



Department
for International
Development



Press release

25 June 2012

FOR IMMEDIATE RELEASE

Flying the flag for UK aid – millions of lives changed for the better

Aid from Britain will now be badged with a Union Flag when it is sent overseas, as a clear symbol that it comes from this country.

The new UK Aid logo will be applied to items like emergency grain packets, schools and water pumps.

This will drive home the message that Britain deserves credit for the amazing results that UK aid delivers, for example vaccinating 12 million children and providing 12 million anti-malaria bednets over the past two years. These results are detailed for the first time in the Department for International Development's Annual Report, which is published today.

International Development Secretary Andrew Mitchell said:

“For too long, Britain has not received the credit it deserves for the amazing results we achieve in tackling global poverty. Some in the development community have been reluctant to ‘badge’ our aid with the Union Flag. I disagree: I believe it is important that aid funded by the British people should be easily and clearly identified as coming from the UK. It is right that people in villages, towns and cities around the world can see by whom aid is provided.

“British aid is achieving results of which everyone in the United Kingdom can be proud. And I am determined that, from now on, Britain will not shy away from celebrating and taking credit for them.”

For the first time, this government has established systems which allow the results UK aid is achieving to be measured and tracked, in detail. We are now able to report results that are both clear and quantifiable.

Over the last two years, aid from Britain has transformed the lives of millions in the world's poorest countries. This has included:

- vaccinating over 12 million children against preventable diseases
- improving the land and property rights of 1.1 million people
- supporting 5.3 million children (2.5 million of them girls) to go to primary school

- distributing 12.2 million bednets to protect people against malaria
- supporting 26 African countries to agree an Africa Free Trade Area
- enabling 11.9 million people to work their way out of poverty by providing access to financial services
- preventing 2.7 million children and pregnant women from going hungry
- reaching 6 million people with emergency food assistance
- supporting freer and fairer elections in 5 countries
- improving hygiene conditions for 7.4 million people.

The ONE campaign's independent report praises Britain for being one of the few European nations to stick to its commitment to spend 0.7 per cent of national income on aid. Released on Monday, their analysis also shows that Britain's aid projects are the most transparent and effective of all the leading G8 nations.

Notes to editors

1. The DFID Annual Report can be found here: <http://www.dfid.gov.uk/About-us/How-we-measure-progress/Annual-report/>
2. Information on the new UK aid logo can be found here: <http://www.dfid.gov.uk/Work-with-us/corporatecommunications/>
3. Datasets for the Annual Report can be found here: <http://www.dfid.gov.uk/About-us/How-we-measure-progress/Annual-report/Annual-Accounts-2011-12-Tables-Index/>
4. The ONE campaign 2012 data report can be found here: <http://www.one.org/data/>

Follow our progress at www.dfid.gov.uk/changinglives

DFID - the Department for International Development

Leading the British Government's fight against world poverty. Find out more at www.dfid.gov.uk

Contact our Press Office: 020 7023 0600 (Overseas +44 20 7023 0600)

Get free-to-use photos, videos and features online: www.dfid.gov.uk/News/For-journalists

For breaking news, follow us on Twitter: @DFID_Press