

THE PEP Steering Committee, 9<sup>th</sup> session  
Agenda item 8(b)

## **MANAGING THE PEP**

### **COMMUNICATION**

#### **THE PEP ADVOCACY KIT AND PROPOSED ACTIVITIES FOR 2012**

Prepared by the secretariat

#### **A. Background**

1. Following the Third High-level Meeting on Transport, Health and Environment THE PEP Bureau at its meeting in Rome in July 2009 agreed that the Steering Committee should develop a communication strategy to enhance the visibility of THE PEP and to raise awareness among policymakers and citizens of its key messages, as enshrined in the Amsterdam Declaration and its four priority goals.
2. 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.
3. These overall goals are to be achieved by:
  - a. raising and maintaining awareness of the magnitude of existing impacts of transport on the environment and health;
  - b. maintaining and increasing the commitment of member States and of the international community to pursue an integrated policy approach to sustainable and healthy transport in the attainment of the Amsterdam Goals;
  - c. involving a variety of stakeholders such as policy-makers, the scientific community, the media and citizens of the United Nations Economic Commission for Europe (UNECE) and World Health

Organization Regional Office for Europe (WHO/Europe) region in supporting sustainable and healthy transport policies; and

- d. positioning THE PEP as the optimal framework for facilitating sustainable and healthy transport through the UNECE and WHO/Europe as the best-placed agencies for coordinating action to this end.

4. 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.

5. To support focal points in their communication efforts, THE PEP Advocacy Kit has been developed by the secretariat and approved by the Bureau at its meeting in June 2011. 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. THE PEP Advocacy Kit for focal points**

6. The kit is compiled of communication and media material for the focal points to choose from and use as they deem fit for the specific communication needs they encounter. To this end, the kit contains the following components:

Title	Format	Languages	Source
General material on THE PEP			
Presentation on THE PEP and its main implementation mechanisms	Electronic (PowerPoint slides)	E, F, R	eAK <sup>1</sup>
THE PEP Brochure	Electronic (PDF) Printed <sup>2</sup>	E, F, R	eAK <sup>1</sup>
<u>Main products:</u>			
Health Economic Assessment Tool for walking	Electronic (PDF),	E, F, R	eAK <sup>1</sup>

<sup>1</sup> Electronic Advocacy Kit (eAK): this is an electronic file that can be obtained from THE PEP secretariat which includes electronic versions of all components

<sup>2</sup> Printed versions can be obtained from THE PEP secretariat upon request.

and cycling	Printed <sup>2</sup>		
Amsterdam Declaration	Electronic (PDF), printed <sup>2</sup>	E, F, R	eAK <sup>1</sup>
Working Together for Sustainable and Healthy Transport: Guidance on Supportive Institutional Conditions for Policy Integration of Transport, Health and Environment	Electronic (PDF), printed <sup>2</sup>	E, F, R	eAK <sup>1</sup>
List of links to online tools from THE PEP (Toolbox, Clearing House, HEAT for walking and cycling)	Electronic (PDF)	E	eAK <sup>1</sup>
<u>Multimedia:</u>			
Video on sustainable transport (pending formal agreement with copyright holders)	Electronic (AVI)	-	eAK <sup>1</sup>
Video on relay race workshop in Batumi (pending formal agreement with copyright holders)	Electronic (AVI)	-	eAK <sup>1</sup>
Photo library	Electronic (JPEG)	-	eAK <sup>1</sup>
<u>Examples of past press material and other material:</u>			
Previous press releases and factsheets	Electronic (PDF)	E	eAK <sup>1</sup>
Standard paragraph on THE PEP	Electronic (Word)	E, F, R	eAK <sup>1</sup>
Roster of experts, at national and international level, to facilitate expert participation to public and scientific debates and media interviews	Electronic (PDF)	E	eAK <sup>1</sup>
Map of upcoming events relevant to THE PEP	Electronic (web)	E	THE PEP website

7. The Advocacy Kit will become available electronically in December 2011 and will be reviewed regularly and upon request by the secretariat. Member States are invited to submit new material for possible inclusion in the Advocacy Kit.

8. Focal points are encouraged to communicate their needs regarding information and promotion explicitly to THE PEP secretariat.

### **C. Proposed communication opportunities for 2012**

9. 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 2012 include:

- a. International Transport Forum, 2-4 May 2012, Leipzig, theme: “Seamless Transport: Making Connections”
- b. 2012 Annual Polis Conference: Innovation in transport for sustainable cities and regions, fall 2012
- c. World Car free Day, 22 September 2012
- d. HEPA Europe annual meeting and conference 2012
- e. Eighteenth Conference of the Parties under the United Nations Framework Convention on Climate Change (COP18), December 2012
- f. European Mobility Week (every year, end September)
- g. EU Green Week (every year, June)
- h. Olympics 2012 in London – suggested theme for legacy could be ‘Health through activity’, which could provide good momentum and opportunity for THE PEP
- i. Meetings of the European Environment and Health Ministerial Board (EEHMB) and Task Force (EEHTF) in 2012

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

11. 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.

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