

Item 8 (b) of the provisional agenda

## **Managing THE PEP**

### **Communication strategy**

#### **Proposed communication activities for 2020**

Prepared by the Secretariat

#### **A. Background**

1. This document builds on the Communication Strategy adopted by the Steering Committee of the Transport, Health and Environment Pan-European Programme (THE PEP) 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. Through their direct and managed promotional and communication activities, and contextual savvy they are capable of reaching and motivating potential stakeholders to get them interested and involved. Focal points are technical experts and hence are not necessarily communication experts. However, after a proper briefing and use of materials made available, they are encouraged to identify opportunities to disseminate information about and create visibility 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. Proposed communication opportunities for 2020**

3. The Fifth High Level Meeting on THE PEP is scheduled to take place on 26-27 November, 2020 in Vienna, Austria. 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.

4. 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.

5. 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.

6. To motivate the active engagement of Member States and all stakeholders in the High-level Meeting 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**

7. Communication activities for 2020 aims at promoting the Fifth High-level meeting as a key international event addressing transport, health and environment challenges in the pan-European region.

8. In addition to promoting the Conference, communication activities will attempt to raise the visibility and awareness of THE PEP and its main achievements. These achievements include:

- c. Launching and implementing six partnerships for the cross-sectoral activities and policy integration
- d. 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)
- e. Organising a series of capacity-building events and international workshops as a part of THE PEP relay race (staffette), to share best practices across different regions
- f. Developing publications and highlighting the important links between transport planning, health care, environmental quality, economic and business development
- g. Enhancing cooperation between Governments and academia by translating knowledge and experience from research into practice and policy making.

9. For further effective implementation of THE PEP Priority Goals communication activities are recommended to be carried out with the aim of publicizing the Vienna Conference, targeting a broad audience, attracting political support from member States and enhancing synergies among all partners. In view of this, a list of proposed activities, depending on the availability of funds, may include:

- a. Developing articles, newsletters, press-releases for the WHO and UNECE websites
- b. Identifying creative ways to tell THE PEP story through documentary film, narrative writing, infographics, short movies, stories, testimonies, brochures, newsletters, art, music and/or pictures
- c. Promoting active mobility events to attract a media attention and large participations (e.g. “Walk the Talk”; “Pedometer challenge”, photo competitions/exhibitions etc.)
- d. Producing video clip promoting the Conference and THE PEP activities
- e. Developing key messages for the Conference agreed with Steering Committee
- f. Producing materials to enhance the visual identity of the Conference and THE PEP (e.g. notebooks, bookmarks, pens, bags, shirts, badges, brochures, flags etc.)

10. Furthermore, 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 2020 include:

- i. Meetings of the European Environment and Health Task Force (EEHTF)
- ii. Events related to the Transport, Health and Environment under the EU
- iii. The twenty sixth session of the UNECE Committee on Environmental Policy
- iv. International Transport Forum
- v. EU Green Week
- vi. European Conference on Mobility Management ECOMM
- vii. Velo-city conference
- viii. Polis Annual Conference
- ix. European Mobility Week
- x. World Car free Day

11. The Steering Committee is invited to actively engage, consider and suggest platforms/events and innovative ways on how to disseminate information and make THE PEP and its achievements more visible. The Committee is further invited to consider supporting some of the activities either financially or through an in-kind contribution.

---