

18

MAANDVERBOND

THE NETHERLANDS

THE CYCLE CLUB

<http://www.vpro.nl/maandverbond>

Submitting organisation

VPRO

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Production context Stand alone, live via

Telegram for one month,
afterwards on www.npo3.nl

Digital distribution 28 Telegram channels,
plus publication on NPO3.nl. Target audience:
young people aged between 15-25.

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Competing for

Best European Online Media Project of the Year

Half of the people in the world have a uterus, but many don't know a lot about the connected hormone cycle. Isn't that strange? The Cycle Club explores the wonderful world of the cycle, live via Telegram, and does not shy away from taboo.

It happens live for 28 days, the length of an average cycle, on 28 Telegram channels. Participants can join the channel that matches the day in their own cycle, aided by an online calculating tool. Together with experts, gynecologists and people sharing their own experiences, hosts Dzifa Kusenuh, Lize Korpershoek, Thorn Roos de Vries and Fatima Warsame zoom in on very diverse hormonal topics: all the things you would have liked your biology teacher to tell you a bit more about.

In the intimate, closed environment of their smartphone, participants receive daily videos, audio messages, memes and graphics that match the current moment in their cycle. They can start a conversation about it, right there and then, with the other people in their channel.

Why don't we talk more openly about menstruation?

What is the relationship between sex and hormones?

What is the best time in the cycle to shine?

And how does it feel to menstruate when you're not a woman? All these topics are covered by the Maandverbond squad. The content carousel of Day 1 is also published on www.npo3.nl.

The goal: normalising the hormone cycle, open up the conversation and learn about the workings of hormones in the body. Whether you use the birth control pill or another form of birth control; whether you have a natural cycle, or no cycle at all.

The Cycle Club: 28 days, 28 Telegram channels, everything about the hormone cycle.