

THE PEP Steering Committee, 7th session
Agenda item 8
A communications strategy for THE PEP

Elements for a communication strategy for THE PEP

1. Following the Third High-level Meeting on Transport, Health and Environment (January 2009, Amsterdam), THE PEP Bureau, at its meeting in Rome in July 2009 agreed that the Steering Committee should consider possible elements of a communication strategy to enhance the visibility of THE PEP and to raise awareness among policymakers and citizens of its key messages, as enshrined in the Amsterdam Declaration and its 4 priority goals.
2. Existing tools for sharing best practice under THE PEP include the Toolbox on Transport, Health and Environment, THE PEP Clearing House, and THE PEP workshop series on sustainable urban transport. Workshops are usually followed by the issuing of press releases, by the UNECE and WHO, as well as by the organizers and an article in ECE Weekly.
3. Following the adoption of the Amsterdam Declaration, three new implementation mechanisms will also be valuable in sharing experience across the region and spreading the key messages of THE PEP: The Staffete, or relay race, THE PEP Partnership and the National Transport, Health and Environment Action Plans (NTHEAPs).
4. The following elements may be considered as an entry point to developing a communications strategy that both aims to disseminate best practice and sensitize citizens and the media to the challenges of sustainable urban transport and innovative solutions, as well as the importance of Governments pursuing an integrated policy approach in the attainment of the Amsterdam Goals.
5. The Steering Committee may wish to consider ways to:
 - (a) Increase the visibility of THE PEP via proactive media relations**
 - *Make media relations a high priority* with increased professionalism, acknowledging communication of THE PEP messages and outputs as an important by-product of its activities;
 - *Develop relations with the press and present materials in a media-friendly format.* The Geneva press corps and in particular journalists focused on environment and health could be a starting point;
 - *Make efforts to reach specialized publications* on environment, science, health, air pollution and sustainable transport;

- *Present materials in a journalistic style, with a particular focus on human health and environmental impacts of transport;*
- *Regularly produce media-friendly syntheses of key outputs of THE PEP activities.* Consider a wider distribution of ECE Weekly, or the use of one-page executive summaries of important reports or documents, targeted toward non-experts. These could be made available on THE PEP web site;
- *Plan the timing of press releases and media events strategically. Raise the profile of THE PEP* by coordinating press releases and events with related events of high visibility, such as: United Nations world conference, Environment for Europe, Environment and Health and other ministerial conferences, Environmental NGO forum;
- *Make available visual resources* such as films, videos, digital video disks (DVDs), for media relations (e.g. video footage and radio spots on the impact of urban air pollution from transport, congestion or on innovative approaches to sustainable mobility, to be used as supplementary material to television and radio news reports);
- *Develop an online database of relevant media contacts* including not only environmental correspondents, but also journalists covering business, urban and rural affairs;

(b) Use THE PEP Partnership to clarify and disseminate key messages

Make use of THE PEP Partnership to clarify the key messages that should be disseminated at relevant events, e.g. the importance of integrated policy approaches, the health effects of active transport, etc;

(c) Raise the profile of THE PEP among the NGO community, civil society and municipal authorities

The PEP-UNEP project on targeted outreach to EECCA and SEE through public campaigns could be particularly useful. Efforts should be made to represent NGOs and their constituents more fully in meetings and workshops;

(d) Promote the work and achievements of THE PEP at other fora

This could be done by providing expertise for related meetings, encouraging experts to promote the work of THE PEP at related conferences, etc., using information especially prepared for the target audiences;

(e) Create global synergies

Explore outreach to other regions (e.g., Asia, Africa, Latin America, Middle East) and ways to share THE PEP experience by developing a global network, taking THE PEP as a framework (model) for interregional collaboration with related processes and using the UN regional

commissions and the WHO regional offices (e.g. ASIA-PEP, or on sustainable urban transport in Africa with UITP and UN Habitat (Nairobi)). This could be started with a workshop, bringing together experts and municipal authorities in transport, environment and health from other regions;

Additional efforts should be made to extend the expertise under THE PEP to ECE and WHO member states in Eastern Europe, the Caucasus and Central Asia (EECCA) and Southeast Europe (SEE), as well as to provide assistance to countries in developing NTHEAPs and other legislation related to sustainable and healthy transport;

(f) Optimize Internet capabilities

Maintain THE PEP website to ensure it is up-to-date and attractive, user-friendly and targeted toward the appropriate audiences. Improve the visual imagery of the site with photos and images; publicize related events on the home page and attract users to THE PEP Clearinghouse by signaling new uploads of academic research and best practices;

(g) Prioritize communications by establishing a dedicated task force

Examine the need for, and the interest of Member States in leading, a task force, expert group or network of experts on communications. The communications task force could monitor existing activities for their communications value and could propose new activities, such as public campaigns, car-free days and community outreach activities to schools, councils and businesses. This could build on previous thinking on a communications strategy for THE PEP Toolbox.

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