



Council of the
European Union

Brussels, 19 May 2017
(OR. en)

9376/17

DEVGEN 101
ACP 48
RELEX 426

OUTCOME OF PROCEEDINGS

From: General Secretariat of the Council

On: 19 May 2017

To: Delegations

No. prev. doc.: 5535/17

Subject: European Year for Development 2015 Legacy: “Our World, Our Dignity,
Our Future”
- Council conclusions (19 May 2017)

Delegations will find in the annex the Council conclusions on the European Year for Development 2015 Legacy: “Our World, Our Dignity, Our Future”, as adopted by the Council at its 3540th meeting held on 19 May 2017.

Council conclusions on the European Year for Development 2015 Legacy:
“Our World, Our Dignity, Our Future”

1. The Council welcomes the positive findings of the final report on the European Year for Development 2015, (EYD2015)¹, and acknowledges the effective participation of EU citizens, civil society, the private sector, EU Member States, EU institutions and partners around the world in making the campaign a success. The Council takes note of the numerous accomplishments of EYD2015 and - recalling its Joint Declaration with the Parliament and the Commission of 9 December 2015 – emphasises the importance of building on those accomplishments and applying the lessons learned and best practices identified in the report for future campaigns.
2. The Council recognises the usefulness of EYD2015 in helping to increase public and political support for the Union's cooperation with developing countries, with approval ratings rising to 89% by early 2016.² This outcome is particularly encouraging in view of the Union's commitment to continue playing a leading role in taking forward a number of major new policy initiatives, including the 2030 Agenda on Sustainable Development, the Paris Agreement on Climate Change, the new European Consensus on Development as well as the EU Global Strategy for Foreign and Security Policy.
3. The Council in particular welcomes EYD2015's innovative approach to work in close and active partnership with the Member States, EU Delegations and a broad range of stakeholders, using the full range of communication tools (particularly social media and audio-visuals) available.

¹ 15159/16 - COM (2016) 525 final.

² Special Eurobarometer 441 (2016).

4. Development education and awareness raising are key in bringing development policy closer to EU citizens, in promoting better understanding of the Sustainable Development Goals and in maintaining a positive public opinion on development policy. In this respect, the Commission's Development Education and Awareness Raising (DEAR) programme remains very relevant.
5. The Council encourages the Commission, also in view of the 30th anniversary of the Erasmus programme in 2017, to build on successful initiatives such as the EYD educational toolkit on development and to continue to work closely with the Member States and EU Delegations to inform and enhance citizens' understanding - with the same focus on young people and people-based storytelling- about development actions to "leave no one behind", encouraging their direct involvement and critical engagement, and fostering a sense of shared global responsibility, solidarity and opportunity.
6. In so doing, the Council urges the Commission to continue to build on the partnerships established during EYD2015, particularly with the Member States, and to engage new audiences and stakeholders, including at local level, through innovative, people-centred, interactive, fact-based joint communication strategies and campaigns keeping alive the legacy and spirit of EYD2015 and its motto: "Our world, our dignity, our future".
7. The Council calls on the Commission to plan for, support and carry out an efficient, effective, and inclusive communication and dissemination campaign on the 2030 Agenda on Sustainable Development and the new European Consensus on Development. Furthermore, the Council stresses the importance of developing joint key messages and shared initiatives for all segments of society to bring these important policies closer to European citizens, and to promote increased awareness and engagement by key public and private partners.