



European union in Montenegro



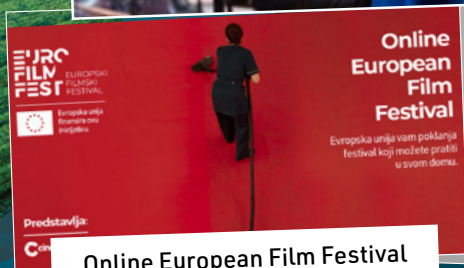
Europe Day 2021

MONTENEGRO REPORT

Europe Day main event



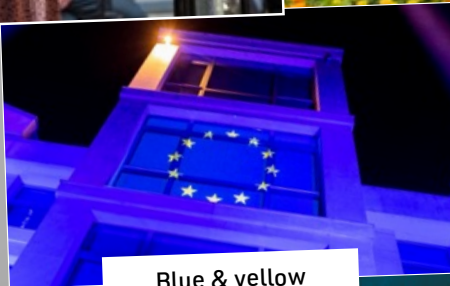
Flower carpet



Online European Film Festival



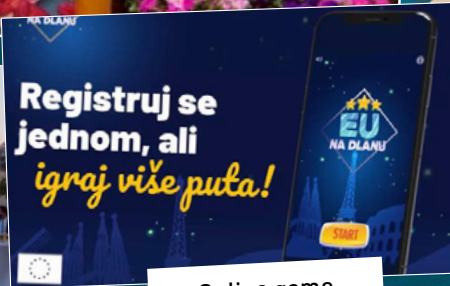
Distribution of masks



Blue & yellow illumination



Reception



Online game

REACH:

More than 20% of the total MNE population for the main event.

SOCIAL MEDIA:

- 227k total reach
- 99k total reach
- 294k impressions

TRADITIONAL MEDIA:

A total 131 reports in every media outlet in 

LOCAL GUEST ARTISTS:
KNEZ, TBOK
AND EMILIJA MINIĆ

Rock opera at the Musical Centre Podgorica

Broadcasted live on 3 TV stations

MEDICAL WORKERS
IN THE AUDIENCE



TV reach: More than **20%** of 🇲🇪 population
A total **113k** people / **26,3%** audience share / AMR **8,3%**

The audience share for all three TV stations (ranked by viewership PRVA, VIJESTI, RTCG) was **26.3%**. The average minute rating for the whole transmission of the programme was **8,3%** in total audience measurement for the time slot 20:00-22:00. According to relative ratings issued by Ipsos and Telekom, we conclude that in total the reach of the two-hour programme was more than TV **113.000** viewers, which is more than **20% of the total population** of Montenegro.

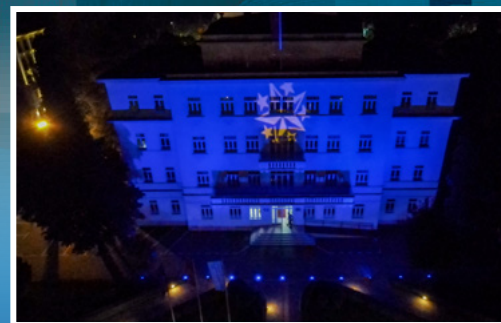
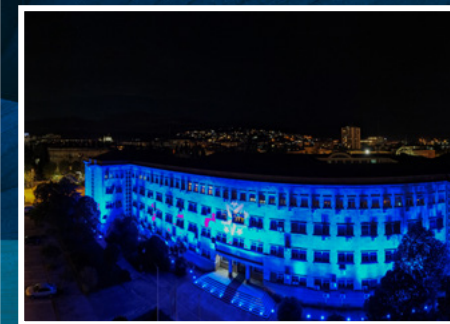
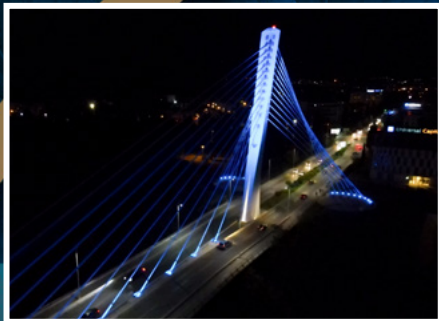
Flower carpet in Podgorica



600M² FLOWER CARPET MADE UP OF 50.000 FLOWER POTS ON THE MAIN SQUARE

The spirit of Brussels could be felt in Podgorica: a magnificent flower carpet, composed of **50.000** flower pots sourced from local florists, covered **600m²** on Podgorica's main square for 3 days. The design included **12 stars**, symbolically representing the EU flag.

Blue and yellow illumination



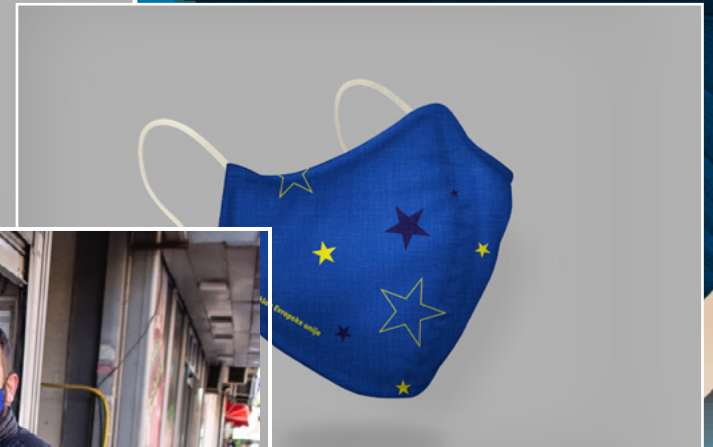
5 national, 14 local institutions and all main landmarks across Montenegro were illuminated in blue and yellow from 7-9 May.

Europe Day reception



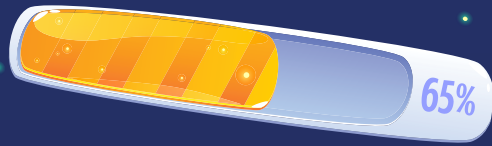
While Rock Opera was rocking Montenegro, some 100 guests attended our Europe Day reception and enjoyed the concert on a big screen installed on the terrace of the Musical Centre.

Masks distribution



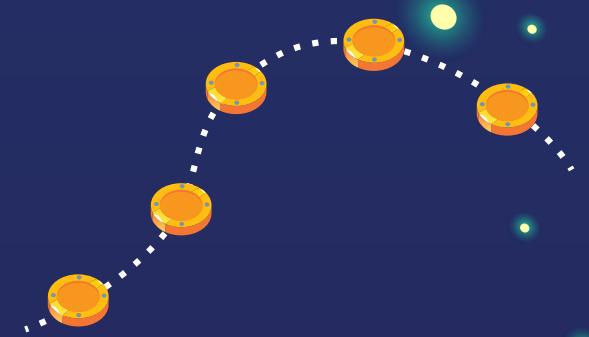
30K

EU branded protective masks distributed via 4 newspapers on 8 May



Online game

- Online game "EU in the palm of your hand"
- More than 1.2k questions about the EU and EU Member States
- More than 50 awards
- **20 special gift packages from EU Member States embassies**



The game was launched on 14 May and until 19 May it was played **3.390 times** and got more than **250 positive feedback comments.**

www.festivalscope.com/page/european-film-festival-2021/

EUROPEAN FILM FEST 10.05 < 20.05
EVROPSKI FILMSKI FESTIVAL ONLINE

online **Akasa, moj dom**

U divljini Delta Bukurešta, devetoro dječaci njihove roditelji živjeti su u ograđenom okolišu s prirodnom 20 godina - sve dok nisu prihvatili i prisiljeni da se prilagode životu u velikom gradu.








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online **Naše bitke**

Otkriva što sve što je u njegovoj misli da se bori protiv nepravde na poslu. U stvari, glavni sve dok njegova supruga Laura ne napusti porodičnu kuću i napusti grad, am da završava između drugih odnosa, susjedstvenih životnih izazova svog posla, suoceni s tim novim odgovornostima, bori se da prenese ravnodužnu. Jer Laura se ne vraća.

un film de **GUILAUME SENEZ**








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EUROPEAN FILM FEST 10.05 < 20.05
EVROPSKI FILMSKI FESTIVAL ONLINE

online **Posljedice**

Nakon što je upućen u popravni dom, osamnaestogodišnji Andrija mora da se izbori za svoje mjesto u grupi osuđenika koje postaje bitak sa Zejcem, njihovim formalnim liderom, boreći se uporno da završi svoju postsevernu turu samo za sebe.








Online European Film Festival