

Item 6 (f) of the provisional agenda

Managing and implementing the Transport, Health and Environment Pan-European Programme

Proposed communication activities for 2021

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. THE PEP aims to support governments to make progress in improving their understanding of the challenges to health and the environment in relation to transport and to take action to contribute towards attaining the highest level of health and well-being for all, a better environment and efficient transport.
3. Through a dynamic network of representatives of the member States, academia, civil society and experts, THE PEP engages all three sectors — transport, health and environment — on an equal footing.
4. As stated in the Communication Strategy, THE PEP focal points are the main channel of communications in countries serving as connectors and 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.
5. 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 as a multisectoral knowledge-sharing platform.

B. Proposed communication opportunities for 2021

6. The COVID-19 pandemic has resulted in an unprecedented situation, which all actors in the society have to deal with. THE PEP has to play an important role to stimulate a broader re-thinking of transport systems to open up a future possibility for healthier and more effective transport means, which is also more flexible, equitable and resilient to possible future shocks.
7. The Fifth High-level Meeting on THE PEP is scheduled to take place in 2021. The Meeting will provide a high-level platform for stakeholders to discuss, decide on and join in efforts addressing the integration of

- urban transport management and policies for land-use planning, health and environment, across the ECE and WHO/Europe.
8. The High-level event 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.
 9. 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.
 10. The Fifth High-level Meeting is expected to result in the adoption of the Vienna Declaration on Transport, Health and Environment, focusing on achieving clean, healthy, and resilient mobility and transport in Europe.
 11. Moreover, the High-level event will adopt a number of key policy documents, including the Pan-European Master Plan for Cycling Promotion, Principles of Green and Healthy Sustainable Transport and THE PEP Facts and Figures.
 12. Communication activities for 2021 should focus on promoting the Fifth High-level meeting as a key international event addressing transport, health and environment challenges in the pan-European region and its outcomes.
 13. 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:
 - a. Launching and implementing six partnerships for cross-sectoral activities and policy integration
 - b. Disseminating knowledge on policy tools, guides and briefs providing an overview of the most relevant environmental health challenges for European regions and presenting solution mechanisms and opportunities for action on assessing and responding to these challenges
 - c. Organising a series of capacity-building events and international workshops, promoting collaboration between the member States and sharing best practices and knowledge about the preventive intersectoral actions on environment-related health impacts of transport in light of the latest scientific developments and evidence
 - d. Elaborating and implementing awareness-raising programs for the promotion of public transport and active mobility and encouraging the implementation of new projects and policies promoting green and healthy transport.
 14. For further effective implementation of THE PEP this year communication activities are recommended to be carried out with the aim of publicizing the Fifth High-level Conference and its outcomes, 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. Organising a series of thematic webinars addressing different transport, health and environment challenges including, in the context of COVID-19
 - d. Developing key messages for the Conference agreed with Steering Committee
 15. 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 2021 include:

- a. Meetings of the European Environment and Health Task Force (EEHTF)
 - b. International Healthy Cities Conference
 - c. Events related to the Transport, Health and Environment under the EU
 - d. International Transport Forum
 - e. EU Green Week
 - f. European Conference on Mobility Management ECOMM
 - g. Velo-city conference
 - h. Polis Annual Conference
 - i. European Mobility Week
 - j. World Car free Day
 - k. World Bicycle Day
16. The Steering Committee is invited to consider and suggest a range of communication activities and innovative ways on how to motivate the active engagement of member States and all stakeholders in achieving the overall objectives of THE PEP. The Committee is further invited to consider supporting some of the activities either financially or through an in-kind contribution.
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