

UNFPA's 7 Billions Actions Campaign starts!



11 July 2011

World of 7 billion Presents Challenges and Opportunities for Mankind

World Population Day, 11 July, is the start of the *7 Billion Actions campaign* addressing key population issues that will run until 31 October 2011, when the United Nations projects world population will surpass 7 billion. Reducing inequities and improving living standards for people alive today – as well as for generations to follow – will require new ways of thinking and unprecedented global cooperation. The moment to act is now. As human numbers climb towards the 7 billion milestone, UNFPA, the United Nations Population Fund, is joining this global initiative to highlight the critical role population concerns will play in shaping our future.



Globally, population has doubled since 1968 and grown by almost 40 percent since reaching 5 billion in 1987. Such continued population growth, declining fertility, rising mobility and a changing age structure all pose

profound challenges but also opportunities for people across the globe. According to the median projection of the UN Population Division, world population will reach 8 billion by 2025, 9 billion by 2043, and then 10 billion by 2083. But these projections are contingent on access to family planning and the rights of women, men and young people to make their own choices about childbearing.

In Europe, life expectancy is expected to increase among all countries during the next few decades which will impact the numbers of aging populations. The fertility rates are decreasing, but the support for maternal health, reproductive choice and gender equality remain critically important in this region, especially among those who are most vulnerable. It is fact that despite the positive results in recent years, great disparities still remain in achieving universal access to sexual and reproductive health and reducing maternal deaths.

It is crucial to use demographic data for evidence based planning and development when creating country social policies and programmes. Over half of the Kosovo population is under the age of 25 and

40% of the general population is children under 18 years of age. Based on these statistics, Kosovo is in the process of demographic transition and has entered into a period called **Demographic window**. Demographic window is defined to be a period of time in a nation's demographic evolution when the proportion of population of working age group is particularly prominent. Typically, the demographic window of opportunity lasts for 30–40 years depending upon a country.

As Kosovo entered the demographic window with high percentage of working age population, there is a great potential for high economic growth. But, this so called "demographic bonus" (or demographic dividend) remains only a potential advantage as social exclusion or high levels of unemployment may limit the impact of favorable age structures. As the most interconnected population, adolescents and youth are already transforming society, politics and culture. By more actively engaging women and young people, we can build a better future for all generations. As we approach a world population of 7 billion, each one of us is an equal part of this major milestone. Our small individual actions, multiplied across the world, can lead to change that is exponential.

As a part of the 7 Billion Action campaign in Kosovo, UNFPA wants to draw attention and raise awareness on current population issues within Kosovo by organizing a series of events and debates for general public as well as within the academic and political sector.

To learn more about the global 7 Billion Actions campaign, visit www.7billionactions.com and www.unfpakos.org. For more information and news about upcoming events in Kosovo, contact UNFPA Kosovo : +381 38 249 088.

UNFPA, the United Nations Population Fund, is an international development agency that promotes the right of every woman, man and child to enjoy a life of health and equal opportunity. UNFPA supports countries in using population data for policies and programmes to reduce poverty and to ensure that every pregnancy is wanted, every birth is safe, every young person is free of HIV, and every girl and woman is treated with dignity and respect.

UNFPA – because everyone counts.