COOPERAZIONE ITALIANA ALLO SVILUPPO

2015 Anno europeo per lo sviluppo

2015 European Year for Development

«Our World Our Dignity Our Future»

Italian Priorities



il nostro mondo
la nostra dignità
il nostro futuro

Ministry of Foreign Affairs and International Cooperation

2015
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Why 2015?

... WHAT'S NEXT?

- Deadline for MDGs
- Definition of new Post-2015 Development Agenda

and

- EXPO Milan 2015
- COP Paris
- Beijing+20

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#EYD2015 – 3 Objectiv



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

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#EYD2015 –
3 Objectives



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

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#EYD2015 – 3 Objectives



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

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#EYD2015 – in action



- EuropeAid flagship initiatives (opening, closing events, EDD, 28 Kapuscinski development lectures in MS, Lorenzo Natali prize, Expo, COP, voluntary textile labelling)
- Shared website in 23 languages: contents managed by MS /partners
- Social Media
- Civil Society (Concord Europe)
- National Working Programmes

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#EYD2015 –

The Italian Perspective

COOPERAZIONE ITALIANA ALLO SVILUPPO MAECI

- Post-2015 Development Agenda (priority for current Italian Presidency)
- EXPO 2015 – unique occasion! Development and sustainability at the forefront
- New law on development cooperation

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#EYD2015
EXPO 2015

MILANO 2015

30 events in co-operation with Italian and International stakeholders (NGOs, Academia, UN, EU etc)

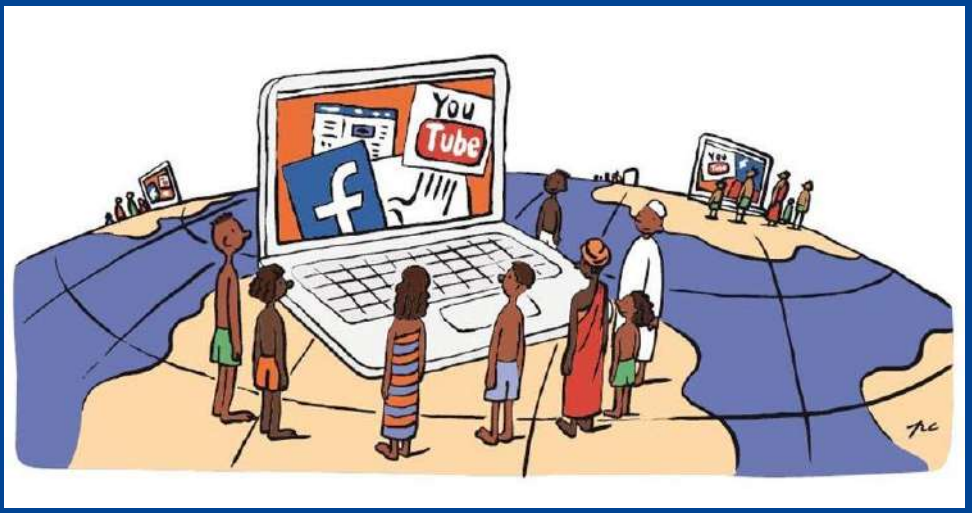
Strong sinergies with EYD actions

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#EYD2015 – National Work Programme



1) Communication campaign at the national level through a contracted communication agency

audio-visual material; social advertising on TV and radio; Apps; media, TV news etc.

To reach the broadest audience

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#EYD2015 – National Work Programme

2) Development Cooperation Week in Italian primary and secondary schools

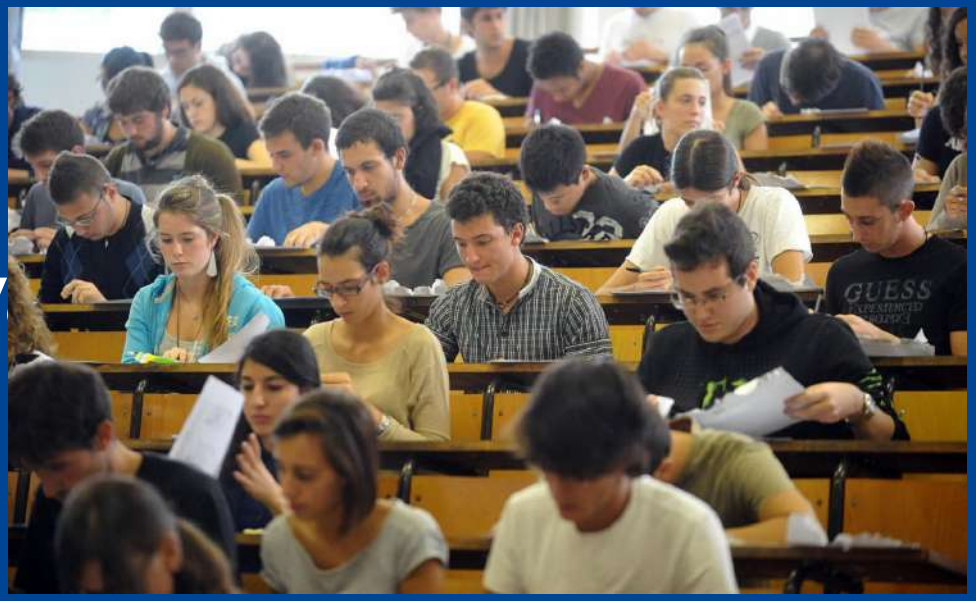
In cooperation with Ministry of Education (MIUR)

to reach students and their families + teachers

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#EYD2015 – National W
Programme

3. Workshops in Universities
In cooperation with CRUI

NGOs, Regional-local institutions, cooperatives etc.

To reach Academia, students, private sector

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#EYD2015 – National Work Programme

The action will benefit all stakeholders

How to engage:

- Joint work for identifying contents
- Taking part in EYD activities as speakers
- Contents for EYD website
- Labelling of planned events, to be included in the official EYD calendar

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OUR world
OUR dignity
OUR future

OUR European Year for Development

Grazie!

@cooperazione_it

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