



## **Legacy of the European Year for Development 2015**

### **Joint declaration of the European Parliament, the Council and the European Commission**

The European Parliament, the Council and the European Commission acknowledge the achievements of the European Year for Development 2015 (EYD2015) as an example of successful cooperation between the institutions of the European Union, the Member States, civil society, the private sector and the wider development community. This is particularly important as 2015 has been a crucial year for the future of sustainable development, with the European Union playing a fundamental role in this process.

The EYD 2015, addressing European citizens with a special focus on young people, has been innovative and successful in informing them about development and its results, raising awareness about the key challenges and global responsibilities in our changing world, and fostering direct involvement, critical thinking and active interest of citizens and stakeholders in development cooperation.

At this crucial juncture, the EU and its Member States are embarking on the implementation of the new and ambitious 2030 Agenda for Sustainable Development and are determined to make the most of the lessons learnt from the EYD 2015 as well as to continue to expand development education and awareness-raising in support of sustainable development.

The 2030 Agenda for Sustainable Development is of unprecedented scope and significance. Its goals and targets are universal and involve the entire world recognising that all countries have common challenges and opportunities and a shared future. Its implementation crucially depends on all citizens being fully informed, aware of its various dimensions and actively engaged. Moreover, the success of the 2030 Agenda for Sustainable Development depends on a global partnership with stakeholders including beyond the development community.

The EU, its Member States and civil society all over Europe, including in the Overseas Countries and Territories, have jointly developed the concept and implemented the EYD 2015. The experience of the EYD 2015 should be used to continue bringing EU development policies closer to citizens, to inspire further experiences of communication and to make a contribution to the overall implementation of the 2030 Agenda for Sustainable Development.

In this regard, the continued engagement of the EU and its Member States in communicating EU development policies will, inter alia:

Build on partnerships and engage new stakeholders beyond the development community: The EYD 2015 has strengthened networks with the main stakeholders in- and outside development cooperation. This approach is fully in line with the 2030 Agenda for Sustainable Development, which can only be implemented globally through multi-stakeholder partnerships. The networks set up with Member States, parliaments, regions, civil society, the private sector, the regional and local authorities, the academia, research and educational institutions during the EYD 2015 have shown to be very efficient for building synergies, agreeing on joint activities and sharing lessons learnt. They should therefore be maintained, strengthened and/or attached to existing networks wherever useful in communicating on the Sustainable Development Goals.

Address young people: Young women and men are at the core of the new 2030 Agenda for Sustainable Development as they were during the EYD 2015. Efforts in the education sector will continue to play an important role in the run up to 2030, ensuring that all learners acquire the knowledge and skills needed to promote sustainable development. The success of the 2030 Agenda for Sustainable Development depends, inter alia, on the ability to build up an educational and a long-term approach and on the involvement of the European education actors.

Put people at the centre: We have raised the awareness of Europeans on how their individual actions affect global development. The story-telling approach was one of the most popular ways of communicating on development cooperation's global challenges and efforts affecting people's everyday lives. It has proven to be very successful and will be continued when it comes to explaining Policy Coherence for Development and the 2030 Agenda for Sustainable Development.

Be interactive: The EYD 2015 has created opportunities for direct communication with and among stakeholders. Building on the highly participatory manner in which the 2030 Agenda for Sustainable Development was developed, interaction among and with stakeholders will continue to be key.

Be fact-based: Documenting and illustrating the results of our development cooperation were essential elements during the EYD 2015 campaign depicting both the successes and the challenges on the ground. A results-based communication campaign will be an important contribution to the success of the 2030 Agenda for Sustainable Development.

Keep the spirit of the EYD: The motto of the EYD 2015 - **our world, our dignity, our future** - has been very successful. It can also be a tool for conveying messages around the 2030 Agenda for Sustainable Development.

The European Parliament, the Council and the European Commission will take the EYD 2015 legacy forward to boost the EU's efforts towards the implementation of the 2030 Agenda for Sustainable Development. We will continue to inform and engage EU citizens in meeting the sustainable development challenges of the next 15 years.

Signed in Luxembourg on the 9<sup>th</sup> of December 2015 in one original in the English language.

Neven Mimica,

European Commissioner for  
International Cooperation and  
Development

Linda McAvan,

Chair of the European  
Parliament Committee on  
Development

Romain Schneider,

Minister for Development  
Cooperation and  
Humanitarian Affairs  
Luxembourg Presidency  
of the Council