



RESTART NETWORK & ROSE STORIES
ROSE CHANNEL DEVELOPMENT

ABOUT ROSE STORIES

MISSION, VISION & MAIN TARGETS



The starting point of ROSE stories is our passion for different cultures and inspiring makers. Our core objective is to tell stories that are rooted in different cultures, with which we want to spread the powerful message of equality and diversity. We want to contribute to a more inclusive society by translating these stories into concrete projects and products; varying from documentaries and theater plays, to cook- and children's books.

One of ROSE stories' most successful projects is the cook- and story book Milk and Dates which we published in 2014. In this book full of inspiring recipes and stories, the reader is taken on a culinary exploration through the Moroccan kitchen. Milk and Dates was lauded by public and press alike, and was awarded the public award of the Cookbook of the Year-election. Besides this, we recently developed among others the children's book Mootje and the documentary My Hijab, My Business, and at the moment we are working on a Chinese cook- and story book. Diversity is key in all of these projects, in content as well as in the background of the makers.

GOALS

MISSION, VISION & MAIN TARGETS

GOAL #1

Contributing to a more inclusive society through a more diverse cultural media landscape of stories, characters and creators, which enables connecting with a more diverse audience.

GOAL #2

Contributing to a more inclusive society through talent development and empowerment of a diversity of creators (in culture, gender, and region).

GOAL #3

Contributing to a more inclusive society by further developing ROSE stories' cross media approach in a way that enables more empowering of creators and audience to share a diverse range of stories and project online and through social media.

ROSE CHANNEL

One of the main outcomes of goal #3

ROSE channel will be an open cross media platform that offers a space and stimulus for high quality, creative, innovative and implicit (cultural) divers content. It enables talented creators of non-fiction audiovisual content to share their creations with a divers audience.

First step is the foundation. It starts with a pilot: a space within the existing www.rosestories.nl where the first creators can share their content in a crossmedia way. It offers valuable experience and data to connect with partner organisation, collect the needed funds, engage the audience and start sharing the first non-fiction audio visual content with them. We'd like to explore the possibilities of connecting with various social media plus test and optimize usability for both creators as users.

ROSE channel offers online tv without wasted time on advertisements and more. Our divers creators share their nonfiction vlogs, based on a diverse inclusive society. ROSE channel offers a combination of entertainment and extending ones knowledge of divers subjects at the same time. Themes vary from fashion, beauty and food to career, travel, sustainability, philosophy and view of life.

Extra attention will be paid to awareness, unconscious bias, sustainability and inclusiveness in various topics. Thus we strive to create a platform where diversity from A to Z is being represented in a way that reflects the diversity of the audience and inhabitants of The Netherlands.

PURPOSE

- Empowering divers creators to share/ publish their audio visual content/ non-fiction stories with a divers audience.
- Enabling a diversity of people living in the Netherlands, age 20-40, to choose and experience divers non-fiction audio visual content.

WAY

- Adding an upgraded page/part of the website www.rosestories
- Integration of various channels on various (social) media.
- Enabling creators transmedia storytelling through sharing audio visual content with a diverse audience, age 20-40 ,living in the Netherlands.
- Empowering these divers creators to produce, share and finance this non-fiction audio visual content.

IMPACT

Together we contribute to a more inclusive society where people benefit from being able to share diverse stories, learn about various subjects and recognising themselves and our diverse society in diverse media content.

FORM

ROSE channels content will be published through various existing social media channels: initially through Facebook, Instagram, Pinterest, Twitter, YouTube and Snapchat. We need a page on our existing website where previews of the av content our creators publish can be seen (or if possible played).

Design has to be beautiful, recognizable and well-arranged/ easy-viewed. FYI: more in design in our design briefing.

Key is visitors get an instant idea of what the channel has to offer them. Navigating through the platform should be easy and quick. Therefore a search function is an important feature as well.

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TARGET GROUPS

Inhabitants of The Netherlands, age 20- 40: a very diverse group of people with different backgrounds in amongst others cultural background, gender and regional differences.

PROBLEM & CONTEXT

PROBLEM JULY 2017

The first creators are connected and ready to share their audio visual content for the first time through the ROSE channel platform. We need a pilot platform/ page to give the first group of creators a chance to share their audio visual content with the public. It also enables us to learn and prepare and develop the launch of the next step of the platform. We can use it to involve diverse partners/ supporters/ creators/ participants.

SOLUTION

WHAT WE NEED

- Adding an upgraded page to www.rosestories.nl for showing previews of the cross media shared av content.
- Integration of various social media: Facebook, Twitter, Instagram, Pinterest, YouTube, Snapchat
- Advice on which channels to use, usability and next step (all ideas are welcome).
- Advice on how to upgrade our website to multiple languages (for starters Dutch & English)
- If possible: advice on how to speed up our website
- Advice on preferred screen sizes and other missing specs
- Adding an upgraded page to www.rosestories.nl for showing previews of the cross media shared av content.

DELIVERABLES

- One page ROSE channel in existing website www.rosestories.nl
- Integration or preview of publishes av content Facebook, Twitter, Instagram, Pinterest, YouTube
- Is a preview of our av content shared on www.npo.nl possible?
- Integration of Google analytics.
- Extensive search function.
- Is help with SEO and visibility on the social media an option?

PLEASE KEEP IN MIND

WHAT WE NEED

- User-friendliness for both creators as audience is important
- What is the best way to build this to reach a diverse audience (age 20-40) as effective as possible?
- Good look and feel/design.
- Making it easy to share transmedial through existing and new-to-be-launched (social) media (for example Instagram, Twitter, Facebook, YouTube, Snapchat)

ROSE CHANNEL CONTEXT & INSPIRATION

ROSE channel is inspired by other platforms. We strive to learn from their success, and mistakes. We'll share our experience with the following platforms with you later: VICE channel, De Correspondent, YouTube.

AVAILABLE CONTENT & MORE

At this time we have several vlogs and documentaries shared on tv and online: www.npo.nl
We plan to share content on social media as soon as the ROSE channel page is developed.
We'd like to share: vlogs, podcasts, blogs and livestreams.

INPUT ROSE STORIES & COLLABORATION

- ROSE stories design briefing : in writing and offline presentation by Marije.
- Briefing ROSE channel vision & goals: in writing and offline presentation by Michelle.
- Audio visual content to publish through the channel and more.
- Input/ collaboration with Michelle and Marije during the weeks.
- Pep talks/ previews to get a taste/ experience ROSE stories content, productions?
- Presentation event at the end of Social Impact Weeks to present the result together with Restart (?)

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