

Statistics

Campaigns according to geography (1995–2012)

Countries and campaigns	World	Region				
		1 Africa	2 Americas	3 Asia/ Pacific	4 Europe/ Central Asia	5 Middle East/ North Africa
Number of different countries covered	24	2	6	4	7	5
Campaigns—originals	51	4	10	12	12	13
Campaigns—follow-ups	39	1	7	9	8	14
Campaigns—total	90					