

Draft proposed communication activities for 2019

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 overall objectives of the strategy included:
 - (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.

B. Introduction

3. THE PEP is a political framework that builds upon a unique partnership of transport, health and environmental sectors in the pan-European region. At the same time, the process focuses on helping countries of Eastern and South-Eastern Europe, the Caucasus and Central Asia to promote sustainable transport and improve their environmental and health standards and overall well-being.
4. The milestones of the process — High Level Meetings, taking place every five years — provide a high-level platform for stakeholders to discuss, decide on and join in efforts addressing integration of urban transport management and policies for land-use planning, health and environment, across the 56 countries of the ECE and WHO/Europe.
5. The Fifth High Level Meeting on THE PEP is scheduled to take place in Vienna, Austria, from 22 to 24 October 2019. The Meeting will assess the progress achieved so far and discuss its future development including challenges facing the transport, health and environment sectors in the implementation of environmentally friendly, economically viable, socially fair and healthy mobility all over Europe.
6. A focus of the event will also be the important contributions THE PEP is providing, in particular in the context of international commitments such as the 2030 Agenda for Sustainable Development, the Paris Agreement, the New Urban Agenda as well as to achieving the

commitments taken at the Ostrava Ministerial Conference on Environment and Health and Batumi Ministerial Conference on Environment for Europe.

7. The Fifth High-level Meeting is expected to result in the adoption of the Vienna Declaration on Transport, Health and Environment, focusing on the challenges of achieving clean, zero-emission mobility and transport in Europe and the adoption of the first pan-European master plan to promote cycling in Europe.
8. To motivate the active engagement of Member States and all stakeholders in the 5HLM and help achieving the overall objectives of THE PEP a range of communication activities need to be implemented.

C. Key messages and proposed communication opportunities

9. The present communication activities aim at promoting the High Level Meeting as a key international event addressing transport, health and environment concerns in the pan-European region.
10. In addition to promoting the Conference, the communication activities will also attempt to raise the visibility of THE PEP by highlighting its main successes. These successes include:
 - (a) Launching and implementing six different partnerships for the cross-sectoral activities and policy integration
 - (b) Developing different policy tools and instruments designed to help policy makers, urban planners, transport authorities and health practitioners for a comprehensive and intersectoral way of planning and implementing transport, health and environment actions at the national regional and local level (NTHEAP, HEAT, ForFITS)
 - (c) Organising eleven international workshops as a part of THE PEP relay race (staffette), a series of capacity-building events to share best practices across different regions
 - (d) Developing publications and highlighting the important links between transport planning, health care, environmental quality, economic and business development
 - (e) Enhancing cooperation between Governments and academia by translating knowledge and experience from research into practice and policy making.
11. For further effective implementation of THE PEP Priority Goals communication activities are recommended to be carried out with the aim of targeting a broad audience and attracting political support from member States. In view of this a list of proposed activities to publicize the Vienna Conference, highlight the key issues, raise awareness on THE PEP and enhance synergies among all partners, depending on the availability of funds, may include:
 - (a) Development of articles, web-stories, newsletters, press-releases for the WHO and UNECE websites
 - (b) Production of video clip promoting the Conference and THE PEP activities
 - (c) Production of materials to enhance the visual identity of the Conference and THE PEP (e.g. notebooks, bookmarks, pens, bags, shirts, badges, brochures, flags etc.)
 - (d) Organisation of on-site activities (e.g. “Walk the Talk”; “Pedometer challenge”, photo exhibitions etc.)

- (e) Collection of short statements related to the Conference and its themes (in particular, a master-plan for cycling promotion) provided by eminent people and/or the environment ambassadors of UN Agencies to promote THE PEP and the HLM.
12. The host country is planning to take efforts and make the Conference climate neutral to the greatest extent possible.
 13. Furthermore, the partners of THE PEP can play significant role in taking forward communication and awareness raising activities, in particular EEHYC, POLIS and WHO Healthy Cities /Regions for Health Network (RHN).
 14. THE PEP relay races can be additional opportunities to raise awareness and communicating, particularly at the local and national level through press conferences, press releases, visibility on local and national media and local awareness raising events.
 15. Member States and Focal Points of THE PEP are encouraged to more actively engage and 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 (e.g. linking to the conference web site from the pages of their ministries, highlighting the HLM in their own communication channels etc.).
 16. The Bureau is invited to consider the proposed activities with a view to commenting them and recommending additional activities, as well as to considering supporting some of the activities either financially or through an in-kind contribution.
 17. In addition, upcoming potential opportunities for highlighting THE PEP, its activities and its tools at the international level in the second half of 2018 and 2019 include:
 - (a) Technical briefing of THE PEP in the context of the 68th session of the WHO Regional Committee for Europe, September 2018, Rome
 - (b) Meetings of the European Environment and Health Ministerial Board (EEHMB), Task Force (EEHTF) and Ad-hoc working group of the EEHTF in 2019
 - (c) Events related to the Transport, Health and Environment under the EU Presidency of Romania and Finland in 2019
 - (d) The twenty first session of the UNECE Committee on Environmental Policy
 - (e) International Transport Forum
 - (f) EU Green Week (annual, June)
 - (g) European Conference on Mobility Management ECOMM
 - (h) Velo-city conference, Dublin Ireland
 - (i) Annual Healthy Cities Business and Technical Conference
 - (j) Polis Annual Conference
 - (k) European Mobility Week
 - (l) World Car free Day
 18. Member States are invited to further comment on these and additional opportunities, make a selection of events and express interest in representing THE PEP in these international events, as well as informing the Secretariat about national events at which they would like to highlight THE PEP.

19. The Bureau is invited to consider a possibility of updating the communication strategy for THE PEP for the next Steering Committee session in December.
