

Quello che accadde dopo,
è una storia così strana,
da non potersi credere —

e ve la racconterò
in quest'altri capitoli.

What happened afterward
is a story so strange
it defies belief —

one I will tell you
in the chapters to come.

CARLO COLLODI,
PINOCCHIO,
1883

What stories do we need today to face macro and microeconomic challenges?

How can narratives respond to the challenges of the dominant economic system?

What forms of communication can support processes of change oriented toward sustainability, justice, and inclusion?

KalEidon



GRIOT

Gruppo Ricerca Imprese Opere Testi
(Group Research Enterprises Works Texts)

The term “*griot*” comes from the West African tradition and can be translated into Italian as “*cantastorie*”, or “*storyteller*” in English. The griot represents a complex and multifaceted figure who serves as the guardian of cultural heritage, preserving and passing it on to new generations through storytelling and the sharing of narratives.

INTRODUCTION

The importance of narratives (in the broadest sense of the word) in the cultural sphere has long attracted the attention of scholars across different disciplines.

In the economic context, this topic has gained increasing interest in recent years, particularly in relation to the notion of “**narrative capital**”.

This concept recognizes the power of stories, for instance, to influence economic behavior — both of consumers and entrepreneurs. It can also refer to critical reflections on self-narration within economic dynamics, whether by businesses or individuals.



OBJECTIVES

GRIOT presents itself as a research group (Group for Research on Enterprises, Works, and Texts) that aims to create a permanent forum for dialogue, research, and training focused on **narrative modes and strategies for a new economic paradigm**.

Its goal is to share practices, testimonies, and experiences on this topic, and to experiment — both individually and collectively — with ways in which narratives (textual and visual, printed or performative, literary and communicative, corporate and personal) can become a form of **creative entrepreneurship** in response to the social, economic, and political urgencies of our time.

WORKSHOPS

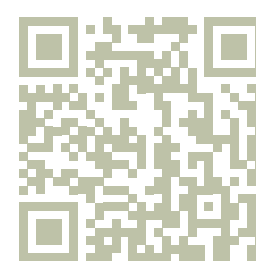
Creative Entrepreneurship, Narrative Capital, and Stories for a New Economy

Given the growing economic interest in the concept of narrative capital and in the interaction between economic language and literary discourse, GRIOT organizes **annual workshops** as participatory activities aligned with its commitment within the **Economy of Francesco (EoF)** initiative. These workshops aim to reflect upon and promote this emerging field of research.

They focus particularly on the **cultural value of narratives**, understood not only as tools of communication but also as means capable of enacting ethical values and visions consistent with the spirit of EoF — thereby helping to foster a renewed ethos in economic thought and practice.

Faculty members and tutors from various disciplines guide participants through a path combining lectures, group work, and creative activities.

Participants are invited to design and create — through creative writing and other expressive forms (word, video, sound) — a “**contemporary parable**” inspired by one of the key words of the Economy of Francesco: a space for reflection and imagination, where to analyze the present and outline new economic and social dynamics.



See the 2024
Workshop



www.francescoeconomy.org