



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



47

media partners



22 million

people reached via social media



103

projects selected



40

countries



120 million

readers





Focus on the media

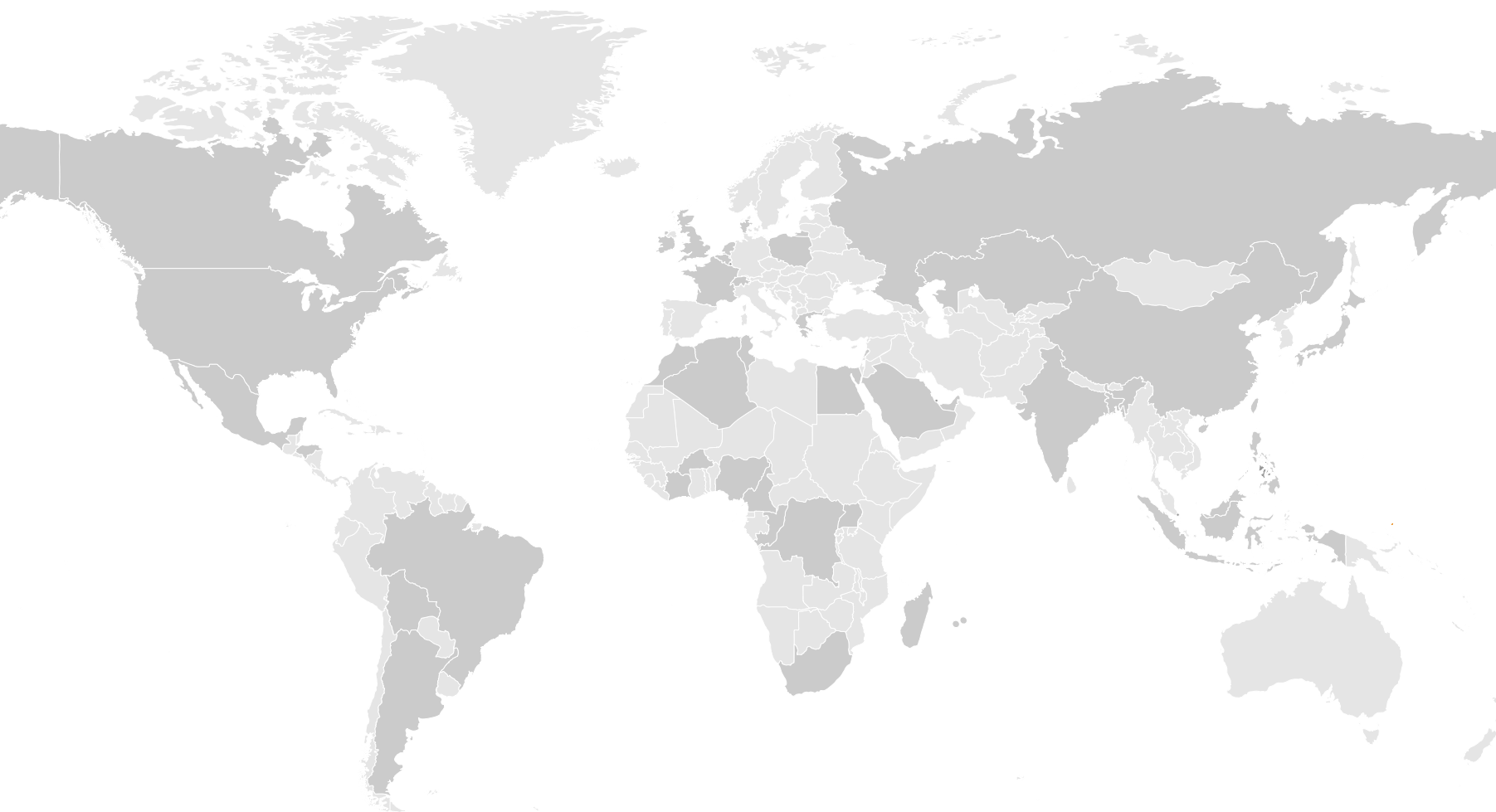
*“Impact Journalism Day
is a way for us to reach
younger readers than we
usually would, and develop a
strategy for the future”*

— Takeshi Fujitani Asahi Shimbun
(Japan)

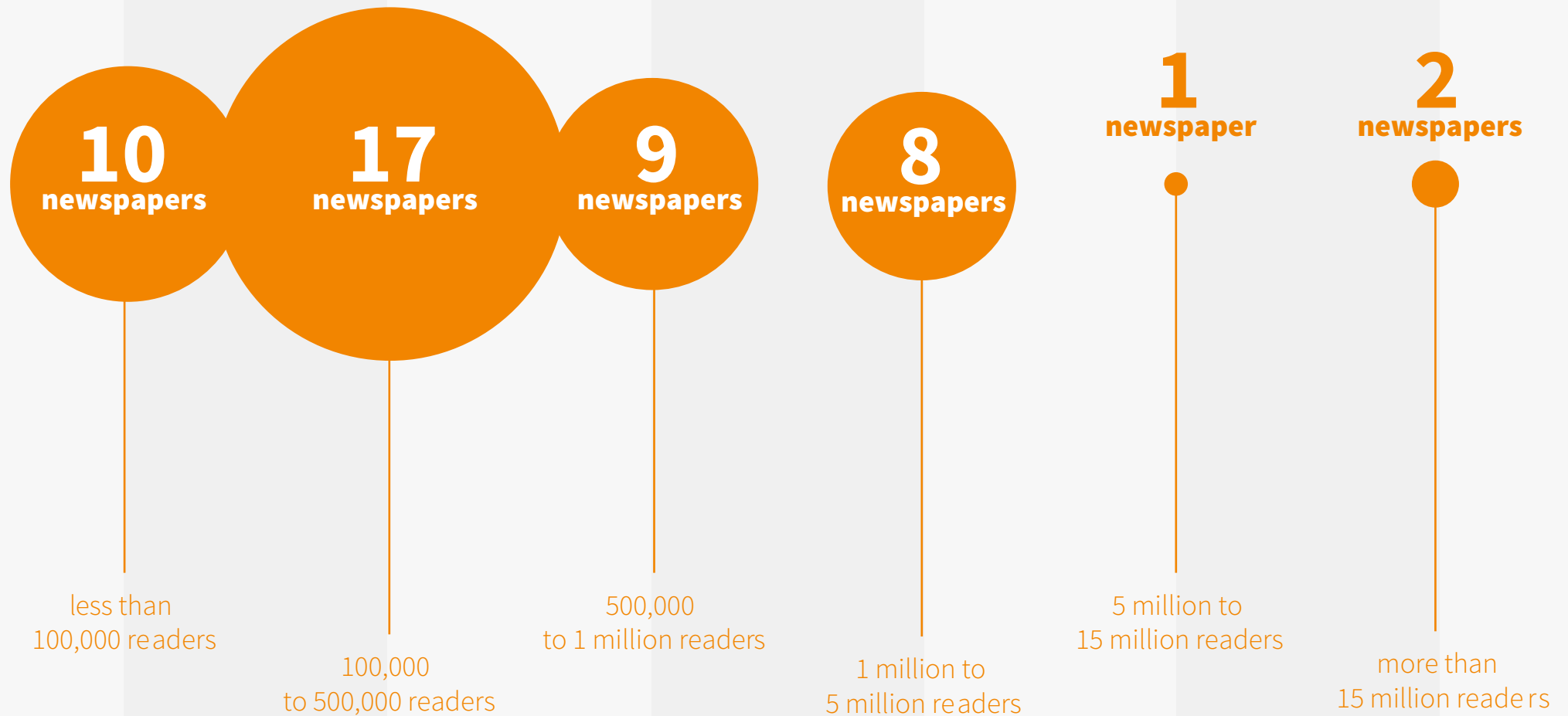
**IJD is a collaboration
between leading
international media...**


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.





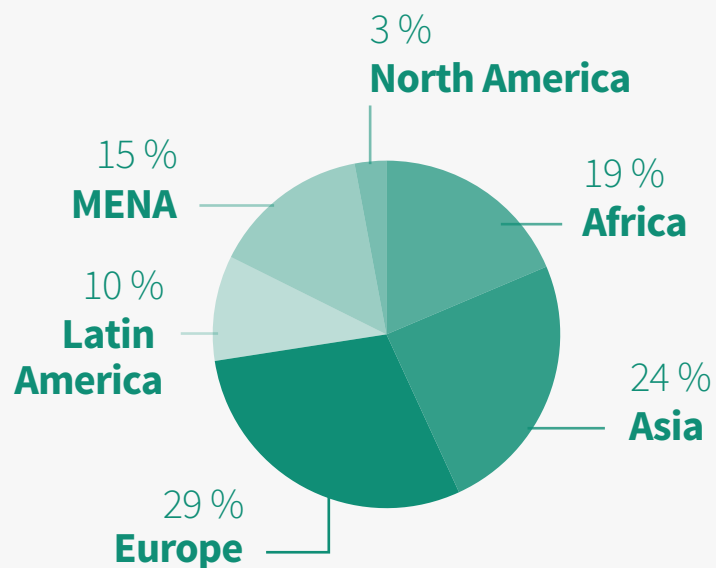
Focus on the projects

*“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 %

FIRST TIME

**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.

IN THE MEDIA

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**.



ONLINE ACTIVITY

.....

“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)



FUNDING

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%)
.....

“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)
.....

Project Leaders become Ambassadors of Impact Journalism

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





SUCCESS STORY

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 HMAID

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

We would like to thank our corporate partners



spark  news