

# IMPACT Journalism Day

by Sparknews

2015 IMPACT STUDY

spark news



This impact study focuses on the projects that were featured in IJD 2015. It was conducted ex post by Sparknews via phone interviews and questionnaires from August to November 2015.

65 project leaders were interviewed, out of a total of 103 projects presented in IJD 2015.

2015 – 3RD EDITION

# Key figures

**1,000**

projects sourced



**103**

projects selected



**47**

media partners



**40**

countries



**22 million**

people reached via social media



**120 million**

readers



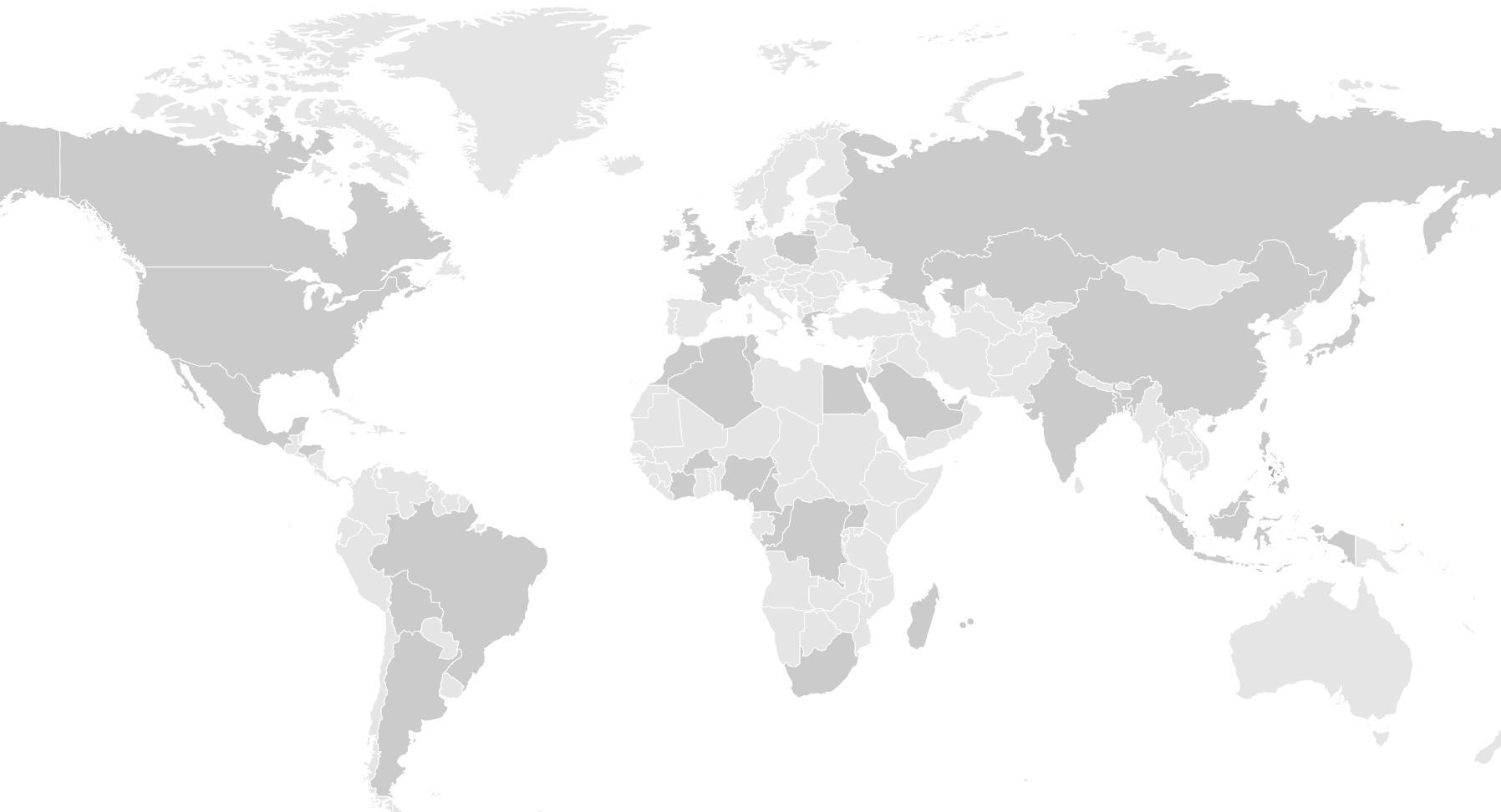


# Focus on the media

*“Impact Journalism Day  
is a way for us to reach  
younger readers than we  
usually would, and develop a  
strategy for the future”*

— Takeshi Fujitani **Asahi Shimbun**  
(Japan)

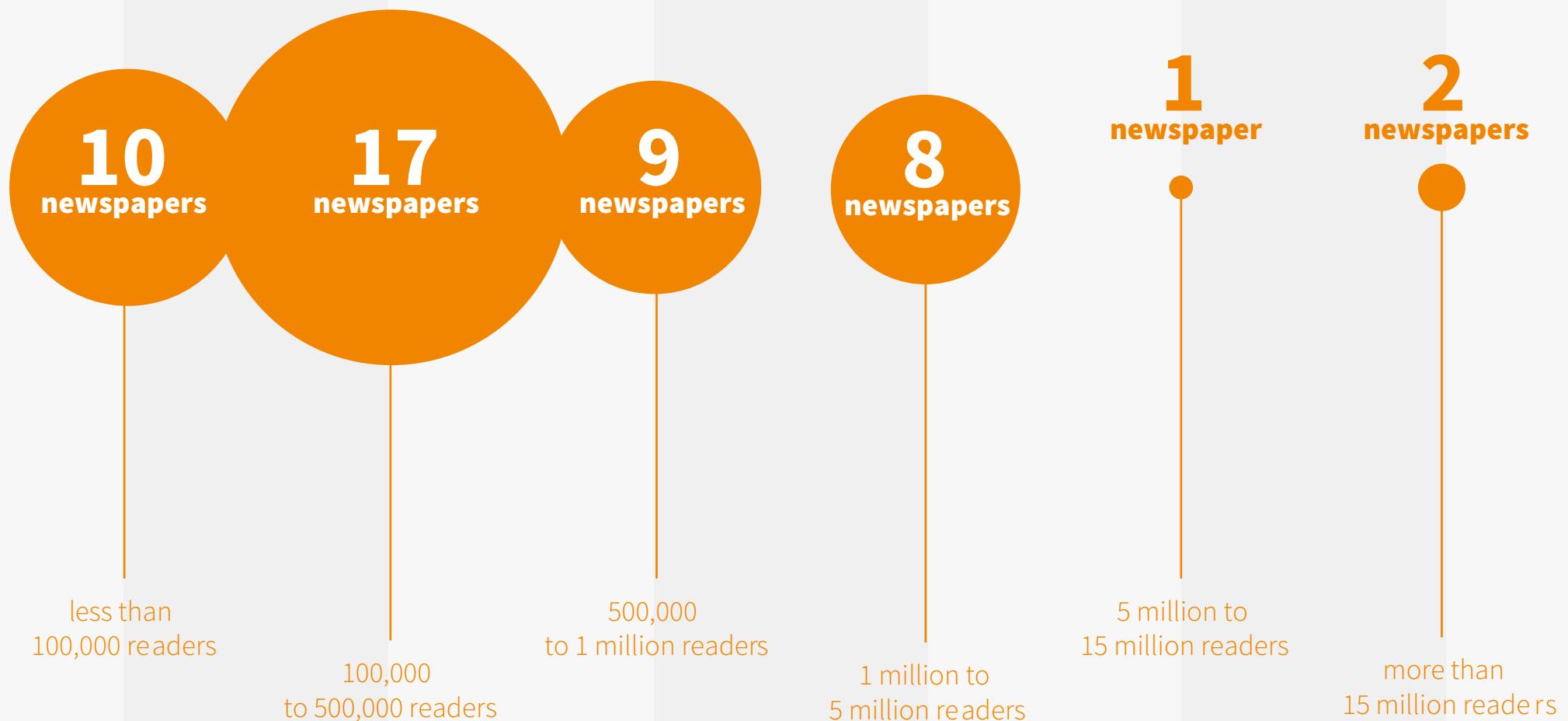
# IJD is a collaboration between leading international media...

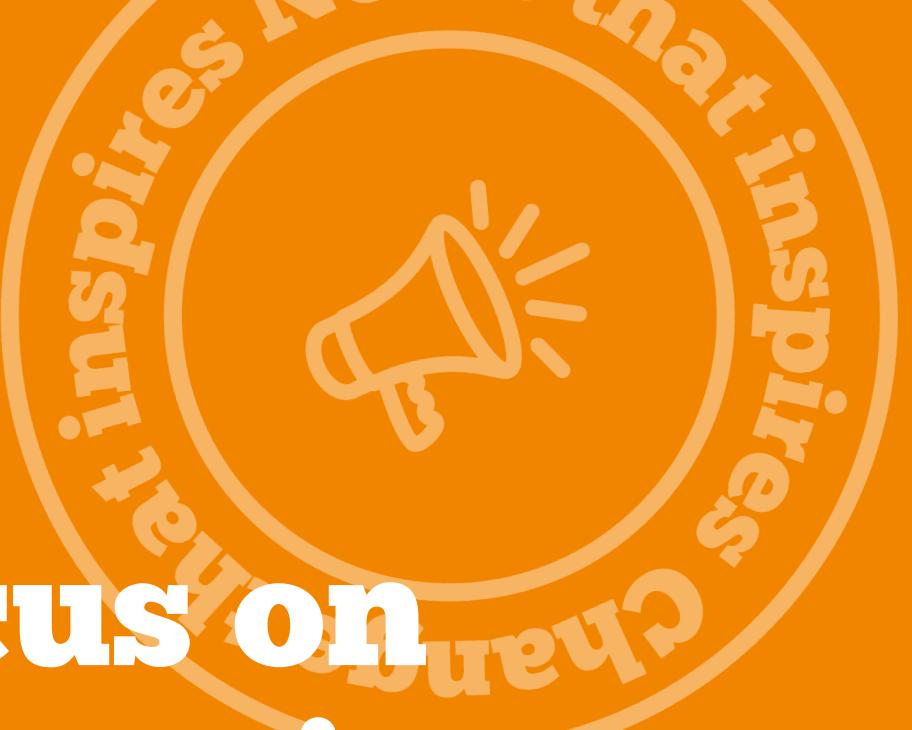


Stories are published  
in 15 languages

Arabic  
Bangla  
Danish  
English  
French  
German  
Greek  
Hindi  
Indonesian  
Italian  
Japanese  
Portuguese  
Polish  
Russian  
Spanish

# ...catering to different audiences.



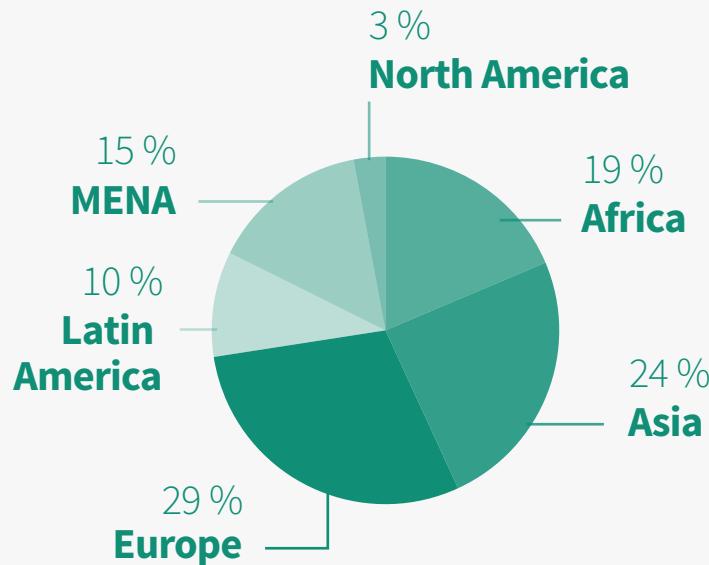


# Focus on the projects

*“We are really glad  
our project got covered  
in the newspapers, a  
‘communication target’ that  
is really hard to reach.”*

— **Ragna Frans**  
Apopo (Tanzania)

**The projects address a wide range of issues**  
and have a strong diversity in geographic origin



**HEALTH & SAFETY** 18 %

**EDUCATION** 17 %

**ENERGY** 17 %

**ENVIRONMENT** 13 %

**SOCIETY** 11 %

**FOOD & AGRICULTURE** 8 %

**EMPLOYMENT** 8 %

**WATER** 4 %

**MOBILITY / URBANISM** 2 %

**FINANCE** 2 %

## **Most projects had limited media coverage prior to IJD**

For **63% of the projects surveyed**, the articles published as part of IJD represented the first time they received media coverage at national and/or international level.



# Focus on the impact

**3 in 4 project leaders**  
think that IJD had an impact  
on their project.





**“The fact that such prestigious media wrote about us means a lot! We always mention it when we’re asking for sponsorships or partnerships.”**

— Maria Dermentzi  
Code it Like a Girl (Greece)



IJD articles helped **66%** of the projects surveyed become **more widely known**.

Moreover, **57%** of the projects surveyed were **contacted by interested readers**.



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**“Our Facebook page grew by over 20k likes in the two months following IJD.”**

—Lawrence Miglialo  
Barefoot College (India)

.....

**57%** of respondents reported an **impact on their social media activity**.

**40%** of respondents reported **increased traffic on both their website and on their social media pages** — great increase compared to 2014 (12%)



## BUSINESS OPPORTUNITIES

**39%** of projects which reported a need for connections with new partners and/or clients **achieved those connections** thanks to IJD.

**“Since IJD we have expanded from 3 to 21 countries where we expect to develop our TV show. We received offers from France, Italy, all the Middle East and Latin America.”**

— David Elliot, Bamyan Media (Egypt)



**42%** of the projects surveyed which reported a need for funding received **more donations and/or investments** thanks to IJD – great increase compared to 2014 (18%)

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**“We were contacted by a South-African philanthropist who had read about us thanks to IJD. He came to visit our center and made a huge donation.”**

— Marouane Smaili  
Dar Si Hmad (Morocco)

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# Project Leaders become Ambassadors of Impact Journalism

**98%** of respondents said  
they believe in the power  
of the media to change the  
world.





# Algopack

**ORIGIN** France

**PROBLEM** Plastic pollution

**SOLUTION** A new technology producing algae-based packaging material

## **DIRECT IMPACT OF IJD ON ALGOPACK**

IJD had a tremendous impact on the growth of the Breton company.

The founder Rémy Lucas estimates that **80% of Algopack's global visibility** is due to IJD. This

international coverage enabled the company to reach major investors and industrial partners: Algopack signed **big contracts worldwide** with car manufacturers, phone companies and food packaging firms.



## SUCCESS STORY

# Dar Si Hmad

**ORIGIN** Morocco

**PROBLEM** Chronic shortage of drinking water

**SOLUTION** Giant nets that collect water from mist, giving access to healthy and abundant water

### **DIRECT IMPACT OF IJD ON DAR SI HMAD**

The media coverage enabled by Sparknews largely contributed to Dar Si Hmad's **expansion in other regions of Morocco**.

Since IJD, the NGO recorded a huge increase in the number of publications abroad. The media coverage played a great role in connecting Dar Si Hmad to **new partners and donors**.

The 4th edition of Impact Journalism Day will take place on June 25, 2016  
— Learn more: [impactjournalismday.com](http://impactjournalismday.com)



We would like to thank our corporate partners



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