

Item 8 (b) of the provisional agenda

**Managing THE PEP:
Communication strategy**

Proposed communication activities for 2015 and publications for 2015–2017

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 communication strategy calls for the development of an Advocacy Kit to support THE PEP focal points in their efforts

(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.

3. To support focal points in their communication efforts, THE PEP Advocacy Kit has been developed by the secretariat and approved by the Committee at its ninth session. The main topics to be addressed in the Advocacy Kit are safe and healthy walking and cycling in urban areas, policy integration and economic benefits of sustainable transport.

B. Proposed communication opportunities for 2015

4. 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 2015 include:

(a) Meetings of the European Environment and Health Ministerial Board (EEHMB) and Task Force (EEHTF) in 2015

(b) Sixteenth International Conference of Urban Transport (CODATU XVI), 2-5 February 2015, Istanbul, Turkey

(c) Midterm review meeting of the European Environment and Health Process, March 2015

- (d) UITP Seminar “Smart and healthy municipal public transport”, 21-24 April 2015, Plzen, Czech Republic
- (e) 19th European Conference on Mobility Management ECOMM 2015: User orientation as the key to success, Utrecht, the Netherlands, 20-22 May 2015 (call for papers open: <http://review.epomm.eu/>, deadline 9 December 2014)
- (f) International Transport Forum “Transport, Trade and Tourism”, 27-29 May 2015, Leipzig, Germany
- (g) EU Green Week (every year, June)
- (h) Velo-city 2015, Nantes, France, 2-5 June 2015
- (i) 2015 Annual Healthy Cities Business and Technical Conference, 24-26 June 2015, Kuopio, Finland
- (j) 1st International conference on Transport and Health: Changing perspectives, 6-8 July 2015, London, United Kingdom
- (k) Polis Annual Conference, fall 2015
- (l) World Car free Day, 22 September 2015
- (m) European Mobility Week, 16-22 September 2015
- (n) HEPA Europe annual meeting and conference, 6-8 October 2015, Istanbul, Turkey
- (o) 21st Session of the UNECE Committee on Environmental Policy (preparations for the Eighth Environment for Europe Ministerial Conference, 8-10 June 2016, Batumi, Georgia), 27-30 October 2015

5. Member States are invited to comment on these and additional opportunities and express interest in representing THE PEP in these international events.

6. Members of the Steering Committee and Bureau are also invited to inform the secretariat about national events at which they would like to highlight THE PEP. Support in communication activities could be explored with the secretariat.

C. Proposed publications 2015-2017

7. The following publications are proposed for 2015-2017

(a) Paris Declaration and THE PEP work plan: promotional booklet, A5, ca 13 pages, English (original, 1000 copies), Russian (translation, 300 copies), French (translation, 200 copies), February 2015

(b) THE PEP Brochure: promotional brochure on THE PEP in general, ca 4 pages, English (original, 1000 copies), Russian (translation, 300 copies), French (translation, 200 copies), January 2015

(c) Jobs in green and healthy transport: new publication based on the work of the Partnership on jobs in green and healthy transport, ca 30 pages, English (original, 1000 copies), Russian (translation, 300 copies), French (translation, 200 copies), 2016 (to be launched at EeE 2016 Conference)

(d) Updated user and methodology guide for HEAT for walking and cycling: ca 60 pages, English (original, 1000 copies), Russian (translation, 500 copies), French (translation, 500 copies), German (translation, 500 copies), 2015

(e) Implementation of the Paris Declaration of 4HLM: publication elaborating specific activities initiated by the Paris Declaration, such as THE PEP Academy, ca 25 pages, English (original, 1000 copies), Russian (translation, 300 copies), French (translation, 200 copies), 2016

(f) THE PEP Academy: guidance on sustainable and healthy urban transport, 40 pages, English (original, 1000 copies), Russian (translation, 300 copies), French (translation, 200 copies), 2016

(g) THE PEP Partnership on Cycling: the road towards a European Masterplan for cycling: ca 15 pages, English (original, 1000 copies), Russian (translation, 300 copies), French (translation, 200 copies), 2016

(h) THE PEP Partnerships: publication elaborating specific partnerships to implement the Paris Declaration and to feed into the preparatory work for the 5th High-level Meeting in 2019, ca 30 pages, English (original, 1000 copies), Russian (translation, 300 copies), French (translation, 200 copies), 2017.