

American Origin Products and the TTIP: Collaboration for Rural Development

The panels to be carried out in this project are organized around a suggested story telling approach to explanation suggested by Lee Lefever in his book, *The Art of Explanation*. He presents a sequence for explanation of complex concepts to an audience which does not necessarily have the needed background. The scenario is well adapted to brief explanatory web videos. As the panels to be held under this project will become web videos, his pattern of presentation is fitting.

The sequence of presentation following this model is:

- a) establishing **points of agreement** - both sides of the TTIP negotiations hope for improved conditions for trade;
- b) **context** - unpacking terminology, describing the problems clearly and begin visioning towards solutions;
- c) share **stories** of those affected by the problems -producers;
- d) make **connections** to known programs and systems – for example, the organic program in the U.S. which has gained equivalency with EU systems in trade;
- e) provide more **description** of how successful systems work – examples of EU success stories;
- f) **realization of solution** – how the problems could be solved, examined in more detail;
- g) **call to action** – animate both beneficiaries (producers, rural communities) and decision makers to act to bring solution about.