

EYD 2015 plans, SPAIN

Main events + actions planned (online, social media, press...)	Target audience	Partnerships (private sector, foundations...)	Indicative calendar event/action: start and end
Exposition “cooperacion ES desarrollo” and Exposition “75th Anniversary of the Spanish Cooperation for Development Library”	all	Autonomous regions, cities, NGO Assoc.,	Expo 1: first semester; expo 2: all year round
high-visibility performance events: A giant interactive map of the Spanish Cooperation & Air Live Flashmob	All audiences	Autonomous regions, cities, EC in Madrid	during public commemoration events of International days and the first semester
Storytelling viral campaigns	Young audiences, millennials		during public commemoration events of International days: International Women’s day 8 th of March, Europe’s Day and a third one during Cooperant’s Day (8 th Cultural Heritage App about engaging with heritage recovered by the Spanish Cooperation).
Cultural Heritage App about engaging with heritage recovered by the Spanish Cooperation	International tourists	Latin American Gov	it will be presented at FITUR: international tourism convention in Madrid at January
Education for development	Young students	Autonomous regions	All year long
Gender activities: four thematic fora, a public outreach campaign and an innovative digital media campaign	All	UNWOMEN	All year long, every month, fall (Beijing +20)