



## 2015 European Year for Development

**our world  
our dignity  
our future**

### Why the EYD2015?

**2015 is a landmark year for International cooperation...**

The world comes together to agree on a new course of action to end poverty, promote sustainable development & address climate change:

- ⇒ *Millennium Development Goals (MDGs)* reach their conclusion
- ⇒ Agreement on Post-2015 development framework – *Sustainable Development Goals*
- ⇒ New international agreement on *Financing for Development*
- ⇒ New *Universal Climate Agreement: COP 21*

### The EYD 2015 will:

- Inform Union citizens about EU development cooperation
- Foster direct involvement, critical thinking and active interest
- Raise awareness of the mutual benefits of EU development cooperation, policy coherence for development and foster a sense of joint responsibility and solidarity

### EYD2015 MESSAGES:

1. The EU is a global player which tackles today's challenges
2. In an increasingly interdependent world, EU development cooperation benefits people in the EU & our partner countries
3. Think global, act local. A single person can make a difference

## THE EYD2015 CAMPAIGN

### Flagship Events

Member State Campaigns

Civil Society Campaigns

EU Institutions' Campaigns

Special EYD2015 Website:

[www.europa.eu/eyd2015](http://www.europa.eu/eyd2015)

Social Media #EYD2015  

### High Levels of Support for Development Cooperation in Europe:

- 83% of EU Citizens think it is important to help people in developing countries

### Low Levels of Awareness:

- 44% of EU Citizens have no knowledge of where their country's assistance goes

\*Eurobarometer 2013



## SPECIAL FOCUS ON YOUTH



### Thematic Months

- |                        |  |                           |  |
|------------------------|--|---------------------------|--|
| 1. Europe in the World | 4. Health  | 7. Children & Youth       | 10. Food Security                            |
| 2. Education           | 5. Peace & Security                                  | 8. Humanitarian Aid       | 11. Sustainable Development & Climate Action |
| 3. Women & Girls       | 6. Sustainable Green Growth, Decent Jobs, Businesses | 9. Demography & Migration | 12. Human Rights & Governance                |

Development and  
Cooperation –  
EuropeAid

Get involved & share your Ideas:

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