

EYD2015 plans, United Kingdom

Main events + actions planned (online, social media, press...)	Target audience	Partnerships (private sector, foundations...)	Indicative calendar event/action: start and end
Social media ‘push’ to increase awareness and interest.	Young People and ‘engagable’ public (calculated at 32% of UK population)	Media (social)	Phase 1 – January Phase 2 – July - September
Arts (e.g. film, photography) and speaker tour	Young People and Students	Academics	Autumn 2014
Local and national media takeover using the ‘World’s Best News’ concept.	‘Engagable’ public.	Media (print and broadcast)	July/August 2015
Virtual townhalls across the UK connecting young people and decision makers around post-2015 agenda	Decision makers (MP and MEPs), young people,	Media (social)	August/September 2015
Diaspora community storytelling visits	‘Engagable’ public (esp diaspora communities).		June – September 2015
Diaspora community storytelling communication materials	‘Engagable’ public (esp diaspora communities).	Media (print and broadcast)	May – October 2015
EYD High Level London Launch Event	Civil Society, Decision Makers, Influencers	Private sector, academics.	January 2015
Bond Annual Conference	Civil Society (attended by over 700 key stakeholders)	Private sector, academics	November 2015
Regional panel events on impact of EU development assistance.	Decision makers (MP and MEPs), ‘engagable’ public, civil society	Private sector, academics.	July/August 2015