

IMPACT Journalism Day by Sparknews

IJD2017 - 5TH EDITION IMPACT STUDY

Measuring the power of stories of change



We are living a story of change

Study Summary

- How to shed light on solutions to global challenges **p3**
- A more sustainable world is built one initiative at a time **p4**
- Amplifying initiatives **p10**
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Everyday, **unknown women and men** are coming up with **positive innovations**, and **local answers to global issues**.

Last year, on June 24th, **50 leading newspapers** from around the globe got together to shed light and consequently amplify these initiatives.

It is time to measure the power of these stories of change.

Based on the projects that were featured in **Impact Journalism Day 2017**, this impact study was conducted ex post by Sparknews via phone interviews and questionnaires from December 2017 to January 2018. 31 project leaders were interviewed and gave us keys to measure the impact of their media exposure from visibility to replication.



How to **shed light** on solutions to global challenges



Call for projects

Sourcing more than 1000 projects



Newspapers' choices

Each of the 54 newspapers chooses one initiative answering a pressing issue that they wish to write about



Writing stories

All the articles are written by journalists and then shared among newspapers

D-DAY

IMPACT Journalism Day

by Sparknews

The newspapers publish their selection of stories of change, reaching 100 million readers through the publication and 50 million people on social media

2017 - 5TH EDITION

Key figures

1,000

projects sourced



54

media partners



16

languages



57

projects selected



47

countries



100 million

readers



Building a more sustainable world

...ONE INITIATIVE AT A TIME

“Impact Journalism Day is an insightful experience that showed that communities around the world can be united by their problems and solutions to create a better world for us all.”

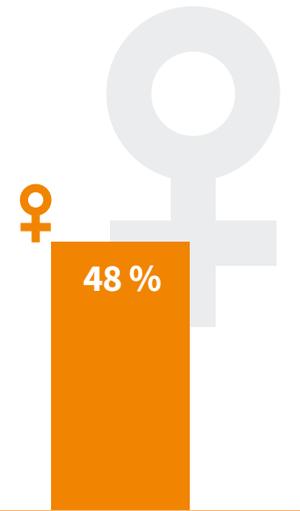
— Flora Aduk,
The Monitor Publications (Uganda)

Everyday, unknown women and men are coming up with **positive innovations**

Some stories never make it to newspapers' headlines even though they are changing the world.

200+ sourcing partners made it possible for the Impact Journalism Day's call for projects to reach every corner of the world.

Even though women usually benefit from less media coverage, **48% of the project leaders** featured in Impact Journalism Day **are women**. This is the result of a will to tell untold stories.



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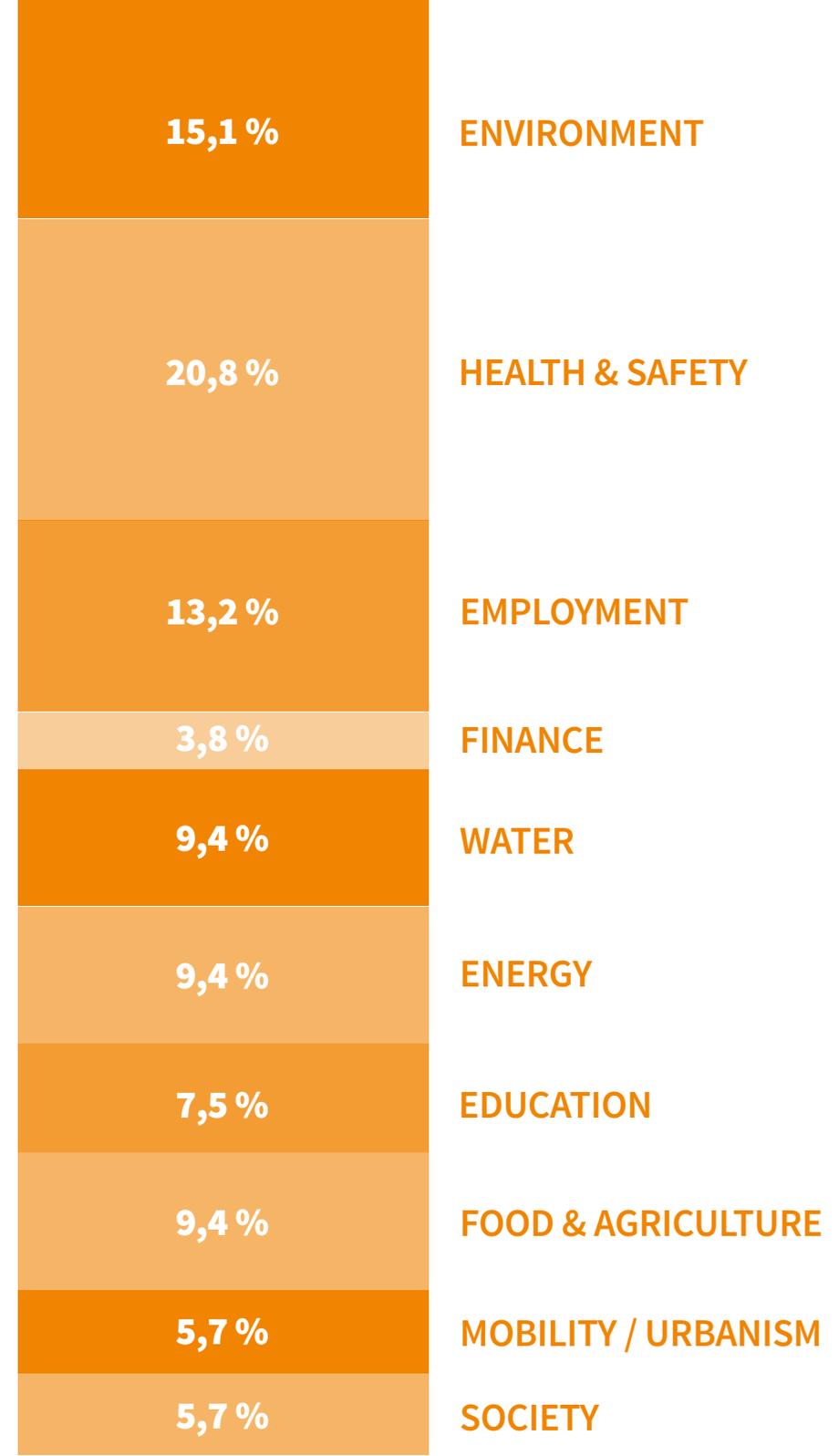
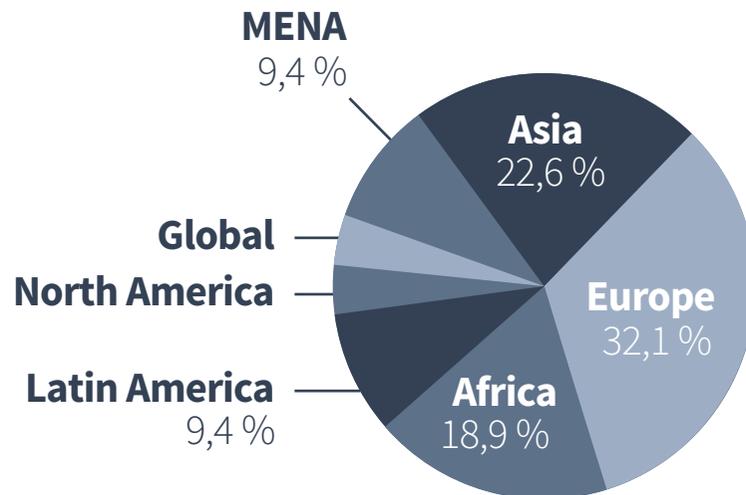


© Oyori Asia

The solutions they are developing are **local answers to global issues**

Each of the **57 stories** highlighted as part of Impact Journalism Day was **selected from an original pool of more than 1000 projects**.

The main selection criteria are the proven, measurable impact, the innovative approach, the replicability of the solution and the inspiring story behind the project.

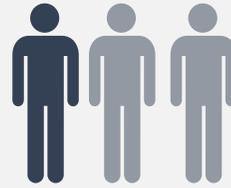


Without Impact Journalism Day

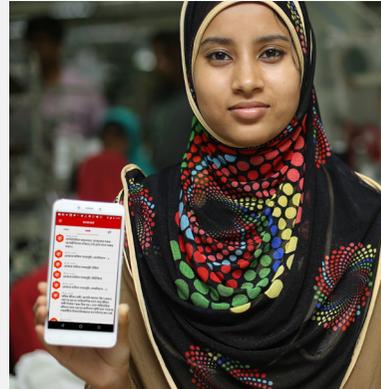
some stories would never make it to international newspapers' headlines

54 media outlets have decided to shed light on these promising local solutions.

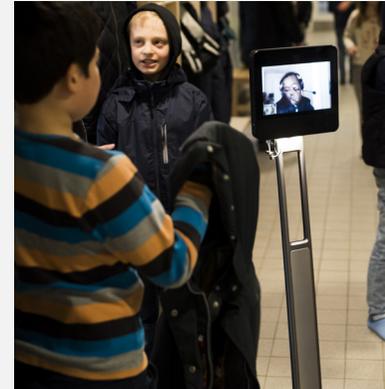
All 57 articles were made available to all participating newspapers, it is their decision to publish the projects that resonate the most with their view on Impact Journalism.



For 1 in 3 projects, IJD was the first time in International Media



© Kutumbita

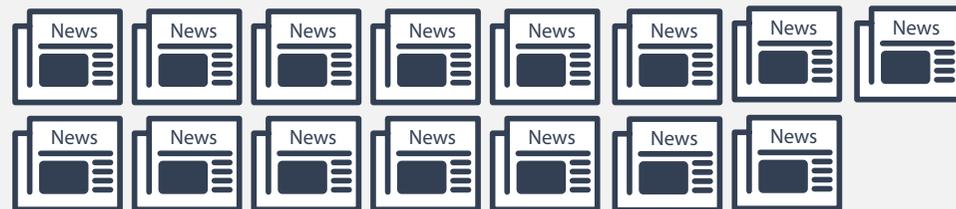


© Beam-Robot



© A New Vision

Projects were published an average of 15 times





© Ensemble Zohra

**Ensemble
Zohra
is one of
these stories
travelling
the world**



Afghanistan has one of the richest and most complex music histories in the world. The country sits on a topographical and cultural crossroad, and its music has been a major influence in the East and the West. Female participation in music was once forbidden and is now frowned upon in Afghanistan's tightly gendered conservative society. The existence of this orchestra, along with the pride and joy you see on the girls' faces as they play together, shows how much things can change in Afghanistan.

Published 29 times in 15 countries

Amplifying initiatives

...BY SHEDDING LIGHT ON THEM



“This is incredible. Thank you so much for this opportunity. We enjoyed the coverage and, more importantly, the dialogue it created. Thank you!”

— Jehiel Oliver
Hello Tractor (Nigeria)

INCREASED VISIBILITY

90 %

EXPANSION TO NEW GEOGRAPHICAL AREAS

81 %

INCREASED ONLINE ACTIVITY

68 %

CONTACTED BY INTERESTED READERS

61 %

CLIENTS AND / OR PARTNERS

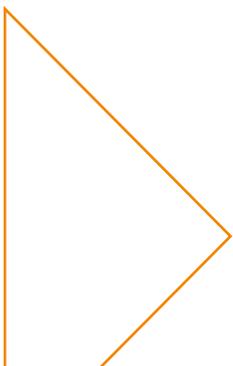
45 %

19 %

FUNDING AND / OR R&D SUPPORT

From R&D support to social network growth,

**IJD can have an impact
on diverse aspects of a project**



From the words of **changemakers**

75% of project leaders consider that Impact Journalism Day had a **strong positive impact** on their project

“We’ve woken this morning to media alerts from all over the world. Amazing!”

James Steere,
I-Drop Water (South Africa)



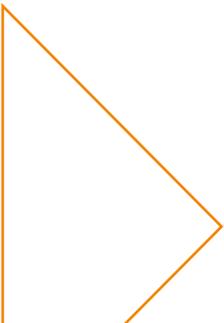
“It was the best international exposure we’ve had. Thank you.”

Effi Jono, A New Vision (Indonesia)



“I have had numerous feedback by potential suppliers and people who want to collaborate! Thank you!”

Bertrand Klaiber,
Pristem (Switzerland)



Growth and Replication

81% reported their projects have **continued to grow** after Impact Journalism Day. An increase compared to 2016 (71%). Some of them have been contacted for replication in other regions and abroad after Impact Journalism Day publication.

Feelif, Slovenia → France

Kutumbita, Bangladesh → Other regions in Bangladesh

Bio Phyto Collines, Bénin → Ivory Coast

Mamaope, Uganda → Other African countries

Jeplan, Japan → Locations to be confirmed





Inspiring Success Stories



SUCCESS STORY SLOVENIA

▶ Feelif

By Delo — *Published 22 times*

PROBLEM Lack of access for blind people to digital technology

SOLUTION Empowering them to feel shapes on touch screen devices, thus giving them access to learning, educating, playing, and communicating.

IMPACT The project received a lot of positive feedback. Media coverage proved very useful for target communication in Austria, France, Germany, Slovenia, Russia, US and the UK. A reader from Le Figaro, Dr. Evgen Bavčar, a blind photographer working for the CNRS (French National Center for Scientific Research) since 1976, made it possible for Feelif to participate in the NTIC (New Technology of Information and Communication) for the Visually Impaired Conference in Paris as the only foreign speaker. Added credibility allowed them to win best social innovation in the European Social Innovation Competition 2017. They have begun pre-sales and will deliver a final product starting March 15th, 2018.



SUCCESS STORY | BÉNIN

Bio Phyto Collines

By Jeune Afrique – Published 10 times

PROBLEM Polluting, expensive, toxic chemical fertilizers and pesticides

SOLUTION Organic pesticides and fertilizers made from local aromatic plants, better for the environment, for health and accessible to all

IMPACT Thanks to IJD, Bio Phyto Collines was contacted by a group of German investors called “GreenTec Capital Partners” who established a 500,000 USD investment in the startup for the next 12-24 months that has allowed them to set up a distribution network in the Ivory Coast. Since IJD, they have evolved considerably, rising their productivity immensely and winning three prestigious awards: the Best innovating enterprise of Africa from Hub Africa in Morocco, the Agri Tech - ARA 2017 award and the Best young francophone entrepreneur prize from the International Francophone Organisation (OIF). They also consequently met with the president of Bénin Patrice Talon.



SUCCESS STORY UGANDA

Impact Water

By The Monitor – Published 9 times

PROBLEM Unclean water leading to water-borne diseases

SOLUTION Installing water filtration systems in schools for sustainable safe water

IMPACT After IJD, they received interest from different parties to meet and explore investment opportunities. International media coverage and recognition have helped build local brand equity and product/service credibility. They have expanded operations to Kenya, replicating their best business practices with success: “Print media is a powerful force that most people, especially in places like Uganda, value and respect. Being featured prominently in Uganda’s newspaper (Daily Monitor) showed we were a business customers can rely on,” said Mark Turgesen of Impact Water.

IMPACT
Journalism
Day by Sparknews 

Back on June 16th 2018

Discover and spread new stories of solutions,
help them cross borders and have a greater impact

Learn more on impactjournalismday.com

Thanks

The strength and impact of Impact Journalism Day is made possible thanks to a strong collaboration between many different stakeholders, taking part in shaping a better future: citizens, networks, incubators, influencers, international corporations...

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