

Questions

❖ Impact

How many people will be reached by the campaign in the end? (max 150 words)

❖ Innovation

What innovative approach will you use for the campaign? (max 150 words)

❖ Feasibility

How do you plan to reach a wide audience despite the rather short implementation period? (max 150 words)

❖ Content

What are the messages that you are planning to communicate in the campaign? (max 150 words)

❖ Orientation on youth

How do you plan to attract and reach young people through your campaign? (max 150 words)

❖ Efficiency

How would you rate the efficiency of the campaign in terms of costs and benefits? (max 150 words)

❖ Sustainability

How do you want to ensure the long-term impact of the campaign? (max 150 words)