

THE PEP Steering Committee, 19th session
27-28 October 2021

Outline of the Communication Strategy

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THE PEP Secretariat

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Transport, Health
and Environment
Pan-European Programme



The Vienna Declaration 2021 call for the elaboration of Communication Strategy



Fifth High-level Ministerial Meeting on Transport, Health and Environment

17–18 May 2021
Online, hosted by Austria

THE PEP: fostering the transformation to achieve our vision

36. Request the Steering Committee to elaborate a communication strategy to disseminate the results of THE PEP in order to raise awareness among stakeholders and citizens;

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Introduction/Background

- What is THE PEP
- What are the objectives of the Vienna declaration
- Why this strategy was developed

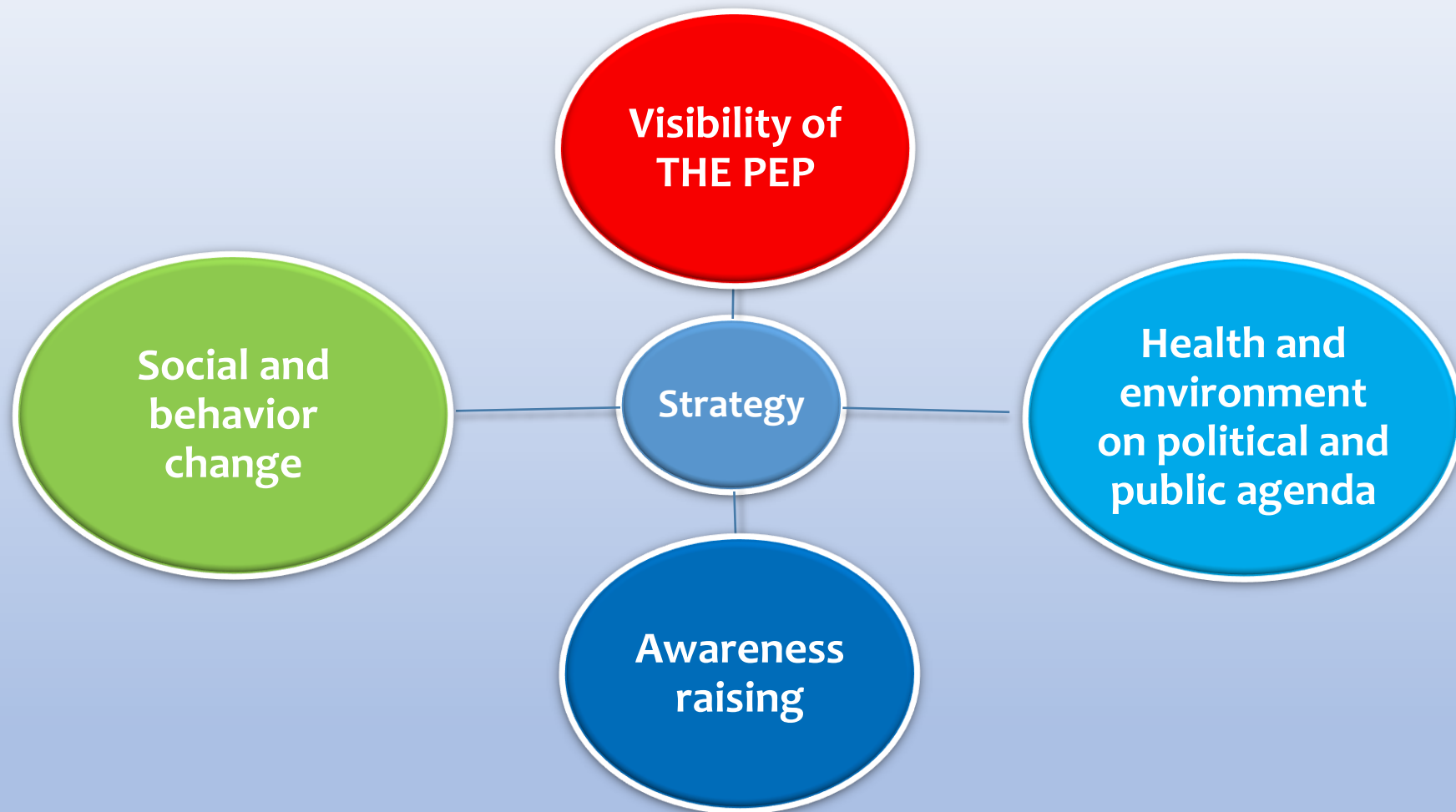


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Objectives of the Communication strategy



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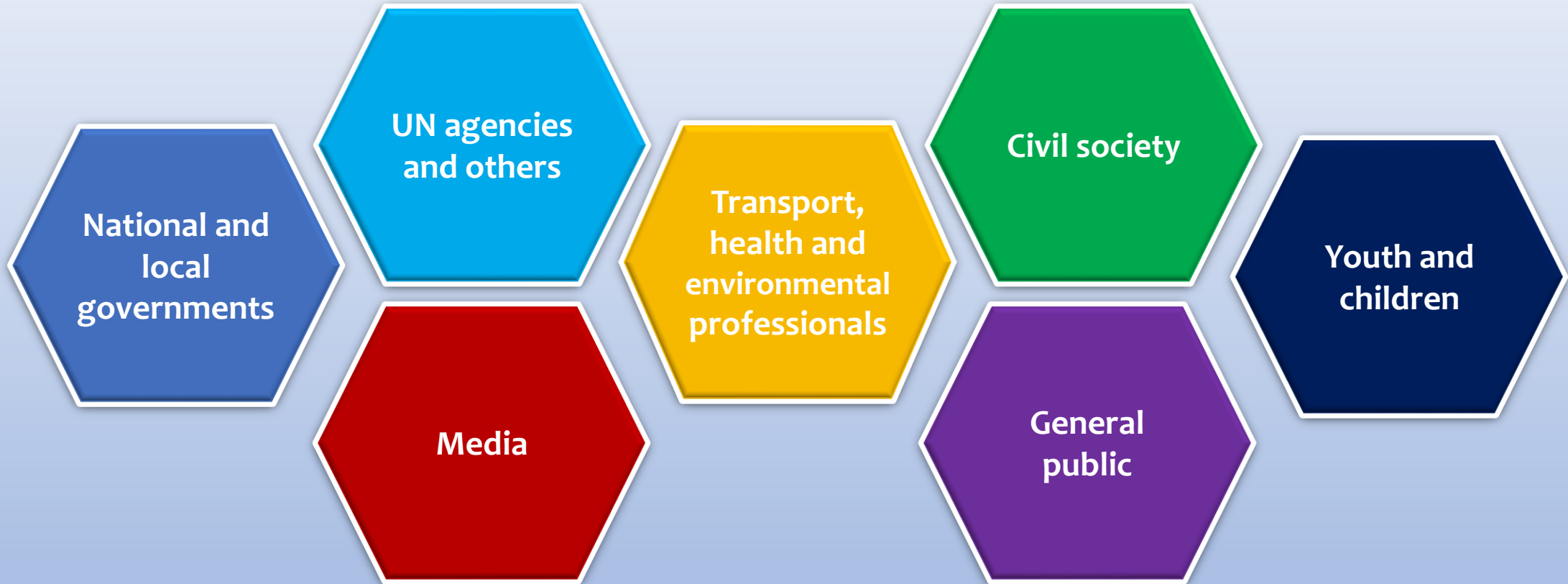
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Organization**

REGIONAL OFFICE FOR Europe

Target audience



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GUIDING PRINCIPLES

MESSAGES

- appropriate
- clear
- consistent with
THE PEP objectives

MEASURES AND ACTIVITIES

- adequate
- credible
- trusted
- timely
- actionable

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Channels of Communication



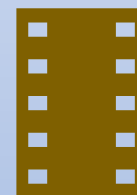
THE PEP dedicated website



Social media channels of WHO and UNECE, including Facebook, Instagram, Twitter



Traditional (central and regional TV, radio, press in countries), and online media



Video/photo library

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Communication tools and products



key messages



event mapping other key players, to ensure proper participation in relevant fora and/or visibility



in relevant happenings/campaigns at the European level

slogan design



documentary film, video clips, short movies, narrative writing, infographics, stories, testimonies, brochures, fact sheets, leaflets, booklets, newsletters, art, music and/or pictures, etc.

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World Health Organization
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BENEFITS OF WALKING AND CYCLING

ENVIRONMENT



HEALTH



MOBILITY



HEALTH BENEFITS OF WALKING AND CYCLING

REDUCES

IMPROVES



The way forward



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THANKS!



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