

## OUR PURPOSE

#impact is a podcasting community built for and by visionaries leveraging the power of voice to inspire positive change.

#impact Podcast empowers purpose-driven organisations and individuals to tell their stories in an intimate, authentic way that allows them to stand out by giving them a voice.

#impact Podcast ranks in the **top 10% most popular shows out of almost 2 million Podcasts globally**, ranked by Listen Score. We also received an **Honorable Mention at the Golden Crane Awards 2020**.

We also empower our listeners to take action and live a more conscious life, start giving back to society themselves, and take small steps of their own to make the world a better place.

Launched in Hong Kong in February 2017 by Austrian Native Regina Larko, #impact is currently in its fifth Season. The current Season highlights innovative changemakers working towards the Sustainable Development Goals with co-hosts recording from Hong Kong, Sydney, Berlin, Honolulu and New York.

Former Seasons of #impact covered the most inspiring changemakers in Hong Kong (Season 1+2), women in social impact (Season 3) and impact business founders (Season 4).



## OUR IMPACT

Since we launched in 2017...

...#impact has featured 70+ impact organisations including local and global non-profits and social enterprises.

...we have produced over 100 episodes that are still being shared and listened to by new listeners each month.

....we have empowered dozens of new podcasters to gain confidence in their own voice and start their own purpose driven podcasts with our #impact Podcasting Online Course and Mentorship Programme.

## PODCASTING FELLOWSHIP

+ For each sold #impact Podcast Online Course, a non-profit organisation receives free access to our empowering Podcasting Course, supporting them to get their messages heard on their own channel. We are proud of our first Charity Beneficiary, KELY Support Group, launching their own show and making mental health awareness the theme of their new season.

## OUR AUDIENCE

Our listeners are interested in social change, sustainability, and community initiatives.

Overall downloads: 64K+ (as of Jan 2021)

Monthly downloads: 2500+

Most popular episode: 900+ downloads

Markets: US(40%) HK (30%) Europe (15%)

Australia (10%) Rest of world (5%)

Listener Profile: Women (60%) Men (40%)

Majority aged between 25-45

Sponsorship Opportunities [here](#).



## IN THE MEDIA

"5 Podcasts to listen to in 2020"

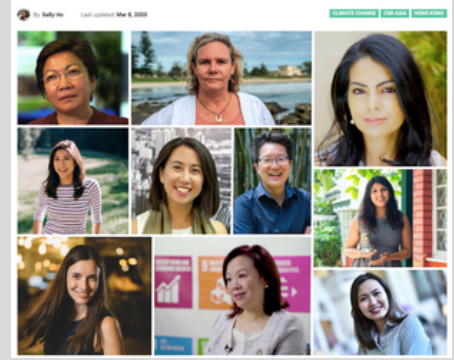
"Best Podcasts for Eco, Health & Wellness Inspiration"

"4 Podcasts you need to download if you live in Hong Kong"

More press mentions [here](#).



#IWD2020: 10 Women Changing The Future Of Impact In Asia



*"Regina brings a tone of passion and professionalism to the table and in a very short time has managed to create a powerful brand for her #impact Podcast."*

*Pol Fabrega, Rooftop Republic, featured in #impact Podcast Episode 2*

## #IMPACT FOUNDER REGINA LARKO

Viennese audio-enthusiast received her Master's degree in China Studies from the University of Vienna and started her career in the events industry. After relocating to China in 2009 she worked in civic education, curating conference programmes for Chinese audiences in Shanghai, Beijing and Hong Kong. In 2017 she launched #impact. Besides her flagship production #impact, she also hosts "off the record- Podcasting with #impact" as well as "A Zero Waste Journey Podcast". Regina mentors aspiring and new Podcasters to give them the confidence, tools and resources they need to find Podcasting success with her online programme [Start your Podcast. Make an impact.](#)

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