

Item 8 (b) of the provisional agenda  
**Managing THE PEP**  
**Communication strategy**

## **Proposed communication activities for 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 2017**

4. The Bureau of THE PEP agreed at its 26<sup>th</sup> 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 2017 include:

- (a) Meetings of the European Environment and Health Ministerial Board (EEHMB), Task Force (EEHTF) and Ad-hoc working group of the EEHTF in 2017
- (b) International Transport Forum, May 2017, Leipzig, Germany (Governance of transport)
- (c) EU Green Week (annual, June)
- (d) 21st European Conference on Mobility Management ECOMM 2017, Maastricht, May 2017
- (e) Velo-city conference "The freedom of Cycling" Region Arnhem-Nijmegen, The Netherlands, 13-16 June 2017
- (f) 6<sup>th</sup> Ministerial Conference on Environment and Health, Ostrava, Czech Republic, 13-15 June 2017
- (g) 2017 Annual Healthy Cities Business and Technical Conference
- (h) Polis Annual Conference, fall 2017
- (i) European Mobility Week, 16-22 September 2017
- (j) World Car free Day, 22 September 2017
- (k) International Cycling Conference, Mannheim, 19-21 September 2017, including PASTA project final conference
- (l) 13<sup>th</sup> annual meeting and 8<sup>th</sup> conference of HEPA Europe, Zagreb, Croatia, 15-17 November 2017

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.