

## **Draft proposed THE PEP communication plan for 2019**

*with optional activities identified<sup>1</sup>*

### **A. Background**

1. This communication plan builds on the Communication Strategy adopted by the Steering Committee of the Transport, Health and Environment Pan-European Programme (THE PEP) at its eighth session in December 2010 (ECE/AC.21/SC/2010/4–EUDHP1003944/7.1/SC8/4). The overall objectives of the plan are the same as the strategy; namely,

- (a) to raise [and maintain] awareness of opportunities for, [challenges in] 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 [challenges] high on the political, public, and scientific agenda in order to boost governments' commitment for sustainable and healthy transport.

In particular the 2010 strategy identified and subsequently expanded (post Paris, 2014) the following specific objectives:

- i. raising and maintaining awareness of the magnitude of existing impacts of transportation on the environment and health;
- ii. 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 PEPs five priority Goals<sup>2</sup>;
- iii. 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,
- iv. positioning THE PEP as the optimal framework for facilitating sustainable and healthy transport through the UNECE and WHO/Europe as the best-placed agencies.

2. **Target audiences** identified include: policymakers, the media, the general public, the scientific community and other sectoral stakeholders and partners (e.g., finance, interior, [culture], education; the international community; intergovernmental agencies and international bodies and civil society). Functionally all of these groups are targeted around their ability to influence transport, health and environment policies. Messages and channels need to be tailored to each target group. To accomplish this in each of the Member States requires engagement of intermediaries with contextual and cultural knowledge and savvy.

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<sup>1</sup> Optional activities are presented to stimulate discussion amongst and test interest of the Steering Committee in different activities. Once interest is agreed detailed budgets would be developed and activities would be implemented based on resources THE PEP is able to attract to support the various communication initiatives.

<sup>2</sup> a. To contribute to sustainable economic development and stimulate job creation through investment in environment- and health-friendly transport;  
b. To manage sustainable mobility and promote a more efficient transport system;  
c. To reduce emissions of transport-related greenhouse gases, air pollutants and noise; and  
d. To promote policies and actions conducive to healthy and safe modes of transport.  
e. To integrate transport, health and environmental objectives into urban and spatial planning.

3. **THE PEP focal points**, in the 2010 strategy, were identified as the main [intermediary] channel of communications in countries. They are seen as information multipliers. Through their direct and managed promotional and communication activities, and contextual savvy they are capable of reaching and motivating potential stakeholders to get them interested and involved. Focal points are technical experts and hence are not necessarily communication experts. However, after a proper briefing and use of materials made available, they are encouraged to identify opportunities to disseminate information about and create visibility for THE PEP and its achievements (e.g. at national and international events of relevance) and feedback reactions and impact data to the attention of the joint secretariat to coordinate follow-up and support. Essentially they serve as two-way information channels that actively adapt messages based on their understanding of the knowledge, attitudes and practises of target end users. They aim to make materials and information more accessible, understandable and usable both by stakeholders and the Steering Committee through their feedback.

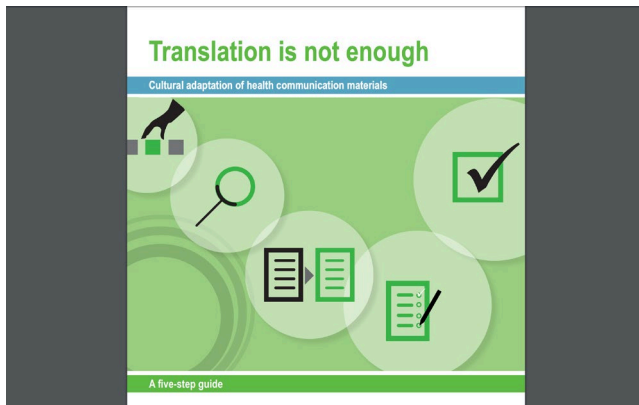
*Action option 1 - Currently, there is no formal communication training given to THE PEP Focal Points. As they all are convened for annual Steering Committee Meetings, consideration could be given to organising a training session that would focus on the communication aspects of the programmes and materials reviewed during the yearly meetings and give Focal Points an opportunity to share their communication experiences, challenges and achievements. These can then be reinforced during country specific initiatives; such as, THE PEP relays.*

4. **Partners** - This update acknowledges that several partnerships developed over these last years through THE PEP: affiliated networks such as the European Environment and Health Youth Coalition (EEHYC), POLIS - Cities and regions for Transport Innovation, and WHO Healthy Cities /Regions for Health Network (RHN); links with internal WHO/UNECE departments; UN, EU, Global and regional agencies and NGOs working around relevant issues can also serve as potential information multipliers, adapters and two-way information channels. All these partners can be used as supplemental intermediaries to disseminate messages and give more visibility to THE PEP and its achievements.

*Action option 2 - Developing a consolidated database of all THE PEP communication intermediaries and amplifiers could provide a very useful dissemination tool for the Steering Committee. Organised by country and priority areas this could serve as a useful contact and mailing list for newsletters, social media communications, partners and related networks.*

5. **Relevance** - The PEP is a political framework that builds upon a unique partnership of transport, health and environmental sectors in the pan-European region. Efforts have been made to ensure its relevance to all UNECE /WHO EURO countries. Its normative standard work and research (e.g., Green jobs), planning, (e.g. the pan-European Master Plan for Cycling Promotion), assessment and tool development (e.g. the HEAT, ForFITS) have been found useful for all. At the same time, its developmental work has focused on helping countries of Eastern and South-Eastern Europe, the Caucasus and Central Asia to promote sustainable transport and improve their environmental and health standards and overall well-being.
6. **Language and cultural adaptation** - As most of THE PEP technical information and guidance is written in English (with some being translated into UNECE and WHO/EURO four official languages) and developed on a Regional level, many countries will need to further translate and adapt materials to their unique cultural and contextual settings in order to enhance understandability, relevance, dissemination and utility.

**Action option 3** – Translation and adaptation of THE PEP related guidance provides a useful action learning opportunity for Focal points and other identified national influencers to further develop their communication capacities related to formative research, relationship building, networking, triggering behaviour change and two-way information exchange. A useful stakeholder methodology to adaptation has recently been developed by WHCA for ECDC and could be easily adapted for use by THE PEP - see: <https://ecdc.europa.eu/sites/portal/files/media/en/publications/Publications/translation-is-not-enough.pdf>.



## B. The Fifth High Level Meeting of THE PEP

7. In the first instance this communication plan is being developed to support THE PEP 5th High Level meeting (5HLM). High Level Meetings, taking place every five years and provide a platform for stakeholders to discuss, decide on and join in efforts addressing integration of transport, health and environment policies, across the 56 countries of the United Nations Economic Commission for Europe (UNECE) and WHO/Europe.
8. The Fifth High Level Meeting on THE PEP is scheduled to take place in Vienna, Austria, from 22 to 24 October 2019. The Meeting will assess the progress achieved so far and discuss its future development including challenges facing the transport, health and environment sectors in the implementation of environmentally friendly, economically viable, socially fair and healthy mobility all over Europe.
9. The Fifth High-level Meeting (5HLM) is expected to result in the adoption of the Vienna Declaration on Transport, Health and Environment, focusing on the challenges of achieving clean, zero-emission mobility and transport in Europe and the adoption of the first pan-European master plan to promote cycling in Europe.
10. The 5HLM communication plan will aim to raise awareness of
  - (a) this key international event addressing transport, health and environment challenges in the pan-European region; and,
  - (b) the content, aims and commitments to be made in its Declaration;
11. In addition to promoting the Conference, communication activities will use the meeting to introduce frames, messages and approaches that would aim to:
  - (a) raise and maintain the visibility and awareness of THE PEP and its main approaches and achievements after the 5HLM.

- (b) boost governments' and international finance institutional (IFI) commitment for and investment in sustainable and healthy transport; and
- (c) demonstrate THE PEP's active and sustained role in addressing other relevant UN, intergovernmental and international initiatives, for example SDGs and Paris Climate accord.

## **C. Drivers and frames**

12. **Overview** - To achieve the 5HLM and follow-up communication aims described above, it is proposed to shape this communication plan on three key drivers of change in today's health information/communication marketplaces. These drivers include: a shift of the global development narrative; the emerging of global active mobility movements; and the enhanced importance of social media, APPs and gamification. Our aim would be to (re)frame THE PEP as a movement that is an ultimate expression of the new development narrative; a movement that practises what it preaches and shares its knowledge freely with all. Such a (re)framing should help attract a lot of attention to THE PEP and provide a platform for better achieving all the aims described above.

### **C1. The shift of the global development narrative**

13. **The new global development narrative** - The United Nations Agenda 2030, the Sustainable Development Goals (SDGs) and Health 2020 all promote health as part of the wider development of societies. The goals are universal, integrated, interdependent and indivisible. These international commitments provide an alternative development narrative to the neoliberal economic approaches that have shaped and dominated development policy debates over the last few decades. These commitments have been further elaborated and reinforced by the Paris Agreement, the New Urban Agenda as well as declaration taken at the Ostrava Ministerial Conference on Environment and Health and Batumi Ministerial Conference on Environment for Europe. THE PEP 's achievements over the last decade make it a perfect case study and potential 'poster child' for communicating the value of this new narrative. These achievements include:

- (a) Research - developing publications and highlighting the important links between transport planning, health care, environmental quality, economic and business development.
- (b) Translation of research to practice- Enhancing cooperation between Governments and academia by translating knowledge and experience from research into practice and policy making.
- (c) Policy tools and instruments - Developing different policy tools and instruments designed to help policy makers, urban planners, transport authorities and health practitioners for a comprehensive and intersectoral way of planning and implementing transport, health and environment actions at the national regional and local level (NTHEAP, HEAT, ForFITS).
- (d) Capacity building workshops- Organising eleven international workshops as a part of THE PEP relay race (staffette), a series of capacity-building events to share best practices across different regions.
- (e) Partnerships - Launching and implementing different partnerships for the cross-sectoral activities and policy integration.

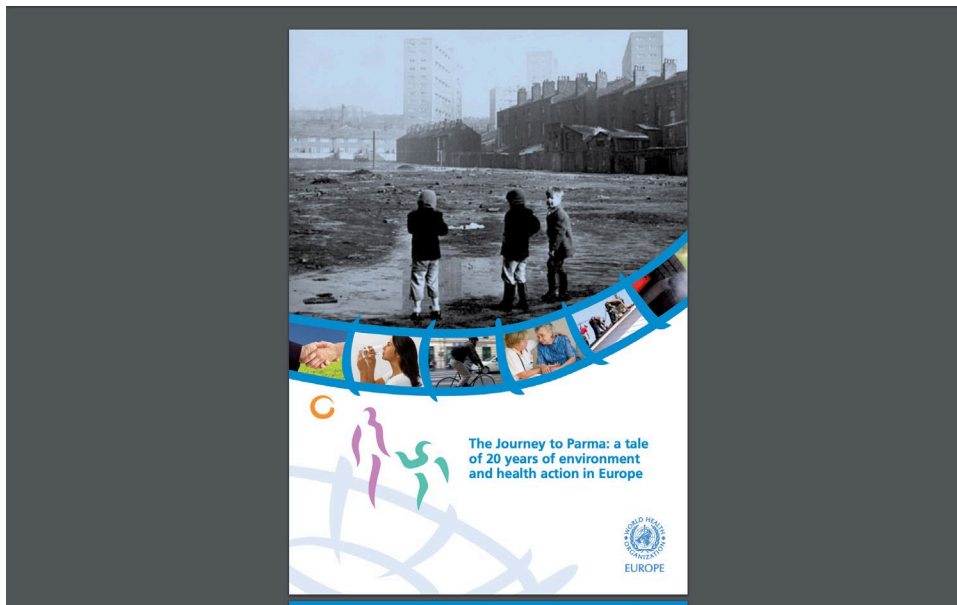
14. **Links with SDGs** - In addition, THE PEP, with its distinctive tri-partite platform and its five Priority Goals is strongly linked to several of the SDGs and can support Member States' efforts to advance towards them. In

particular, THE PEP contributes to SDG 3 (Ensure healthy lives and promote well-being for all at all ages), SDG 5 (Achieve gender equality and empower all women and girls), SDG 7 (Ensure access to affordable, reliable, sustainable and modern energy for all), SDG 8 (Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all), SDG 9 (Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation), SDG 10 (Reduce inequality within and among countries), SDG 11 (Make cities and human settlements inclusive, safe, resilient and sustainable), SDG 12 (Ensure sustainable consumption and production patterns), SDG 13 (Take urgent action to combat climate change and its impacts), SDG 15 (Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably managed forests, combat desertification, and halt and reverse land degradation and biodiversity loss) and SDG 17 (Strengthen the means of implementation and revitalize the Global Partnership for Sustainable development). These linkages between THE PEP and selected SDGs, as well as those to other of the 17 Goals, are analysed in THE PEP publication.

15. **THE PEP Story**- Many already have identified THE PEP as a good practice example of intersectoral working, Health 2020 and SDG approaches. The 5HLM provides an ideal time to tell THE PEP story and motivate more active engagement of Member States and all stakeholders both in the event and in identifying THE PEP as a reference project that can inspire and help others navigate in the SDG waters.

***Action option 4-** A central part of this communication plan could be focussed on identifying creative ways to tell THE PEP story through documentary film, narrative writing, podcasts, video, graphics, art, music and/or pictures. Efforts can be made to interest news agencies in this story. In addition a 20 year history book could be commissioned building on related publications by WHO/EURO like *The Journey to Parma: a tale of 20 years of environment and health action in Europe**

*[http://www.euro.who.int/\\_\\_data/assets/pdf\\_file/0016/104515/E93535.pdf](http://www.euro.who.int/__data/assets/pdf_file/0016/104515/E93535.pdf)*



## C2. Emerging active mobility movements

16. **Walking the talk-** While THE PEP has given active mobility a lot of promotion and space it hasn't until now demonstrated its ability to 'walk/run/cycle the talk.' The 5HLM presents an excellent opportunity to change this. WHO has started to sponsor active mobility events around their meetings (e.g., at the WHA70 and the RC68). Additionally, the WHO/EURO GDO in Moscow on NCDs has recently published a Sustainable meeting book which identified a variety of ways to make meetings more physically active and sustainable<sup>3</sup>. These 'walk the talk' events have been very popular and have attracted large participations and positive feedback from attendees. They also attract a lot of media and social media attention.

*Action Option(s) 5- "Walking the Talk"- a wide variety of possible actions could be taken. Two potential initiatives with highly motivated partners have been identified here. They would bring significant traditional and social media attention to THE PEP and 5HLM.*

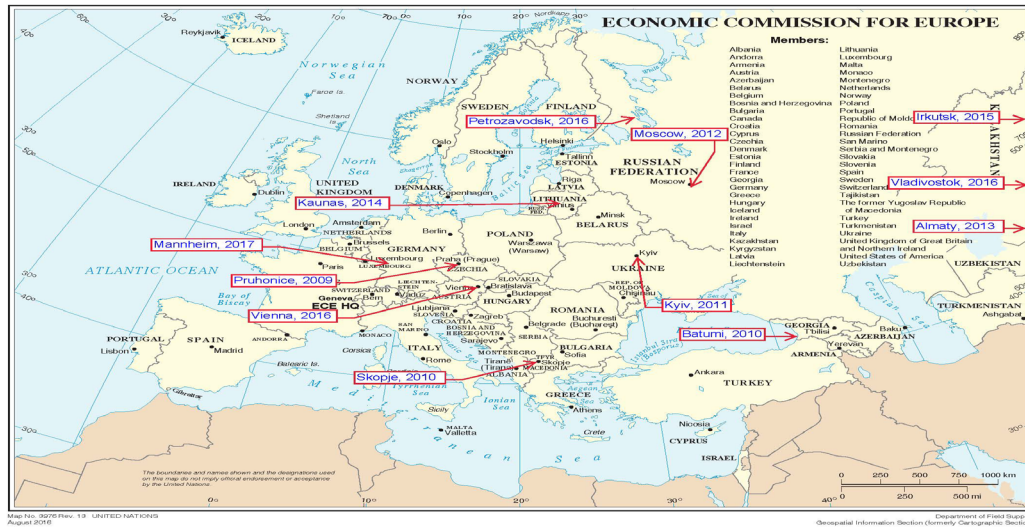
- a. *'The Billion Step Waltz to Vienna Challenge'. The challenge can be launched at the 69<sup>th</sup> session of the Regional Committee of WHO/EURO in September 2019. People across the Region will be asked to count their steps between the RC69 and the 5HLM (during approximately 30 days). Participants will count their steps (with common APP that everyone would be able to use or participants will be asked to measure their steps with pedometers, record and send them daily to an agreed website, tweeter, facebook, or designated APP space). The total step count could track and kept records of individual, teams city and country contributions. This would continue through the 5HLM meeting and winners announced at end (a much scaled down version of this was run at the last RC68 in Rome (see Figure 2) and in 5 days the 70 participant walked over 1.2 million steps).  
These activities can be implemented in close cooperation with the European Environment and health Youth Coalition (EEHYC).*

Fig.1 Winners of RC 68 Step Contest



- b. **THE PEP Relay Races** – THE PEP has been 'running' relay races as a key implementation strategy for 10 years. These have been significant interventions in cities across the Region ( see Map below)

<sup>3</sup> [http://www.euro.who.int/\\_\\_data/assets/pdf\\_file/0005/373172/healthy-meetings-eng.pdf](http://www.euro.who.int/__data/assets/pdf_file/0005/373172/healthy-meetings-eng.pdf)



Rimini 2018 needs to be added

Awareness raising charitable relay races have been organised in many cities over the last few years. A variety of NGO charities, for example, sponsored the London Relay 2018.<sup>4</sup> THE PEP could join forces with such groups and organise a running or cycling relay in Vienna around the week of the meeting.

Fig.2 The Running Charity I Move London Relay Runners

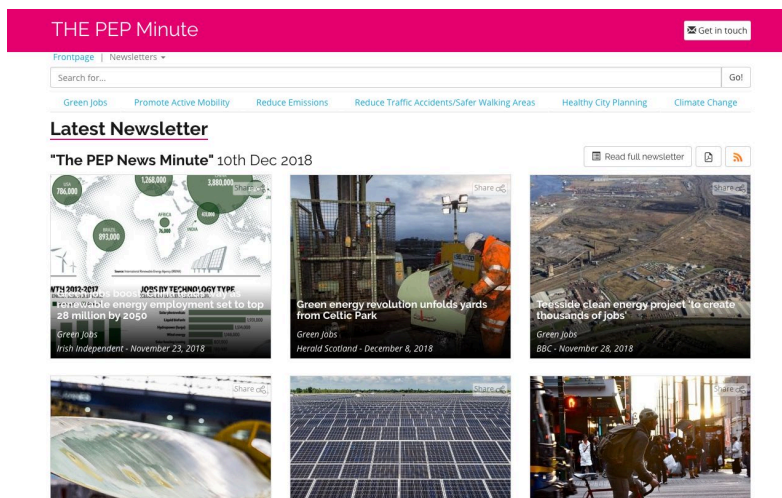


### C3- Enhanced importance of social media, APPS

<sup>4</sup> <https://www.facebook.com/thelondonrelay/videos/466207657226980/>

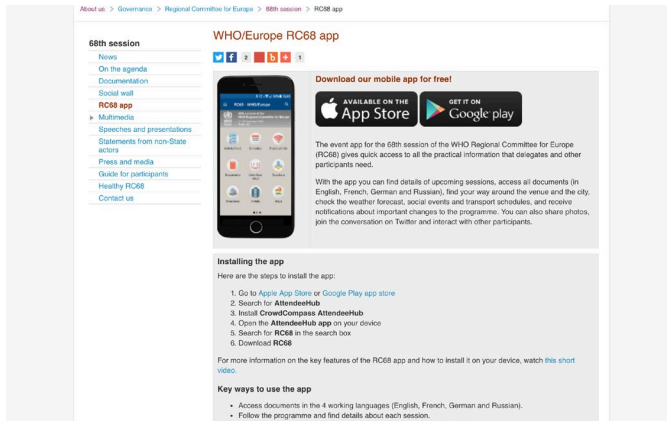
17. **Social media and apps** - While THE PEP is featured on UNECE (<https://thepep.unece.org/>) and WHO Regional Office for Europe websites, it hasn't to date created its own social media presence. Consideration should be given to launching a THE PEP website, facebook, twitter, instagram presence. Content could be usefully linked with THE PEP clearing house, relays, partnerships and academy activities.
18. THE PEP could also become a player in the APP community. WHO EURO already has an APP for meetings that could be adapted for use at the 5HLM. This APP already has game functions that were used at RC68 to run the step competition.
19. The HEAT tool could be adapted as an APP. Other activity mobility APPs have been presented at various meetings (e.g. the Bologna Belle Mossa APP) and could be adapted for Regional use. Finally NTHEAP planning could be gamified as a way of raising awareness of issues and the role of THEPEP.

**Action Option(s) 5- Social media presence – THE PEP MINUTE** A key obstacle to creating THE PEP social media presence has been human resources to generate content and manage the presence. One approach to addressing these obstacles could be to contract for a customised news aggregation service that will identify relevant stories from across the European Region and beyond and send organised sets of short news stories to Steering Committee, communication people, Focal points and others. These can be organised in THE PEP five priority action areas and sent on a daily basis. Links to selected stories can then be tweeted or posted to provide daily feeds for THE PEP communities of interest. Here is a mock-up of such a newsletter and webpage of a prototype THE PEP Minute - [http://www.nfind.uk/the\\_pep/](http://www.nfind.uk/the_pep/)



**Action Option(s) 6- A meeting APP- A 5HLM APP- WHO EURO** has developed a meeting APP that can bring access to all meeting related documents, announcements and activities to the smart phones of each participant and others who may be following meeting. Participants can also communicate with each other through the APP- see <http://www.euro.who.int/en/about-us/governance/regional-committee-for-europe/68th-session/who-europe-rc68-app>





## D. Communication materials, platforms and messages

20. **Materials** - In the run-up to 5HLM, a package of communication materials describing challenges and achievements related to THE PEP Priority Goals would be developed for the WHO and UNECE communicators, Focal points, websites and partner agencies. Materials, could include (based on final Host Country Agreement and resources available):

- (a) Articles, press release, frequently asked question and answers, presentations, policy briefs, infographics,/short movies, stories, testimonies, newsletters
- (b) Production of video clips promoting the Conference and THE PEP activities
- (c) Production of materials to enhance the visual identity of the Conference and THE PEP (e.g., reflective items, bike seat covers, headbands, headlights, bumbags, shirts, drink bottles etc.)
- (d) Announcements about any selected action options, e.g. the 'Billion Step Vienna Waltz Challenge'.
- (e) Collection of short statements related to the Conference and its themes (in particular, the master-plan for cycling promotion) provided by eminent people and/or the environment ambassadors of UN Agencies to promote THE PEP and the HLM.

21. **Platforms** - These materials could be used at a wide variety of THE PEP and partner events over the next year in lead –up to 5HLM. Opportunities include:

- i. Meetings of the European Environment and Health Task Force (EEHTF) in 2019
- ii. Events related to the Transport, Health and Environment under the EU Presidency of Romania and Finland in 2019
- iii. The twenty first session of the UNECE Committee on Environmental Policy+
- iv. The eighty first session of the UNECE Inland Transport Committee
- v. International Transport Forum
- vi. EU Green Week (annual, June)
- vii. European Conference on Mobility Management ECOMM
- viii. Velo-city conference, Dublin Ireland
- ix. Annual Healthy Cities Business and Technical Conference

- x. Polis Annual Conference
  - xi. European Mobility Week
  - xii. World Car free Day
22. Member States and Focal Points and Partners of THE PEP would also be invited to actively engage, consider and suggest platforms/ events and innovative ways on how to disseminate information and make THE PEP and its achievements more visible. Opportunities could include linking to the conference web site from the pages of their ministries, highlighting the 5HLM in their own communication channels etc.
23. **Messages-** Key messages would be created and agreed with Steering Committee. These would aim to reflect the reframing activities described above; for example
- (a) THE PEP as exemplary SDG case study (poster child)
  - (b) THE PEP as an initiative that Walks/runs/cycles its Talk
  - (c) THE PEP as a unique pathway to crafting a healthier, cleaner, safer, fairer and more sustainable transport future for all
24. The Steering Committee is invited to consider the proposed activities with a view to commenting them and recommending additional steps, as well as to considering supporting some of the activities either financially or through an in-kind contribution. Detailed resource needs for each option of interest would be generated based on the discussion of the Committee and potential funders identified and approached.
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