



Press Release

Bonn, 4th February 2019

Celebration of World Home Economics Day on 21st March 2019

Each March, beginning in 1982, members of the International Federation for Home Economics (IFHE) celebrate World Home Economics Day to promote family and consumer issues. The 2019 theme, “**Creativity and Innovation in Home Economics for Sustainable Development**”, highlights our profession’s contribution to a sustainable future.

Sustainable development begins at home. Home Economics as a field concentrates on households as building blocks of societies and aims at improving the quality of life for individuals, families and their communities. It respects households as an environment, where individuals are educated to reach their potential, understand their local and global interdependence, and positively contribute to communities.

Home Economics encompasses a diversity of disciplines and as such stands for the integrated approach needed to achieve sustainability which is highlighted by the UN Sustainable Development Goals. The achievement of these Goals will require knowledge in many areas that are covered by Home Economics experts such as: food, nutrition and health, housing, textiles, consumer behaviour, household technology, education and community services.

Increased Home Economics knowledge paves the road towards achieving many of the UN Sustainable Development Goals. It is a strength of our profession that it draws on the expertise of both, researchers and practitioners, to contribute to

- **Gender Equality.** Home Economics invests in gender equality at household level. Here is the nurturing ground for behaviour and values which, once acknowledged among household members, can be confidently pursued beyond.
- **Good Health and Wellbeing.** Health problems deprive affected households of resources households and impede development. Home Economics focusses on health education and research, especially for vulnerable groups.

- **Clean Water and Sanitation.** Water may be perceived as a local good, but our field also educates and advocates on the global implications local household activities and consumption have.
- **Responsible Consumption and Production.** Home Economics is concerned with how individual behaviour, priorities and choices shape our future living at household level, in local communities and on our globally interdependent planet.

For a description of Home Economics contribution to six major Sustainable Development Goals please refer to www.ifhe.org.

The IFHE was founded in 1908. It has individual and organisational members in 60 countries and serves as a professional network, publishes a refereed E-Journal and organises World Congresses. It has consultative status with the UN and advocates for Home Economics to contribute to a sustainable future for all. Contact: office@ifhe.org.