

Item 7 (b) of the provisional agenda

**Managing THE PEP:
Communication strategy**

Proposed communication activities for 2016

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 2016

4. The Bureau of THE PEP agreed at its 26th Meeting to balance the selected communication events each year between the three sectors and the available resources.

5. 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 2016 include:

(a) Meetings of the European Environment and Health Ministerial Board (EEHMB) and Task Force (EEHTF) in 2016

(b) International Transport Forum “Green and Inclusive Transport”, 18-20 May 2016, Leipzig, Germany

- (c) Second Meeting of the United Nations Environment Assembly, 23-27 May 2016, Nairobi, Kenya
- (d) TAP 2016: Towards Energy Transition and Cleaner Transport. 21st International Transport and Air Pollution Conference, 24-26 May 2016, IFSTTAR, Lyon, France
- (e) EU Green Week (every year, June)
- (f) 20th European Conference on Mobility Management ECOMM 2016, Athens, 1-3 June 2016
- (g) Eighth Environment for Europe Ministerial Conference, 8-10 June 2016, Batumi, Georgia
- (h) 2016 Annual Healthy Cities Business and Technical Conference, 15-18 June 2016 (unconfirmed), Belfast, United Kingdom of Great Britain and Northern Ireland
- (i) Polis Annual Conference, fall 2016
- (j) OECD Environment Ministerial Meeting, September 2016
- (k) European Mobility Week, 16-22 September 2016
- (l) World Car free Day, 22 September 2016
- (m) 12th annual meeting and 7th conference of HEPA Europe, 28-30 September 2016, Belfast, United Kingdom of Great Britain and Northern Ireland

6. Member States are invited to comment on these and additional opportunities, make a selection of events and express interest in representing THE PEP in these international events.

7. 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.
