

## **Brief description of EYD 2015 in the Czech Republic**

The year 2015 has been proclaimed the “European Year for Development” (EYD2015) by Decision No 472/2014/EU of the European Parliament and of the Council of 14 April 2014 on the European Year of Development. The motto of the EYD2015 will be “Our world, our dignity, our future”.

The Ministry of Foreign Affairs of the Czech Republic, in particular the Development Cooperation and Humanitarian Aid Department, was appointed the EYD2015 National Coordinator responsible for organising the involvement of that EU Member State in the EYD2015. The Czech Development Agency (CzDA) assumed a role of the National Beneficiary. CzDA will be in charge of coordinating all aspects related to the planning and implementation of the EYD2015 at national level in close coordination with the Commission.

The overall objective of the action is to promote the European Year of Development 2015 in the Czech Republic, i.e. the collective efforts by the EU and its Member States in supporting the MDGs until and the global development agenda beyond 2015. The specific objectives of EYD 2015, in particular:

- to inform Czech citizens about the European Union's and the Czech Republic's development cooperation, highlighting the results that the Union, acting together with the Member States, has achieved as a global actor;
- to foster direct involvement, critical thinking and active interest of the Czech citizens and stakeholders in development cooperation including in policy formulation and implementation;
- to raise awareness of the benefits of the Union's development cooperation not only for beneficiaries of the Union's development assistance but also for Union citizens and to achieve a broader understanding of policy coherence for development in the Czech Republic.

In accordance with the three main objectives of the EYD2015, the Czech Republic's overarching theme is inter-linkages among private, governmental and non-governmental sectors in providing sustainable development.

The EYD2015 represents a unique opportunity to explain Czech citizens the mutual benefits of development cooperation both for a country of origin and a recipient country. It is important to use appropriate communication strategies in order to highlight the positive impacts of development cooperation. The planned action will contribute to an increased level of knowledge of its target groups (e.g.: general public, youth, media etc.). According preliminary plan, the action will focus on high visible events, awareness raising and educational activities related to the development cooperation issues and broadening of partnerships with private sector or local authorities.

The primary target group of the EYD2015 in the Czech Republic is general public which will be informed about the principles and results of the development cooperation of the Czech Republic and the EU.

More information is available on: <http://capacity4dev.ec.europa.eu/eyd2015/minisite/general-questions-edy2015>