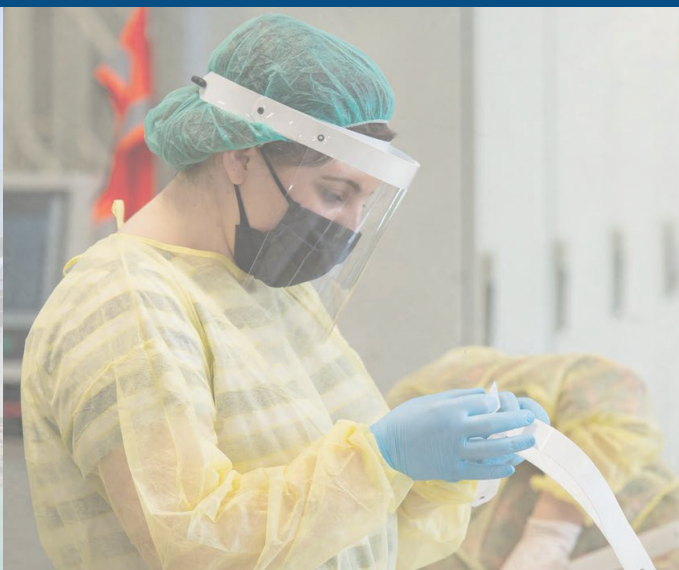




EU IN GEORGIA





200
PROJECTS



€500
MILLION



73%
KNOW THAT EU SUPPORTS
GEORGIA FINANCIALLY



8/10
GEORGIANS HAVE
POSITIVE FEELINGS
ABOUT EU

#EU4Georgia
#StrongerTogether



SUMMARY 2020



18

AWARENESS CAMPAIGNS



1

WEBSITE LAUNCH



1

NEWSLETTER LAUNCH
(850+ SUBSCRIBERS)



**EU ALUMNI
NETWORK**

ESTABLISHED



750+

NEWS / ARTICLES/
INTERVIEWS / REPORTAGES
IN TOP RATED MEDIA OUTLETS



25

EU SUCCESS STORIES
DOCUMENTED AND
PROMOTED



60+

VIDEOS PRODUCED
AND PUBLISHED



21MLN+
REACHED



SOCIAL MEDIA / MEDIA

SOCIAL MEDIA

4 MLN
VIDEO VIEWS

14 MLN
REACH

945+ SOCIAL MEDIA
POSTS

FACEBOOK

+18.5K
FOLLOWERS

+195%
REACH

300K
ENGAGEMENTS

TWITTER

>500K
IMPRESSIONS

+155%
ENGAGEMENTS

+ 88%
FOLLOWERS

INSTAGRAM

2K
FOLLOWERS

+29%
REACH

MAINSTREAM MEDIA

200+ MEDIA SLOTS
IN TOP MEDIA CHANNELS

750+ NEWS/REPORTAGES/
ARTICLES/INTERVIEWS

70% OF PLACEMENTS
WERE UNPAID



CAMPAIGNS

7 BIG
CAMPAIGNS

11 SMALLER
CAMPAIGNS

18 THEMATIC TOPICS
COVERED

TOGETHER AGAINST COVID-19



70+ *media placements of
Ambassador's interview*

26 *stories of
EU support*

EU *is perceived as the most
supportive international actor*

A GOOD HARVEST



6 *success
stories*

 *targeted
audience*

2 **MLN** *people reached*

MY VILLAGE



16,000+ *likes*

74,000 *engagement*

2.5 **MILLION** *reach*
(68% of the population)



MIXED HIGHLIGHTS

EUROPE DAY

Participation of

24

EU MEMBER STATES

EU branded statements from
**PRIME MINISTER AND
PRESIDENT OF GEORGIA**

200+

ARTICLES / REPORTAGES / NEWS

#EU4Georgia
#StrongerTogether



Delegation of the European Union to Georgia

About

Relations with the EU

Projects

Travel & Study

Press & Media

EEAS homepage > Georgia > Delegation of the European Union to Georgia

+68%

TRAFFIC TO EEAS WEBSITE



**TOGETHER
AGAINST
COVID-19**

#TogethervsCOVID19 #TeamEurope #StrongerTogether #EU4Georgia

21%

Together Against COVID-19

#EUinAction

**INCREASE IN THE PUBLIC SUPPORT TO
GEORGIA'S MEMBERSHIP IN EU IN 2020**

NEWS STORIES

#EU4Georgia
#StrongerTogether

