



Convey Compelling Stories

Although time spent crafting narratives can feel like time not directly creating stronger communities, conveying compelling stories is an investment in the long-term success of a PBSE. A compelling narrative can reenergize residents who have internalized stories of community decline, and can also create opportunities by raising awareness among external groups.

PLACE in action!

While Fogo Island has been cherished by its residents for generations, it is now known by many around the world as the home of its eminent PBSE, the Fogo Island Inn. This enterprise is run by Shorefast, a charity whose mission is the economic and social revitalization of Fogo Island. Through its visually striking architecture and a team of talented storytellers, Shorefast has gained widespread media attention, reinventing Fogo Island as a coveted regenerative tourism destination. [Learn more.](#)

Short Activity

Answer the following prompts to reveal the story that you would like the next chapter of your community to tell. This will require some imagination, so do your best to put yourself in hypothetical futuristic shoes, and don't be afraid to include references to a successful PLACE-based social enterprise!

1. Imagine future you is being asked how your community is doing. What do you want your answer to be?

2. Now imagine that a regional newspaper comes to write an article about the success of your community. What is the headline?

3. Now imagine a hypothetical family has moved to your community in its successful future state. Why did they move here?

