



Press Release

United Nations Development Programme

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UNDP MARKED THE INTERNATIONAL DAY OF HUMAN RIGHTS WITH AN AWARENESS CAMPAIGN ON THE MILLENNIUM DEVELOPMENT GOALS IN FIVE ROMANIAN TOWNS

10 of December 2008 - The United Nations Development Programme (UNDP) Romania and the Ministry of Foreign Affairs marked the International Day of Human Rights with five simultaneous awareness-raising campaigns in Bucharest, Cluj, Iasi, Timisoara and Constanta. The campaigns last until the end of February 2009 and will be carried out by local NGOs (CENTRAS and SECS in Bucharest, SECS, Pro Democracy Association in Timișoara and Iași and World Vision in Constanța.

The aim of these campaigns is to inform the Romanian public, mass media, civil society and private sector on the importance of achieving the Millennium Development Goals (MDG) and Romania's new status as a donor of Official Development Assistance (ODA).

Since Romania became a donor of country following the EU accession, it has engaged in playing an important part in reaching the MDG at global level, by cooperating with the other Millennium Declaration signatory states.

The 8 Millennium Development Goals (MDGs) represent the core of the Millennium Declaration, adopted in September 2000 at the Millennium Summit by 191 countries, including Romania. The Millennium Declaration is the only global agenda prescribing development actions, the single document on which the majority of the world states reached an agreement. The major purpose established by the MDGs is to reduce the severe poverty rate by half by 2015.

In Bucharest, The Assistance Center for Non Governmental Organizations – CENTRAS (CENTRAS) launched the campaign "Pay it Forward" on the premises of The Group for Social Dialogue. The event was attended by Jan Sorensen, UN Resident Coordinator/UNDP Resident Representative, Cristian Pirvulescu, President of Pro Democracy Association, Viorel Micescu, Executive Director – CENTRAS, and Mihaela Rutjens – Direction of Assistance for Development - Ministry of Foreign Affairs.

SESC Bucuresti is going to implement the campaign "A ray of hope", SESC Cluj the campaign "For a better world," Pro Democracy Association, Iași and Timișoara the project "Our world in development", and World Vision Romania Foundation, Constanța the campaign "Constanta's World Vision."

The launching events took a wide range of forms: from conferences to round tables, outdoor events meant to inform and raise public awareness especially that of young people, regarding the fact that

achieving the MDGs at the global level implies a better living standard for all the humans as a whole and for each individual.

The 8 Millennium Development Goals are:

1. Eradicate extreme poverty and hunger,
2. Achieve universal primary education,
3. Promote gender equality and empower women,
4. Reduce child mortality,
5. Improve maternal health,
6. Combat HIV/AIDS, malaria and other diseases,
7. Ensure environmental sustainability,
8. Develop a global partnership for development.

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