

**EYD 2015 plans, Austria**

<b>Main events + actions planned (online, social media, press...)</b>	<b>Target audience</b>	<b>Partnerships (private sector, foundations...)</b>	<b>Indicative calendar event/action: start and end</b>
<b>EYD 2015 – header and sub-site (landing page) on website of Austrian Development Cooperation</b>	ADA-website visitors (about 200.000 per annum)  Depending on partners’/ stakeholders’ focal areas regarding EYD, key messages can be selected and used for partners’ respective target groups.	civil society organisations	throughout 2015
<b>Stakeholder Event – public international panel discussion</b>	(a) decision makers and multiplication agents in politics, administration, the economy and the national development community  (b) general public (via media reflection and online communication work)	national institutions, civil society organisations	Event date yet to be determined
<b>Media Cooperation</b>	general public	Austrian Broadcasting Corporation (ORF), and/or selected leading online and print media	April 2015 – January 2016
<b>Give aways (gift articles) for improved visual recognition of EYD logo</b>	general public	-	throughout 2015
<b>Financial support (co-financing) for Austrian civil society projects in the area of development communication and education with a focus on EYD</b>	a variety of target groups, e.g. children, youth, students, teachers, multiplication agents, media, etc.; target groups depend on focus of individual projects	civil society organisations	throughout 2015 (see calendar of events for details)