

**EYD 2015 plans, ITALY**

| <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>  |
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| <b>1. Communication campaign at the national level through a contracted communication agency (audio-visual material; social advertising on TV and radio; Mobile devices Apps; Advertising and other communication actions in the printed press; periodical broadcasting on TV networks of short TV news items dedicated to development issues).</b>  | <b>Broadest general audience<br/>(TV main source of information)</b>     | <b>Italian development cooperation stakeholders (Ministries and regional/local Authorities, NGOs etc.) will be involved in identifying contents for the communication activities</b> | <b>May – December 2015</b>  |
| <b>2. Development Cooperation Week in Italian primary and secondary schools (dedicated websites and web platform for teachers; National students and parents forums; Participation of development cooperation experts in school lessons; national competition; celebration of a National Day of development cooperation; Participation of students and teachers in the events organized by the Italian Development Cooperation during EXPO Milan 2015)</b> | <b>School students and their families / teachers</b>                     | <b>Ministry of Education (MIUR)<br/>Schools will involve NGOS and regional/local development cooperation actors</b>  | <b>April 2015 and March 2016 (dev. Cooperation week)<br/>+ May-October 2015 (participation of students/teachers in dev. Cooperation events in EXPO)</b> |
| <b>3. workshops in Universities</b>  | <b>University students and academia; private sector and cooperatives</b> | <b>Conference of Rectors of Italian Universities</b>   | <b>February – December 2015</b>   |
| <b>NOTE: The Italian Development Cooperation will organize about 30 events in the context of Expo Milan 2015 and dedicated communication activities</b>  | <b>General audience, students, development practitioners</b>             | <b>Int.l Organizations, private sector, Academia</b>   | <b>May 1<sup>st</sup> to November 1<sup>st</sup></b>  |