

EYD2015 plans, MALTA			
Main events + actions planned (online, social media, press...)	Target audience	Partnerships (private sector, foundations...)	Indicative calendar event/action: start and end
High level press conference involving government Ministers, representatives of civil society and other stakeholders	Members of the press	Ministry for Foreign Affairs (MFA), Ministry for Social Dialogue, Consumer Affairs and Civil Liberties (MDSC)	January 2015
Half day conference to raise awareness of EYD and to present programme of activities	General public, NGOs and experts in the field	MFA, experts from NGDOs and academics	February 2015
Launch of My EYD campaign and debate on campus	Young persons	MFA, University of Malta and students' organisations	March 2015
Business Breakfast to create more synergies between NGOs and the private sector	Private enterprises and NGOs	MFA & MSDC	April 2015
Development of an educational toolkit	School children and teachers	MFA, NGDO platform and academics	July 2015 – November 2015
Media Campaign (story-telling clips, social media, newspaper articles, TV adverts, participation in TV and radio programmes, roll up stands)	General Public	Media houses	January 2015 – December 2015
High level press conference involving government Ministers, representatives of civil society and other stakeholders	Members of the press	MFA & MSDC	November 2015