

# Showcasing Wales to the world.

St David's Day and beyond —  
Stakeholder and partner pack.



This is Wales.

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Doing good things has  
never been more important.

People around the world  
are craving better, more  
sustainable ways of living,  
working, travelling, learning  
and doing business.

Their aspirations  
are our aspirations.

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In Wales, we've faced many challenges recently that have reminded us of the things we hold dear — *ein gilydd, ein bro a'n byd* — each other, our communities, and our world.

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We head into the future with a renewed determination to do good things.

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For the people, communities,  
and the land that sustains us.

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To celebrate the best Wales has to offer,  
in business, trade, travel, study, work and life,  
and to share it with the world.







## St David's Day 2021.

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**This St David's Day is going to be a little different.  
We won't be able to get together in quite the same way.**

Over the St David's Day weekend, we'll showcase the best of Wales to the world across social media as part of our digital festival. We'll tell the stories of the people, culture, businesses and communities that make our epic land so special.

And as we wish everyone a *Dydd Gŵyl Dewi hapus* — a very happy St David's Day, we'll invite others around the world to celebrate with us. To discover, and be inspired, by the good things — little and big — that Wales has to share with the world.

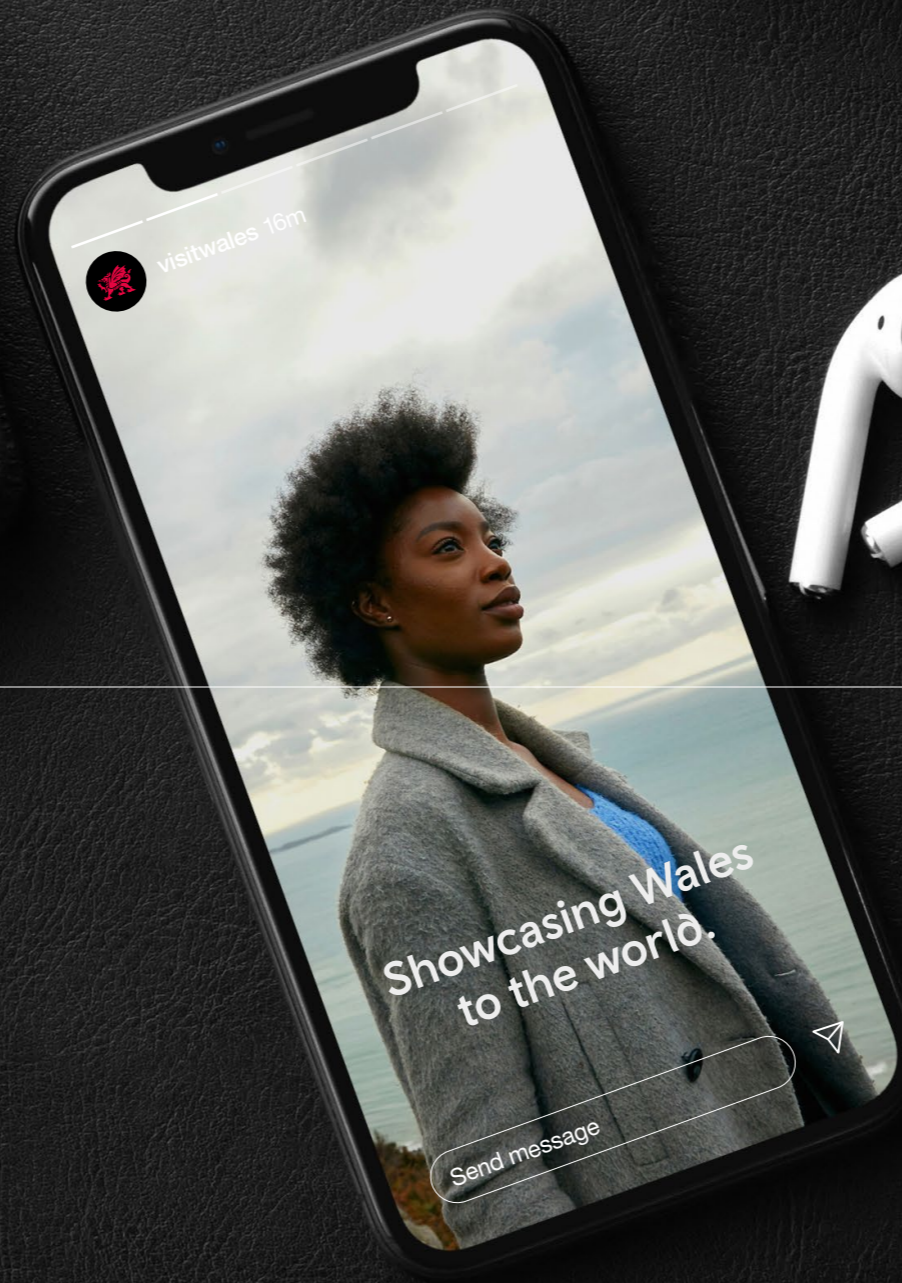
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The *Gŵyl Dewi* dinner tables will be much smaller.  
The worldwide *Eisteddfodau* won't be filling clubs or concert halls.  
The warm handshakes that seal trade mission deals, from Berlin or New York, will need to wait a little longer.

**But none of this will stop us celebrating our national day.**  
In fact, the message of St David — to do the little things — has never been more important.



# What's happening?





What's happening?

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## St David's Day film and content toolkit.

Our St David's Day film will be an inspiring message from Wales to the world.

Showcasing Wales at its best and bringing the words of St David to life by showing the good things — little and big — that we're doing — for each other, for our communities and the world.

A toolkit of mini videos and images in multiple formats and languages will be available for partners, diaspora and stakeholders to share across social channels.

## This is Wales: digital event.

Over the St David's Day weekend, we'll be running our biggest ever digital event across social media channels. We'll be working with our partners and digital diaspora to amplify Wales to the world.

The curated 72 hour event will include an eclectic mix of content, stories and live performances. All showcasing the good things we're doing as nation — for each other, for our communities, for our land, and for our world.

It will bring together the many events planned under one banner. There will be something to inspire everyone.  
**And we want you to get involved.**



A woman with long blonde hair, wearing a dark jacket, blue jeans, and a black cap, is sitting on the side of a red van. She is holding a smartphone in her right hand and a red cup in her left. The van has a yellow pole with the word 'EMMUNNIS' written on it. The background shows a coastal landscape with green hills, a red cliff, and the ocean under a blue sky.

**Get involved.**

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Together, we can make St David's Day memorable.



## How can you get involved?

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### Now

- 1 Become an official content sharing partner.**  
We're planning to create the biggest ever showcase of Wales, broadcast on @walesdotcom and over hundreds of social media channels. To do this, we need partners to become live content sharers — using our collective reach across Facebook, Twitter, Instagram, LinkedIn and YouTube to inspire others around the world.
- 2 Tell us about any St David's Day activities you have planned — from events to content — so we can share.**
- 3 Send us your video — What do you love about Wales? What inspires you about the nation and people?**  
We'll be creating a celebration video featuring our global diaspora.
- 4 Projecting Wales to the world.**  
From Google's homepage, to giant screens across the world, we want partners to help us mark our national day around the world. Whether it's lighting up a landmark red, or using your connections to take Wales to new audiences.

#### Get involved —

Contact us on [enquiries.wales@gov.wales](mailto:enquiries.wales@gov.wales)

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### On St David's Day weekend (27 February–1 March)

- 1 Relax and enjoy.**  
Sit back with your laptop, smart TV or smartphone and enjoy some of the unique broadcasts across Wales' social channels.
- 2 Share and comment.**  
Share our content, films and stories with your friends, family and colleagues. And get involved in conversations happening live throughout the weekend.
- 3 Create your own St David's Day at home.**  
Get involved, check out the recipe cards, music playlists and epic content that will make your own St David's Day more special.



Contact us:  
[enquiries.wales@gov.wales](mailto:enquiries.wales@gov.wales)

Diolch.  
Thank you.

