

NEW ROADS SCHOOL CASE STUDY

Framing & measuring impact using the Sustainable Development Goals

CLIMATE CHANGEMAKER TEEN FILM FESTIVAL



AT A GLANCE

Vertical:

Virtual & In-Person Events

Solution:

Adding CTAs framed by the SDGs to inspire attendees to act

OBJECTIVE

The New Roads School hosts an environmental film festival on Earth Day with submissions from around the globe. While the films are powerful, they previously lacked any calls to action (CTAs). New Roads enlisted +Media to help engage attendees beyond awareness-raising and determine the event's impact.



APPROACH

+Media advised New Roads in structuring the festival around the United Nations Sustainable Development Goals (SDGs). The +Impact Hub was designed parallel to the festival with customized solutions and CTAs for each SDG.



The +Impact Hub QR code was embedded into the YouTube live stream of the virtual event, allowing participants to easily access the resources throughout the exhibition.

RESULTS

72%

+Impact Hub engagement rate

14

Countries with +Impact Hub users

17%

Solution click-through rate

CONCLUSION

The New Roads +Impact Hub was well-received with high engagement from their global audience. The school now has a concrete way to connect their audience with climate solutions and measure the impact of their events.