

THE PEP Transport, Health and Environment Pan-European Programme

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE

World Health Organization REGIONAL OFFICE FOR Europe

Enhancing visibility of THE PEP - implementing the communication strategy

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Mandate

As part of the implementation of the Amsterdam declaration and its goals, the mandate of the Third HLM includes to:

- enhance the visibility of THE PEP
- promote THE PEP key messages among policy-makers and citizens for them to buy in

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Expected results

For THE PEP:
Greater visibility and clear identity - and in turn, more support

For Member States and policy makers:
A multi-faceted information service and tools to underpin policymaking and international visibility

For the public:
Increased awareness of sustainable and healthy transport for informed choices

For UNECE and WHO/Europe:
Increased visibility of their activities in the field of sustainable and healthy transport.




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Communication approaches

- Focus on THE PEP themes and products
- Tailored communication for each of the target audiences
- Use of different tools and channels



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Target groups

- Policy makers (primary target audience), with a focus on EECCA and SEE
- Media
- Public
- Scientific community
- Other stakeholders



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Implementers

- **THE PEP focal points** - main channel of communications in countries
 - Focal points are information multipliers
 - They can identify and make use of dissemination and visibility opportunities for THE PEP and its achievements
- *The Bureau and secretariat support the implementation of the communication strategy for THE PEP*

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THE PEP Advocacy kit

- Handy collection of materials and references
- Mostly meant to support focal points
- Addressing the following topic areas:
 - safe and healthy walking and cycling in urban areas
 - policy integration
 - economic benefits of sustainable transport
- Endorsed by the Committee at its ninth session

Communication opportunities

- Meetings of the European Environment and Health Ministerial Board (EEHMB) and Task Force (EEHTF) in 2013
- UITP Conference "Sustainable mobility on a tight budget – unlock growth opportunities for your city", 10-12 March 2013, Nantes, France
- International Transport Forum "Funding Transport", 22-24 May 2013, Leipzig, Germany
- ECOMM European Conference on Mobility Management "Smart choices require easy access – making sustainable transport a part of everyday life", 29-31 May 2013, Gavle, Sweden (call for papers open: http://ecomm2013.eu/page/call_for_papers.html, deadline 10 December 2012)
- 60th UITP World Congress and Mobility & City Transport Exhibition, 26-30 May 2013, Geneva, Switzerland

Communication opportunities

- Velo-city conference 2013, 11-14 June 2013, Vienna, Austria
- EU Green Week (every year, June)
- Annual Healthy Cities Conference, 20-22 June 2013, Izmir, Turkey
- Polis Annual Conference, fall 2013
- World Car free Day, 22 September 2013
- European Mobility Week (every year, end September)
- HEPA Europe annual meeting and conference, 12-24 October 2013, Helsinki, Finland
- Nineteenth Conference of the Parties under the United Nations Framework Convention on Climate Change (COP19), December 2013

The committee may wish to

- Discuss communication opportunities in 2013