



ABOUT 7 BILLION ACTIONS

The world population will reach 7 billion on 31 October, 2011. Individual actions are needed—to think, live and engage one another differently, and to manage this growth responsibly. Our increasing global population will affect us all and it is everyone’s business to do something about it.

This milestone is an occasion to recognize and celebrate our common humanity and diversity. In light of this historic moment, UNFPA, the United Nations Population Fund, in collaboration with private sector corporations, non-governmental organizations, global academics and ordinary citizens, is calling for a renewed global commitment for a healthy and sustainable world.

Everyone has an opportunity and a responsibility to make a world of 7 billion a better place for all of us. UNFPA is leading a global campaign—*7 Billion Actions*—to inspire governments, corporations, NGOs and individuals to take socially positive actions in their communities and around the world.

We’re a world of 7 billion, but it all starts with one: you.

HOW YOU CAN GET INVOLVED

- **Learn About the Issues:** Read more about the campaign and how people around the world are addressing the challenges of a population of 7 Billion on our blog: <http://7billionactions.tumblr.com/>
- **Follow Us:** Connect with *7 Billion Actions* and share it with your friends on Facebook (www.facebook.com/7billionactions) and Twitter (www.twitter.com/7billionactions)
- **Share Your Story:** Go to <http://7billionactions.org/stories> and share your story of how you are taking action for humanity. Then tell us how your organization is addressing the issues associated with a world of 7 billion at <http://www.7billionactions.org/organizations>.
- **Submit a Short Film:** Submit a short film to the global competition, *1 of 7 Billion*, to bring the 7 billion challenge to life. Starting 31 October through 15 February , 2012, you can visit www.7billionactions.org, www.fundacion101248.org or [our Facebook page](#) to submit your video.
- **Sing or Play Along:** Create your own version of the “United” song at <http://www.7billionactions.org/music> and have a chance to be included in a Playing for Change mash-up of different versions from around the world



7 BILLION ACTIONS

A global movement for all humanity

UPCOMING EVENTS

- October 24** **Launch of the countdown to 7 billion**
Various events around the world
- October 25** **Launch of the 7 Billion Actions SMS campaign**
Geneva, Switzerland
- October 26** **Launch of *The State of World Population 2011* report**
London (England) and various other cities around the world
- October 31** **Press conference to commemorate world population reaching 7 billion**
UN Secretariat, New York, USA

CONTACT US

Ms. María F. Ruiz de Larrinaga
Email: larrinaga@unfpa.org
Telephone: +1.212.297.4957

Ms. Lindsay McKinley
Email: lindsay.mckinley@edelman.com
Telephone: +1.212.642.7742

MORE ABOUT 7 BILLION

The Trends

- The current pace of growth is adding about **78 million more people every year**, and nearly all that growth—97 of every 100 people—is occurring in less developed countries, some of which already struggle to meet their people's needs.
- Average **life expectancy worldwide has increased** by 20 years since 1950, from 48 to 69 years today. Meanwhile, the death rate has steadily declined, as medical breakthroughs and access to sanitation and health care have saved millions of lives.
- The **world total fertility rate has declined** by nearly half in 50 years (from 5 children per woman in 1950 to 2.5 in 2010-15, with wide country variations). If current trends continue, humankind will number just over 10 billion by 2050 and more than 10 billion by the end of the century.
- Global rates mask **wide disparities among countries**. Japan, most European nations, Singapore and Russia have fertility rates of 1.5 children per woman or lower, while rates are 5 or higher in Afghanistan and many African countries. If such differences continue, they could bring significant change to the world.



The impact of 7 billion on...

Poverty and Inequality

- While global trends point to poverty reduction, wide gaps persist among and within countries. In the poorest countries, extreme poverty, food insecurity, inequality, high death rates and high birth rates are linked in a vicious cycle. Reducing poverty by investing in health and education, especially for women and girls, can break this cycle.

Women and Girls

- In a world of 7 billion, every person should enjoy equal rights and dignity. We cannot afford to lose the full potential of half the world's population. Investing in women and girls is cost-effective and essential to solving the world's most challenging problems. When women are healthy and educated and can participate fully in society, they trigger progress in their families, communities and nations.

Young People

- People under 25 make up 43 per cent of the world's population, but the percentage reaches 60 in the least-developed countries. As parents and teachers of the next generation, their choices will determine future population trends. Investing in young people creates a pathway for accelerated development.

Reproductive Health and Rights

- Too many women give birth too young, too often or with too little time between pregnancies to survive: every day, 1,000 women die giving life, one every 90 seconds. This year, an estimated 5.8 million newborns will die before their first birthday. The risk is greatest for women in poor countries and for poor women in all countries. Providing quality reproductive health care and other economic and social encouragements for safe motherhood is a cost-effective strategy that can also help countries concerned about low fertility rates.

The Environment

- The paramount challenge of this century is to meet the needs of 7 billion human beings now – and the billions to come – while protecting the intricate balance of nature that sustains life. Demands for water, trees, food and fossil fuels will only increase as world population grows.

Ageing

- Smaller percentages of people in their prime working years, relative to older or younger dependents, skew social and economic structures. When fertility drops below replacement level, labor shortages may result, because the number of retiring workers each year will eventually exceed the number of new workers coming into the labor market.

Urbanization

- Almost all future population growth in the next 40 years will be absorbed by cities of the developing world, which are unprepared for such rapid expansion. Planning needs to begin now to take advantage of the many benefits cities can offer.