

MAKING NOISE STORIES AFRICA

What Makes Stories Matter

Investigating the science and practice of narrative impact.

EXPLORE
THE
STORIES

FOLLOW
OUR
JOURNEY



It started with a question.

→ FOLLOW OUR JOURNEY

How can storytelling challenge disability stigma through sport?

We began by exploring how narratives could influence perceptions, strengthen participation and support more inclusive sporting ecosystem.



We started telling stories.

From Paralympic broadcasts to community campaigns and regional Games, we explored new ways of creating and sharing stories. These stories reached audiences, elevated voices and opened conversations about inclusion.

→ STORYTELLING

→ SPORT

→ DISABILITY INCLUSION

→ ASSISTIVE TECHNOLOGY

→ EXPLORE STORY LAB

Then we discovered something.

Visibility wasn't the destination. Participation was.

Stories shifted perceptions, but awareness alone didn't remove the barriers that kept people from participating.

We uncovered barriers beyond visibility:

- LIMITED ACCESS AND INFRASTRUCTURE
- LACK OF ASSISTIVE TECHNOLOGY
- STIGMA AND SOCIAL ATTITUDES
- POLICY AND SYSTEMS GAPS
- LIMITED LOCAL LEADERSHIP

We learned that meaningful change depends on who tells the story, the Insert Cameo created, and the systems that enable people to take part.



[→ EXPLORE MAKING NOISE](#)

So we started **"Making Noise."**

Because stories shouldn't end when they're told.

"Making Noise" is more than a campaign. It is an evolving storytelling process that works alongside athletes, creators, broadcasters and communities to co-create, test and learn from narratives that challenge stigma, strengthen participation and shape more inclusive sport systems.



LOCALLY LED



CO-CREATED



ITERATIVE & ADAPTIVE



REFLECTION AS AN
OUTCOME



LEARNING ALONGSIDE
VISIBILITY

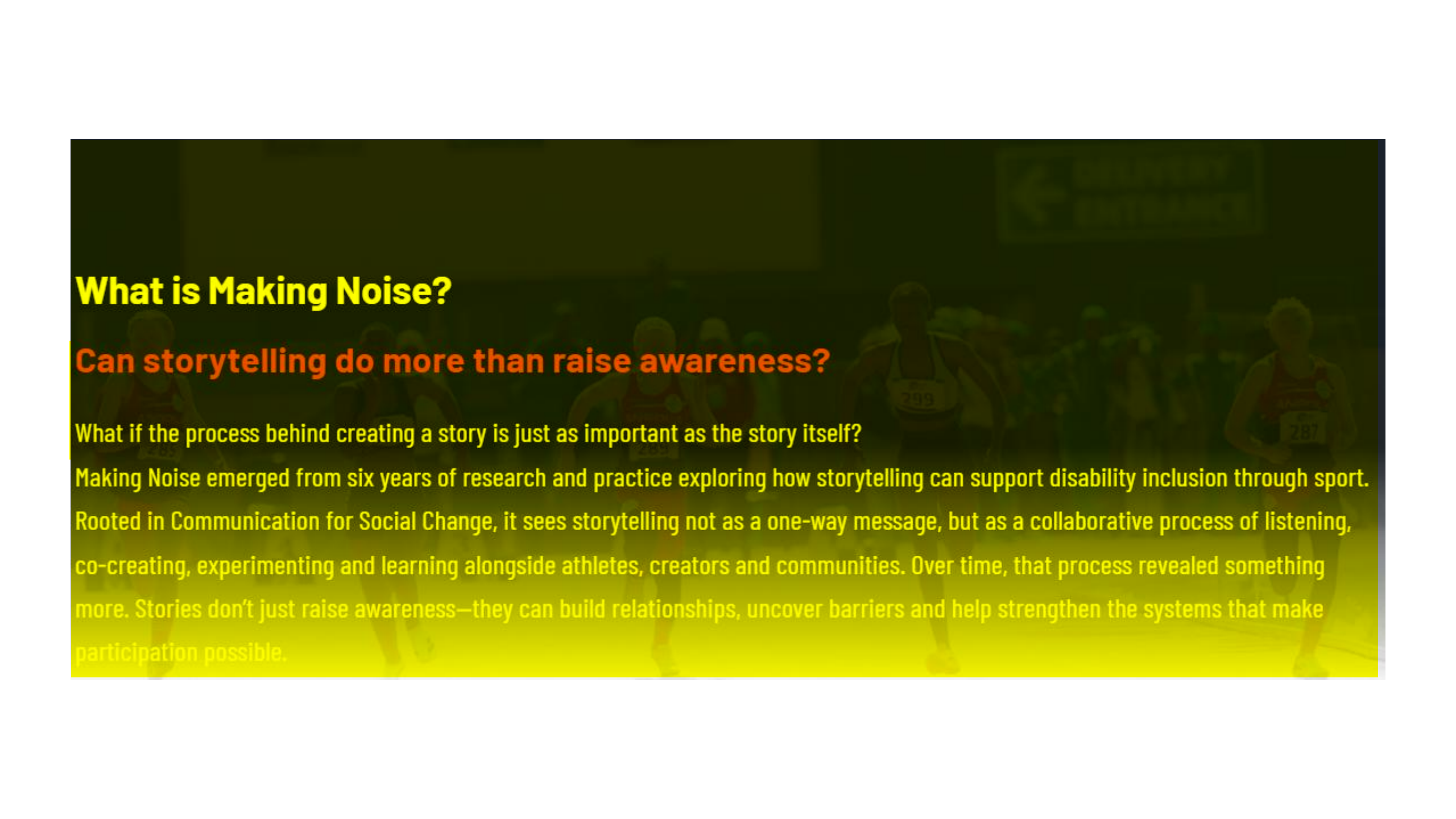
Welcome to Story Lab

→ DISCOVER STORYLAB

The next chapter in our journey.

StoryLab is an audience development infrastructure built around three strategic assets: stories, audiences and data. Together, they transform storytelling from visibility into lasting participation, value and systems change.



The background of the slide is a photograph of several runners in motion on a track. The image is heavily overlaid with a semi-transparent yellow filter. The runners are wearing athletic gear, and some have bib numbers visible, such as 299 and 287. In the background, a sign with an arrow pointing left is partially visible.

What is Making Noise?

Can storytelling do more than raise awareness?

What if the process behind creating a story is just as important as the story itself?

Making Noise emerged from six years of research and practice exploring how storytelling can support disability inclusion through sport. Rooted in Communication for Social Change, it sees storytelling not as a one-way message, but as a collaborative process of listening, co-creating, experimenting and learning alongside athletes, creators and communities. Over time, that process revealed something more. Stories don't just raise awareness—they can build relationships, uncover barriers and help strengthen the systems that make participation possible.

FROM STORY TO PARTICIPATION

Where did it come from?

Built through research. Shaped by practice.

Making Noise evolved through the Para Sport Against Stigma programme, delivered in partnership with athletes, disability organisations, broadcasters, researchers and communities across Southern Africa. Supported by the UK Foreign, Commonwealth & Development Office (FCDO), the Global Disability Innovation Hub (GDI Hub) and Loughborough University, each project became an opportunity to listen, adapt and learn.



What this work does



EMPOWERS GRASSROOTS LEADERS

Providing tools and platforms for local champions to drive change.



SHAPE INCLUSIVE POLICY

Influencing national and regional frameworks for accessible sport.



BUILDS SUSTAINABLE ECOSYSTEMS

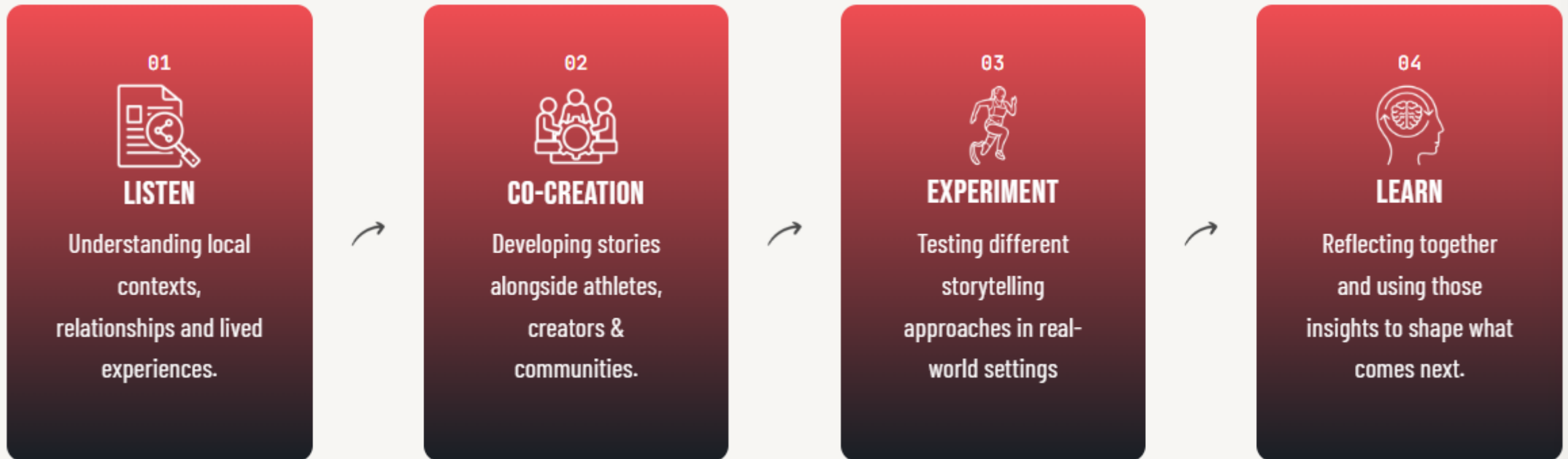
Fostering lasting partnerships and infrastructure for participation.



How does it work?

An approach built on listening and learning.

Making Noise is not a fixed campaign or communications model. It is an iterative process that adapts to each context, placing local voices, collaboration and continuous learning at the centre of storytelling.



From approach to practice

Making Noise is the approach. StoryLab is the platform that puts it into practice.

StoryLab brings the Making Noise approach to life by creating, sharing and preserving stories that connect athletes, creators, communities and partners across Africa. Through collaborative storytelling, audience development and a growing StoryBank, it provides a space to test ideas, generate learning and build a lasting archive of disability sport.

Building narratives that power real world participation.

[→ EXPLORE STORYLAB](#)

MAKING NOISE

STORIES



What is Story Lab?

Building the infrastructure behind African disability sport stories.

StoryLab is a continental storytelling and audience development infrastructure that brings together athletes with disabilities, broadcasters, journalists, digital creators, community storytellers, disability advocates and sport organisations to build a distributed ecosystem where stories create audiences, audiences generate data, and data drives stronger participation, investment and more inclusive sport systems across Africa.

Stories - Authentic, Locally led Narratives

Authentic, locally led narratives that reflect the diversity of disability sport across Africa—capturing grassroots participation, athlete journeys, communities, competitions and the people shaping more inclusive futures.



Audiences – Discover, engage with champions

Communities that discover, engage with and champion disability sport—creating the visibility, connections and commercial value needed for the ecosystem to grow.



Data - Intelligence generated through every story

Audience intelligence generated through every story, interaction and engagement, providing the evidence needed to inform decisions, unlock investment and strengthen participation systems.



How Story Lab works



Story Generation

01



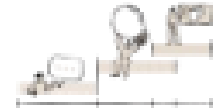
Cohort

02



Collection

03



Deployment

04

Search...

Story Bank

Every story opens a pathway. Explore a growing collection of films, voices, ideas and experiences shaping disability sport across Africa.

→ EXPLORE STORY BANK





FROM STORY TO PARTICIPATION

Share Your Story

Video Title *

Title of your video / story i.e Malawi para-sports

Description *

Your story description.

Upload Your Story *

Choose File

No file chosen

Maximum file size: 200 MB

Click choose file to upload your video file

Submit Your Story



Athlete / Creator Stories

Authentic collaborations between athletes and creators that place lived experience at the heart of storytelling. By combining personal insight with creative expertise, these stories celebrate performance, identity and participation while reaching audiences far beyond the sporting arena.



Making Noise Namibia

Follow the journey of athletes as they prepare for competition through a collaborative storytelling approach that captures not only sporting performance, but the people, relationships and systems that make participation possible.

📺 Digital Campaign Series
📍 Namibia | AUSC Region 5 Youth Games

Competition, Participation Pathways,
Athlete Voice, Collaboration

→ EXPLORE



Creator-Led Stories

Fresh perspectives from filmmakers, photographers, journalists and digital creators who bring disability sport to new audiences through their own creative lens.



Beyond This Land

A poetic short film created as part of the #BeyondThisLand campaign ahead of Paris 2024. Developed with African creators, the film explores how storytelling can connect disability sport with new audiences through culture, identity and place.

🎬 Creator-Led Film

📍 Pan-African | Paris 2024

Audience Development, Disability Sport,
Culture, Storytelling

→ EXPLORE

[No Title]



Event Coverage

Major events are more than moments of competition —they are opportunities to reveal the people, partnerships and systems that make participation possible. Explore stories from competitions, festivals and community events across Africa.



Malawi Para Games 2023

Experience the inaugural Malawi Para Games through the stories of athletes, coaches, volunteers and communities who helped bring the event to life. This collection goes beyond competition to capture the partnerships, participation pathways and shared moments that marked an important milestone for Para sport in Malawi.

📺 Event Collection

📍 Malawi | Malawi Para Games 2023

Competition, Community, Participation
Pathways, Legacy

→ EXPLORE



Documentary Stories

Immersive films that explore the people, places and systems shaping disability sport. Through longer-form storytelling, these documentaries reveal the journeys, challenges and communities behind participation.



Sam Gremu: Beyond the Finish Line

This intimate documentary follows Para athlete Sam Gremu, offering a personal insight into his journey as an athlete and the realities of pursuing sport in a context where opportunity, infrastructure and support cannot be taken for granted. More than a profile of sporting achievement, the film explores the resilience, determination and everyday experiences that shape [...]

Documentary Short

Ghana

Athlete Journey, Para Sport,
Participation, Resilience

→ LISTEN & EXPLORE



Theatre for Development

Stories don't only live on screens. Through performance, dialogue and community participation, theatre becomes a space to explore disability, challenge assumptions and create conversations that continue long after the performance ends.



Making Noise Malawi

Working with local communities and disability organisations, this Theatre for Development programme used performance to spark dialogue around disability, participation and inclusion. Rather than delivering messages to audiences, each performance invited communities to reflect, discuss and imagine new possibilities together.

 Theatre for Development

 Malawi

Participation, Community Dialogue,
Disability Inclusion, Co-creation

→ EXPLORE



Radio Drama

One of Africa's most trusted and accessible forms of storytelling, radio drama reaches audiences far beyond the sporting arena. By weaving disability sport into compelling narratives, these productions spark conversation, challenge stigma and connect communities to new participation possibilities.



Amplifying Para Athlete Voices Through Radio Drama

Ahead of the Paris 2024 Paralympic Games, six special episodes of Malawi's long-running radio drama Zimachitika (These Things Happen) introduced disability sport to audiences across the country. Co-developed by Story Workshop Educational Trust, the Malawi Paralympic Committee and university partners, the series drew on research and the lived experiences of Para athletes to create authentic [...]

📻 Radio Drama Series

📍 Malawi | Paris 2024 Campaign

Participation, Community Dialogue,
Disability Inclusion, Edutainment

→ EXPLORE

The Collective

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What if the process behind creating a story is just as important as the story itself?

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Meet the Team

Our team combines years of industry experience with a drive for innovation. We believe great work comes from collaboration, trust, and a shared commitment to excellence. Get to know the faces guiding our vision every day.



Sheila Cleo
Member



Jennie Wong
Member

StoryLab Cohorts

Helping all athletes reach their personal best through expert support and proper gear.



Champions of Access: The 2026 Inclusion Cohort

Empowering 15 adaptive athletes, coaches, and advocates driving global accessibility in sports.

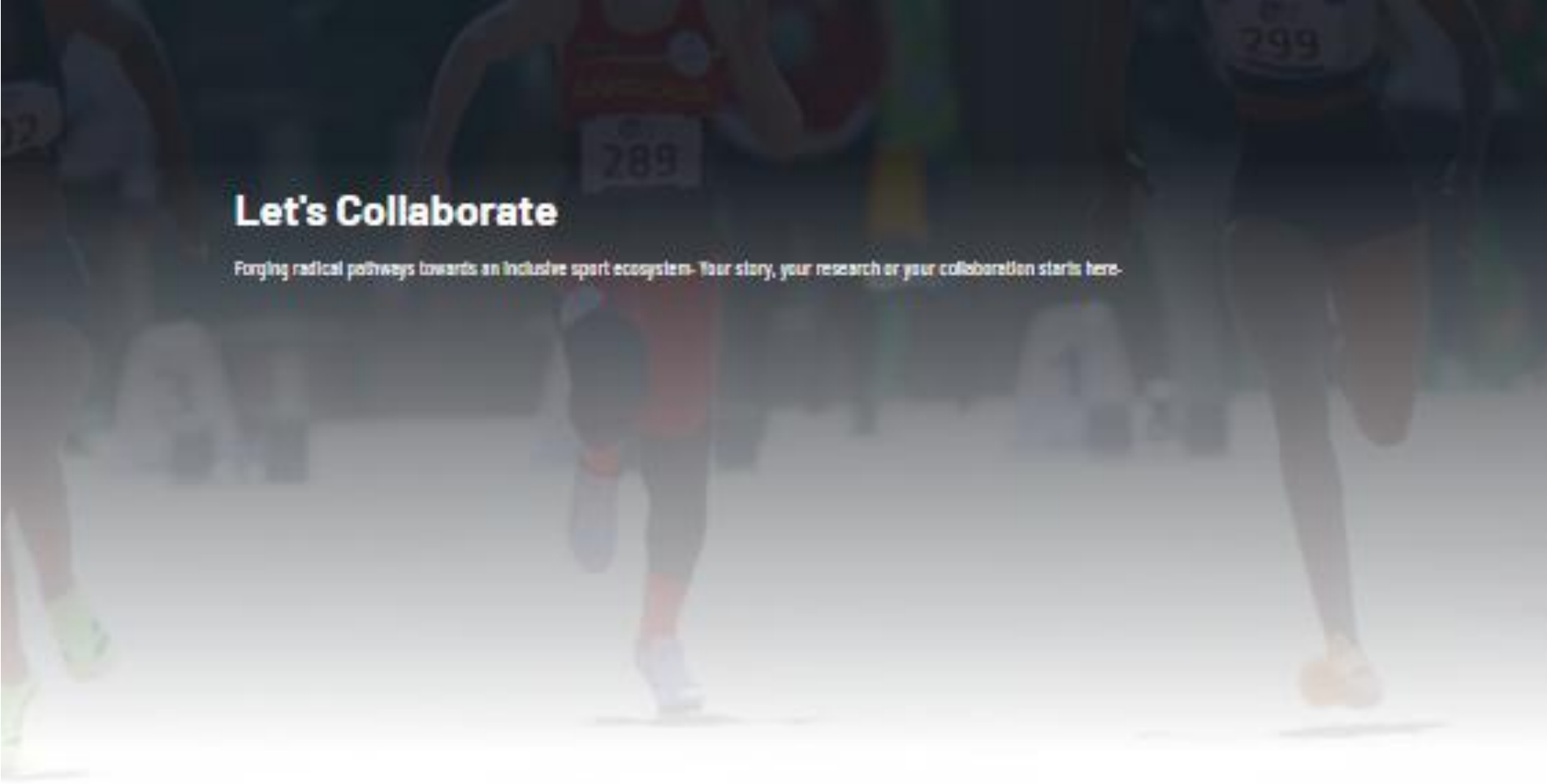


John Doe
Sports Director

September 5, 2026 - Cohort alignment and goal setting with sports federations.

Building narratives that power real world participation.

→ JOIN FUTURE COHORT

A blurred background image showing several runners in motion on a track. The runners are wearing athletic gear and bib numbers. The image is intentionally out of focus to create a sense of speed and movement.

Let's Collaborate

Forging radical pathways towards an inclusive sport ecosystem. Your story, your research or your collaboration starts here.

SUBMIT TO STORYBANK

GO

[SUBMIT YOUR STORY](#)

For StoryLab cohorts, fellows and contributors- Submit your story, media or field content to the StoryBank.

[SUBMIT YOUR STORY](#)

PARTNER WITH US

GO

[SUBMIT REQUEST](#)

For sport organisations, federations, broadcasters, NGOs, universities and institutions

[SUBMIT REQUEST](#)

FUND OR INVEST

GO

[INVEST WITH US](#)

For funders, sponsors and strategic investors

[INVEST WITH US](#)

JOIN A FUTURE COHORT

GO

[JOIN COHORT](#)

For athletes, creators, broadcasters, journalists and community storytellers

[JOIN COHORT](#)

INVITE US

GO

[MAKE THE REQUEST](#)

For speaking, workshops, advisory or training requests

[MAKE THE REQUEST](#)

CONTACT INFORMATION

GO

[REACH US](#)

For general inquiries and information you can reach us through:

[SUBMIT REQUEST](#)

SUBMIT YOUR STORY, MEDIA OR FIELD
CONTENT TO THE STORYBANK.



Full Name *

Unique Contributor Number *

Country *

Afghanistan

Role *

Athlete

Event / Deployment / Assignment name *

Type of Upload *

Photo

Story Title

Short Description *

Featured People / Organizations *

Location *

Date Captured *

dd/mm/yyyy

Notes to StoryBank Team

Upload Your Story *

☐ I consent to having this website store my submitted information so they can respond to my inquiry.

Chosen File

No file chosen

Maximum file size: 200 MB

Upload to StoryBank