

SMART GREEN ISLAND MAKEATHON 2025

Media Activities Extended Version



**SMART
GREEN**
ISLAND

ITQ

Kompetenz in Mechatronik
Software und Systems Engineering

Overview Media Activities

1. [Total Summary of Media Outreach](#)
2. [Social Media Outreach](#)
3. [National Media Clippings](#)
4. [Spanish Media Clippings](#)
5. [Social Media Activities](#)



Total Summary of Media Outreach

Smart Green Island Makeathon 2025

- 270 Clippings on Websites, Social Media, Online Magazines generated a Total of:



1.017.672 Public Fans/Followers



9.136 Likes



259.142 Views on ITQ Social Media Channels



3.000.000 Page Impressions on Online Magazines



15 Industry Portals, Regional Magazines

Social Media Outreach

Smart Green Island Makeathon 2025

■ LinkedIn

-  01.12.-01.04.2025
-  135.950 Views
-  5.319 Likes
-  688.306 Public Fans

■ X (Twitter)

-  01.12.-01.04.2025
-  604Views
-  40 Likes
-  21.093 Public Fans

■ Instagram

-  01.12.-01.04.2025
-  98.306Views
-  3.044 Likes
-  108.508 Public Fans

■ Facebook

-  01.12.-01.04.2025
-  8.900Views
-  619 Likes
-  209.068 Public Fans

Social Media Outreach

Smart Green Island Makeathon 2025

■ YouTube

 01.12.-01.04.2025

 1613 Views

 59 Likes

 675 Public Fans

■ TikTok

 01.12.-01.04.2025

 13.769 Views

 55 Likes

 22 Public Fans

■ Websites/Online Magazines

 01.01.-17.04.2025

 ~ 3.000.000 Page Impressions

■ Print Magazines

 01.01.-17.04.2025

 180.000 Readers

Media Activities

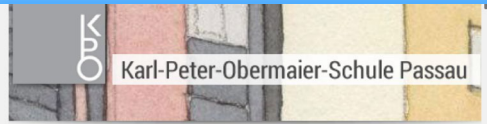
National Media Clippings

Online and Print Articles



Clipping Highlights – National Media

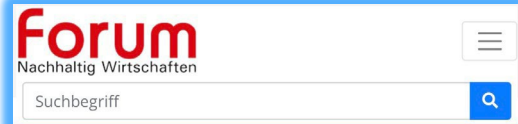
Smart Green Island Makeathon 2025



Makeathon 2025

Makeathon 2025 auf Gran Canaria

Im Jahr 2025 nahm die Karl-Peter-Obermaier-Schule mit einer Delegation von 7 Schülern der Technikerschule am Makeathon auf Gran Canaria teil. Die Gruppe setzte sich aus 2 Elektrotechnikern, Florian Penn und Manuel Mitterbauer, sowie einem Maschinenbautechniker, Florian Blößer, aus dem zweiten Jahr und 4 Maschinenbautechnikern aus dem ersten Jahr zusammen.



Forum
Nachhaltig Wirtschaften

Suchbegriff

SMART GREEN ISLAND MAKEATHON 2025 - Tech-Talente fördern, Innovation vorantreiben

So begeistert Technik jede Generation

Beim SMART GREEN ISLAND MAKEATHON auf Gran Canaria trafen sich nahezu 1.000 Technikbegeisterte aller Altersstufen, um mit voller Leidenschaft die neuesten Technologien zu entdecken und die Digitalisierung der Zukunft zu gestalten!



DIGITAL FACTORY JOURNAL

Das Magazin für Industrie 4.0 & IoT

13.02.2025 / News / Unternehmen & Branchen

ITQ GmbH veranstaltet 8. Smart Green Island Makeathon



BBS JEVER
Telefon: 04461 9667-0

Das war der Makeathon 2025

17.03.2025 12:39

MEILLER MILESTONE



Und so schnell ist es vorbei – die finalen Präsentationen sind abgeschlossen, und der



SMART GREEN ISLAND MAKEATHON 2025: SHAPING A SUSTAINABLE FUTURE



fhradar)))

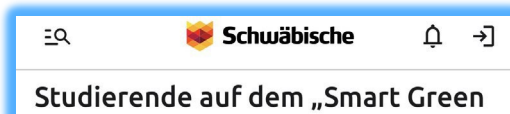
Suche

Makeathon mit Studierenden

Innovative Ideen auf Gran Canaria



Als „Team Ruhr“ beim Makeathon dabei waren die



Schwäbische

Studierende auf dem „Smart Green Island Makeathon“

Aalen / Lesedauer: 2 min



news online24

BREAKING NEWS:

Encouraging tech talent, driving innovation – how technology inspires every generation



Forum NachhaltigWirtschaften – SMART GREEN ISLANDWEEK 2025



March 2025

■ News

- Forum NachhaltigWirtschaften
- Article with background information about the SMART GREEN ISLAND MAKEATHON



20.03.2025



15.000 UniqueVisitors



DIGITAL FACTORY JOURNAL – SMART GREEN ISLANDWEEK 2025



February 2025

■ News

- DIGITAL FACTORY JOURNAL
- Article announces the MAKEATHON where students and industry co-create green tech solutions



13.02.2025



331.798 Page Impressions

DIGITAL FACTORY JOURNAL

Das Magazin für Industrie 4.0 & IoT

13.02.2025 / News / Unternehmen & Branchen

ITQ GmbH veranstaltet 8. Smart Green Island Makeathon



Open Industry 4.0 Alliance – SMART GREEN ISLANDWEEK 2025



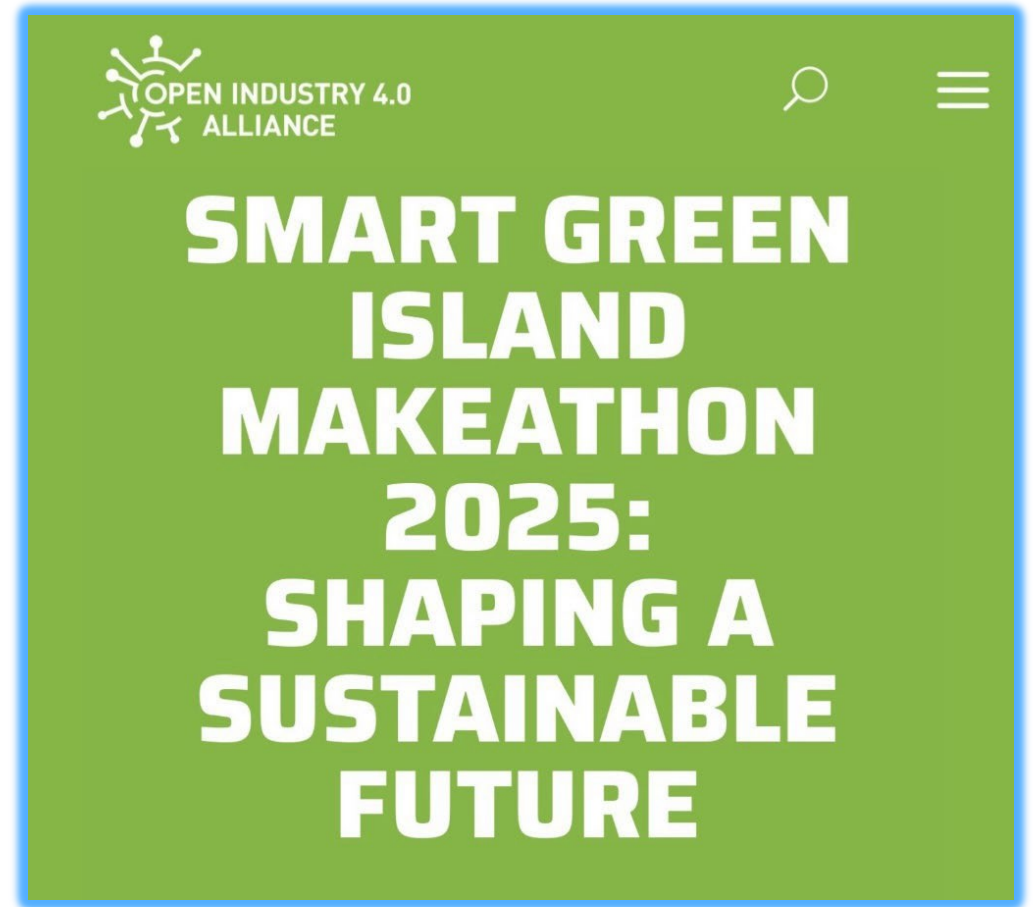
March 2025

■ [News](#)

- Open Industry 4.0 Alliance
- Article about the MAKEATHON where students developed smart, sustainable technologies together



12.03.2025



News Online 24 – SMART GREEN ISLANDWEEK 2025



March 2025

■ News

- News Online 24
- Article highlights the MAKEATHON uniting students and experts to create sustainable tech



27.03.2025



14.500 UniqueVisitors

newsonline24

BREAKING NEWS:

**Encouraging tech talent, driving innovation
– how technology inspires every generation**



Media Activities

Spanish Media Clippings

Online and Print Articles



Clipping Highlights – Spanish Media

Smart Green Island Makeathon 2025



Canarias Noticias

El Smart Green Island Makeathon crece en ocho años de 40 participantes a más de un millar



QUÉ HACER LAS PALMAS

CULTURA Y OCIO en LAS PALMAS DE GRAN CANARIA

Smart Green Island Makeathon 2025



Canarias7

Smart Green Island Makeathon y la necesidad de recurrir a los jóvenes en la lucha contra el cambio climático



EL SUR DIGITAL GRAN CANARIA

La Miniferia de la Ciencia y la Innovación en Gran Canaria reunió talentos de todas las edades



Canarias7

Portada > Canarias > Gran Canaria

Gran Canaria, eje mundial de sostenibilidad y tecnologías con el Smart Green Island Makeathon



El Periódico de Canarias

El Smart Green Island Makeathon 2025 inaugura su octava edición por un mundo sostenible

13/03/2025



Diario Las Palmas

Noticia y actualidad de Las Palmas de Gran Canaria

Por Jose Luis Pastor Gomez



MAR 11, 2025 #canaria, #eje, #gran, #green, #island, #makeathon, #mundial, #smart, #sostenibilidad, #tecnologías



Radio Faro del Noroeste

El Smart Green Island Makeathon crece en ocho años de 40 participantes a más de un millar



Canarias7 – SMART GREEN ISLANDWEEK 2025



March 2025

■ [News](#)

- Canarias7
- Article showing the growing role of youth in tackling global tech and climate challenges



13.03.2025



Public

Canarias7

Smart Green Island Makeathon y la necesidad de recurrir a los jóvenes en la lucha contra el cambio climático



QUÉ HACER LAS PALMAS – SMART GREEN ISLANDWEEK 2025



March 2025

■ News

- QUÉ HACER LAS PALMAS
- Highlights the MAKEATHON where youth and industry developed sustainable tech

 08.03.2025

 Public

QUÉ HACER LAS PALMAS

CULTURA Y OCIO en LAS PALMAS DE GRAN CANARIA

Smart Green Island Makeathon 2025



Media Activities

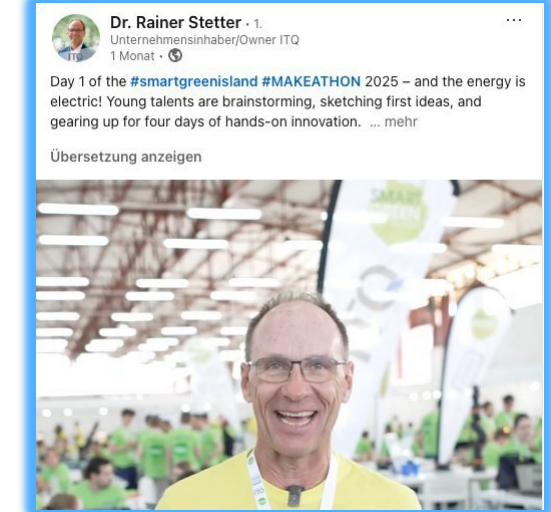
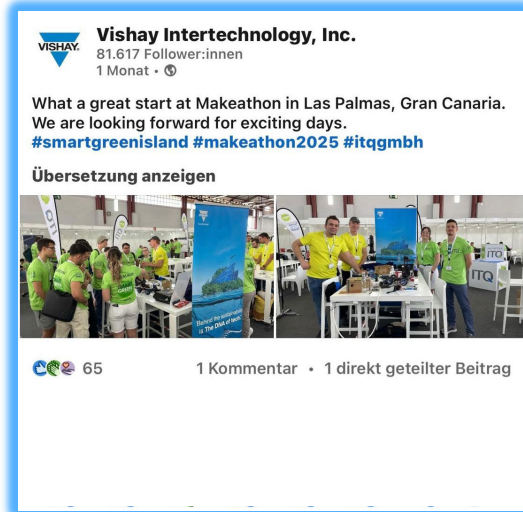
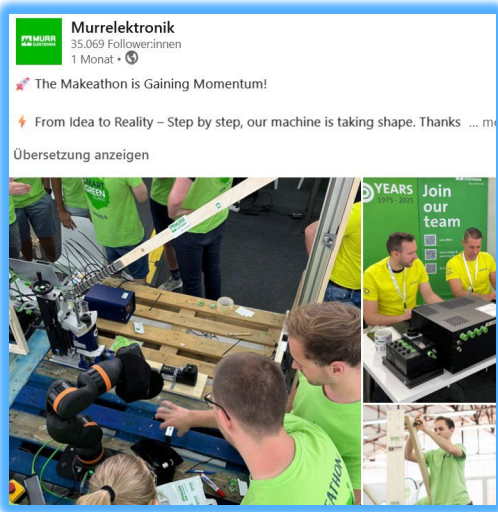
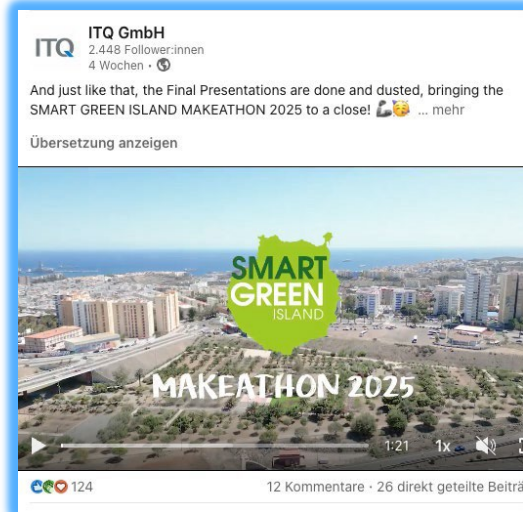
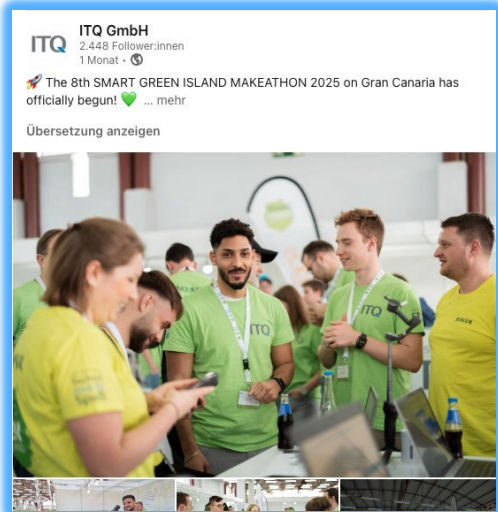
Social Media Channels

Facebook, Instagram, Twitter, LinkedIn, YouTube



Clipping Highlights

Smart Green Island Makeathon 2025



ITQ Social Media Channels – SMART GREEN ISLAND MAKEATHON 2025



06.December 2024

■ Sponsoring Benefits



89Views

2 Likes



372Views

13 Likes



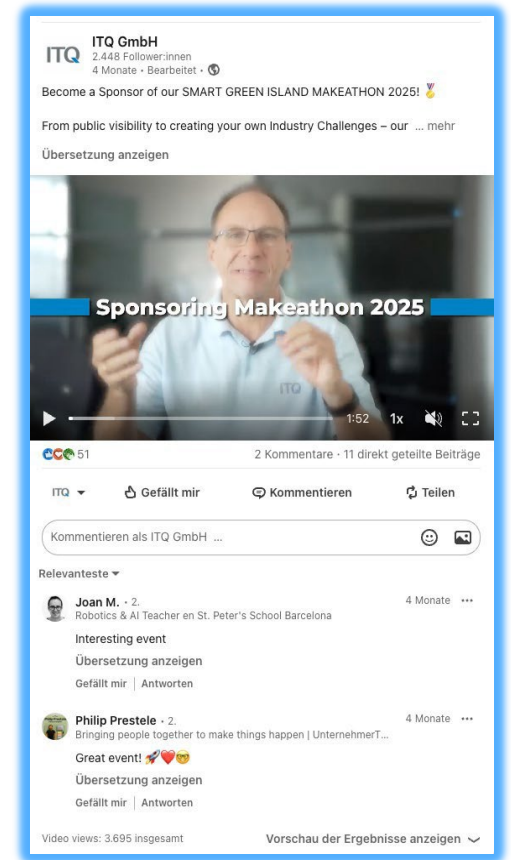
3.695Views

51 Likes



21Views

2 Likes



ITQ Social Media Channels – SMART GREEN ISLAND MAKEATHON 2025



17. March 2025

Final Coverage Post – Group Pictures



122Views

9 Likes



2.258Views

124 Likes



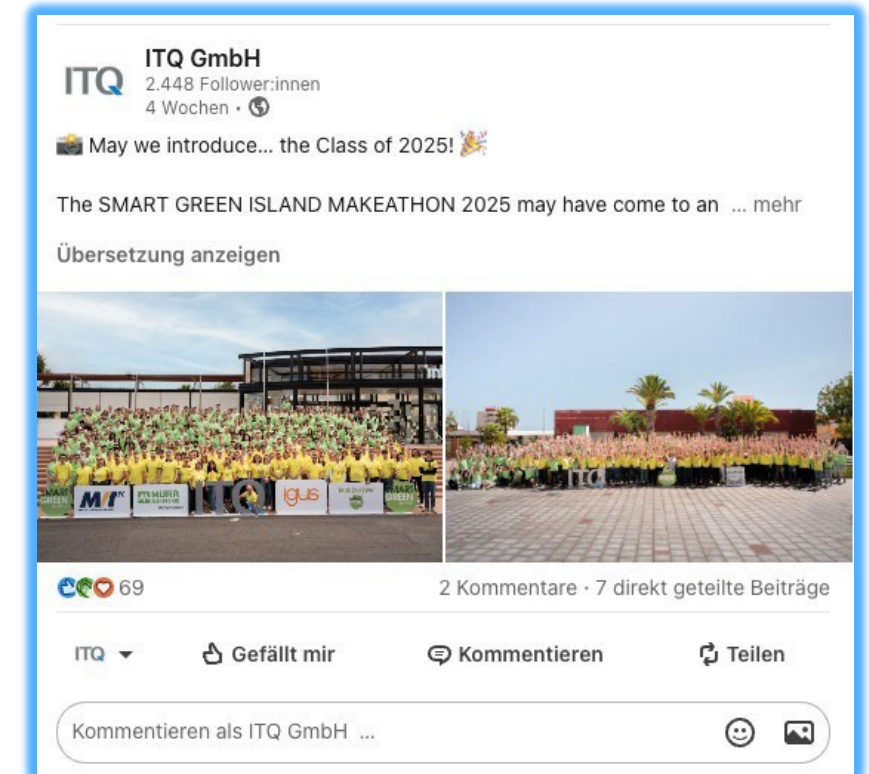
1.153Views

69 Likes



16Views

3 Likes



ITQ Social Media Channels – SMART GREEN ISLAND MAKEATHON 2025



15. March 2025

■ Short Impression Movie



114Views

8 Likes



2.193Views

88 Likes



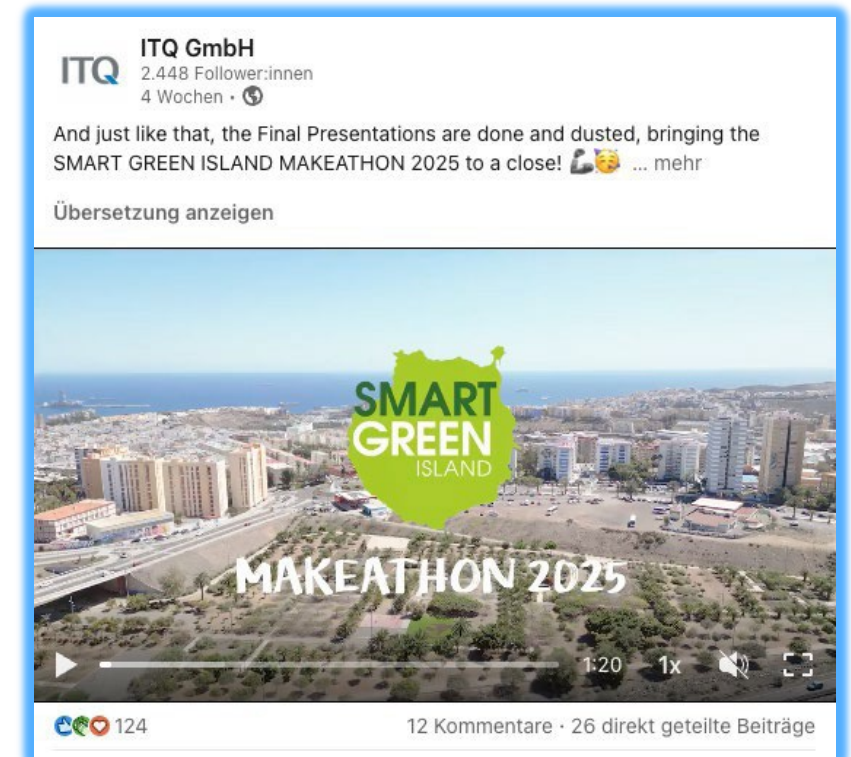
3190Views

97 Likes



14Views

2 Likes



ITQ Social Media Channels – SMART GREEN ISLAND MAKEATHON 2025



15. March 2025

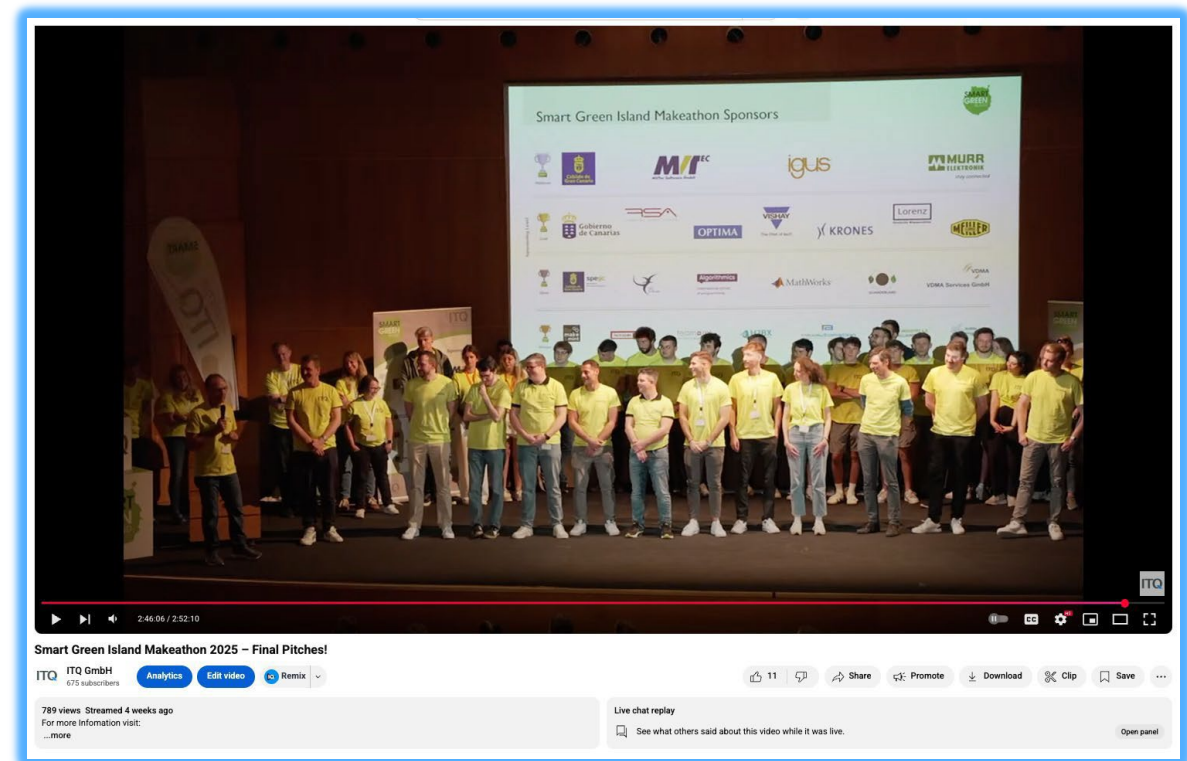
■ Final Pitches Live Stream



 789Views

 647Views

 11 Likes





SMART GREEN ISLAND MAKEATHON 2025