia,
- Submissions are accepted either individually or in a team of two.

#### 5. Evaluation Criteria

Submissions will be evaluated by a jury of experts according to:

- Originality and creativity of the stories,
- Relevance to historical and cultural heritage of the chosen bridge,
- Message of reconciliation, connection, and shared cultural heritage,
- Quality and clarity of presentation in the chosen format.

#### 6. Expected Outcomes

- Selection of winning stories (3 winning stories per country),
- Professional development of winning stories with support from experts,
- Integration of winning stories into Augmented Reality experiences accessible at the selected bridges,
- Presentation of the stories in exhibitions and public events organized within the project.

**What does this mean for you?** Augmented Reality (AR) combines the physical and digital world, allowing your story to come alive directly on the bridges through interactive visuals, sounds, and animations. For applicants, this means your creative idea will not just stay on paper but will become an immersive touristic attraction that thousands of people will experience in real life.

As a winner, you will not only see your story transformed into a cutting-edge AR installation, but you will also gain regional visibility, professional recognition, and the chance to establish yourself as a young creative voice in the Western Balkans. Your work will be promoted across countries, showcased at exhibitions, and shared with a wide audience, turning your creativity into a lasting cultural legacy and opening doors for future opportunities.

#### 7. Application Process

Applicants must submit:

- The story in the chosen format (written format, photography, video, audio, or multimedia),
- A short description (max. 500 words) explaining the inspiration and approach,

- Basic personal information (name, age, country, contact details).

All submissions should be submitted on [Storytelling Competition Application Form](#)

**Deadline for submission: 30.09.2025**

**If you have any questions, please contact [viktorija@aldaintranet.org](mailto:viktorija@aldaintranet.org)**