



Youth For Love 2 – D4.8 Website and Communication activities

The deliverable 4.8 first gives an overview on how communication activities were organized and planned among the consortium, and then a resume on communication channels and dissemination tools produced, included all results and targets reached during the two years project.



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1 Executive Summary

The present report contains the outputs and results of the communication and dissemination activities of the Youth For Love 2 project co-funded by the Rights, Citizenship and Equality Program of the European Commission. It is managed by the Head of Communication (UCLL) in coordination with the Project Manager and staff of ActionAid International Italia, and the partner organization's staff.

All partners, supported by the Head of Communication, were responsible for implementing communication and dissemination activities throughout the project implementation period. The main communication objectives are:

- to <u>raise awareness</u> about peer violence and how to counter it.
- to disseminate contents and material produced by young people themselves.
- to transfer the results to appropriate stakeholders and multiply the impact of the action.

Work package main results

Indicator	Target	Result	
Reach through all activities*	1.500.000	18.148.607	
Social Media Reach	1.000.000	7.122.355	
Website views 'youtforlove.eu'	100.000	156.688	
Web-game players	50.000	67.620	
Media Coverage	40	399	
Articles international		10	
Articles national		28	
Social media posts		168	
Press releases		180	
Other		13	

*The reach of all the communication activities, social media included.

Attachments

All references (dates, links and screenshots) are available on the <u>Communication Activity Plan & Log</u> file and in the <u>Attachments</u> folder.













2 Coordination of Communication activities

Coordinating communication activities involves planning, organizing, and implementing communication strategies that ensure that everyone involved in a project or team is informed, engaged, and working towards the same goals. In this section you can read about how these communication activities were coordinated.

At the start of the project, a communication plan (D. 4.1) was written by the head of communication. This plan outlines the goals, objectives, audience, message, and timing of communication activities. It helped to ensure that all communication efforts are coordinated and aligned with the overall project or team goals.

We assigned clear roles and responsibilities for communication activities to ensure that everyone knows what they are responsible for and who they should contact if they have questions or concerns.

The Project Manager and Head of communication scheduled regular check-ins. It was important to have these check-ins with the other project partners to provide updates, gather feedback, and address any concerns. It was usually the habit to have extra time during each steering meeting for a check-up regarding the communication activities. During these check-ups feedback from team members was encouraged to ensure that communication activities meet their needs and expectations. The feedback was used to adjust our communication strategies and improve future communication efforts.

Collaboration tools such as project management software, team chat apps, and shared document repositories can help were frequently used to coordinate communication activities and ensure that everyone has access to the same information.

The main tool, a shared document called 'Communication Activity Plan & Log' was intensively used to guide all communication activities. This shared document contained contact information of all Communication officers, an activity plan in the form of a calendar and a log file per partner to report all activities.











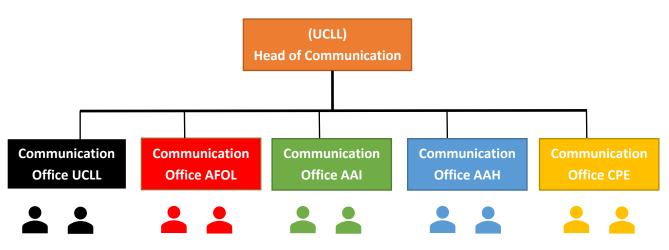


2.1 Communication officers

The communication team was defined at the start of the project. Each project partner selected 2 project officer who, together with the communication officer, managed all the communication activities.

The first page of the shared document, 'Communication Activity Plan & Log', contains all information on who is responsible for communication during of the project. As some partners' Communication Officer changed during the project, updating the shared document meant everyone always had the most up-to-date data.

Besides the contact details of the communication officers, the document also contained the responsibilities, permissions, and personal code of the digital communication systems (dashboards/website).















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		Communi	cation officers			
		List of contact persons	for each organisation for the communication	of Youth For Love 2. These persons:		
_		- have responsibility for t	he organisation's communication activities			
_		- have access to the cont	tent management system of youthforlove.eu in or	rder to place content directly online.		
_		- Be included in any mail	concerning the communication/dissemination of	the project.		
_						
_		Login to dashboa	rd youtforlove.eu:			
_						
_		https://www.youthforlo	ve.eu/wp-login.php?itsec-hb-token=pannello	2		
_						-
_		Organisation	Name	Email	PassWord	
_		UCLL	Andy Veltjen	andy.veltjen@ucll.be		
_		UCLL	Nele Kelchtermans	nele.kelchtermans@ucll.be		
_		AFOL	Mara Ghidorzi	m.ghidorzi@afolmet.it		
_		AFOL	Chiara Tentori	<u>c.tentori@afolmet.it</u>		_
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		CPE	Livia Aninosanu (as backup perso	aninosanu@cpe.ro		













2.2 Activity Plan

A second section in the shared document 'Communication Activity Plan & Log' embraces the activity plan. This plan consists of an agenda divided into the 2 project years. This agenda is the backbone of all communication activities defined at the start of the project. The plan indicates which partner is responsible for a particular activity and when these efforts should be carried out. This document also acts as a checklist for the head of communications to identify lagging activities.

The activity plan fulfilled the following functions:

- To know what types of communication activities must be held.
- To know when a partner is responsible for implementing a communication activity.
- Track the status of predefined communication activities (done/pending)

In addition, key dates including **National & International Days/Weeks** ("Interesting dates to write about") and **project activities** ("Steps in de project to write about") are included in the calendar. This is to tie all communicative activities in with these dates and as a result increase efficiency in communication. International days are occasions to educate the general public on issues of concern, to mobilize political will and resources to address global problems, and to celebrate and reinforce achievements of humanity.













Project year 1

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Project year 2













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		Steps in the project to write about	Parents' program, Web game integratio n and promotio n	Midterm meeting Athens		Teacher network training	Commun ity labs	Midterm meeting Hasselt	Europea n Campaig n	Local campaig n and advocacy	Meetings national stakehol ders, Two-day national worksho p	Meetings National Policy Makers, Meetings EU Policy Makers	Final meeting Milan, Final internatio nal worksho p, End of project: Promotio n Deliverab les	Europea n feminist youth school, End of project: Promotio n Deliverab les	
		1. Articles international (youthforlove.eu)	1 x	1 x	1 x	1 x	1 x	1 x	1 x	1 x	1 x	1 x	1 x	1 x	
		2. Articles national (youthforlove.eu)	1 x	1 x	1 x	1 x	1 x	1 x	1 x	1 x	1 x	1 x	1 x	1 x	
		3. Social Media Posts (FB, Twitter, LinkedIn,)	2 x	2 x	2 x	2 x	2 x	2 x	2 x	2 x	2 x	2 x	2 x	2 x	
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		4. Press Releases (Radio, Tv, Journal, Newspaper			1xUCLL/ 1xAAIT										1 x pe partn year













2.3 Activity Logs

A separate logbook is provided for each partner to report their own communication activities. The timely and accurate completion of this logbook is crucial for the oversight of all activities by the head of communication and the project manager. Without recording these activities, it is impossible to check whether the communication objectives are being met as the project progresses. It was a useful tool to easily track which activities were not running as well and therefore needed to be kept under extra attention. We identified areas for improvement in the communication process. By reviewing the log regularly, the team could better identify communication challenges and develop strategies to address

The activity log provided us a comprehensive record of all communication activities, including who was involved, what was discussed, and when it took place. This is useful for legal and compliance purposes, as well as for future reference. By documenting communication activities, everyone involved is aware of their roles and responsibilities, and can be held accountable for their actions.

Overall, using this communication activity log led to more effective communication, better collaboration, and improved our project outcomes.

The following data was reported for each communication activity:

- Communication Type (Online articles, social media, press release, Other)
- Media Detail (Name of the platform, organization, agency, ...)
- Date (Release of the activity)
- Main message
- Link
- Target Audience
- Audience reached
- Extra info













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Г		Het Belang Van Limburg	5/11/2021	Press release Y4L1 and introduction tot Y4L 2		ALL	627,700	627.700	
		Het Nieuwsblad	5/11/2021		https://www.nieuwsblad.be/ont/dmf20210510_98000318?fbclid- lwAR0R6gurMillixFyHdW3CMV2VmPg6WReaL2oUOJf_0r3di		2.000.000	2.000.000	
,	Social Media Post -	Facebook R&E	5/11/2021	Press release Y4L1 and introduction tot Y4L 3	https://www.facebook.com/ucil.re/posta/1972812706191389	ALL	1.403	1.403	
		Facebook UCLL	5/11/2021	Press release Y4L1 and introduction tot	https://www.facebook.com/hogeschoolUCLL/posts/293159		18.066	18.066	
		youthforlove.eu	9/15/2021	Transnational Partner Meeting Bucharest	https://www.youthforlove.eu/en/transnational-partner-meet ing-bucharest/	ALL		156.688	
		youthforlove.eu	10/1/2021		https://www.youthforlove.eu/en/the-international-day-of-no			156.688	
		youthforlove.eu Facebook: Lesidee	9/30/2021 9/10/2021	Kick off @schools Spectrum & Helix Searching For Schools	https://www.youthforlove.eu/nl/9209/ see screenshots	ALL Schools	22 800	156.688 22.800	
		Facebook: Lesidee Facebook: Private Group Teachers SO	9/10/2021		see screenshots	Schools	9,100	9,100	
		Event: Schoolvoorbeelden	3/10/2022	Exposition of Best School Practices. Dissemination of the project	see pictures	Schools	9.100	9.100	
	Article national	vouthforiove.eu	3/18/2022	Modernisation of sexual criminal law. This should not only provide better protection against sexual violence, but also adapt our laws to the sexual morality of the 21st century.	https://www.youthforlove.eu/ni/nieuwe-sekswet-goedgeke urd-die-veel-beter-aansluit-bil-de-seksuete-moraal-van-de -21ste-eeuw/	ALL		156.688	
		youthforlove.eu	3/18/2022	Modernisation of sexual criminal law. This should not only provide better protection against sexual violence, but	-zisae-eeuw/ https://www.youthforlove.eu/en/nieuwe-sekswet-goedgek eurd-die-veel-beter-eansluit-bii-de-seksuele-moraal-van-d e-21ste-eeuw-2/	ALL		156.688	
	Social Media Post	Facebook R&E	6/1/2022	Modernisation of sexual criminal lawLearn more about it @youth4love.eu	https://www.facebook.com/ucll.re/posts/pfbid0AjHwzFr3cJ 34rAifmRqLjSJGCAUT2LbEu7hhgSb3cRAWzvQKZz15P EGYoBx5WQ44I	ALL	1.403	1.403	
		Linkedin RåE	6/1/2022	Modernisation of sexual criminal lawLearn more about it @youth4love.eu	https://www.linkedin.com/posts/ucleuvenlimburg-re_home -activity-6937751896329760768-IGPP?utm_source=shar e&utm_medium=member_desktop	ALL	2.306	2.306	
		vouthforlove.eu	7/5/2022		https://www.youthforlove.eu/nl/ouders-hebben-nog-altijd-h	Families	200.000	200.000	
8	Press release *	Het Belang Van Limburg	7/11/2022	Summerschool in Greece	https://www.hbvl.be/cnt/dmf20220711_95602171	ALL	627.700	627.700	
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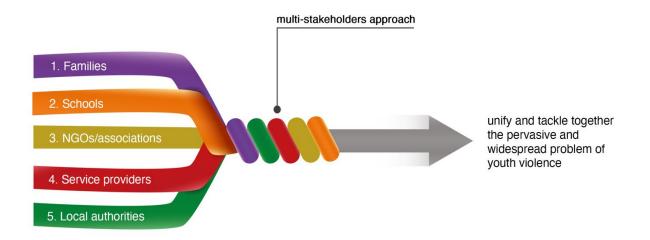
3 Implementation of communication activities

In this section, we shed light on the implementation of communication activities. As you can already infer from the previous section, different types of communication activities were carried out. Choosing between a varied range is part of the overall communication strategy described in the communication plan. Of course, each type of communication activity was carefully chosen according to its purpose.

Each activity started with following a logical framework of steps.

What are the goals and objectives of the communication activities. What do we want to achieve? Who do we want to reach with our message? What are their needs and interests? What is the best way to reach them? Depending on your audience, choose the right communication channels (type).

For each activity we used a clear and concise message that conveys your objectives and resonates with the specific audience. As written in the chapter "Tailoring communication to the target group" of the communication plan we kept in mind that different audiences may require different messages, so tailor your communication accordingly.



Important note: This section of implementation shows only a few concrete examples for each type of communication activity used. The full list of all activities per partner can be viewed through the "Attachments".

Attachments

All references (dates, links and screenshots) are available on the <u>Communication Activity Plan & Log</u> file and in the <u>Attachments</u> folder.













3.1 The website

A conscious decision was made to keep the website from the previous project. This to ensure the recognizability and trust that has already been built. This portal underwent a transformation in terms of content and structure. This way, the contents of the 2 different projects are offered simultaneously with a clear distinction between both project periods.

The website <u>www.youthforlove.eu</u> is the heart of our digital outreach to all stakeholders. In addition to being the point of contact, the website is also a digital meeting place and centralizes all the tools that were developed during the project.

For every communication activity, the website is included as a reference with an additional call-toaction to guide the audience towards the website. This portal includes the following key components that played a key role in the dissemination of the project:





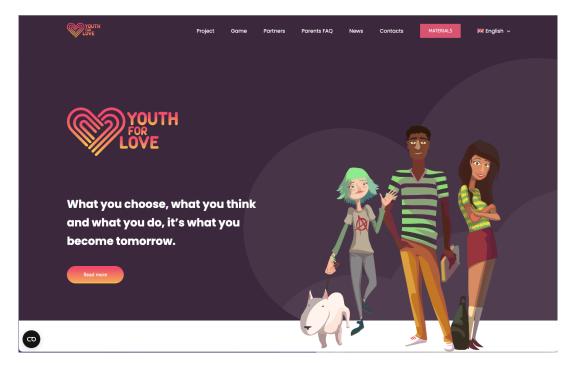






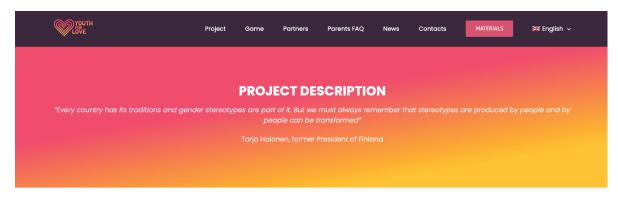






3.1.1 Project description

The project description briefly summarizes the project details. It is needed to communicate the full context of the project to visitors.



YFL2 – May 2021 – April 2023

The WHO acknowledges youth violence as a major public health issue. Youth violence can take up many forms including physical, verbal, psychological and sexual. The UNICEF 2018 Report "An Everyday Lesson: #END/olence in Schools" shows that half of the students aged 13–15 experiences bullying or physical fights within a year. The Council of Europe Strategy on the Rights of the child 2016-2021 has identified violence prevention as one of the five priority areas to guarantee the promotion of children's rights. Research shows that there are numerous risk factors strongly associated with youth violence that occur at different levels: individual level (i.e. personality and behavioural factors), family and close relationship level (i.e. negative peer influence, lack of ascial ties, poor parent-child relationships, parents' antisocial behaviours etc.) and community and society level (i.e. low social cohesion, inequality, insecurity, gender and cultural norms) (Center for Disease Control and Prevention, WHO, 2016).

As with risk factors, also protective factors can be built at these different levels to reduce the likelihood of youth violence. Therefore, based on this evidence and the lessons learnt from the previous project, the "Youth 4 Love 2" project will promote the adoption of a comprehensive multi-stakeholder approach that involves actors that do not typically cooperate such as youth, parents, educational professionals (school and community), associations, private service providers (private and third sector), public services and authorities (public sector) at local, national and EU level. This approach caknowledges that schools are important to reduce and prevent peer violence because they can involve many young people at one time. Nonetheless, school-based interventions need to be integrated by broader violence-prevention initiatives conducted at the community level to address the risks factors that stem from outside the school environment. The process of such community engagement starts from the actors around the schools (youth, teachers, families and community associations) to build broad coalitions and cooperation and advocate for better policies with authorities and decision makers.

3.1.2 Access Web-game



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Accompanying the project, a web game has been developed that plays an important role in landing the project with European youth. This web-game can be accessed in this section.



3.1.3 Partners description

A brief description of the project partners can be found here.













		Project	Game	Partners	Parents FAQ	News	Contacts	MATERIALS	₩ English v
				PARTN	IERS				
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0	act:onaid	working si education It supports	nce 1972, wit n, collective c s people to r	h over 15 millior action and solid rely on their owr	n people in 45 cour larity, ActionAid bri n power to claim a	ntries for a w ngs real cha life of dignit	vorld free from p inge to the lives y. It helps local c	organization that has overty and injustice. T of the most marginal o advocate against p	hrough ized people. on to hold

3.1.4 FAQ for parents

The frequently asked questions for parents and educators were adopted from the previous project. There is still the possibility to submit additional questions via a form.

		YOUTH		Project	Game	Partners	Parents FAQ	News	Contacts	MATERIALS	¥K English ∨
	FA	Q									
		HOW THE CHI HOW ARE PAR FIRST USEFUL	YOUTH FOR LOVE : LDREN INVOLVED I RENTS INVOLVED I TIPS FOR PARENT TACT IN CASE OF	IN THE PRO N YOUTH F	DJECT ARE OR LOVE? ORS	PROTECTE					
						\sk a qu	estion				
			E-mail								
			Subject								
0			Your question								^













3.1.5 News articles

The news articles had the important function of leading new visitors to the website. This section consists of a dynamic page that adapts according to the choice of your language selection. Thus, news for local visitors, tailored to the partner country, is offered as well as news for international visitors.

The articles were provided by the communications officers of each organization. They were planned in the calendar of the activity plan. Each month, a specific project partner was responsible for writing 1 National and 1 International article. Each partner was responsible for 4 non-consecutive project months resulting in 4 national and 4 international articles per partner on the youth4love.eu website. The details can be found in the <u>Communication Activity Plan & Log</u> file. In collaboration with the head of communication, the articles were posted online.

The content of these articles was varied. Several articles concerned important dates such as the antibullying week and international women's day. To help the communication officers think about these important days of awareness, the most common international days were included in the activity plan. Other articles were about sharing important project activities, such as the summer school and the final event. A final category of articles was written on topics related to violence that appeared in the media.

A commonly used strategy was to share these news items through social media channels to attract new visitors that way.

	NEWS	
Youth for Love has the objective to develop	p, implement and evaluate an integrated high-sc Romania, Italy, Belgium and Greece	
	- AVINA INV	
₩2" ■	KARA .	
FINAL EVENT	A A A A A A A A A A A A A A A A A A A	
Final event of the European Project 'Youth for Leve 2', organized by Action Ald and AFOL Metropolitana. 10.00 - 13.00 at Lo Stecca 3.0 - Via Gestan de Castillia, 28, Milano	YOUTH4LOVE2:	
	COMMUNITY-BASED INTERVENTION TOOLKIT	FLEMISH WEEK AGAINST BULLYING – From 10 to 18
eestaanule 🔐 💽 C.P.E. 💿 vaal	March 25, 2023 News	February 2023
Final overt	A toolkit for students and school staff and educators to	

International News Articles





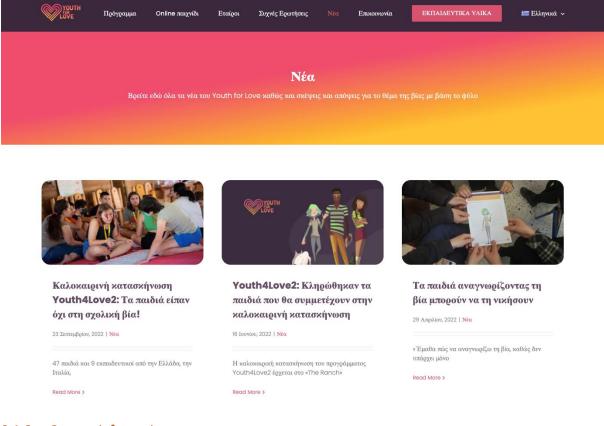








National News Articles (Greek Example)



3.1.6 Contact information

The contact details of the project manager and partner country coordinators are available here.



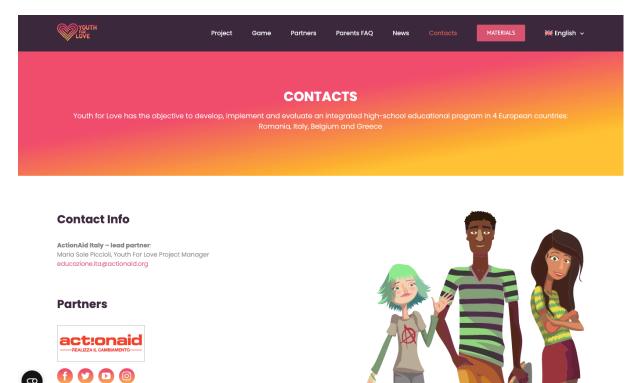












Materials & developed toolkits 3.1.7

ന

What's in it for me? Perhaps the most interesting and important page for visitors is this one of the materials and toolkits developed. Y4L offers all deliverables designed specifically for the target groups involved in the project. These ready-to-use toolkits are provided here in pdf form. The materials can be filtered based on 3 categories. The first category concerns 'Communication & Dissemination'. In this category you can find materials such as flyers, posters, press kits and other materials developed to make the project known to the public. The 2nd category 'Education & Training' shows all the materials developed to get started actively with the young people immediately. In other words, the toolkits. Guidance tools for schools and other youth organizations are also located here. The 3rd category 'Monitoring & Evaluation' offers deliverables regarding project evaluation.

The section was often integrated into communication activities on social media specifically aimed at educators, teachers, parents, and other organizations working with young people.









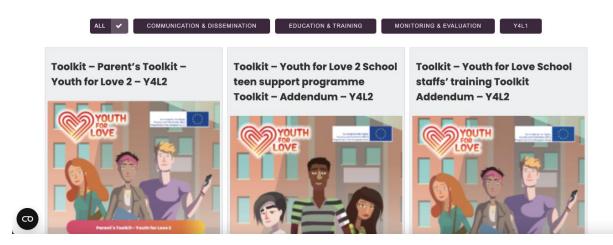




WITH Project Game Partners Parents FAQ News Contacts MATERIALS ≆€ English ∽

Welcome

Download more information and tools to be used in your school and in your area. This section provides free access to first (YFL1) and second (YFL2) edition of project deliverables















3.2 The web-game

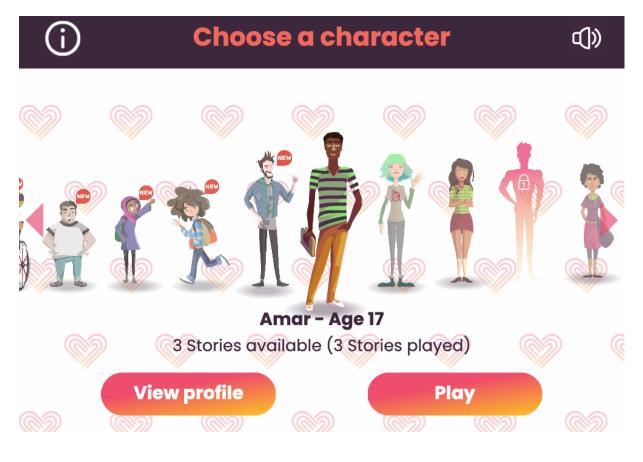
Games can be a powerful tool to create awareness and promote social change. By engaging players in an interactive and fun way, games can help to raise awareness about important issues and encourage people to take action.

The web-game was an important tool to connect with European youth. In the communication activities with young people, a call-to-action was always provided to play the game. The game acted as the project's flagship. The game was used as a communication tool in different ways. Besides eagerly sharing on socials, influencers were also engaged to play the game live .

The game was also of great value during the dissemination & workshops in schools. As an educational didactic tool, the game was used to start teaching-learning discussions around this sensitive topic.

Every time the project was presented to various stakeholders, the game was pushed forward to generate interest. The success is therefore evident with more than 67,500 game players.

In the deliverable <u>D4.6 Web-game</u>, you can read more in detail about the development and the use of the game.















3.3 Social Media

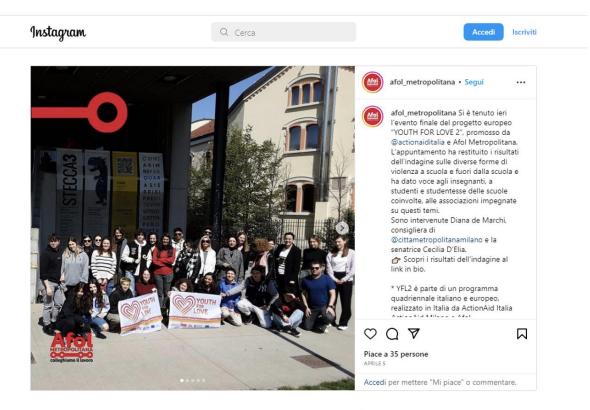
Social media has revolutionized the way we communicate, connect, and consume information. It has become a powerful tool for organizations to promote their brand, products, or services, and reach a wider audience.

We chose to fully engage on social media to reach the widest possible audience and create awareness. A conscious decision was made to use the social networks of each partner organization to take advantage of the networks already established.

Via these networks we had the chance to increase our brand's visibility and reach a wider audience. By creating engaging content, using hashtags, and engaging with followers, we increased more brand awareness and attract new customers.

Another great advantage with social media is targeted advertising. Platforms like Facebook allow us to target the ideal audience using a variety of demographic, behavioral, and interest-based targeting options. This helped the project to reach the right people at the right time and increase the effectiveness of their advertising campaigns.

All partners used both single posts and the more sophisticated paid ad campaigns. In this section, we provide some concrete examples of these activities. The full list of social media activities per partner can be viewed in the <u>Communication Activity Plan & Log</u>.



Meta Informazioni Blog Lavora con noi Assistenza API Privacy Condizioni Account più popolari Luoghi Instagram Lite Caricamento dei contatti e non-utenti Meta Verified Italiano 🗸 © 2023 Instagram from Meta













3.3.1 Single posts

Social media single posts are individual posts that are shared on the partner's social media platforms like Facebook, Twitter, Instagram, or LinkedIn. These posts included various forms of content such as text, images, videos, links, and hashtags.

For the posts it was important to use eye-catching visuals. Social media users are more likely to engage with posts that include eye-catching visuals like images or videos. The message was concise and to the point. At the end we encourage engagement by including a clear call-to-action, such as asking to play our game, to check out our new toolkits or to spread our message.

Examples AFOL



Examples UCLL



00 19

Commenti: 3 Condivisioni: 3











See translation

08 Reactions

- 1

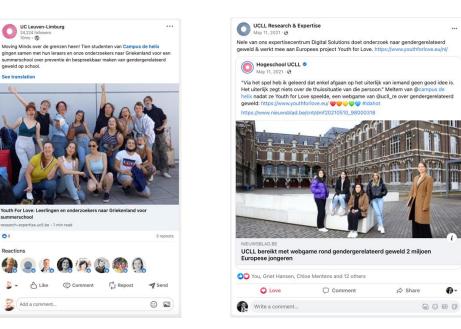
Add a comment...

UC Leuven-Limburg 24,224 followers 10mo · (\$

cil.be • 1 min read

Co-funded by the Rights, Equality and Citizenship (REC) Programme of the European Union





ActionAid Italia O April 12 at 7:37 PM · 🚱

Examples AAI



April 12 at 7:37 PM • Are schools a safe place? Unfortunately no, the data from the #Youth4love project says so. Hallways, courtyards, bathrooms (34%), classrooms (32%) are the places where teenagers are at risk of violence or other forms of discrimination. How to get out of this? Starting from the proposals of female students who have started experiments in their schools. https://www.actionaid.it/.../violenza-adolescenti... actionaid Violenza tra adolescenti: proposte alla politica Fondi per spazi e supporto psicologico nelle scuole. L' sperienza del progetto Youth4love. 19 2 comments 4 shares 凸 Like Comment 0-A Share

Examples AAH



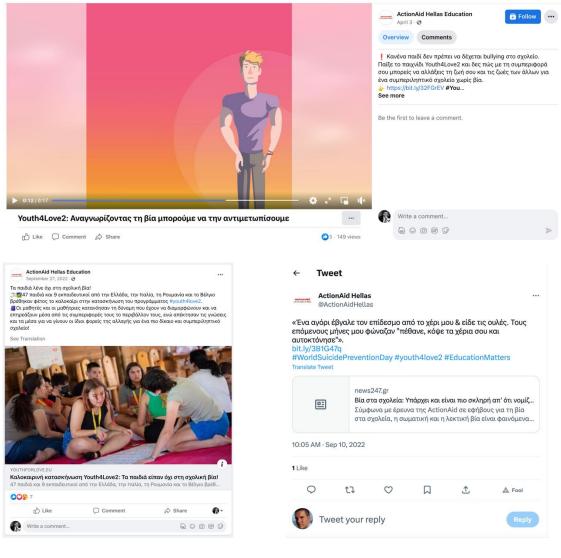












Examples CPE











3.3.2 Paid advertising

We used paid advertising in combination with other communication tactics to achieve the best results. This was a very effective way to reach our target audience and increase awareness.

This type of communication allowed us to target our audience based on demographics, interests, behaviors, and more. As a result, we reached the people who are most likely to be interested in the youth for love project.

It was a very cost-effective way of reaching out audience. We had quick results. Unlike other marketing tactics, such as SEO or content marketing, this method generated immediate traffic and conversions.

To land our European campaign beyond the borders of the partner countries, this was the chosen implementation of communication.

Paid advertisements require more sophisticated approaches compared to a single post. The target audience, the tailored messages, and budgets you set must be carefully considered. For each paid advertisement, a strategy was written for the social media manager. Below is an example from design to implementation.













3.3.3 Influencers

Another important communication strategy during the project was the use of influencers.

Influencers are individuals who have gained a significant following on social media platforms and can influence the opinions, behaviors, and purchasing decisions of their followers. They typically focus on specific niches or areas of interest such as fashion, beauty, fitness, travel, technology, or lifestyle.

Compared to traditional advertising methods, influencer marketing can be a cost-effective strategy, especially when working with micro-influencers. Instead of investing in expensive production and media placements, you can allocate your budget towards collaborating with influencers who have a dedicated following in your target market.

These influencers created content in various formats, including photos, videos, blogs, and podcasts, and engaged with the audience of youth for love through platforms like Instagram, YouTube, TikTok, Twitter, and Facebook.

Influencers are seen as relatable figures by their followers. When they promote your message, it is often perceived as a personal recommendation rather than traditional advertising. This authenticity and trust can lead to higher engagement, conversion rates, and more awareness.

Concrete examples of working with influencers can be found mainly in European campaigns.

















Design the campaign

Target students 14-18y

- The choices you make today determine who you are tomorrow. Play Youth For Love!
- Youth for Love the game. Feel good about yourself by making the right choices.
- What you choose, think and do affects your life and the lives of others. Get into the characters of Youth For Love and experience it for yourself!

Estimate clicks campaign students

- Age 14-18y
- Location Flanders & Netherlands
- Campaign runs for 1 month (15 Nov 15 Dec)
- Budget 1,000 euro (initial)
- Gives this estimate for 1 month: between 2,640 and 7,620 clicks with target group students. Start and adjust if necessary around 15 Dec.

Target group teachers

- Focus on well-being among secondary school pupils: get started with the online game Youth For Love!
- Youth For Love helps young people between 14 and 18 to deal with bullying and violence. Also something for your class?
- Refer to: https://www.youthforlove.eu/nl/game/

Implementation of the campaign

Target group teachers



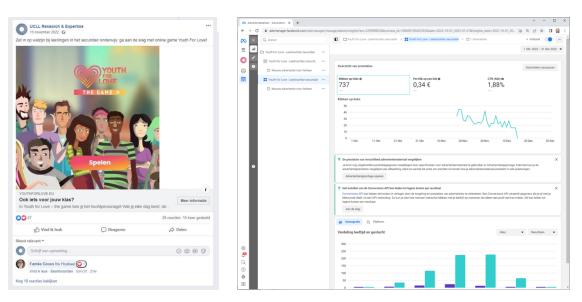




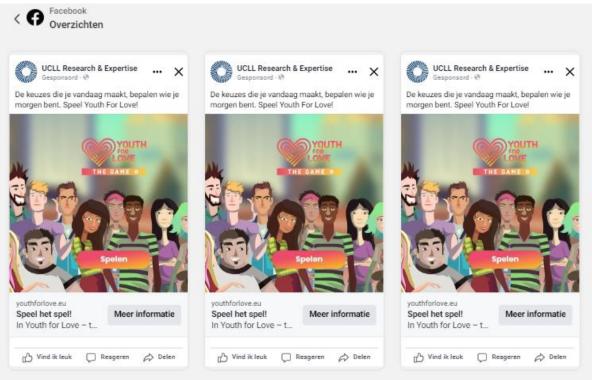








Target group students















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莅						42% (1.236) Kosten per resultaat: 0		iltaat: 0,26 €			
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More examples

Online event

- Reach: 100.100
- Engagement: 1.403
- Clicks: 1.003
- Event responses: 633
- Amount spent: 300 euros
- Audience: Teachers and the educational community in Greece.
- Key message: For a non violent school.













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Promoting the educational materials to teachers and the educational community

- Duration: 24/02-10/03/2023
- Reach: 235.522
- Engagement: 5.950
- Clicks: 5.123
- Amount spent: 300 euros
- Audience: Teachers and the educational community.













- Key message: With education we can deal with violence among adolescents.
- Graphics created for the promotion.



Είσαι καθηγητής ή καθηγήτρια σε Γυμνάσιο ή Λύκειο; Μπες και βρες τα καινούργια μας εκπαιδευτικά υλικά για τη βία στα σχολεία.

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See insights and ads		Boost post	
Like	Comment	A Share	
0 29			
Write a comment.	0 · .		
•		-	













3.4 Brochures, Leaflets & Newsletter

While brochures and leaflets can still be effective marketing tools in certain situations, in this project we deliberately chose to not focus on this type of communication.

Producing and distributing high-quality brochures and leaflets can be costly. We learned from other projects that in some cases, brochures and leaflets may not reach their intended audience and can end up being discarded, resulting in wasted resources and environmental impact.

Brochures and leaflets are typically distributed in a specific geographic location or at a specific event, which can limit their reach compared to digital marketing tactics that can reach a global audience.

From these traditional communication techniques, most partners chose to rely on newsletters. It was an effective way of providing valuable and relevant information about the project to the subscribers of the existing partner networks.

Examples of newsletters

AAI













Subscribe

Past Issues

Translate - RSS 🔊

Voci dai territori: la scuola si racconta

IL DIRITTO AD UNA VITA SENZA VIOLENZA

La **violenza giovanile tra pari** è un importante problema di salute pubblica che può assumere molte forme (tra cui fisica, verbale, psicologica e sessuale). Concrete azioni e misure di **prevenzione della violenza** sono quindi indispensabili per garantire la promozione e la tutela dei diritti dell'infanzia e dell'adolescenza.

Prevenire, individuare e affrontare la violenza tra pari incentivando l'adozione di comportamenti positivi e aumentando la consapevolezza sul tema: è l'obiettivo di "<u>Youth 4 Love</u>", progetto ormai giunto alla sua seconda edizione, che per ridurre la probabilità di violenza giovanile punta a coinvolgere non solo i e le giovani in prima persona, ma anche genitori, professionisti e professioniste del settore dell'istruzione, associazioni e rappresentati dei servizi pubblici e privati.



Scopri di più sul progetto!

Inoltre, puoi trovare più informazioni sulla seconda edizione di Youth for Love e sul web game nel paragrafo "Le nostre proposte per voi" di questa newsletter!

UCLL













www.youthforlove.eu/nl



Zet in op het welzijn bij leerlingen in het secundair onderwijs



```
PROJECT
```

Via een geïntegreerd onderwijsprogramma wil het project geweld bij leeftijdsgenoten onder adalescenten voorkomen, opsparen en aanpakken.

Het Youth For Love project is actief in 4 Europese landen (Roemenië, Griekenland, Italië en België





MATERIALEN

Verschillende toolkits boordevol diverse werkvormen werden ontwikkeld voor het voorkomen van en omgaan met geweld op school en onder leeftijdsgenoten. Deze aparte materialen voor begeleiders, jongeren en ouders staan gratis ter beachikking.



WEBSITE

Blijf op de hoogte van aankomende events, relevante actualiteit, nieuwe materialen of acties in de toekomst.







Kies het personage dat je het meest inspireert, betreed zijn of haar virtuele wereld en begin je avontuur. Krijg kans om vanuit verschillende perspectieven situaties van geweld door leeftijdsgenoten, pesten en cybergeweld te beleven

GRATIS WEBGAME VOOR JONGEREN









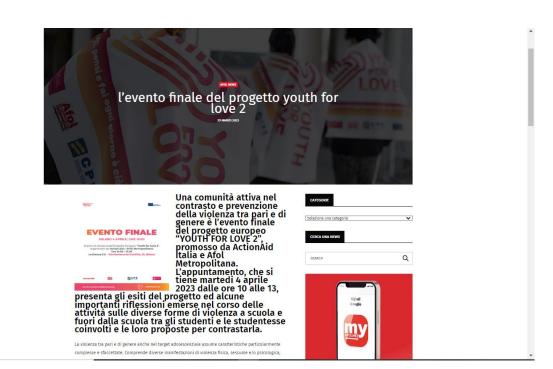








AFOL















3.5 Press Releases

Social media has a huge advantage in conducting communication, but media companies of radio, television and newspaper remain the absolute best when it comes to spreading news and creating awareness. This is evident when we benchmark the analytics with these communication activities. Experience has shown that this method of communication is the best way to connect with policymakers, an important target group for anchoring the project in society. The activity plan proposed organizing 2 press releases per partner. The partners distributed press release to different media outlets and journalists to potentially gain coverage and exposure in news stories and articles. In this section, we show some results where the project was noticed by the media and shared as an interesting news item. The full list of press releases per partner can be viewed in the <u>Communication Activity Plan & Log</u>.

Example UCLL













ACHTERKRANT SPORT 11/05 n

regio

Hogeschool UCLL ontwikkelde samen met enkele Limburgse secundaire scholen een webgame voor jongeren rond gendergerelateerd geweld. "Een op de drie jongeren kreeg er al ooit mee te maken", zegt UCLL-onderzoeker Nele Kelchtermans.

Limburgse webgame bereikt 2 miljoen Europese jongeren

MAASMECHELEN

en 24



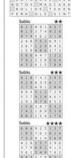
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RIEMST Nieuwe uitbater van sporthal Op 't Reeck

DNISDAG 11 MEI 2021 Shbvl.be 22

OPLOSSINGEN 10-05-21





Danken

Example AFOL

























Ouotidiano



Example AAI

DailyNet

act:onaid

Data 01-04-2022 Pagina 27 Foglio 1

Progetti di comunicazione ActionAid e Afol Metropolitana lanciano la seconda edizione del gioco sociale "Youth for Love"

"Youth For Love - The Game" giunge alla seconda edizione. Il gioco online, ideato da Actio nAid e Afon Metropolitana, rivolto a ragazzi e ragazze per mettersi alla prova e imparare ad affrontare il problema della violenza tra pari e del bullismo che adottando un terreno virtuale permette di sperimentare in prima persona situazioni potenziali ma realistiche di abusi e capire alla fine come rispondere e come adottare comportamenti rispettosi ed equi. Con l'arrivo della pandemia di Covid-19 le vite di milioni di ragazzi e ragazze sono state improvvisamente stravolte. La costrizione in spazi chiusi, la frattura nella routine quotidiana e scolastica e l'interruzione delle relazioni sociali, con adulti e coetanei, ha avuto forti conseguenze sulla salute mentale dei giovani. Dai focus aroup condotti neali scorsi mesi dall'Università Bicocca con studenti di Milano e Roma, come parte integrante del progetto, è emerso anche un cre-



Un web game contro il bullismo e la violenza tra gli adolescenti per riconoscere i segnali nei contesti che i giovani sperimentano quotidianamente e incoraggiare la riflessione

scente livello di rabbia represso che richiede agli educatori e alle figure genitoriali di dotarsi di nuovi strumenti per contribuire alla gestione di conflitti e situazioni di violenza, subita o agita. Secondo i dati della piattaforma ELISA, strumento di monitoraggio finanziato dal MIUR per i fenomeni di bullismo e cyberbullismo, nell'anno scolastico 2021-2022 il 22,3% degli studenti è stato vittima di bullismo mentre il 18,2% ha preso attivamente parte a episodi di bullismo verso un compagno o una compaona. "Con il sensibile aumento nell'utilizzo dei mezzi digitali durante la pandemia sono emersi fenomeni nuovi tra adolescenti, come lo zoombombing, ovvero l'accesso abusivo alle piattaforme di didattica a distanza, il catfishing, gli assembramenti organizzati online, e le baby gang virtuali. La nostra sfida è quella di prevenire e combattere la violenza in tutte le sue forme e sviluppare un programma educativo", dichiara Maria Sole Piccioli, Responsabile Education di ActionAio. A livello europeo il progetto coinvolge oltre 400 studenti, quasi 200 fra docenti e personale scolastico e 50 genitori. Saranno invece 1,5 milioni le persone raggiunte da una campagna di sensibilizzazione e dal gioco online.













Example AAH















ΚΟΙΝΩΝΙΑ

Βία στα σχολεία: Υπάρχει και είναι πιο σκληρή απ' ότι νομίζουμε



Κορίτσι σε σχολείο 💼 ΙSTOCK

Σύμφωνα με έρευνα της ActionAid σε εφήβους για τη βία στα σχολεία, η σωματική και η λεκτική βία είναι φαινόμενα που βρίσκονται στην ημερήσια διάταξη.

news247 21 Iavouapiou 2022 16:04

«Ως άτομο με ανορεξία και κατάθλιψη έβλαπτα τον εαυτό μου. Ένα αγόρι έβγαλε τον επίδεσμο από το χέρι μου και είδε τις ουλές. Τους επόμενους μήνες μου φώναζαν «πέθανε, κόψε τα χέρια σου και αυτοκτόνησε».

Όσο ακραίο και σκληρό και αν ακούγεται, οι έφηβοι μπορεί να αναπτύξουν πολύ επιθετικές συμπεριφορές απέναντι σε συμμαθητές τους, χωρίς απαραίτητα να κατανοούν πλήρως τον αντίκτυπο αυτής της συμπεριφοράς. Σύμφωνα με έρευνα της ActionAid σε εφήβους για τη βία στα σχολεία, η σωματική και η λεκτική βία είναι φαινόμενα που βρίσκονται στην ημερήσια διάταξη. Όπως ανέφερε ένας μαθητής χαρακτηριστικά: «Δεν θα μιλήσω για βρισιές, καθώς αυτό αποτελεί καθημερινότητα στο σχολείο μου. Όλοι βρίζουν τους άλλους. Θα το θεωρούσα βία αν κάποιος με βρίσει













3.6 Other important communication activities

During the project there were a lot of communication activities that did not fall into the above categories of communication types. Nevertheless, these are no less important, on the contrary.

These are mainly activities where there was direct contact, face to face, with the public. Participation in events with corresponding subjects and activities with the target group and stakeholders belong to this ither important communication activities. a complete list can be viewed in the Activity log file. Here are some examples of these activities.

Conference on 'Using ICT in schools' (educational games)



3402. Aan de slag met gender, peer pressure en identiteit.

Toegang tot de Y4L leeromgeving met kant en klare modules + webgame

Inhoud

Inleiding

Zet in op het welzijn bij leerlingen in het secundair onderwijs met kant en klaar lesmateriaal rond o a identiteit, peer pressure, preventie van gendergerelateerd geweld,...

Inhoud Project

Het Youth for Love project is actief in 4 Europese landen (Roemenië, Griekenland, Italië en België. Via een geintegreerd onderwijsprogramma wil geweld bij leeftijdsgenoten onder adolescenten voorkomen, opsporen en

leeftijdsgenoten onder adolescenten voorko aanpakken. Materialen

Verschillende toolikits boordevol diverse werkvormen werden ontwikkeld voor het voorkormen van en omgaan met geweld op school en onder leeftijdisgenoten. Deze aparte materialen voor begeleiders, jongeren en ouders staan gratis ter beschikking in een leeromgeving. Leerkracht - Docent
 Pedagogisch begeleider
 Zorgcoördinator
Uit:
 Secundar/Voortgezet onderwijs
Thema's
 ICT in je kas of vak
 Zorg
 (Serious) gaming
Tijdstot 4 (15.02 15:30 - 16:00)

Interessant voor

Kostprijs: € 11 Er zijn 24 plaatsen waarvan er 0 bezet zijn. Voor deze sessie wil ik me graag INSCHRIJVEN



















2 days national event on promoting 'Youth For Love'

Violenza tra adolescenti: la scuola non è un luogo sicuro



EMBED <div class="jw_embed" data-mediaid="SvoiAZHs" style="position.rel: f 🔰 🗹

Piccioli (ActionAid): "Più attenzione da parte della politica"

Milano, 5 apr. (askanews) - Il fenomeno è più accentuato negli istituti tecnici ma è diffuso in maniera preoccupante anche nei licei. E' proprio a scuola che chi è vittima di bullismo - l studente adolescente su 5 in Italia - subisce con maggior frequenza episodi di violenza fisica e psicologica o altre forme di discriminazione.

"Ragazze e ragazzi da 15 anni in sù iniziano a sperimentare forme di violenza sia tra pari, ma anche forme di violenza purtroppo determinate dal mondo degli adulti - spiega ad askanews Maria Sole Piccioli, Responsabile Education di ActionAid -. E la scuola diventa in qualche modo un ripercussore di tutte queste problematiche".







actic

45





Secondary school teachers' study day















Webinars via ZOOM

zoom

Ondersteuning Nederlands -



You cannot register for this webinar

This webinar has ended. Thank you for your interest.

Onderwerp	Ψηφιακά μέσα στην εκπαίδευση για την ενεργό πολιτειότητα
Date & Time	Selected Sessions:
	22 mrt. 2023 04:00 p.m.
Beschrijving	Η ActionAld σας προσκαλεί στην εκδήλωση «Ψηφιακά μέσα στην εκπαίδευση για την ενεργό πολιτειότητα» την Τετάρτη 22 Μαρτίου 2023 στις 16:00-19:00. Το θέμα της εκδήλωσης είναι η αξιοποίηση ψηφιακών τεχινολογιών στην εκπαίδευση για την ενεργό πολιτειότητα και για την ενεργό συμμετοχή των νέων, μέσω της παρουσίασης και συγκεκριμένων εργαλείων και παραδειγμάτων. Στη συνέχεια, στο δεύτερο μέρος της εκδήλωσης θα μας απασχολήσουν τα οφέλη και οι προκλήσεις της χρήσης τους καθώς και προτάσεις για την επόμενη μέρα. Μείνετε συντονισμένοι στο FB event της εκδήλωσης για την ατζέντα και τους προσκεκλημένους ομιλητές! Η εκδήλωση θα πραγματοποιηθεί υβριδικά, με τη δυνατότητα συμμετοχής είτε δια ζώσης στο γραφείο της ActionAld (<i>κειφόρος</i> Μεσογείων 204, 155 61 Χολαργός) είτε διαδικτυακά μέσω Zoorn. Η συμμετοχή είναι δωρεάν απατιέται όμως προεγγραφή, Η εκδήλωση πραγματοποιείται στο πλαίου του Erasmus+ προγράμματος ΕΕΤ - Beyond COVID-19- The new era of Teaching. Digital learning for social inclusion

All Project Activities in the work packages (Summer school Greece/Community workshops/...)





























4 Reporting of Communication activities

In this section we report all communication activities in numbers by quantifying and measuring various metrics to evaluate the effectiveness and impact of our communication efforts. We look at the indicators included in the project proposal and compare them with the results achieved.

Below you get the overview of the predetermined target and results. Further we discuss each indicator more in detail. All Full detailed reports are available in the Attachment folder. Specifically, we are talking about <u>the activity log</u> of each partner and the <u>reports from the Google Analytics</u>.

Indicator	Target	Result
Reach through all activities*	1.500.000	18.148.607
Social Media Reach	1.000.000	7.122.355
Website views 'youtforlove.eu'	100.000	156.688
Web-game players	50.000	67.620
Media Coverage	40	399
Articles international		10
Articles national		28
Social media posts		168
Press releases		180
Other		13

*The reach of all the communication activities, social media included.

Attachments

All references (dates, links and screenshots) are available on the <u>Communication Activity Plan & Log</u> file and in the <u>Attachments</u> folder.













4.1 Website views 'youthforlove.eu'

Bottom table show summary of website reviews. These views are divided into 2 periods because of a switch from Google Analytics 3(GA3) to Google Analytics 4(GA4). Google itself recommended upgrading as soon as possible to provide a more advanced and comprehensive approach to tracking and analyzing user interactions on websites and mobile apps. If you look at the detailed reports, you will notice the difference between the two systems.

						9/05/2023		update
				'S	Webview			
		Country)	Demographic(C	(d	Perio
other	Ro	NL	Ве	lt	Gr	Amount	till	from
1.73	1.409	0	2.692	18.913	7.321	32.072	8/aug/22	1/apr/21
24.86	10.442	6.384	20.701	39.719	22.503	124.616	30/apr/23	9/aug/22
26.60	11.851	6.384	23.393	58.632	29.824	156.688		
						100.000	rget	Та

Further in this section you will get a detailed overview by country. The graphs clearly show where the peaks in visitor numbers are located. Usually these can be linked to intensive communication activities.

4.1.1 Details website views total













US\$0.00

US\$0.00

14.60%

46.44%

Analytics Youthforlove Tutti i dati del sito web							Gotor	eport 🛛
Views_All_1apr2021_8aug2022								
						1	Apr 2021 - 8	Aug 2022
All Users 100.00% Page Views							7012021 0	/ lug 2022
Explorer								
Page Views 1,500 1,000 500 500 500 June 2021 August 2021 Out	etober 2021	December 20	21 February	Am A.Am a 2022 April	2022	June 2022	M	August 2022
Page	Country	Page Views 🔱	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		32,072 % of Total: 100.00% (32,072)	26,982 % of Total: 100.00% (26,982)	00:02:10 Avg for View: 00:02:10 (0.00%)	18,429 % of Total: 100.00% (18,429)	32.23% Avg for View: 32.23% (0.00%)	57.46% Avg for View: 57.46% (0.00%)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. / 🖉	Italy	2,306 (7.19%)	1,777 (6.59%)	00:01:07	1,698 (9.21%)	31.84%	35.34%	US\$0.00 (0.00%)
2. /game/ 通	Italy	1,961 (6.11%)	1,389 (5.15%)	00:09:52	744 (4.04%)	9.46%	56.20%	US\$0.00 (0.00%)
3. /pregame/ @	Italy	1,402 (4.37%)	992 (3.68%)	00:00:47	201 (1.09%)	40.00%	18.62%	US\$0.00 (0.00%)

1,151 (3.59%)

773 (2.41%)

@ 🚺 Italy

@ Belgium

848 (3.14%)

416 (1.54%) **94** (0.51%)

242 (1.31%) 26.88%

6.87%

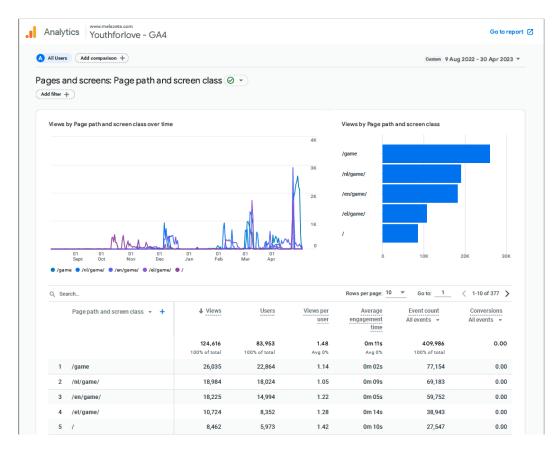
00:00:35

00:06:41

Period 2

4. /progetto/

5. /nl/game/















4.1.2 Details website views Belgium

Period 1

	uttiidati	del sito web)					Got	oreport 💋
iews_Belgium_1apr	2021_8aug	2022							
All Users 100.00% Page Views								1 Apr 2021	- 8 Aug 202
Explorer									
Page Views									
300									
400									
HOD									
200									
man a lun l	٨					1			
June 20	21	August 2021	October 2021	December 2021	February 2022	April 202	12 Ju	ine 2022	August 2022
' This data was filtered using				December 2021	February 2022	April 202	2 Ju Bounce Rate	% Exit	August 2022 Page Value
' This data was filtered using		ter.							Page Value US\$C % of Ti 0
' This data was filtered using ge		ter.	Page Views	Unique Page Views 1,759 % of Total: 6.52% (26,982)	Avg. Time on Page 00:02:16 Avg for View. 00:210 (4.40%)	Entrances 691 % of Total: 3.75%	Bounce Rate 12.19% Avg for View: 32.23% (-62.20%)	% Exit 25.67% Avg for View: 57.46% (-55.33%)	Page Value
This data was filtered using ge . /nl/game/	g an advanced fil	Country	Page Views 2,692 % of Total: 8,39% (32,072) 773	Unique Page Views 1,759 % of Total (26,982) 416	Avg. Time on Page 00::02:16 Avg for View 00:02:10 (4.40%) 00:06:41	Entrances 691 % of Total: 3,75% (18,429) 242	Bounce Rate 12.19% Avg for View: 32.23% (-62.20%) 6.87% 23.29%	% Exit 25.67% Avg for View: 57.46% (-55.33%)	Page Value US\$ \$ of T 0 (US\$ US\$ 0 US\$ 0 US\$
This data was filtered using pe /nl/game/ /nl/	g an advanced fil	Country	Page Views ↓ 2,692 % of Total: 8.39% (32,072) 7773 (28,71%) 383	Unique Page Views 1,759 % of Total: 6,52% (26,982) 416 (2,35%) 314	Avg. Time on Page 00:02:16 Avg for View: 00:210 (4.40%) 00:06:41 00:01:01	Entrances % of Total: 3.75% (18.429) 2.223 (35.02%)	Bounce Rate Avg for X were (42.20%) 6.87% 23.29% 16.67%	% Exit 25.67% Arry for View; 57.45% (35.33%) 46.44% 22.45%	Page Value US\$ % of T (US\$ (0 US\$ (0 US\$ (0 US\$
June 20: ' This data was filtered using ige . /nl/game/ . /nl/pregame/ . /	<mark>g an advanced fif</mark> ල ල ල ල	Country	Page Views U 2.692 % of Totals (32.072) 733 (28.71%) 3833 (14.23%) 340 340	Unique Page Views 1,759 % of Total: (26,982) (26,982) 10 10 11 10 10 10 10 10 10 10 10 10 10	Avg. Time on Page 00:02:16 Avg for View: 002:10 002:10 00:01:01	Entrances 691 % of Total: 3,75% (18,429) 242 (35,02%) (23,73%) 164 (23,73%) 164 (23,73%) 164 (2,73%) 164 (2,73%) 165 (2,10%) (2,1	Bounce Rate Avg for X were (42.20%) 6.87% 23.29% 16.67%	\$ Exit Arrg for View; 57.46% (35.33%) 46.44% 22.45% 7.65%	
 This data was filtered using ge /nl/game/ /nl/ /nl/pregame/ 	<mark>g an advanced fif</mark> ල ල ල ල	country Belgium Belgium Belgium Belgium	Page Views ↓ 2.692 % of Total: 8.39% (32.072) (32.072) (77.13) 383 (14.233) 340 (12.633) 196	Unique Page Views 1,759 % of Total: 6,52% (26,982) 416 (3,25%) 1314 (17,85%) 182 (0,0,5%) 171	Avg. Time on Page 00:02:16 Avg for Vinge 00:02:10 (4.40%) 00:06:41 00:01:01 00:00:22	Entrances 691 % of Total: 3,75% (18,429) 2422 (35.02%) 164 (23.73%) 188 (2.60%) 161	Bounce Rate Arg for Yiew, 22.25% (402.20%) 6.87% 23.29% 16.67% 7.46% 0.00%	* Exit 25.67% Arug for View, 37.45% (35.33%) 46.44% 22.45% 7.65% 8.67%	Page Value USS % of T 0 (USS) 0 USS 0 USS 0 USS 0 USS 0



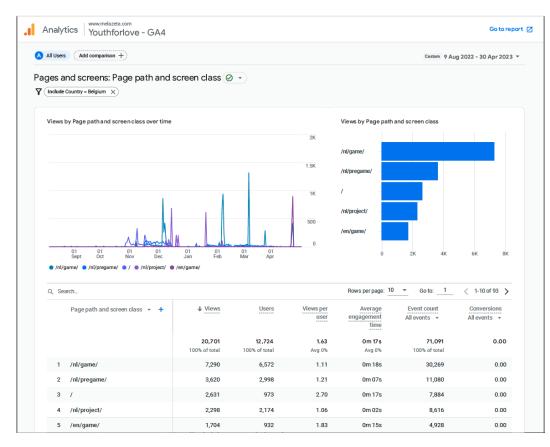












4.1.3 Details website views Greece





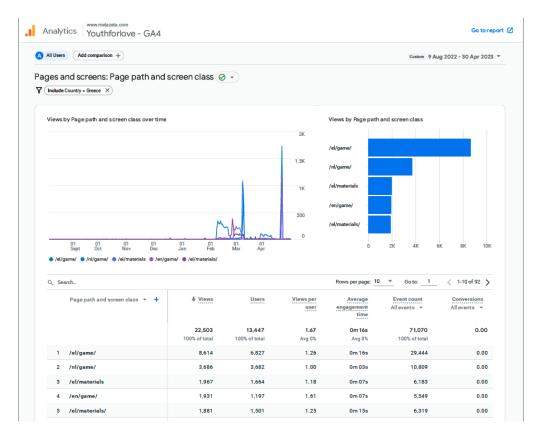








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All Users 100.00%, Page Views							1 Apr 3	2021 - 8 Ai	ug 2022
Explorer									
Page Views									
1,000				٨					
500									
June 2021 August 2021 October 2021	Decembe	r 2021	February 2	022	April 2022	Ju	A ine 2022	Au	gust 2022
June 2021 August 2021 October 2021	Decembe	r 2021	February 2	022	April 2022	Ju	N	Au	gust 2022
	Decembe	r 2021 Country	February 2 Page Views	Unique Page Views	April 2022 Avg. Time on Page	Ju	Bounce Rate	Au	gust 2022 Page Value
This data was filtered using an advanced filter.	Decembe			Unique Page	Ava. Time on		Bounce		Page Value US\$0 % of To 0.1
This data was filtered using an advanced filter.	Decembe		Page Views ↓ 7,321 % of Total: 22.83%	Unique Page Views 6,352 % of Total: 23.54%	Avg. Time on Page 00:02:06 Avg for View: 00:02:10	Entrances 4,715 % of Total: 25.58%	Bounce Rate 76.49% Avg for View: 32.23% (137.29%)	% Exit 64.40% Avg for View: 57.46%	Page Value US\$0 % of To 0.1 (US\$0.
This data was filtered using an advanced filter. rage 1. /el/		Country	Page Views ↓ 7,321 % of Total: 22.83% (32,072) 539	Unique Page Views 6,352 \$6 fotal: 23.54% (26.982) 410	Avg. Time on Page 00:02:06 Avg for View: 00:02:10 (-3.27%)	Entrances \$ of Total: 25.58% (18,429) 300	Bounce 76.49% Avg for View: 32.23% (137.29%) 38.72% 15.28%	% Exit 64.40% Avg for View: 57.46% (12.08%)	Page Value US\$0 % of To 0.1 (US\$0. US\$0 US\$0
This data was filtered using an advanced filter. Page 1. /el/ 2. /el/game/	ıß	Country	Page Views ↓ * of Total: 22.83% (32,072) 539 (7.36%) 414	Unique Page Views 6,352 % of Total: 23,54% (26,982) (26,982) 410 (6.45%) 275	Avg. Time on Page 00:02:06 Avg for View: 00:02:10 (-3.27%) 00:01:24	Entrances 4,715 % of Total: 25.58% (18,429) 300 (6.36%) 65	Bounce Rate 76.49% Ang for View, 32.23% 137.29% 38.72% 15.38% 96.679	% Exit 64.40% Avg for View: 57.46% (12.08%) 37.66%	Page Value US\$0 % of To 0, 0, 0 (US\$0.) US\$0 (0.0) US\$0 (0.0) US\$0 (0.0) US\$0 (0.0)
This data was filtered using an advanced filter.	명	Country Country Country Country	Page Views ↓ 7.321 % of Total: 22.83% 22.83% (32,072) 539 (7.36%) (5.55%) 339 339 339	Unique Page Views \$ 6,352 \$ 01 Total: (25,982) (4.33%) (4.33%) (4.33%) 313	Avg. Time on Page 00:02:06 Avg for View. 00:02:27%) 00:01:24 00:08:55	Entrances 4,715 % of Totai: 25.58% (18,429) 300 (6.36%) 65 (1.38%) 300	Bounce Rate 76.49% Avg for View: 32.25% (137.29%) 38.72% 38.72% 15.38% 86.67% 34.85%	* Exit 64.40% Avg for View. 57.46% (12.08%) 37.66% 47.34% 85.55%	















4.1.4 Details website views Italy

Period 1

Views_Italy_1apr2021_8aug2022								
All Users 100.00% Page Views						1 A	Apr 2021 - 8 /	Aug 2022
Explorer								
Page Views								
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1,000							٨	
500							V	
<u>ბალე ბა ბიბა — ი ი ბ ბაბა და ბაბა და ი ი ი ი ი ი ი ი ი ი ი ი ი ი ი ი ი ი</u>		December 2021	February 2022	April 202		June 2022	A	ugust 2022
June 2021 August 2021 Octobr						June 2022	A	ugust 2022
June 2021 August 2021 Octobe		December 2021				June 2022 Bounce Rate	A % Exit	_
June 2021 August 2021 Octobe	er 2021	December 2021	February 2022	April 2023	2			Page Value US\$0.0 % of Tot 0.00
June 2021 August 2021 Octobe	er 2021	December 2021 Page Views ↓ 18,913 % of Total: 58.97%	February 2022	April 2022 Avg. Time on Page 00:02:23 Avg for View: 00:210	Entrances 11,758 % of Total: 63.80%	Bounce Rate 14.72% Avg for View: 32.23%	% Exit 62.17% Avg for View: 57.46%	Page Value US\$0.1 % of Tot 0.0 (US\$0.0 US\$0.2
June 2021 August 2021 Octobe This data was filtered using an advanced filter. Page 1. /	Country	December 2021 Page Views ↓ 18,913 % of Total: 58,97% (32,072) 2,306	February 2022	April 2022 Avg. Time on Page 00:02:23 Avg for View: 00:02:10 (9.74%)	Entrances 11,758 % of Total: 63.80% (18,429) 1,698	Bounce Rate 14.72% Avg for View: 32.23% (-54.33%)	% Exit 62.17% Avg for View: 57.46% (8.19%)	Page Value US\$0.1 % of Tot (US\$0.0 US\$0. (0.0) US\$0.
June 2021 August 2021 Octobe	Country	December 2021 Page Views ↓ 18,913 \$ d, 7031; \$ d, 507; (22,072) 2.306 (12.19%) 1.961	February 2022	April 2023 Avg. Time on Page 00:02:23 Avg for View. 00:02:10 (9.74%) 00:01:07	Entrances 11,758 % of Total: 63.80% (18,429) 1,698 (14.44%) 744	Bounce Rate 14.72% Avg for View: 32.23% (-54.33%) 31.84%	\$ Exit 62.17% Avg for View: 57.46% (8.19%) 35.34%	Page Value US\$0. % of Tot (US\$0. (0.0) US\$0. (0.0) US\$0. (0.0) US\$0. (0.0)
June 2021 August 2021 Octobe This data was filtered using an advanced filter. Page 1. / 2. /game/	Y 2021 Country 관 L1 Italy 관 L1 Italy	December 2021 Page Views ↓ 18,913 % of Total: 58,97% (32,072) 2,306 (12,19%) (10,37%) 1,402	February 2022	April 2022 Avg. Time on Page 00:02:23 Avg for View: 00:02:10 (0.74%) 00:01:07 00:09:52	2 Entrances 11,758 % of Total: 63,80% (18,429) 1,698 (14,44%) (6,33%) 201	Bounce Rate 14.72% Avg for View: 32.23% (-54.33%) 31.84% 9.46%	* Exit 62.17% Avg for View: 57.46% (8.16%) 35.34% 56.20%	Ugust 2022 Page Value US\$0.0 % of Toto 0.00 US\$0.1 US\$0.2 US\$0.1 US\$0.1 US\$0.2 US\$0.1 US\$0.1 US\$0.1 US\$0.1 US\$0.1 US\$0.1



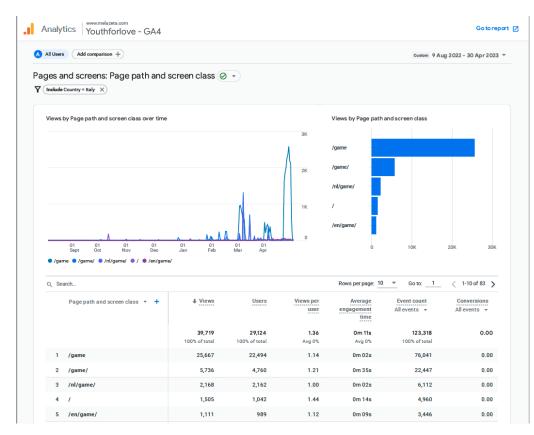












4.1.5 Details website views Netherlands

For the 2nd reporting period, Belgium decided to also include the Netherlands in all activities. This was necessary since it was determined that we can only reach a part of Belgium with the Dutch language. Since the Netherlands speak the same language, we can compensate for the loss of the French-speaking Belgians. This is why a separate detailed report was kept for the results in the Netherlands.



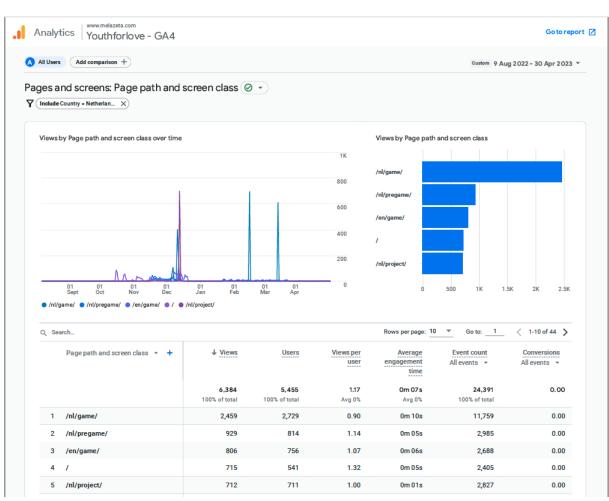












4.1.6 Details website views Romania













Analytics Youthforlove Tutti i dati del sito web							Go to rep	ort 💋
Views_Romania_1apr2021_8aug2022 All Users 100.00% Page Views Explorer						1 Apr 2	2021 - 8 Au	ıg 2022
Page Views 150 100 June 2021 August 2021 October 2021 Decembe	r 2021	February 202	A	April 2022	Jun	e 2022	A. Aug	Just 2022
Page	Country	Page Views ↓	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		1,409 % of Total: 4.39% (32,072)	973 % of Total: 3.61% (26,982)	00:01:25 Avg for View: 00:02:10 (-34.38%)	394 % of Total: 2.14% (18,429)	40.75% Avg for View: 32.23% (26.42%)	27.96% Avg for View: 57.46% (-51.34%)	US\$0.00 % of Total: 0.00% (US\$0.00)
1. /ro/inregistreaza-te/	^{a)} Romania	191 (13.56%)	94 (9.66%)	00:00:51	73 (18.53%)	35.62%	23.56%	US\$0.00 (0.00%)
2. /ro/zona-rezervata/	^a Romania	116 (8.23%)	86 (8.84%)	00:02:59	61 (15.48%)	78.69%	62.93%	US\$0.00 (0.00%)
3. /ro/news/	Romania	111 (7.88%)	58 (5.96%)	00:02:21	16 (4.06%)	50.00%	23.42%	US\$0.00 (0.00%)
4. /	Romania	100 (7.10%)	81 (8.32%)	00:00:08	75 (19.04%)	4.23%	9.00%	US\$0.00 (0.00%)

@ Romania

79 (5.61%)

75 (19.04%)

2 (0.51%)

0.00%

20.25%

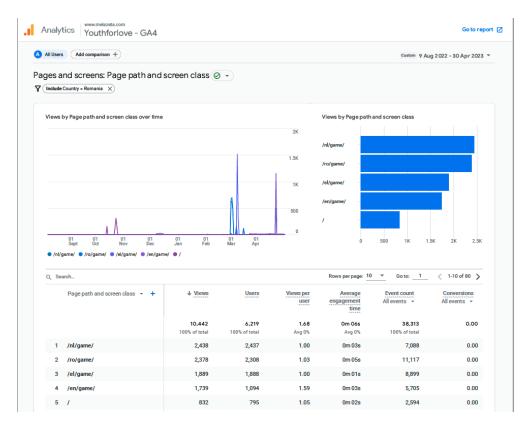
US\$0.00

00:01:39

60 (6.17%)

Period 2

5. /ro/











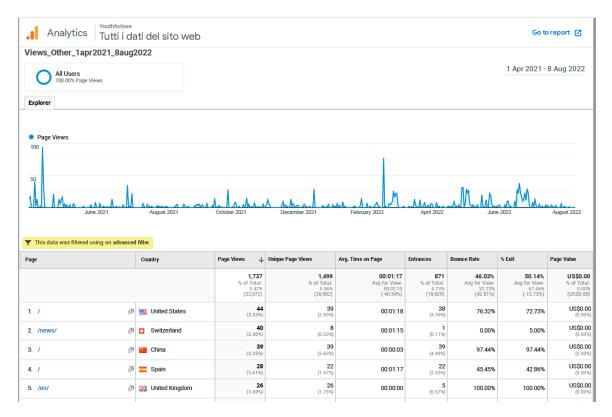




4.1.7 Details website views Other Countries

By other countries we mean all countries with Greece, Italy, Romania, Belgium & the Netherlands excluded.

Period 1





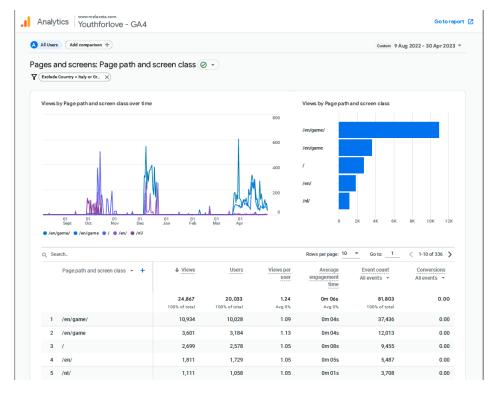












Extra info: Details top 10 other countries













All Users	Add comparison +							Custom 9 Aug 20	021 - 30 Apr 2023
mogra	aphic details: C	Country 📀	•						
Exclude C	country = Italy or Gr X								
Lisers by	Country over time					lisers	by Country		
00010 09	country over and					800	by country		
							Kingdom -		
						600			
						Ukrain	e		
						400 United	States -		
					1	France			
						200 Germa	my		
						0	19		
	01 01 Oct Jan	01	01	01	04 04				
	Oct Jan I Kingdom 🔵 Ukraine 🧲	Apr	Jul	Oct .	01 01 Jan Apr		0	1K 2K	ЗК
	l Kingdom 🌘 Ukraine 🍯	Apr	Jul	Oct .	un Un Apr	Row	0 s per page: <u>10 💌</u>	1K 2K	
 United Q Search 	l Kingdom 🔹 Ukraine 🌒	Apr	Jul	Oct .	Engaged sessions	Row Engagement rate			
 United Q Search 	l Kingdom 🔹 Ukraine 🌒	Apr United States • F + ↓ 20	Jul rance G Users 0,043	Oct . iermany <u>New users</u> 19,802	Engaged sessions 4,501	Engagement rate 21.72%	Engaged sessions per user 0.22	Go to: 1 <	1-10 of 114 > Event count All events • 81,8
• United	l Kingdom 🔹 Ukraine 🌒 ch Country 👻	Apr 9 United States • F + ↓ 20 100% c	Jul rance G Users 0,043 f total	Oct . kermany <u>New users</u> 19,802 100% of total	Engaged sessions 4,501 100% of total	Engagement rate 21.72% Avg 0%	Engaged sessions per user 0,22 Avg 0%	Go to: 1 Average engagement time 0m 06s	1-10 of 114 Event count All events 81,8 100% of to
• United Q. Searc	I Kingdom • Ukraine • ch Country • • United Kingdom	Apr • United States • F + ↓ 20 100% o	Jul rance • 6 Users 0,043 f total 3,176	Oct . Remany New users 19, 802 100% of total 3,090	Lan Apr Engaged sessions 4,501 100% of total 759	Engagement rate 21.72% Avg 0% 23.74%	Engaged sessions per user 0.22 Avg 0% 0.24	Go to: 1 < Average engagement time Om O6s Avg 0% Om O3s	1-10 of 114 > Event count All events • 81,8 100% of to 13,1
 United Q. Search 1 2 	I Kingdom • Ukraine • ch Country • United Kingdom Ukraine	Apr 0 United States • F + • • • 20 100% o	Jul rance G Users 0,043 of total 3,176 2,564	Oct . iermany New users 19,802 100% of total 3,090 2,566	Engaged sessions 4,501 100% of total 759 352	Engagement rate 21.72% Avg 0% 23.74% 12.5%	Engaged sessions per user 0.22 Avg 0% 0.24 0.14	Go to: 1 Average engagement time Om 06s Avg 0% Om 03s	1-10 of 114 Event count All events • 81,8 100% of to 13,1: 9,7
 United Q Search 1 2 3 	I Kingdom • Ukraine • ch Country • United Kingdom Ukraine United States	Apr) United States • F + + + 20 100% of 100% of 100% of 100% of 100% of 100% of 100% of 100% of 100% of 100\% of 100\% of 100\% of 100\% of 100\% of 100\% of 10	Jul Jul Users 0,043 f total 3,176 2,564 2,450	Oct iermany New users 19,802 100% of total 3,090 2,566 2,396	lan Apr Engaged sessions 4,501 100% of total 759 352 331	Engagement rate 21.72% Avg 0% 23.74% 12.5% 13.5%	a per page: 10 ▼ Engaged sessions per User 0.22 Arg 0% 0.24 0.14 0.14	Go to: 1 Average engagement time Om 06s Avg 0% Om 03s Om 03s Om 02s	1-10 of 114 Event count All events 81,8 100% of to 13,1: 9,7 9,0
 United Q. Sear 1 2 3 4 	I Kingdom Vkraine V ch Country T United Kingdom Ukraine United States France	Apr) United States • F + ↓ 22 100% o	Jul Jul Users 0,043 f total 3,176 2,564 2,450 1,763	Oct	Engaged sessions 4,501 100% of total 759 352	Engagement rate 21.72% Avg 0% 23.74% 12.5%	Engaged sessions per user 0.22 Avg 0% 0.24 0.14	Go to: 1 Average engagement time Om 06s Avg 0% Om 03s	1-10 of 114 Event count All events 81,8 100% of to 13,1: 9,7 9,0 7,2
 United Q. Sear 1 2 3 4 5 	I Kingdom • Ukraine • ch Country • United Kingdom Ukraine United States	Apr) United States • F + ↓ 22 100% o	Jul Jul Users 0,043 f total 3,176 2,564 2,450	Oct iermany New users 19,802 100% of total 3,090 2,566 2,396	Jan Apr Engaged sessions 4,501 100% of total 759 352 331 647	Engagement rate 21,72% Avg 0% 23,74% 12.5% 13.5% 35.41%	Engaged sessions per user 0.22 Avg 0% 0.24 0.14 0.14 0.37	Go to: 1 Average engagement time Om 06s Avg 0% Om 03s Om 03s Om 02s Om 02s Om 11s	1-10 of 114 Event count All events 81,8 100% of to 13,1: 9,7 9,0
 United Q Search 1 2 3 4 5 6 	I Kingdom Vkraine V ch Country V V United Kingdom V Ukraine V United States France Germany	Apr) United States • F + ↓ 22 100% o	Jul Jul Jul Jul Jul Jul Jul Jul	Oct	Jan Apr Engaged sessions 4,501 100% of total 759 352 331 647 371	Engagement rate 21,72% Avg 0% 23,74% 12.5% 13.5% 35.41% 27.98%	a per page: 10 ▼ Engaged sessions per User 0.22 Avg 0% 0.24 0.14 0.14 0.37 0.28	Go to: 1	1-10 of 114 Event count All events 81,8 100% of to 13,1: 9,7 9,0 7,2 5,3
 United Q. Search I I	I Kingdom Vikraine Vikraine Vikraine Vikraine Vikraine Vikraine Vikraine Vikraine Vikraine Germany Spain	Apr) United States • F + ↓ 22 100% o	Jul rance 6 G Users 0,043 if total 3,176 2,564 2,564 2,450 1,763 1,307 792	Oct	Jan Apr Engaged sessions 4,501 100% of total 759 352 331 647 371 257	Engagement rate 21,72% Avg 0% 23,74% 12,5% 13,5% 35,41% 27,98% 30,67%	e per page: 10 ▼ Engaged sessions per User 0.22 Avg 0% 0.24 0.14 0.14 0.37 0.28 0.32	Go to: 1	1-10 of 114 > Event count All events ~ 81,8 100% of to 13,1: 9,7 9,0 7,2 5,3 3,4
 United Q. Search 1 2 3 4 5 6 7 8 	I Kingdom Ukraine Ukraine Ukraine Ukraine Ukraine United Kingdom Ukraine United States France Germany Spain	Apr) United States • F + ↓ 22 100% o	Jul rance 6 G Users 0,043 f total 3,176 2,564 2,450 1,763 1,307 792 715	Oct	lan Apr Engaged sessions 4,501 100% of total 759 352 331 331 647 371 257 233	Engagement rate 21,72% Avg 0% 23,74% 12,5% 13,5% 35,41% 27,98% 30,67% 28,73%	per page: 10 ▼ Engaged sessions per User 0.22 Arg 0% 0.24 0.24 0.24 0.24 0.24 0.24 0.32 0.32 0.33	Go to: 1 Average engagement time Om 06s Avg 0% Om 03s Om 03s	1-10 of 114 > Event count All events - 81,8 100% of to 13,1: 9,7 9,0 7,2 5,3: 3,4 3,4 3,3

























4.2 Web-game players

The table below shows a summary of unique web-game players. After the table we show a detailed overview of the results by country.

Last update		9/05/2023	u	nique gamer	olayers		
		Game	players				
Perio	d			Demo	graphic(Count	try)	
from	till	Amount	Gr	lt	Be/NL	Ro	Other
1/apr/21	8/aug/22	2.397	216	1.672	402	18	9
9/aug/22	30/apr/23	65.223	9.894	28.195	10.133	5.332	14.48
		C7 699	10.110	20.007	10 525	5 252	14.50
Tar	get	67.620 50.000	10.110	29.867	10.535	5.350	14.58

In the detailed results you get an overview from where the game is played (Location). Thus, the numbers are not based on language choice of the game. For example, a player playing the Greek version in Italy is counted as a result for Italy.













4.2.1 Details web-game total

Gameplayers_All_1a	Tutti i dati del sito web									
All Users 100.00% Users	<u>-</u> <u>-</u>							17	Apr 2021 - 8 Au	ig 2022
Map Overlay										
Summary										
			and the second sec							
	1	1.672				.				
This data was filtered usin	ig an advanced filter.	1.672	7		Behaviour	ð .		Conversions		
		- 10-	New Users	Sessions	Behaviour Bounce Rate	Pages/Session	Avg.Session Duration	Conversions Goal Conversion Rate	Goal Completions	Goal Value
This data was filtered usin	ig an advanced filter.	Acquisition	New Users % of Total: 5,11% (15,229)	Sessions 1,132 % of Total: 5.9902 (19,902)		Pages/Session 3.79 Avg for View, (123.413)	Arg. Session Duration 00:05:04 Arag for Views (199:20%)		Goal Completions % of Total: 0.00% (0)	Goal Value US\$0 % of To 0.0 (US\$0)
⁷ This data was filtered usin suntry	ig an advanced filter.	Acquisition Users ψ 2,397 % of Total:	778 % of Total:	1,132 % of Total:	Bounce Rate 10.16% Avg for View:	3.79 Avg for View:	00:05:04 Avg for View:	Goal Conversion Rate 0.00% Avg for View:	0 % of Total:	US\$0 % of To 0. (US\$0
This data was filtered usin ountry Italy	g an advanced filter. Page	Acquisition Users ψ 2,397 5 of Total: 15.1% (15.4%) (15.4%) 30 1,056	778 % of Total: 5.11% (15,229) 458	1,132 % of Total: 5.99% (18,902) 708	Bounce Rate 10.16% Avg for View: 32.23% (-68.48%)	3.79 Avg for View: 1.70 (123.41%)	00:05:04 Avg far View: 00:01:45 (189.28%)	Goal Conversion Rate O.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0 % of To 0. (US\$0 US\$0 (0.
 This data was filtered usin watry Italy Belgium 	pg an advanced filter. Page /game/	Acquisition Users ↓ 2,397 Total: 15,51% (15,459) 38 (0,57%) .38	778 % of Total: 5.11% (15,229) 458 (58.87%) 208	1,132 % of Total: 5.99% (18,902) 708 (62.54%) 233	Bounce Rate 10.16% Avg for View: 32.23% (-68.48%) 9.46%	3.79 Avg for View: 1.70 (123.41%) 2.77	00:05:04 Avg for View: 00:01:45 (189.28%) 00:05:47	Goal Conversion Rate 0.00% Avg for View. (0.00%) 0.00% 0.00%	0 % of Total: 0.00% (0) 0 (0.00%) 0	U\$\$0 % of To 0. (U\$\$0 U\$\$0 (0. U\$\$0 (0.) U\$\$1 (0.)
 This data was filtered usin untry Italy Belgium Greece 	Page /game/ /nl/game/	Acquisition Users ψ 2,397 % of Total: 15,51% (13,57%) 23 1,056 (14,77%) 38 202	778 % of Total: 5.11% (15,229) 458 (58.87%) 208 (26.74%) 14	1,132 % of Total: 5.9% (18,902) 708 (62.54%) 233 (20.58%) 52	Bounce Rate 10.16% Avg for View: 32.23% (-68.48%) 9.46% 6.87%	3.79 Avg for View: 1.70 (123.41%) 2.77 3.32	00:05:04 Avg for View: 00:01:45 (189:28%) 00:05:47 00:03:06	Goal Conversion Rate 0.00% Avg for View, (0.00%) 0.00% 0.00% 0.00% 0.00% 0.00%	0 % of Total: 0.00% (0) 0 (0.00%) 0 (0.00%) 0	US\$0 % of To 0, (US\$0 (0, US\$0 (0, US\$0 (0, US\$0 (0, US\$0
This data was filtered usin	g an advanced filter. Page /game/ /nl/game/ /el/game/	Acquisition Users ↓ 2,397 * 70318: * 15,51% * (15,459) (2) (2) 1,056 (2) (40.57%) (2) 202 (7.70%) 203 .39 46	778 % of Total: 5.11% (15,229) 458 (58.87%) 208 (26.74%) 14 (1.80%) 9	1,132 % of Total: 5.99% (18,902) 708 (52.54%) 233 (20.58%) 52 (4.59%) 16	Bounce Rate 10.16% Avg for View: 32.23% 9.46% 6.87% 15.38%	3.79 Avg for View: 1.70 (123.41%) 2.77 3.32 7.96	00:05:04 Avg for View: 00:01:45 (199:28%) 00:05:47 00:03:06 00:06:02	Goal Conversion Rate 0.00% Arg for View, (0.00%) 0.00% 0.00% 0.00%	0 % of Total: 0.00% (0) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0	US\$0













All Users Add comparison +					Custom 9 Au	g 2022 - 30 Apr 2023 💌
ages and screens: Page path and	screen class					
Include Page path and scree X						
Views by Page path and screen class over time				Views by Page path	and screen class	
			4K			
				/game -		
			ЗК	/nl/game/		
			2K	/en/game/ -		
		1	2K			
			1K	/el/game/		
	u	L Martin		/game/ -		
01 01 01 01 01 Sept Oct Nov Dec	01 01 Jan Feb	01 01 Mar Apr	0	0	10K	20K 30K
 /game • /nl/game/ • /en/game/ • /el/game/ Q Search	/game/				Rows per page: 10	0 💌 1-10 of 10
Page path and screen class 👻 🕇	L Marine					
	↓ Views	Users	Views per user	Average engagement time	Event count All events 👻	Conversions All events 🔻
	* views 88,435	Users 65,223		engagement		
			user	engagement time	All events 🔻	All events 🔻
1 /game	88,435 100% of total 26,035	65,223 100% of total 22,864	user 1.36 Avg 0% 1.14	engagement time Om 10s Avg 0% Om 02s	All events 300,184 100% of total 77,154	All events
2 /nl/game/	88,435 100% of total 26,035 18,984	65,223 100% of total 22,864 18,024	1.36 Avg 0% 1.14 1.05	engagement time Om 10s Avg 0% Om 02s Om 09s	All events 300,184 100% of total 77,154 69,183	All events -
2 /nl/game/ 3 /en/game/	88,435 100% of total 26,035 18,984 18,225	65,223 100% of total 22,864 18,024 14,994	1.36 Avg 0% 1.14 1.05 1.22	engagement time Om 10s Avg 0% Om 02s Om 09s Om 05s	All events 300,184 100% of total 77,154 69,183 59,752	All events -
2 /nl/game/ 3 /en/game/ 4 /el/game/	88,435 100% of total 26,035 18,984 18,225 10,724	65,223 100% of total 22,864 18,024 14,994 8,352	1.36 Avg 0% 1.14 1.05 1.22 1.28	engagement time Om 10s Arg 0% Om 02s Om 09s Om 05s Om 14s	All events	All events
2 /nl/game/ 3 /en/game/ 4 /el/game/ 5 /game/	88,435 100% of total 26,035 18,984 18,225 10,724 6,234	65,223 100% of total 22,864 18,024 14,994 8,352 5,217	1.36 Avg 0% 1.14 1.05 1.22 1.28 1.19	engagement time Om 10s Avg 0% Om 02s Om 09s Om 05s Om 14s Om 33s	All events	All events -
2 /nl/game/ 3 /en/game/ 4 /el/game/ 5 /game/ 6 /en/game	88,435 100% of total 26,035 18,984 18,225 10,724 6,234 4,007	65,223 100% of total 22,864 18,024 14,994 8,352 5,217 3,530	1.36 Avg 0% 1.14 1.05 1.22 1.28 1.19 1.14	engagement time Om 10s Avg 0% Om 02s Om 09s Om 05s Om 14s Om 33s	All events	All events -
2 /nl/game/ 3 /en/game/ 4 /el/game/ 5 /game/ 6 /en/game 7 /ro/game/	88,435 100% of total 26,035 18,984 18,225 10,724 6,234 4,007 2,887	65,223 100% of total 22,864 18,024 14,994 8,352 5,217 3,530 2,792	1.36 Avg 0% 1.14 1.05 1.22 1.28 1.19 1.14 1.03	engagement time Om 10s Avg 0% Om 02s Om 09s Om 05s Om 14s Om 33s Om 04s	All events	All events -
2 /nl/game/ 3 /en/game/ 4 /el/game/ 5 /game/ 6 /en/game	88,435 100% of total 26,035 18,984 18,225 10,724 6,234 4,007	65,223 100% of total 22,864 18,024 14,994 8,352 5,217 3,530	1.36 Avg 0% 1.14 1.05 1.22 1.28 1.19 1.14	engagement time Om 10s Avg 0% Om 02s Om 09s Om 05s Om 14s Om 33s	All events	All events -













4.2.2 Details web-game Belgium & Netherlands

Period 1

In the first period, the Netherlands was not yet included since communication was only in Belgium.

All Users 100.00% Users	lgium_1apr2021_8aug2	2022							1 Apr 2021 - 8 A	ug 2022
Map Overlay										
Summary										
				The second second				ritin Stati	*	
	402		402-							
▼ This data was filtered		Acquisition	402-		Behaviour			Conversions	,	
			402-	Sessions	Behaviour Bounce Rate	Pages/Session	Avg. Session Duration	Conversions Goal Conversion Rate	Goal Completions	Goal Val
This data was filtered	using an advanced filter.	Acquisition		Sessions 255 % of Total: 1.35% (1.35%		Pages/Session 3.48 Avg for View. 1.70 (105244)	Avg. Session Duration		Goal Completions 0 % of Total: 0.00% (0)	US\$0 % of To
ountry	using an advanced filter.	Acquisition Users ↓ % of Total: 2,9%	New Users 229 % of Total: 1.50%	255 % of Total: 1.35%	Bounce Rate 6.27% Avg for View: 32.23%	3.48 Avg for View: 1.70	00:03:44 Avg for View: 00:01:45	Goal Conversion Rate 0.00% Avg for View: 0.00%	0 % of Total: 0.00%	US\$0 % of Tr 0. (US\$0 US\$0
ountry 1. 📑 Belgium	Page	Acquisition Users ↓ \$ of Total: 2.00% (14,459) .310 385	New Users 229 % of Total: 1.50% (15,229) 208	255 % of Total: 1.35% (18,902) 233	Bounce Rate 6.27% Avg for View: 32.23% (-80.53%)	3.48 Avg for View: 1.70 (105.24%)	00:03:44 Avg for View: 00:01:45 (113.01%)	Goal Conversion Rate 0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	US\$0 % of Tr 0. (US\$0 US\$1 (0.
ountry 1. 📑 Belgium 2. 📑 Belgium	Page /nl/game/	درمانغان می کند. درمان مدوند. درمان می کند. درمان می کند. درم	New Users 229 % of Total: 1.50% (15,229) 208 (90.83%) 20	255 % of Total: 1.35% (18,902) 233 (91.37%) 21	Bounce Rate 6.27% Avg for View: 32.23% (-80.53%) 6.87%	3.48 Avg for View: 1.70 (105.24%) 3.32	00:03:44 Avg for View. 00:145 (113.01%) 00:03:06	Goal Conversion Rate 0.00% Avg for View: 0.00% 0.00%	0 % of Total: 0.00% (0) 0 (0.00%)	US\$0 % of T 0, (US\$0 US\$0 (0. US\$1 0.
	Page /nl/game/ /en/game/	Acquisition Users ب 0 402 % of Total: 2.60% (15.85%) 385 (87.10%) 44 (9.95%) 7	New Users 229 % of Total: 1.50% (15,229) 208 (90.83%) 20 (8.73%) 0	255 % of Total: 1.35% (18,902) 233 (91.37%) 21 (8.24%) 0	Bounce Rate 6.27% Aug for View. 32.23% (-80.53%) 6.87% 0.00%	3.48 Avg for View: 1.70 (105.24%) 3.32 4.57	00:03:44 Avg for View: 00:01:45 (113.01%) 00:03:06 00:10:13	Goal Conversion Rate 0.00% Avg for View, (0.00%) 0.00% 0.00%	0 % of Total: 0.00% (0) 0 (0.00%) 0 (0.00%)	(0.0 US\$0 (0.0



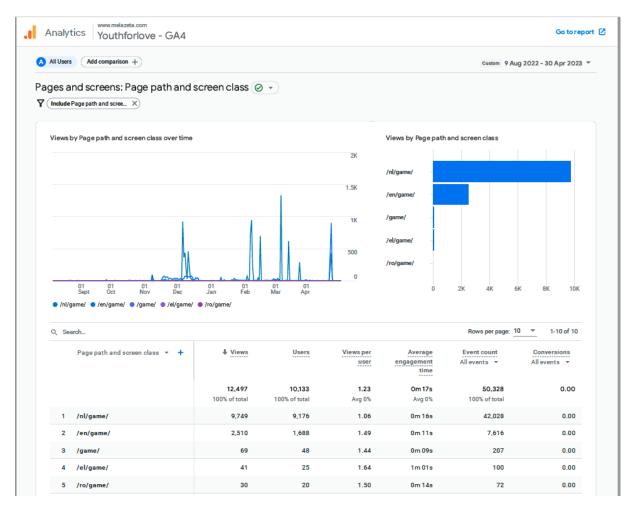
























4.2.3 Details web-game Greece



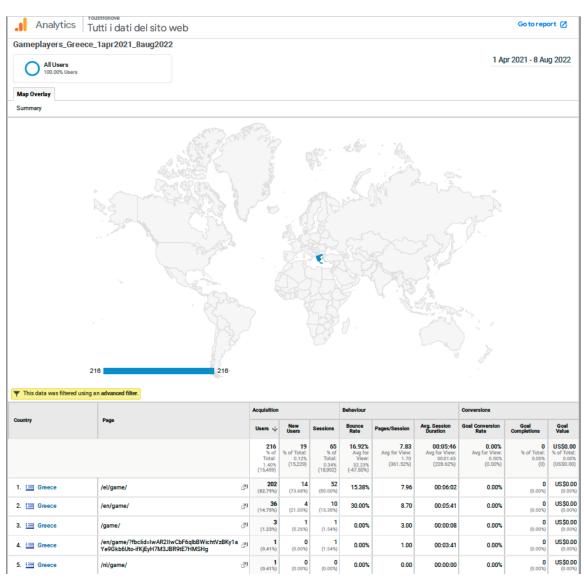
























Period 2

II Users (Add comparison +)					Custom 9 Au	ıg 2022 - 30 Apr 2
es and screens: Page path and s notwer Page path and scree \times	screen class 🥃	0 -				
liews by Page path and screen class over time				Views by Page path	and screen class	
			2K			
			1	/el/game/		
			1.5K	/nl/game/		
			1K	/en/game/		
				/el/game		
	٣	4	500	/en/game -	•	
01 01 01 01 Sept Oct Nov Dec Ø/el/game/ Ø/nl/game/ Ø/el/game/	01 01 Jan Feb e (en/game	01 01 Mar Apr	0	0	2К 4К б	ж вк
		A A A A A A A A A A A A A A A A A A A	Views per user	Average engagement	2K 4K 6 Rows per page: Event count All events ▼	
) /el/game/) /nl/game/ /en/game/ /el/game	a ● /en/game	Users	Views per user	Average engagement time	Rows per page: Event count All events 👻	10 T 1-9 0 Conversions All events T
) /el/game/) /nl/game/ /en/game/ /el/game	e 🌒 /en/game	01 01 Mar Apr	Views per	Average engagement	Rows per page:	10 Torrestons
) /el/game/) /nl/game/ /en/game/ /el/game	e (en/game	01 01 Mar Apr	Views per user 1.57	Average engagement time Om 14s	Rows per page: Event count All events + 50,238	10 × 1-9 c Conversions All events × 0.0
● /el/game/ ● /nl/game/ ● /en/game/ ● /el/game Q. Search Page path and screen class → +	a ● /en/game ↓ <u>Views</u> 15,519 100% of total	01 01 Mar Apr Users 9,894 100% of total	Views per user 1.57 Avg 0%	Average engagement time Om 14s Avg 0%	Rows per page: Event count All events - 50,238 100% of total	10 × 1-9 c Conversions All events × 0.0
 /el/game/ /el/game/ /el/game/ /el/game/ 	 /en/game Views 15,519 100% of total 8,614 	01 01 Mar Apr Users 9,894 100% of total 6,827	Views per user 1.57 Avg 0% 1.26	Average engagement time Om 14s Avg 0% Om 16s	Rows per page: Event count All events 50,238 100% of total 29,444	10 × 1-9 c Conversions All events × 0.0 0.0
 /el/game/ • /nl/game/ • /en/game/ • /el/game/ Q. Search Page path and screen class • + 1 /el/game/ 2 /nl/game/ 	 /en/game Views 15,519 100% of total 8,614 3,686 	01 01 Mar Apr Users 9,894 100% of total 6,827 3,682	Views per user 1.57 Avg 0% 1.26 1.00	Average engagement time Om 14s Avg 0% Om 16s Om 03s	Rows per page: Event count All events 50,238 100% of total 29,444 10,809	10 • 1-9 0 Conversions All events • 0.0 0.0
 /el/game/ /el/game/ /el/game/ Search Page path and screen class + /el/game/ /en/game/ /en/game/ 	e (/en/game	Ot Mar Ot Apr Users	Views per user 1.57 Avg 0% 1.26 1.00 1.61	Average engagement time Om 14s Avg 0% Om 16s Om 03s Om 07s	Rows per page: Event count All events • 50,238 • 100% of total • 29,444 • 10,809 • 5,549 •	10 T-9 o
 /el/game/ /el/game/ /el/game/ /el/game/ /el/game/ /el/game/ /el/game/ /el/game/ /el/game/ 	 /en/game Views 15,519 100% of total 8,614 3,686 1,931 1,199 	01 01 Mar Apr Users 9,894 100% of total 6,827 3,682 1,197 1,020	Views per user 1.57 Avg 0% 1.26 1.00 1.61 1.18	Average engagement time Om 14s Avg 0% Om 16s Om 03s Om 07s Om 04s	Soyas Event count All events \$0,238 100% of total 29,444 10,809 5,549 4,142	10 • 1-9 c Conversions All events • 0.0 0.0 0.0 0.0
 /el/game/ /nl/game/ /en/game/ /en/game/ /en/game/ /en/game /en/game /en/game 	e (en/game)	01 01 Mar 01 Apr 9,894 100% of total 6,827 3,682 1,197 1,020 41	Views per user 1.57 Avg 0% 1.26 1.00 1.61 1.18 1.29	Average engagement time Om 14s Avg 0% Om 16s Om 03s Om 03s Om 04s Om 04s	Sows per page: Event count All events 50,238 100% of total 29,444 10,809 5,549 4,142 186	10 • 1-9 0 Conversions All events • 0.0 0.0 0.0 0.0 0.0 0.0
 /el/game/ /el/game/ /en/game/ /el/game/ Rearch Page path and screen class + + /el/game/ /en/game/ /en/game /en/game /en/game /en/game 	e (en/game) Views 15,519 100% of total 8,614 3,686 1,931 1,199 53 22	01 01 Mar 01 Apr 9,894 100% of total 6,827 3,682 1,197 1,020 41 17	Views per user 1.57 Avg 0% 1.26 1.00 1.61 1.18 1.29 1.29	Average engagement time Om 14s Avg 0% Om 03s Om 03s Om 03s Om 04s Om 05s	Rows per page: Event count All events * 50,238 100% of total 29,444 10,809 4,142 186 70	10 • 1-9 0 Conversions All events • 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0













4.2.4 Details web-game Italy

Gameplayers_I	taly_1apr2021_8aug2022										
All Users									1 Apr	2021 - 8 Au	ig 2022
Map Overlay Summary											
-			A.								
			and the second s					nit zef	A.		
	1,672	1.672							and the second sec		
Y This data was filte	1,872 red using an advanced filter.	· **	cuisition			Behaviour			Conversions		
		Acc	equisition	New Users 1	Sessions	Behaviour Bounce Rate	Pages/Session		Conversions Rate	Goal	
	red using an advanced filter.	Acc	lsers ↓	New 1 Users 1 % of Total: 3.32% (15,229)		Bounce	Pages/Session 3.48 Avg for View; 1,70 (105.37%)	Avg. Session	Goal Conversion	Completions 0 % of Total: 0.00%, 0(0)	Value
ountry	red using an advanced filter.	Acc Uh ((Isers ↓ 1,672 % of Total: 10.82%	Users 505 % of Total: 3.32%	Sessions 780 % of Total: 4,13%	Bounce Rate 10.51% Avg for View: 32,23%	3.48 Avg for View: 1.70	Avg. Session Duration 0 00:05:29 Avg for View: 00:01:45	Goal Conversion Rate 0.00% Avg for View: 0.00%	Completions 0 % of Total: 0.00%	Value US\$0 % of To 0,1 (US\$0.
suntry I. 🛄 Italy	red using an advanced filter. Page	Acc Uk (0 (0)	1,672 % of Total: 10.82% (15,459) 1,056	Users 505 % of Total: 3.32% (15,229) 458	Sessions 780 % of Total: 4.13% (18,902) 708	Bounce Rate 10.51% Avg for View: 32.23% (-67.39%)	3.48 Avg for View: 1.70 (105.37%)	Avg. Session Duration 00:05:29 Avg for View: 00:01:45 (212.65%)	Goal Conversion Rate 0.00% Avg for View: 0.00% (0.00%)	Completions 0 % of Total: 0.00% (0) 0	Value US\$0 % of To 0.1 (US\$0. US\$0 (0.0 US\$0
ountry 1. L. Italy 2. L. Italy	red using an advanced filter. Page /game/ /en/game/ /game/https:/www.youthforlove.eu/game/	Acc U U (() () () () () () () () (Leers ↓ 1,672 % of Total: 10.82% (15,459) 1,056 (59.33%) 46	Users Sof 505 of Total: 3.32% (15.229)	780 780 % of Total: 4.13% (18,902) 708 (90.77%) 16 16	Bounce Rate 10.51% Avg for View: 32.23% (-67.39%) 9.46%	3.48 Avg for View: 1.70 (105.37%) 2.77	Avg. Session Duration 0 00:05:29 Avg for View: 00:01:45 (212.65%) 0 00:05:47 0 0	Goal Conversion Rate O.00% 0.00% 0.00% 0.00% 0.00%	Completions 0 % of Total: 0.00% (0) 0 (0.00%) 0	Value US\$0. % of To 0.0 (US\$0. US\$0 (0.0 US\$0 (0.0 US\$0
 This data was filte Country Italy Italy Italy Italy Italy Italy Italy Italy 	red using an advanced filter. Page /game/ /en/game/	Act U (() () () () () () () () ()	Isers ↓ 1,672 % of % of % 10.82% % (15,459) % 1,056 (59.33%) 460 (2.58%) 7 7	Users Sof 505 505 % of Total: 3.32% (15,229) 458 (90.69%) 9 (1.78%) 7	Sessions 780 % of Total: 4.13% (18,902) 8 708 9 708 9 (0.77%) 16 (2.05%) 7	Bounce Rate 10.51% Avg for View: 32.23% (-67.39%) 9.46% 25.00%	3.48 Avg for View: 1.70 (105.37%) 2.77 4.44	Avg. Session 4 Duration 9 Avg for View. 00:01:29 00:01:45 (212.65%) 00:05:47 0 00:01:25 0	Goal Conversion Rate 0.00% Avg for View. 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	Completions 0 % of Total: 0.0% (0)	Goal US\$0. % of row 0.0 (US\$0. (0.0 (0.0 (0.0 (0.0 US\$00 (0.0 US\$00 (0.0 US\$00 (0.0 US\$00 (0.0













All Users (Add comparison +)					Custom 9 A	ug 2022 - 30 Apr 2023
ages and screens: Page path and (Include Page path and scree X)	screen class @	0 -				
Views by Page path and screen class over time				Views by Page path	and screen class	
			ЗК			
			٨	/game		
			2К	/game/		
				/nl/game/		
		N	1K	/en/game/		
		h h		/ro/game/ -		
01 01 01 01 Sept Oct Nov Dec	- And	A Marille	0			
	01 01 Jan Feb	01 01 Mar Apr		0	10K	20K 30K
 /game • /game/ • /nl/game/ • /en/game/ • Q Search_ 		Mar Apr		0	10K Rows per page	
● /game ● /game/ ● /nl/game/ ● /en/game/ ●		Mar Apr	Views per User	0 Average engagement time		
• /game • /game/ • /nl/game/ • /en/game/ •) /ro/game/			engagement	Rows per page	e: 10 👻 1-9 of 9 Conversions
• /game • /game/ • /nl/game/ • /en/game/ •) /ro/game/	<u>Users</u> 28,195	user 1.25	engagement time Om 08s	Rows per page Event count All events + 110,001	e: 10 v 1-9 of 9 Conversions All events v
● /game ● /game/ ● /nl/game/ ● /en/game/ ● Q. Search Page path and screen class マ +) /ro/game/	<u>Users</u> 28,195 100% of total	user 1.25 Avg 0%	engagement time Om O8s Avg 0%	Rows per page Event count All events × 110,001 100% of total	e: 10 v 1-9 of 9 Conversions All events v 0.00
 /game • /game/ • /nl/game/ • /en/game/ • Q. Search Page path and screen class • + 1 /game 	↓ /ro/game/ ↓ Views 35,122 100% of total 25,667	Users 28,195 100% of total 22,494	user 1.25 Avg 0% 1.14	engagement time Om 08s Avg 0% Om 02s	Rows per page Event count All events * 100% of total 76,041	e: 10 • 1-9 of 9 Conversions All events • 0.00
 /game • /game/ • /nl/game/ • /en/game/ • Q Search Page path and screen class • + 1 /game 2 /game/) /ro/game/	Users 28,195 100% of total 22,494 4,760	user 1.25 Avg 0% 1.14 1.21	engagement time Om 08s Avg 0% Om 02s Om 35s	Rows per page Event count All events * 110,001 100% of total 76,041 22,447	e: 10 • 1-9 of 9 Conversions All events • 0.00 0.00
 /game /game/ /nl/game/ /en/game/ Q Search. Page path and screen class + + 1 /game 2 /game/ 3 /nl/game/) /ro/game/	Users 28,195 100% of total 22,494 4,760 2,162	1,25 Avg 0% 1.14 1.21 1.00	engagement time Om 08s Avg 0% Om 02s Om 35s Om 02s	Rows per page Event count All events * 110,001 100% of total 76,041 22,447 6,112	e: 10 v 1-9 of 9 Conversions All events v 0.00 0.00 0.00
 /game /game/ /nl/game/ /en/game/ Q Search Page path and screen class + + 1 /game 2 /game/ 3 /nl/game/ 4 /en/game/ 	/ro/game/ <u>Views</u> <u>35,122</u> 100% of total <u>25,667</u> <u>5,736</u> <u>2,168</u> 1,111	28,195 100% of total 22,494 4,760 2,162 989	1.25 Avg 0% 1.14 1.21 1.00 1.12	engagement time Om 08s Avg 0% Om 02s Om 35s Om 02s	Rows per page Event count All events * 110,001 100% of total 76,041 22,447 6,112 3,446	e: 10 • 1-9 of 9 Conversions All events • 0.00 0.00 0.00 0.00 0.00
 /game • /game/ • /nl/game/ • /en/game/ • Q. Search Page path and screen class • + 1 /game 2 /game/ 3 /nl/game/ 4 /en/game/ 5 /ro/game/ 	> /ro/game/	28,195 100% of total 22,494 4,760 2,162 989 317	1.25 Avg 0% 1.14 1.21 1.00 1.12 1.01	engagement time Om 08s Avg 0% Om 02s Om 35s Om 02s Om 09s	Rows per page Event count All events * 110,001 100% of total 76,041 22,447 6,112 3,446 1,562	e: 10 • 1-9 of 9 Conversions All events • 0.00 0.00 0.00 0.00 0.00 0.00
 /game • /game/ • /nl/game/ • /en/game/ • Q Search Page path and screen class • + 1 /game 2 /game/ 3 /nl/game/ 4 /en/game/ 5 /ro/game/ 6 /en/game 	> /ro/game/	Users 28,195 100% of total 22,494 4,760 2,162 989 317 66	1.25 Avg 0% 1.14 1.21 1.00 1.12 1.01 1.15	engagement time Om 08s Avg 0% Om 02s Om 35s Om 02s Om 09s Om 04s	Rows per page Event count All events * 110,001 100% of total 76,041 22,447 6,112 3,446 1,562 271	e: 10 • 1-9 of 9 Conversions All events • 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00





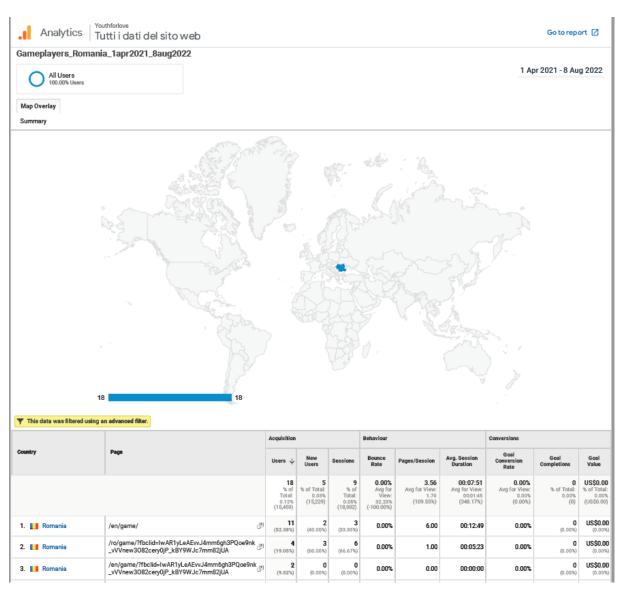








4.2.5 Details web-game Romania





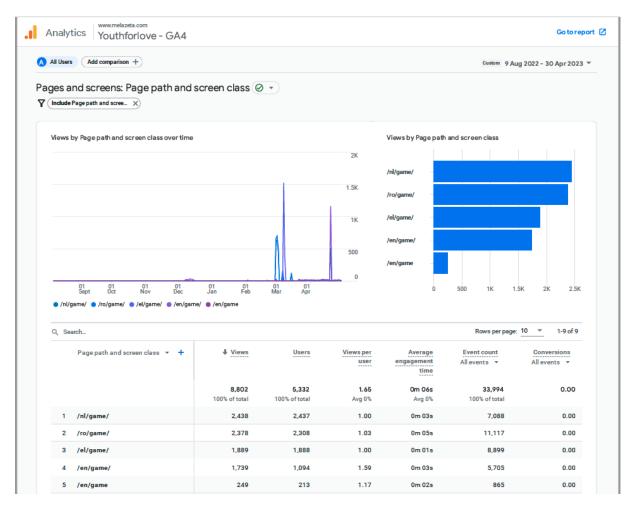
























4.2.6 Details web-game Other Countries



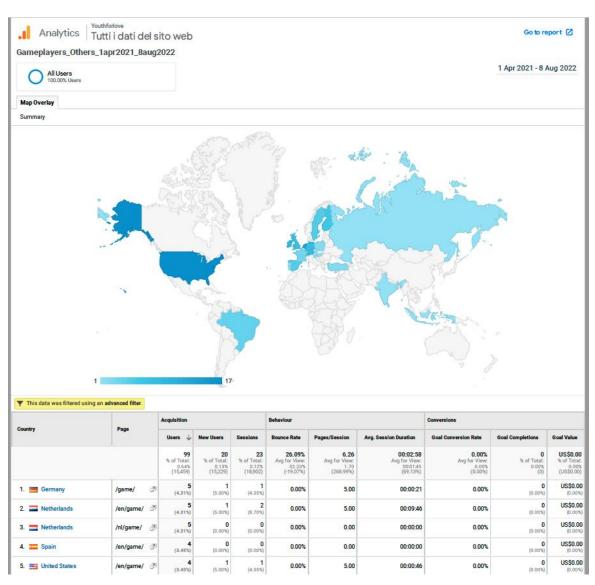
























All Users Add comparison +					Custom 9 Au	g 2022 - 30 Apr 202
ges and screens: Page path a Include Page path and screeX	nd screen class 🥥	•				
Views by Page path and screen class over	time			Views by Page path ar	nd screen class	
			800			
				/en/game/		
	1		600	/en/game		
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	MI.	Δ.				
	/ N		200	/game/ -		
		ADAU WA		/game –		
01 01 01 01 Sept Oct Nov De	I 01 01 c Jan Feb	01 01 Mar Apr		0	2K 4K 6K	8K 10K 12
Q Search Page path and screen class 👻	Country • X	↓ <u>Views</u>	Users	Rows per page: 10 Views per user	Go to: 1 Average engagement time	1-10 of 321 > Event count All events •
		16,495	14,488	1.14	0m 04s	55,623
	Ukraine	100% of total	100% of total	Avg 0%	Avg 0%	100% of tota
1 /en/game				1.10		6 228
1 /en/game 2 /en/game/	United States	1,359	1,364	1.00	0m 00s	
-				1.00	0m 00s 0m 02s	4,722
2 /en/game/	United States	1,359	1,364			4,722
2 /en/game/ 3 /en/game/	United States United Kingdom	1,359	1,364 951	1.27	0m 02s	6,228 4,722 3,843 3,462 3,208
2 /en/game/ 3 /en/game/ 4 /en/game/	United States United Kingdom France	1,359 1,205 1,002	1,364 951 919	1.27	0m 02s 0m 06s	4,722 3,843 3,462
2 /en/game/ 3 /en/game/ 4 /en/game/ 5 /en/game/	United States United Kingdom France Ukraine	1,359 1,205 1,002 974	1,364 951 919 814	1.27 1.09 1.20	0m 02s 0m 06s 0m 03s	4,722 3,843 3,462 3,208 2,249
2 /en/game/ 3 /en/game/ 4 /en/game/ 5 /en/game/ 6 /nl/game/	United States United Kingdom France Ukraine United Kingdom	1,359 1,205 1,002 974 726	1,364 951 919 814 726	1.27 1.09 1.20 1.00	0m 02s 0m 06s 0m 03s 0m 00s	4,722 3,843 3,462 3,208













4.3 Media coverage, People Reached online and via social media

With media coverage we refer to all the project news & activities that are presented and distributed by various forms of media, such as newspapers, television, radio, and the internet. It includes the range of topics that are reported on, the tone and style of the reporting, and the extent to which the news is disseminated to the public.

With this media coverage we have a significant impact on public opinion and behavior, as it shapes the way in which people perceive events, issues, and individuals. It can influence political decisions, social attitudes, and economic outcomes. The media coverage ensured that we met our stated goal in terms of reach, views, and players.

In this section you get a detailed overview of all communication activities carried out by each partner. This detailed overview is distilled from the Communication Activity log - file. The sources to each individual activity can also be found in this file. Regarding the range of some activities, you will notice that not always a range was included. This since no reference of range could be defined. However, these are often media platforms with a large reach, these numbers were not included in the total reach. The most important thing is that the distribution by these media platforms did result in noticeable traffic to the website and the game.

You can find the full table of statistics on the following page.

Attachments

All references (dates, links and screenshots) are available on the <u>Communication Activity Plan & Log</u> file and in the <u>Attachments</u> folder.













Targets to be reached:						
Communication type	Target	Current status				
Individual Targets						
Articles International		10				
UCLL						
AFOL						
ACTIONAID ITALY		(
ACTIONAID HELLAS						
CPE		(
Articles National		2				
UCLL		(
AFOL						
ACTIONAID ITALY						
ACTIONAID HELLAS		10				
CPE						
Social Media Posts		16				
UCLL		1				
AFOL		33				
ACTIONAID ITALY		5				
ACTIONAID HELLAS		50				
CPE						
Press Release		18				
UCLL						
AFOL		18				
ACTIONAID ITALY		15				
ACTIONAID HELLAS						
CPE						
Other (Events/Conferences/)		1				
UCLL		1:				
AFOL		(
ACTIONAID ITALY						
ACTIONAID HELLAS		(
CPE		(
Total Media Coverage	40) 399				
Shared Targets						
Website views	100.000	156.68				
Y4L Game players	50.000	67.620				
Social media reach	1.000.000	7.122.355				
Total activities reach	1.500.000	18.148.607				



















