

EYD 2015 plans, Lithuania

Actions planned (online, social media, press...)	Target audience	Partnerships (private sector, foundations...)	Indicative calendar event/action: start and end
Opening EYD2015 event	Civil society, NGOs, local authorities, private sector	Ministries, journalists	November 2014 -January 2015
“Uncomfortable Cinema” documentary cinema festival on human rights and global challenges	Civil society, especially youth (pupils, students, young initiative people), their families and friends	NGOs, ministries, embassies, private sector	October-November 2014, 2015
“News Radio” (Žinių Radijas) broadcasting of development cooperation news	Civil society especially targeting intellectuals	Journalists, ministries, NGOs	September –November 2014, 2015
LITEXPO Book Fair	Civil society especially targeting book lovers	Ministries, NGOs, private sector	19-22 February 2015
Vilnius city, UNICEF thematic marathons	Wide public, sports	Ministries, NGOs, private sector	Spring, Autumn 2015
TV News programme „Mission-Development Assistance“ (LNK)	Wide public, civil society	Journalists, ministries, NGOs	January – June 2015
Traditional international agriculture exhibition	Farmers and gardeners	Ministries, associations, private sector	April 2015
European Day	Civil society	EU delegation, Ministries, associations, NGOs, private sector	May 2015
Closing EYD 2015 event	Civil society, NGOs, local authorities, private sector	Ministries, journalists	October-December 2015