

Outline for the Communication strategy

Prepared by THE PEP Secretariat

Background

The Fifth High-level Meeting on THE PEP, held on 17-18 May 2021, discussed challenges facing the transport, health and environment sectors and opportunities in the implementation of environmentally friendly, economically viable, socially fair and healthy mobility all over Europe.

The High-level Meeting requested the Steering Committee to elaborate a communication strategy with the aim of:

- a) Raising awareness of opportunities for and benefits of sustainable and healthy transport
- b) Ensuring better understanding of THE PEP and its achievements
- c) Disseminating the results of THE PEP work
- d) Engaging effectively with stakeholders
- e) Achieving the objectives of THE PEP

This document was prepared by the secretariat to provide an outline of the communication strategy. The Steering Committee is invited to discuss its content, including to suggest platforms/events and innovative ways on how to disseminate information and make THE PEP and its achievements more visible, and to decide on the next steps for the development of the comprehensive document.

I. Introduction/Background

Effective, integrated and coordinated communication is essential to raise the visibility of THE PEP, its achievements and key messages. It is also important to enhance inter-sectoral understanding and knowledge of the benefits of sustainable and healthy transport and to increase the ability to work together effectively, harmonise messages, and produce meaningful results.

This part will introduce THE PEP and briefly explain why this document was developed, and what are the objectives of the Vienna declaration.

II. Strategic objectives

An overall objective of the communication strategy could be supporting the fulfilment of THE PEP and its objectives.

The communication strategy could reflect on the complex challenges posed by transport for health and the environment, as well as on the opportunities provided by sustainable, healthy and safe transport policies to attain the highest level of health and well-being for all, be part of a healthy recovery from COVID-19, and address the global climate and pollution crises.

The communication strategy would be aimed at:

- (a) promoting the visibility of THE PEP and its achievements
- (b) making THE PEP recognizable as a unique instrument providing a policy framework to ensure healthy and sustainable transport and mobility in the region
- (c) raising awareness of the benefits of sustainable and healthy transport
- (d) maintaining health and environment concerns high on the political, public and scientific agenda in order to boost governments' commitment for sustainable and healthy transport
- (e) supporting member States and policy makers at subnational and local level with increased awareness of sustainable and healthy transport for informed choices
- (f) encouraging sustainable social and behavior change
- (g) providing UNECE and WHO/Europe with increased visibility of their activities in the field of sustainable and healthy transport

III. Target audience

The communication strategy would address specific interests and concerns of target groups and stakeholders to stimulate multi-sectoral partnership to achieve the essential goals of THE PEP with the aim of ensuring sustainable and healthy transport. The focus should be on the following target groups:

- (a) National and local governments
- (b) Transport, health and environmental professionals
- (c) UN agencies and other international organisations advocating for healthy and sustainable transport
- (d) Media
- (e) Academic sector
- (f) Civil society
- (g) Youth
- (h) General public

IV. Guiding Principles for effective communication

The communication strategy could define the principles of an effective communication taking into account the target audience. It would set the tone and direction so that all communication activities, products and materials work in harmony to achieve the desired change.

The main principles of effective communication would be clarity in ideas, appropriate language and consistency with THE PEP objectives. In addition, it is important to select measures and activities that would be adequate, credible, trusted, timely, understandable and actionable.

V. Tools, products, services and channels of communication

Communication activities can be implemented through different tools, products and services taking into account the target audience and objectives of maximizing the impact and effectiveness.

The following channels and tools could be applied for ensuring effective communication and outreach to specific stakeholders and the general public:

Channels of Communication

- THE PEP dedicated website
- Social media channels of WHO and UNECE, including Facebook, Instagram, Twitter
- Social media channels of partner organizations in countries
- Traditional (central and regional TV, radio, press in countries), and online media
- Video/photo library

Communication tools and products

- Developing key messages on sustainable and healthy transport
- Developing articles, newsletters, press releases for the WHO and UNECE websites
- Identifying creative ways to tell THE PEP story through documentary film, video clips, short movies, narrative writing, infographics, stories, testimonies, brochures, fact sheets, leaflets, booklets, newsletters, art, music and/or pictures, etc.
- Producing visual material (slogan and design), engaging immediate recognition of THE PEP
- Developing core advocacy UNECE/WHO kit, including a frequently asked questions
- Building event mapping and awareness of the activities of other key players, to ensure proper participation in relevant fora and/or visibility in relevant happenings/campaigns at the European level
- Producing materials to enhance the visual identity of THE PEP (e.g. notebooks, bookmarks, pens, bags, shirts, badges, brochures, flags, etc.).

VI. The way forward

The Steering Committee might wish to discuss on the next steps for the development of the comprehensive document. In this discussion, the following aspects could be taken into account:

- core communication activities/products would be identified based on priority needs (relevance with the Vienna declaration and its Annexes, SDGs)
- for each identified activity the implementation costs would also be defined, including the staffing costs
- an external communication expert/consultant could support drafting the communication strategy
- an overall coordination would be provided by the Bureau of the Steering Committee
- the first draft of the communication strategy would be presented at the twentieth session of the Steering Committee in 2022 and the final product would be adopted at the twenty first session in 2023 along with the Strategy on Transport, Health and Environment.