



STATISTICAL REPORT

Online campaign on EU Programmes



Deliverable No.	5.1
Work Package	WP5
Author	Associazione InformaGiovani
Contributors	All partners
Date	31/12/2024



**Co-funded by
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EACEA. Neither the European Union nor the granting authority can be held responsible for them.

INDEX

1. Context
2. Statistics

1. Context

In the frame of the project “Youth sPeaces”, in the spring of 2024, a series of short videos were produced to highlight the positive impact of European Union programmes, i.e. Erasmus+, the European Solidarity Corps, and CERV, on citizens' daily lives. These videos formed the basis of the project's online campaign, which was implemented locally and at EU level.

As well as promoting EU programmes, the campaign also aimed to encourage voter participation in the run-up to the European Parliament elections. Each video included official EU graphics from the "Use Your Vote" campaign and ended with a call to action, referring to the election dates specific to each country. It should be noted that as North Macedonia did not participate in the European Parliament elections, their video focused on promoting EU programmes.

The video series covered:

- European Solidarity Corps – Volunteering opportunities for young people
- European Solidarity Corps – Information for organisations and institutions
- Erasmus+ – Learning mobility in the field of youth
- Erasmus+ – Youth exchanges
- Erasmus+ – DiscoverEU
- CERV Programme – Citizens, Equality, Rights, and Values
- CERV Daphne – Preventing and combating gender-based violence and violence against children

Videos were dubbed and subtitled in national languages for local campaigns (except for

Macedonian language) and in English for the broader EU audience. The campaign was promoted via social media channels, extending its reach beyond the consortium's geographic scope.

2. Statistics

2.1 Local campaign on EU Programmes

The country-based campaigns reached a total of **32,187 views** across various social media platforms. Instagram was the most effective channel, generating 54% of views, followed by Facebook with 33% and TikTok with 12% (Fig. 1).

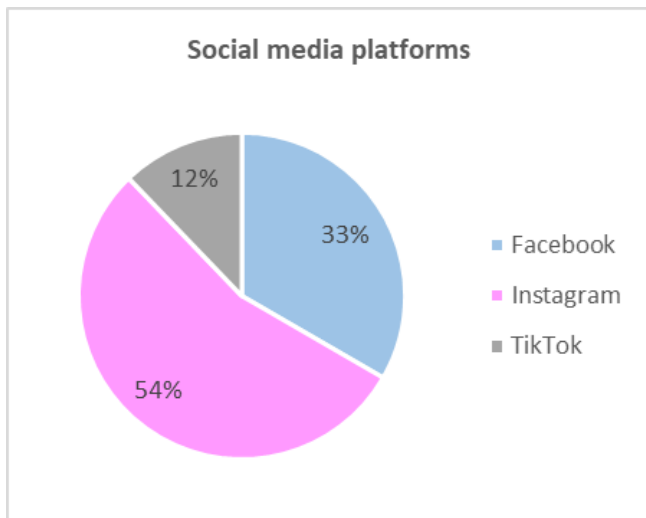


Fig. 1 – Social media platforms (national campaigns)

In terms of audience demographics, more than 3 out of 4 viewers were under 34 years old, out of which younger viewers (aged 18–24) accounted for 36% (Fig. 2).

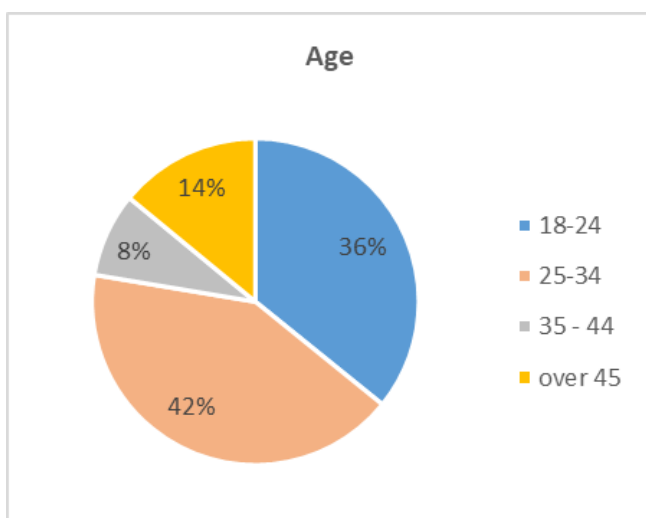


Fig. 2 – Age distribution (national campaigns)

A notable trend emerged in gender distribution, with 2 out of 3 viewers identifying as female, highlighting a significant level of female engagement with the country-based campaign (Fig. 3).

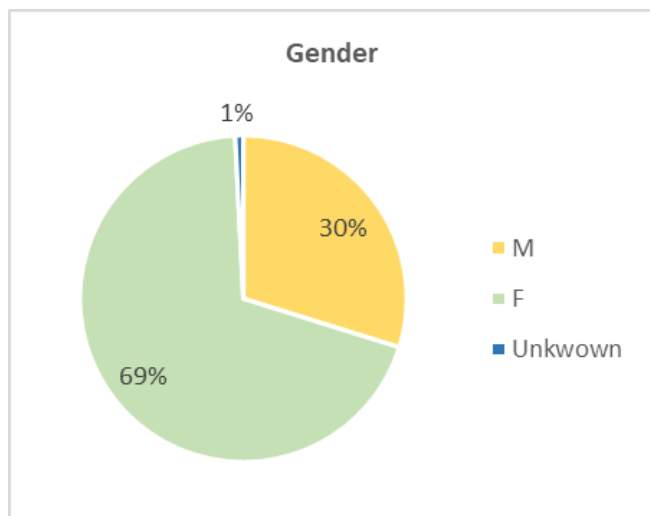


Fig. 3 – Gender distribution (national campaigns)

2.2 International campaign on EU initiatives and opportunities

The informative campaign conducted at EU level in countries other than those of the consortium garnered a total of **40.668 views**, with engagement spread across two main platforms: 68% from Facebook and 32% from Instagram (Fig. 4).

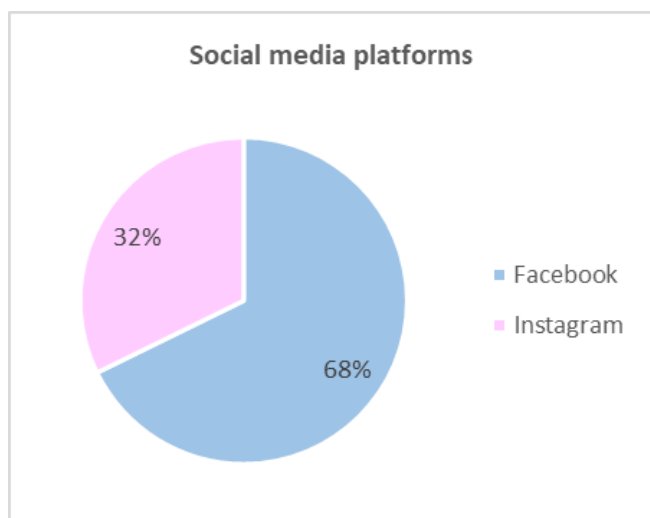


Fig. 4 – Social media platforms (international campaigns)

Analysing the age distribution (Fig. 5), the largest segment of viewers fell within the 18-24 age group (66%). In total, young and adult people under 34 years old counted for around 90% of viewers.

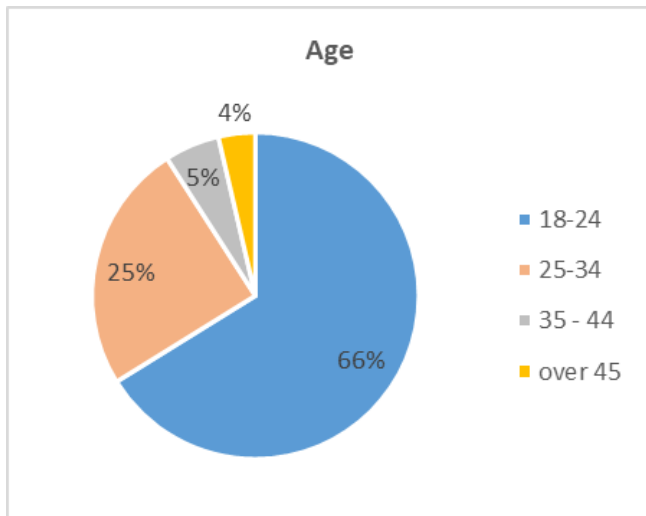


Fig. 5 – Age distribution (international campaigns)

In terms of gender, the audience was almost evenly split, with 56% identifying as male and 43% as female (Fig. 6).

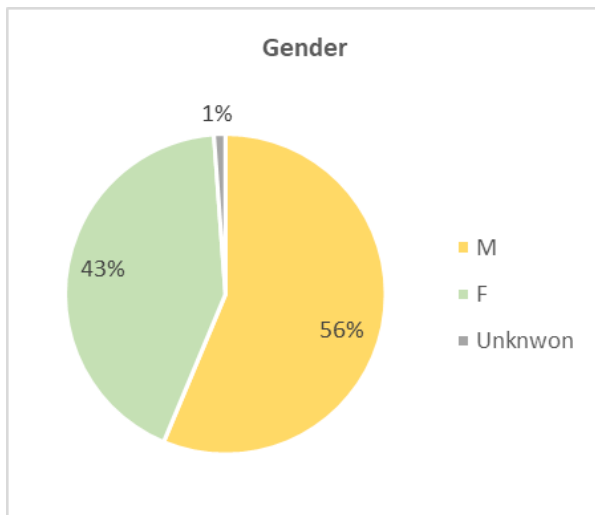


Fig. 6 – Gender distribution (national campaigns)

2.3 Audience percentage of the thematic videos

The audience distribution for the thematic videos highlights the different levels of engagement across the different programmes (Fig. 7). The videos on Erasmus+ - DiscoverEU are the most watched, attracting 40% of the total audience. Other videos also received significant engagement, including Erasmus+ - Youth Sector (18%), ESC targeted at organisations (15%) and ESC targeted at volunteers (11%). Content on CERV and CERV Daphne dedicated to preventing and combating gender-based violence and violence against children attracted in total 10% of views.

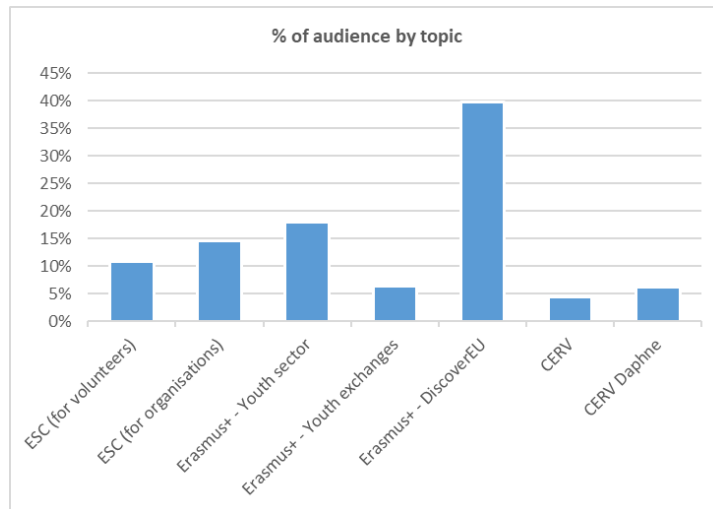


Fig. 7 – Percentage of audience

European Solidarity Corps Volunteering opportunities for young people



European Solidarity Corps Information for organizations and institutions



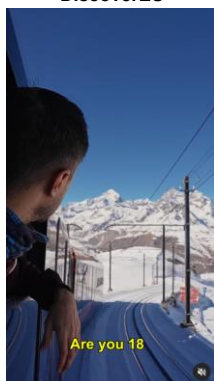
Erasmus+ Learning mobility in the field of youth



Erasmus+ Youth exchanges



Erasmus+ DiscoverEU



CERV Programme – Citizens, Equality, Rights, and Values



CERV Daphne

