



### Why a European Year for Development in 2015?

2015 is a landmark year for international aid and development as the Millennium Development Goals come to their conclusion. Based on these, the world will come together to agree on a new course of action and post-2015 development.

#### WHAT DOES THE EYD2015 AIM TO ACHIEVE?

- 1 Inform** EU citizens about the results that the EU, acting together with the Member States, has achieved as a global actor and will continue to achieve in international development.
- 2 Foster direct involvement, critical thinking and active interest** of EU citizens and stakeholders in development cooperation including in policy formulation and implementation.
- 3 Raise awareness** of the benefits of the EU's development cooperation, as well as to foster among citizens in Europe and developing countries a sense of joint responsibility, solidarity and opportunity in a changing and increasingly interdependent world.



### Who will the campaign target?

While the EYD2015 aims to better inform all EU citizens about development and international aid, the primary focus is on Europe's youth, those with the greatest stake in ensuring a brighter future not just for EU citizens, but for the world.

#### EYD2015 KEY MESSAGES

The EU is a global player which tackles today's global development challenges.

1

In an increasingly interdependent world, EU development cooperation benefits people both in the EU and in our partner countries.

2

Think global, act local. A single person can make a difference.

3

## What will the campaign involve?

Large, pan-European flagship events, such as the EYD Conference on Gender, the European Development Days, and the Kapuściński Development Lectures, organised jointly by the European Commission, the UNDP, universities and development think tanks, are just some of the activities organised to help raise awareness of EYD2015 around the EU.

Campaign activities also include conferences and stakeholder events organised at national level in the Member States, as well as internet, radio and TV debates, school competitions, and artistic or sporting themed activities.

At the local level, actions aim at connecting people and decision makers around the post-2015 agenda and making sure entire communities are engaged in the EYD2015.

EYD2015 will be supported by partners and ambassadors throughout the EU, including EU institutions, the EU Member States, civil society, international organisations, both in the public and private sector, and volunteers. These partners will have the opportunity to take control of the EYD2015's online presence, ensuring it is not just a top-down campaign, but functions well at a grass-roots level also.

## THEMATIC MONTHS

Each month during the campaign will focus on a different theme involved in development around the world:



<i>January:</i>	<b>EUROPE IN THE WORLD</b>
<i>February:</i>	<b>EDUCATION</b>
<i>March:</i>	<b>WOMEN AND GIRLS</b>
<i>April:</i>	<b>HEALTH</b>
<i>May:</i>	<b>PEACE AND SECURITY</b>
<i>June:</i>	<b>SUSTAINABLE GREEN GROWTH, DECENT JOBS, BUSINESSES</b>
<i>July:</i>	<b>CHILDREN AND YOUTH</b>
<i>August:</i>	<b>HUMANITARIAN AID</b>
<i>September:</i>	<b>DEMOGRAPHY AND MIGRATION</b>
<i>October:</i>	<b>FOOD SECURITY</b>
<i>November:</i>	<b>SUSTAINABLE DEVELOPMENT AND CLIMATE ACTION</b>
<i>December:</i>	<b>HUMAN RIGHTS AND GOVERNANCE</b>



**SPREAD  
THE  
WORD!**

### Join the EYD2015 campaign online!

Stay up to date with information and news on the **official campaign website** ([europa.eu/eyd2015](http://europa.eu/eyd2015)), join the conversation on **Twitter** (#EYD2015) and have your say on **Facebook**.

Infographics, online banners, campaign trailers and more materials can be downloaded from the EYD2015 website. You can also join the group "European Year for Development 2015" on [capacity4dev.eu](http://capacity4dev.eu) to join the debate and get the latest news.

To get more involved, you can join us at events across the EU, as well as spreading the impact of the campaign by co-branding with the EYD2015.

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

 #EYD2015

 [EuropeanYearForDevelopment2015](https://www.facebook.com/EuropeanYearForDevelopment2015)

