

FOREST CITY PROJECT 2017

Visit the forest
Reconnect with nature

IMPACT REPORT

The Forest City Project is Revolve's public information campaign to communicate the value of forests and create greater awareness and interaction. The photo exhibition kicked off symbolically on 21 March 2016, the International Day of Forests and first day of spring, and ran until 5 June 2016, World Environment Day.

REVOLVE





Impact Highlights

Budget

Photo Exhibition

European Commission Area &
Park Cinquantenaire:
21 March – 5 June

Social Media Outreach:
#ForestCityProject

2017

Viewers
350.000

2.151.000

+137%

Viewers
256.000

1.000.000

2016





Impact Highlights

The 20km of Brussels

28 May 2017

40.000 visitors



The Value of Wood Forum

+120 Attendees



Festival de l'Environnement/Milieu festival

5 June 2017

25.000 visitors





Twitter Outreach

Impressions (*) over 6 months

2017

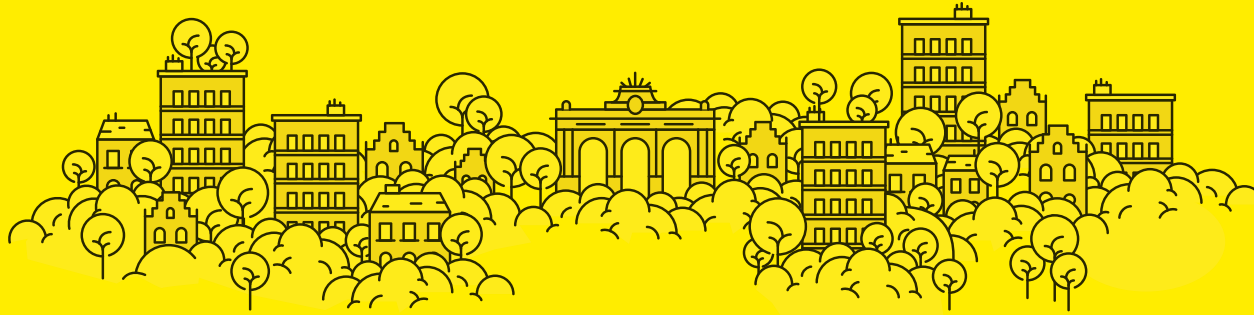
2.151.000

1.000.000

2016



(*) Impressions are not clicks but rather the number of views of a given post



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Join us in 2018!

