



THE YOUTH IS OUR FUTURE.

How can we get their attention?

Let`s take them on ...

**THE ROAD TRIP!**



Co-funded by  
the European Union



# LOCATIONS & PROJECTS

Road trip | 2021

- ☒ 2 COHESION REGIONS
- ☒ 25 LOCATIONS
- ☒ 30 PROJECTS
- ☒ 6 VIRTUAL FRIENDS

- ✓ „youth to youth“ – to present all projects through the eyes of young people focusing primarily on younger audience
- ✓ Targeted projects selected – to attract younger audience
- ✓ 3 locations / projects per clip – video length: 3 minutes



Co-funded by  
the European Union





# STATISTICS

Road trip | 2021



Co-funded by  
the European Union

- ☒ Intro + 10 road trip clips
- ☒ Total cost: 2.500 €
- ☒ TIMELINE:
  - 14th Aug – intro video clip
  - 10 road trip clips – 3 videos per week



THANK YOU!