

i m p a c t

2014 - 2017

WE **EMPOWER** YOUTH TO BE FULL **PARTICIPANTS** IN BUILDING THEIR COMMUNITIES AND TO BE AGENTS OF POSITIVE **TRANSFORMATIONS**

COMMUNICATION & VISIBILITY



#BuildTomorrow

promotional storytelling campaign launched Sep. 2017

130k campaign reach

on Facebook alone (Oct. 2017)



9 film stories

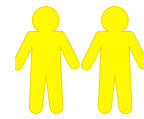
on the life-changing impact of NET-MED Youth

29k+ views

75.6k+ reach on Facebook

80+ videos

produced on NET-MED Youth



40 personal stories

by and about youth published on NET-MED Youth website

80+ news stories

published on NET-MED Youth website

National and regional integrated communication campaigns



10.6k followers

on NET-MED Youth official Facebook page

77k+ reach

highest monthly reach of niche audience aged 18-35, mostly from southern Mediterranean region



180+ media appearances

representing **60%+ of news & stories** published on the project



Feature event

"Creating the Future of the Mediterranean" event (Sep. 19, 2017, Brussels):



30 million impressions

50 young writers pool

contributing to the creation and dissemination of content on NET-MED Youth

96k press coverage views
21 million Twitter impressions