



INTERNATIONAL FEDERATION  
FOR HOME ECONOMICS

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IFHE

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## Competition

### Slogan Proposal for International Year of the Family - IFHE Campaign

Dear IFHE Members,

The 20<sup>th</sup> Anniversary of the International Year of the Family will be celebrated in 2014. On this occasion the UN, family-related NGOs as well as governmental bodies on different levels will focus on the current challenges for families around the world.

The IFHE is planning a Campaign to celebrate the occasion of the 20<sup>th</sup> Anniversary International Year of the Family, which will integrate the results of IFHE Home Economics Re-branding Project.

The worldwide IFHE Campaign aims to promote Home Economics and the significance of the well-being of families and the societies as an important focus of the discipline.

The campaign will be launched at the XXII. IFHE World Congress 2012.

#### **IFHE is calling for proposals for a Slogan of this International Year of the Family Anniversary - IFHE Campaign**

The slogan of the campaign should reflect to the topics - Home Economics and Family.

**Deadline for the submission of a Slogan is 31<sup>st</sup> December 2011.**

The IFHE Executive Committee will screen the submitted Campaign Slogans and will decide on the winning slogan to be used for the campaign at the IFHE Annual Meeting 2012.

The winner - author of the decided IFHE Campaign Slogan - will receive:

**Paid up Basic Registration (no social programme or reservation fees)\*  
for the XXII. IFHE World Congress in Melbourne, Australia,  
16. - 21. July 2012**

Please submit your proposals to [office@ifhe.org](mailto:office@ifhe.org) .

**\*There is no cash payout to the winner. Prize is not transferable.  
Only paid up IFHE members are eligible to submit entries.**



**The aims of the IFHE-Campaign will be to:**

- Promote family related challenges world wide.
- Support the UN aims related to families.
- Strengthen the IFHE/UN Correlation.
- Demonstrate the role of Home Economics and Home Economics education to improve quality of life for families.
- Be another big step in promoting the IFHE Vision for 2014:  
“In 2014 the International Federation for Home Economics (IFHE) will be a dynamic global organisation recognised for its professional expertise, its advocacy and support for improvement in the quality of everyday life for all”.