

Technical Workshop on the European Year for Development 2015 (EYD2015)
Main events planned one-page summary

Main events + actions planned (online, social media, press...)	Target audience	Partnerships (private sector, foundations...)	Indicative calendar event/action: start and end
Activity 1: Engaging Danish Youth Development Organisations in EYD2015 and the post-2015 debate Online/social media and public meetings	10,000 youth actively involved in EYD2015 through the Youth Network	9 Danish development organisation's youth wings.	October 1st 2014 – June 30th 2015
Activity 2.1: Promoting MyWorld 2015 Survey Online and printed magazines	690,000 members of Ældresagen (HelpAge Denmark) and employees of the biggest Danish Global Compact members.	Ældresagen UN Global Compact members	2015
Activity 2.2: Communicating the new Development Goals Social media, web, press, outdoor	2 million Danes	Danish Broadcasting Corporation ClearChannel Denmark (billboards) Metroxpress (newspaper)	Week number 40 in September/October 2015 (after the SDG Summit in New York)
Activity 3.1: World's Best News - #MondayMyths Facebook, Twitter, Instagram and web	60,000 social media followers NGO members		First half of 2015
Activity 3.2: Danida Development Days 2015 Workshops	Development experts and academia	Ministry of Foreign Affairs, Danida Danish NGOs	May 2015
Activity 3.3: Danish People's Meeting 2015 Social Media	1,000 participants in People's Meeting	70 Danish NGO's Danida	June 11th-15th 2015
Activity 3.4: National Development Debate Internet, Radio and TV	500,000 Danish readers, listeners and viewers	Danish Broadcasting Corporation	2015