



ANALYTICAL REPORT (WP4 Awareness, communication and dissemination)

PROJECT SCUDI – School of Human Rights

(Reporting period: March 2024 –
February 2026)

SCUola di Diritti umani: il contenzioso strategico
per la tutela dei diritti dei migranti



Progetto finanziato dal Citizens, Equality, Rights and Values
Programme dell'Unione Europea

THE DATA AND RESULTS OF THE PROJECT

This document summarises the quantitative results of the communication and dissemination activities implemented within the framework of the SCUDI project.

The data demonstrates that the outreach targets established in the Grant Agreement have been significantly exceeded, both at national and European level.

Project Targets

- 40.000 Italian citizens
- 20.000 citizens of the European Union
- 10.000 individuals reached through a double awareness-raising campaign

Key Indicators (Aggregated)

- Over 111.000 individuals reached through national sponsored campaigns
- Over 532.000 individuals reached through the European LinkedIn campaign
- 7.706 verified downloads of project materials
- Over 60.000 users reached through the podcast campaign
- Over 36.000 newsletter subscribers reached nationally
- Coverage in leading national newspapers

Even when considering sponsored actions only, the minimum quantitative targets foreseen by the project have been substantially exceeded.

Definition of Indicators

For the purpose of clarity and correct interpretation, the main indicators used in this report are defined as follows:

- **Reach:** number of unique users who viewed a piece of content at least once.
- **Impressions:** total number of times content was displayed, including repeated exposures.
- **Downloads:** number of verified downloads of materials from the project website.
- **Conversion rate:** ratio between users reached and downloads generated.
- **Open rate (newsletter):** percentage of recipients who opened the email communication.
- **Podcast plays:** number of audio plays, including partial and complete listens.

Data are based on the analytics provided by the platforms used and may include partial audience overlaps across channels.

Outreach Strategy

Dissemination activities were implemented through an integrated multichannel approach, including:

- Dedicated project website and permanent repository of outputs
- Organic social media communication and segmented sponsored campaigns
- Transnational dissemination through LinkedIn
- National and European newsletters
- Podcast supported by sponsored amplification
- Coverage in mainstream national press

SCUDI WEBSITE OUTREACH

General Traffic Data (15 November 2024 – 23 February 2026)

4.266

Active users

8.158

Total page views

23.612

**Total
recorded
events**



**More than 7,000 downloads of the guide
“Sentinels of Human Rights – A Guide for Activists”**

Most Visited Pages:

- **The legal database is the most consulted page (over 26% of total page views).**
- **The significant presence of English-language sections demonstrates transnational access (8% of page views).**
- **Notable interest in downloadable publications (4%)**

The legal database section represented the most consulted area of the website, accounting for over 26% of total page views and confirming the relevance of the project's technical outputs.

SOCIAL MEDIA DISSEMINATION STRATEGY (WP4)

In line with the project's dissemination objectives, a structured and multi-level social media strategy was implemented, including:

- **Sponsored campaigns with audience segmentation**
- **Differentiated promotion of distinct deliverables**
- **Dedicated European-level dissemination through LinkedIn**

The project established:

- **An overall outreach target of 40,000 Italian citizens**
- **A specific target of 10,000 individuals through a dedicated campaign**
- **Engagement of at least 20,000 EU citizens**

Three coordinated actions were implemented to achieve these objectives.



1. Campaign for Activists Promotion of the Guide “Sentinels of Human Rights – A Guide for Activists”

(T4.3 Awareness-raising campaign to different target audiences)

FACEBOOK

- IMPRESSION: 300.162
- REACH: 92.441

INSTAGRAM

- IMPRESSION: 5.599
- REACH: 1.203

TOTAL REACH: 93.644
DOWNLOADS GENERATED: 7.156
CONVERSION RATE: 7,64%

AUDIENCE PROFILE

WOMEN: 66,3%
 MEN: 31,9%
 NON-BINARY: 1,8%

Balanced distribution across age groups between 25 and 65+. The campaign predominantly reached an adult and actively engaged audience.

2. Campaign for Professionals Promotion of the Toolkit “Learning Tools for Human Rights Defenders”

(T4.3 Awareness-raising campaign to different target audiences)

FACEBOOK

- IMPRESSION: 27.493
- REACH: 17.406

INSTAGRAM

- IMPRESSION: 5.875
- REACH: 925

TOTAL REACH: 18.331
DOWNLOADS GENERATED: 550
CONVERSION RATE: 3,00%

AUDIENCE PROFILE

WOMEN: 51,4%
 MEN: 47,2%
 NON-BINARY: 1,4%

Balanced age distribution between 25 and 65+. The target profile is consistent with a structured professional audience.

AGGREGATED RESULTS – DUAL CAMPAIGN

AGGREGATED RESULTS

- **Total reach: 111.975 persone**
- **Total impressions: 339.129**
- **Downloads generated: 7.706**
- **Overall conversion rate: 6,88%**

The campaign significantly exceeded the target of 10,000 individuals foreseen for this action.

3. European Dissemination

(3.2 Communication, dissemination and visibility)

In order to contribute to the objective of engaging at least 20,000 EU citizens, an English-language visual card was developed and sponsored on LinkedIn, targeting a European audience.

LINKEDIN RESULTS

- **IMPRESSION: 1.280.144**
- **REACH: 532.795**

MAIN GEOGRAPHIC DISTRIBUTION AMONG THE COUNTRIES MOST REACHED:

- FRANCE
- SPAIN
- POLAND
- ITALY
- ROMANIA
- GERMANY
- THE NETHERLANDS
- PORTUGAL
- BELGIUM
- AUSTRIA
- IRELAND
- SWEDEN
- DENMARK
- FINLAND

**DISSEMINATION COVERED A
WIDE RANGE OF EU MEMBER
STATES, DEMONSTRATING A
STRONG TRANSNATIONAL
DIMENSION.**

PROFESSIONAL PROFILE OF THE AUDIENCE REACHED

Analysis of professional demographic data shows a significant presence of qualified profiles.

Main categories reached:

ENTRY LEVEL (24,64%)
SENIOR (17,86%)
MANAGER (5,9%)
DIRECTORS (4,43%)

AGGREGATED RESULTS – SOCIAL MEDIA DISSEMINATION STRATEGY

A relevant proportion of exposure concerned mid-to-senior level profiles and decision-making roles, confirming the campaign's capacity to engage professional stakeholders aligned with the project's objectives.

The professional distribution is therefore consistent with the purpose of the promoted card, which targeted a structured European audience potentially engaged in legal, institutional or policy-related fields.

Positioning on LinkedIn enabled the project to reach stakeholders and individuals holding decision-making responsibilities.

Overall Impact of Social Media Strategy:

- **The social media dissemination strategy enabled the project to:**
- **Effectively segment activists and professionals**
- **Generate a solid conversion rate in downloads of project tools**
- **Significantly exceed the 10,000-person target for the dedicated campaign**
- **Significantly exceed the 20,000 EU citizens target**
- **Strengthen the cross-border dimension of the project**

Overall, sponsored actions contributed decisively to exceeding the quantitative targets established in the project.

Note

Reach and impression data are based on native platform analytics and may include partial audience overlap. Download data refer to verified website downloads during the campaign period.

PODCAST (WP4)

T4.3 Awareness-raising campaign to different target audiences

The podcast was published on 9 January 2026 and initially disseminated through partners' social media channels.

As of 30 January 2026, a sponsored audio campaign was activated on Spotify to expand outreach beyond the existing audience base.

This combined approach integrated organic engagement with targeted amplification.

SPONSORED PROMOTION PHASE (30 JANUARY 2026 – 22 FEBRUARY 2026)

- **97.110 IMPRESSION**
- **60.097 USERS REACHED**
- **VERY HIGH NUMBER OF COMPLETED PLAYS (94.000)**
- **Adult demographic target (25+, particularly 45+)**
- **Limited investment (€250)**

LISTENING COMPLETION RATE AUDIO PLAYBACK:

25% → 94.864

50% → 94.817

75% → 94.740

100% → 94.667

The completion rate is particularly significant: over 94,000 plays reached 100% completion, indicating a very high level of content consumption.

AUDIENCE PROFILE :

AGE DISTRIBUTION (REACH)

45+ → 52,49%
25-34 → 20,74%
35-44 → 17,53%
18-24 → 9,58%
13-17 → MARGINAL

The prevailing audience is adults (25+), with strong concentration in the 45+ group, consistent with a target interested in in-depth content on rights and justice.

PODCAST (WP4)

T4.3 Awareness-raising campaign to different target audiences

GENDER DISTRIBUTION (REACH):

- **WOMEN → 47,20%**
- **MEN → 47,96%**
- **NON-BINARY → 1,47%**
- **UNSPECIFIED → 3,62%**

Gender distribution is substantially balanced.

The sponsored audio campaign on Spotify reached **over 60,000 unique users in less than one month, generating more than 97,000 total impressions.**

A particularly significant result concerns the completion rate: over 94,000 plays reached 100% completion, indicating a **high level of engagement** with the promoted content.

The age distribution shows a predominance of an **adult audience (25+)**, with a strong **concentration in the 45+ age group**, consistent with the project's thematic positioning and with a target interested in in-depth content on human rights and strategic litigation. The campaign therefore contributed to expanding the podcast's audience beyond its organic reach, **strengthening the project's visibility on a transnational digital platform.**

NEWSLETTERS

Project dissemination included the periodic use of the two partner organisations' newsletters, ensuring direct access to consolidated civil society networks.

CITTADINANZATTIVA

35.000

Subscribers

16

Newsletters sent

25%

**Average
open rate**

CILD

1300

Subscribers

9

Newsletters sent

40%

**Average
open rate**

Overall, national newsletters ensured stable outreach to over 36,000 qualified subscribers, with open rates in line with or above sector benchmarks, indicating a solid level of audience engagement.

EUROPEAN NEWSLETTER – LIBERTIES NETWORK

Collaboration with the **Civil Liberties Union for Europe (Liberties)** provided an additional transnational dissemination channel.

LIBERTIES

MARCH
2025

FEBRUARY
2026

2 European newsletters sent

Through its newsletter and social media channels, Liberties amplified project content within a structured European network committed to the protection of fundamental rights.

Newsletters represented a qualified and continuous outreach tool, complementing wide-reach sponsored campaigns and reinforcing the European dissemination of project outputs.

NATIONAL NEWSPAPERS

At the time of publication of this report, two articles dedicated to the SCUDI project have been confirmed for publication in leading national newspapers, including ***La Repubblica*** and ***Il Corriere della Sera*** (in the printed supplement “Buone Notizie”). Publication is scheduled for 27 February 2026 and 10 March 2026 respectively.

27
February
2026

10
March
2026

These outlets represent mainstream national media with broad readership and established public visibility. The confirmed editorial coverage reflects the relevance of the project’s themes within the broader national debate on human rights, migration and strategic litigation.

NATIONAL NEWSPAPERS

In particular, the supplement Buone Notizie, published every Tuesday with Corriere della Sera, benefits from the newspaper's extensive readership base, with a potential audience exceeding 1.5 million contacts. The supplement has become a reference point for the Civil Society and CSR, publishing an annual yearbook collecting the best stories of the year.

As the articles will be published after the release of this report, verified readership data is not yet available.

Based on average online readership figures of the respective outlets, the potential exposure associated with these publications can be considered significant in terms of national dissemination.

The mention of the SCUDI project in leading national newspapers extends visibility into mainstream media and enhances the project's outreach beyond institutional and civil society channels. It also supports the sustainability of dissemination activities beyond the immediate implementation period of the project.

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Visibility of EU funding was ensured in all graphic materials published online and on social media, which included the required disclaimer referring to European Union funding, project details and the EU flag logo. The same disclaimer and logo were clearly displayed on the partners' websites.

SCUDI

Produced by



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