



Faces2Hearts 2019 | Campaign Brief

What is Faces2Hearts?

[Faces2Hearts](#) is a life-changing experience, which will take 20 enthusiastic vloggers to unusual destinations across the world to report on how the European Union is changing people's lives for the better in partner countries around the world.

These 20 vloggers will be selected via a public competition during which they must demonstrate their passion for video, storytelling and willingness to help change the world. The applications will be assessed in three stages: eligibility, pre-selection and final selection by a jury. The evaluation will be a mix of video originality, technical quality, personal drive, language skills and previous experience.

Local and European vloggers will be paired up to discover communities beyond faces and reveal compelling stories to the world. Their adventures will take them for one month to one of the following ten destinations: Argentina, Bhutan, Cape Verde, Jamaica, Myanmar, Namibia, Pakistan, Paraguay, Sierra Leone and The Gambia, to learn about innovative and transformative EU actions and foster cultural exchanges and human connections.

The impact of Faces2Hearts

In 2018, the first Faces2Hearts experience saw over 500 young bloggers apply and the four winners were taken on a 5-month journey across 29 countries in Africa, Asia-Pacific and Latin America. On social media alone, this first campaign reached + 30 000 000 people and stimulated around 5 000 000 engagements. For more information visit the [website](#) and re-live the first four bloggers journeys [here](#).

Why become a partner?

By becoming a partner of this campaign and helping to promote its values and message, you can benefit from increased visibility through a variety of means. This can include:



- Association with the values of the campaign and the European Union, demonstrated through featured logo on the Faces2Hearts website, newsletter and other promotional materials
- Social media interaction with the vloggers throughout their travels. These interactions can be entirely tailored and unique and range from partnering with vloggers, to setting specific challenges or bucket lists for the vloggers to complete within the scope of Faces2Hearts.
- Get increased visibility worldwide and in the region by promoting this interaction with the vloggers through the intensive global outreach available through EuropeAid's social media channels
- Exclusive re-purpose of the material produced by the vloggers (i.e. articles, photos, videos) about EU-funded initiatives that have changed the lives of hundreds of people, communities and contribute to the development of a better society in the respective country
- Opportunity to interview the vloggers and acquire exclusive material, including joining the vloggers on their fields visits
- Visibility as a media partner via the Faces2Hearts project before, during and after the world leading forum for development European Development Days in 2019 and 2020.

Becoming a partner is both easy and rewarding, and means you will contribute to positive change in people's lives. Get in touch at info@faces2hearts.eu to join the network today!

Be sure to take a look at the partners from the previous edition of Faces2Hearts below:

101 Reporters | Afectos com Letras | Caracol Blu Radio/Colombia | CARACOL TV | Channel 4 | Deutsche Welle | El Espectador/Colombia | El Mundo | El Pais-Planeta Futuro | Euobserver | Euronews/Africanews | FOLHA DE SAO PAULO/Brazil | FRANCE 24 | Hrvatska radio televizija | Huffington Post | IO Donna (Corriere della Sera) | IOM | ITV | Jutarnji list | La Nacion/Argentina | OneStep4Ward | Oxfam | Pan European Networks | Radio 24 | RFI | Ricoh Imaging Europe | RNE | RTBF/VRT | RTE Radio 1 | This Is Africa (Financial Times Ltd.) | Travel Inspiration 360 | TV People | TVE | UNDP | Unicef | VITA | Worldpackers

For partnership opportunities

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