

EYD2015 plans, SWEDEN

Main events + actions planned (online, social media, press...)	Target audience	Partnerships (private sector, foundations...)	Indicative calendar event/action: start and end
Launch event	Media, policy makers, NGOs	TBD	October - February
Journalist seminar	Media	TBD	December-January
Social media – Facebook, Twitter, blogposts	Media, policy makers, the interested general public	N/A	All year
Seminars/debates during Almedalen political week	Media, policymakers, academy	TBD	February-July
The annual Gothenburg Book Fair	General public, NGOs	TBD	January-September
The annual Swedish Forum for Human Rights	Media, policy makers, NGOs, the interested general public	TBD	September-November
Sida Development Talks – two seminars	Policy makers, academia, NGOs, the interested general public	TBD	Spring and fall 2015