



European Year for Development 2015

<https://europa.eu/eyd2015/en>

2015 a special year for the EYD

An opportunity to showcase the strong commitment of the EU and its Member States to eradicating poverty worldwide

- 2015 deadline for the **Millennium Development Goals**
- **Post-2015 agenda** negotiated at UN level: a milestone for development policy
- Ideal time to look at **what has been achieved** so far and **what still needs to be done**



What EU citizens think



It is important
to help people
in developing
countries

83%

66%

Tackling poverty
in developing
countries
should be one
of the EU's
main priorities

As an individual
they can play
a role in tackling
poverty
in developing
countries

52%

What EU citizens know



Have heard
of the MDGs
and know
what they are

6%

44%

Have no
knowledge
about where
their country's
development
aid goes

Say they know
nothing about
where EU
aid goes

53%

EYD2015 in a nutshell

**One
common
motto:
Our world,
our dignity,
our future**

- Main focus: informing and engaging **EU citizens**
- Design and implementation: at **EU level + decentralised** to **Member States, civil society** and all **interested stakeholders**
- EU Delegations: invited to promote EYD in **partner countries**
- Three **key objectives**



1
Inform **Union citizens** about EU development cooperation highlighting the **results** that the **Union**, acting together with the **Member States**, has achieved as a **global actor** and will continue to pursue with the post-2015 framework

Foster **direct involvement, critical thinking and active interest** of **Union citizens and stakeholders** in development cooperation including in policy formulation and implementation

2





Raise awareness
of the **benefits**
of EU development
cooperation – **for**
beneficiaries and Union
citizens; achieve
a broader understanding
of **policy coherence**
for development;
foster a sense of **joint**
responsibility, solidarity
and opportunity in an
increasingly interdependent
world

3



EYD2015 a shared opportunity

European Parliament Council
Member States European
Commission EEAS EU Delegations
Economic and Social Committee
Committee of the Regions Private
Sector NGO/CSO International
Organisations Universities Schools
Local authorities Foundations ...

EYD2015 flagship initiatives

- **Opening event** with Latvian presidency
- **Gender event**, March in Latvia
- **EU Dev Days (EDDs)**, June in Brussels
- **28 Kapuscinski lectures** in Member States
- **EXPO2015**, Milan
- **Lorenzo Natali Prize** for journalists
- Creating or making use of a **volunteer programme**
- **Textile label**
- Climate **COP21**, December in Paris
- Conferences at the **External Action Info Point** all year
- **Closing conference**, Luxembourg

Stakeholders' initiatives

- **National Work Programmes**
- Member States' **EYD ambassadors**
- **Competitions in schools** with Member States
- **Marathons** and sport for development
- **Advertising** on public transport
- **Co-branded events** with international organisations
- **NGO** initiatives
- **Think tanks** launch discussions
- Awards with **private sector** organisations

Core campaign elements

Visual identity to brand events and communication material

Communication **toolkit**

EYD **website** and **social media** shared with partners

Thematic months



Thematic months

- January – Europe in the World
- February – Education
- March – Women and Girls
- **April - Health**
- May – Peace and Security
- June – Sustainable Growth, Decent Jobs and Businesses
- July – Children and Youth
- August - Humanitarian Aid
- September – Demography and Migration
- October – Food Security
- November – Sustainable Development
- December - Human Rights

INDICATIVE ACTIVITIES DEVCO B4 HEALTH SECTOR - EUROPEAN YEAR OF DEVELOPMENT

TIMING	EVENT	INDICATIVE CONTENT
24-Mar-15	World TB Day	Infopoint - Press conference
07-Apr-15	World Health Day - Food Safety	Infopoint - Press conference
25-Apr-15	World Malaria Day	Infopoint - Press conference
16-Apr-15	GHPF	
Last week April 27-30	World Immunisation Week	Press conference - links to GAVI - GF
18-22 May (WHA)	67th World Health Assembly (WHA), Geneva	organise session in WHA with support from EUD;
3-4-June-15	European Development Days	HLP-health; Lab(s); village-projects
6-10 September	9th European Congress on Tropical Medicine & International Health, (FESTMIH), Basel	session;
30 September- 2 October 2015	European Health Forum Gastein (EHFG), October 2015 (annual event)	session / workshop
24-Oct-14	World TB Day	Infopoint - Press conference
14-17-Oct-15	European Public Health Association annual conference, conference theme: 'Health in Europe – from global to local policies, methods and practices ; Milan	Organise session
Oct-15	Global Health - Maastricht University	panel
01-Dec-15	World AIDS day	Infopoint-Press conference
During 2015	Kapuscinski Development Lecture on health and development	London & Poland
(9th) May 2015 mainly	School visits by health sector team	Health sector members visits to schools as part of Back to School campaign
During 2015	Infopoint session for health and development projects	identify projects for infopoint sessions



Keep in touch! **#EYD2015**



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European Development Days – EDDs

<http://eudevdays.eu/>

- When: 3-4 June 2015
- Where: Tour & Taxis
- Motto: Showing Europe's commitment to the eradication of global poverty
- Health: High Level Panel – Right to Health – PHIs, coverage, maternal health, health prevention (promotion)
- Labs: On official topics / EDD15 Thread
- Projects: 'Village Stands'
- Youth: Future Leaders Programme
- High-Tech: EDDs APP

Advance Registration required – opens 23 March