

Item 8 (b) of the provisional agenda
Managing THE PEP
Communication strategy

Proposed communication activities for 2018

Prepared by the secretariat

A. Background

1. The Steering Committee of THE PEP adopted the Communication Strategy at its eighth session in December 2010 (ECE/AC.21/SC/2010/4–EUDHP1003944/7.1/SC8/4). The communication strategy calls for the development of an Advocacy Kit to support THE PEP focal points in their efforts

(a) to raise awareness of opportunities for and benefits of sustainable and healthy transport at individual, community, national and international level to support healthy transport choices; and

(b) to maintain health and environment concerns high on the political, public, and scientific agenda in order to boost governments' commitment for sustainable and healthy transport.

2. As stated in the Communication Strategy, THE PEP focal points are the main channel of communications in countries. They are information multipliers and, via their promotional and communication activities, can reach and motivate important target groups and existing and potential stakeholders to get them interested and involved. Focal points are technical experts and hence are not meant to communicate directly, but – after a proper briefing and using the materials made available – they are encouraged to identify and make use of dissemination and visibility opportunities for THE PEP and its achievements (e.g. at national and international events of relevance) and bring these to the attention of the joint secretariat for coordination, follow-up and support.

3. To support focal points in their communication efforts, THE PEP Advocacy Kit has been developed by the secretariat and approved by the Committee at its ninth session. The main topics to be addressed in the Advocacy Kit are safe and healthy walking and cycling in urban areas, policy integration and economic benefits of sustainable transport.

B. Proposed communication opportunities for 2018

4. The Bureau of THE PEP agreed at its 26th Meeting to balance the selected communication events each year between the three sectors and the available resources.

5. In addition to THE PEP's own activities (such as the Bureau and Steering Committee meetings as well as relay race workshops), upcoming potential opportunities for highlighting THE PEP, its activities and its tools at the international level in 2018 include:

(a) Meetings of the European Environment and Health Task Force (EEHTF) and Bureau of the EEHTF in 2018

(b) Inland Transport Committee (ITC), Geneva, Switzerland 20-23 February 2018

- (c) The Urban Future Global Conference, Vienna, Austria 28 February - 3 March 2018
- (d) Transport Research Arena (TRA), Vienna, Austria 16-19 April 2018
- (e) International Transport Forum, Leipzig, Germany 23-25 May 2018
- (f) The European Union Green Week, Brussels, Belgium 21-25 May 2018
- (g) Twenty-second European Conference on Mobility Management ECOMM, Uppsala, Sweden 30 May- 1 June 2018
- (h) Velo-city conference, Rio de Janeiro, Brazil 12-15 June 2018
- (i) Preparatory meeting for the informal consultation with the Council of the Ministers of Environment, Vienna, Austria 9-11 July 2018
- (j) European Mobility Week, 16-22 September 2018
- (k) World Car free Day, 22 September 2018
- (l) International Healthy Cities Conference, Belfast, UK 1-4 October 2018
- (m) Informal consultation with the European Union Council of the Ministers of Environment, Graz Austria 29-30 October 2018
- (n) Polis Conference (annual, December)

6. Member States are invited to comment on these and additional opportunities, make a selection of events and express interest in representing THE PEP in these international events.

7. In view of forthcoming High Level Meeting in Vienna, at the same time, for promoting further involvement of all potential stakeholders, Member States are encouraged to consider and suggest innovative approaches as well as share the best practices that can be applied for dissemination and visibility opportunities for THE PEP and its achievements.

8. Members of the Steering Committee and Bureau are also invited to inform the Secretariat about national events at which they would like to highlight THE PEP. Support in communication activities could be explored with the Secretariat.
