

News Release

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We Can Do Better 2015 Campaign Launched Today

Canada can do better in tackling inequality and climate change and promoting women's rights. This was the message delivered today as leaders of Canadian international development organizations came to Parliament Hill to launch the "We Can Do Better 2015" campaign.

"Canada needs to provide decisive and positive leadership on reducing inequality, combating climate change and ensuring women's rights," said Julia Sánchez, President-CEO of the Canadian Council for International Co-operation. "Today, we are saying to all Canadians that we can do better to meet some of the greatest challenges of our times."

The "We Can Do Better" campaign is calling for greater leadership from Canada in tackling global issues in 2015, and specific action on inequality, climate change and women's rights. 2015 is a pivotal year when we will see:

- The United Nations adopting the Sustainable Development Goals, the successors to the Millennium Development Goals, which expire this year
- The 20-year anniversary of the Beijing Declaration and Platform for Action on Women's Rights. Governments are expected to re-commit to the Platform.
- The 21st Session of the Conference of Parties on the UN Framework Convention on Climate Change, where a post-2020 climate deal will be forged.
- Canadians going to the polls in a federal election.

"Inequality has grown to extreme levels globally and is seriously hindering our ability to eradicate poverty," said Denise Byrnes, Executive Director of Oxfam Quebec. "Eighty of the richest individuals globally control as much wealth as the poorest half of humanity. It's an alarming gap that impedes growth and hurts everyone, in particular the poor."

Climate change is a real-time threat to sustainable development. "We've witnessed in our work with small-scale farmers in developing countries that climate change and environmental degradation have a tremendous impact on the most vulnerable," said Jim Cornelius from the Canadian Foodgrains Bank.

Inequality and climate change disproportionately affect women. Women represent 70% of the world's poor and are often relegated to low-paying jobs in precarious working conditions.

"Promoting women's rights is essential to the health of families, communities, and economies, and our work with local groups confirms that over and over again," said Kathryn Dingle from Inter Pares. "For meaningful change, we need to support women's rights and leadership."

Canadians care about these issues. "We Can Do Better 2015" provides a platform for having a conversation on the future that we want. "We Can Do Better 2015" will mobilize hundreds of Canadian international development organizations, and millions of their supporters from coast to coast, to inspire Canada and Canadians to do better in 2015.

Using social media and #DoBetter2015, Canadians are already posting “Express Yourselfies,” and having their say on why and how Canada can do better.

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Find out more by visiting our Facebook page and Twitter account

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