

**PROJECT CONCEPT NO. 15 BY DEVELOPMENT COOPERATION DEPARTMENT**

**“RAISING PUBLIC AWARENESS ON DEVELOPMENT COOPERATION”**

5 October, 2020

<b>GENERAL INFORMATION ON THE PROJECT</b>	
<b>1. Partner country (-ies)</b>	-
<b>2. Area(s) of cooperation</b>	Educating and raising public awareness on development cooperation policy issues.
<b>3. Project description</b>	
<b>3.1. Project aim</b>	To increase public support for the development cooperation policy
<b>3.2. Project objectives</b>	<ol style="list-style-type: none"><li>1. To prepare an information campaign on development cooperation, its importance and benefits, humanitarian assistance and the Sustainable Development Goals. Aim of the campaign – to inform a wider audience about development cooperation, its importance and benefits, humanitarian assistance and the Sustainable Development Goals with a view to foster positive public attitudes towards aid to developing countries.</li><li>2. To implement campaign via the selected communication channels (including broadcasts in public areas, public transport etc.), which would ensure the biggest outreach of the target groups.</li></ol>
<b>3.3. Target group(s)</b>	Selected Lithuanian society groups (from the age range 15-70 years)
<b>4. Estimated duration of project implementation</b>	From 1 March, 2021 to 1 October, 2021
<b>5. Additional information</b> <i>Where available, indicate additional evaluation criteria* for project applications to be drawn up according to this project concept, or other information important to applicants.</i>	Solid experience in providing public relations and communication services

*\*According to Paragraph 35 of the Description of the Procedure for the Implementation of Development Cooperation and Humanitarian Aid Activities by State and Municipal Institutions and Agencies approved by Resolution No 278 of the Government of the Republic of Lithuania dated 26 March 2014, an application can be assigned additional scores for compliance with the additional project application evaluation criteria indicated in the institution's call. The additional criteria may be provided for if a specific development cooperation activity is planned in the call or if specific abilities or experiences are expected from the applicants.*