

The future belongs to
generations of equals!

CAMPAIGN IN NUMBERS

UMBRELLA CAMPAIGN

2 HYBRID EVENTS
(Sarajevo, Banja Luka)



90+ ATTENDEES
following events through
Zoom and Facebook Live



Social media campaign



30 POSTS

6 THEMATIC
VIDEOS

2 EVENT
VIDEOS

1 CAMPAIGN
RECAP VIDEO



Declaration of the Action Coalition
on Gender-Based Violence to End
Sexual Violence against Women
and Girls in Bosnia And Herzegovina

MOST POPULAR POSTS



6.638 reach
<https://bit.ly/323R5aO>



825 reach
<https://bit.ly/33AVxhL>



1.409 impressions
<https://bit.ly/3qBAO6k>

MEDIA COVERAGE

50 Media reports

10 Media appearances /interviews

SOCIAL MEDIA CAMPAIGN IN NUMBERS



71.786
impressions



82.581
reach



17.039
impressions



27.041
impressions

INFLUENCERS



6 INFLUENCERS
(3 male, 2 female, 1 couple)
supported the campaign.

119 571 Total reach

Supported by:



Sweden
Sverige



In partnership with:



BOSNA I HERCEGOVINA
Ministarstvo za ljudska prava i izbjeglice
Agencija za ravnopravnost spolova
Bosne i Hercegovine



VLADA REPUBLIKE SRPSKE
Gender centar – Centar za jednakost
i ravnopravnost polova



BOSNA I HERCEGOVINA
FEDERACIJA BOSNE I HERCEGOVINE VLADA
GENDER CENTAR
FEDERACIJE BOSNE I HERCEGOVINE



UNITED
NATIONS
BOSNIA AND
HERZEGOVINA