

1 November 2012

THE PEP Steering Committee, 10th session
Agenda item 8(b)

MANAGING THE PEP
COMMUNICATION
PROPOSED ACTIVITIES FOR 2013

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 to
 - 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 2013

4. In addition to THE PEP's own activities (such as Bureau and Steering Committee meetings as well as relay race workshops), upcoming opportunities for highlighting THE PEP, its activities and its tools at the international level in 2013 include:

- a. Meetings of the European Environment and Health Ministerial Board (EEHMB) and Task Force (EEHTF) in 2013
- b. UITP Conference "Sustainable mobility on a tight budget – unlock growth opportunities for your city", 10-12 March 2013, Nantes, France
- c. International Transport Forum "Funding Transport", 22-24 May 2013, Leipzig, Germany
- d. ECOMM European Conference on Mobility Management "Smart choices require easy access – making sustainable transport a part of everyday life", 29-31 May 2013, Gavle, Sweden (call for papers open: http://ecomm2013.eu/page/call_for_papers.html, deadline 10 December 2012)
- e. 60th UITP World Congress and Mobility & City Transport Exhibition, 26-30 May 2013, Geneva, Switzerland
- f. Velo-city conference 2013, 11-14 June 2013, Vienna, Austria
- g. EU Green Week (every year, June)
- h. Annual Healthy Cities Conference, 20-22 June 2013, Izmir, Turkey
- i. Polis Annual Conference, fall 2013
- j. World Car free Day, 22 September 2013
- k. European Mobility Week (every year, end September)
- l. HEPA Europe annual meeting and conference, 12-24 October 2013, Helsinki, Finland
- m. Nineteenth Conference of the Parties under the United Nations Framework Convention on Climate Change (COP19), December 2013

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.
