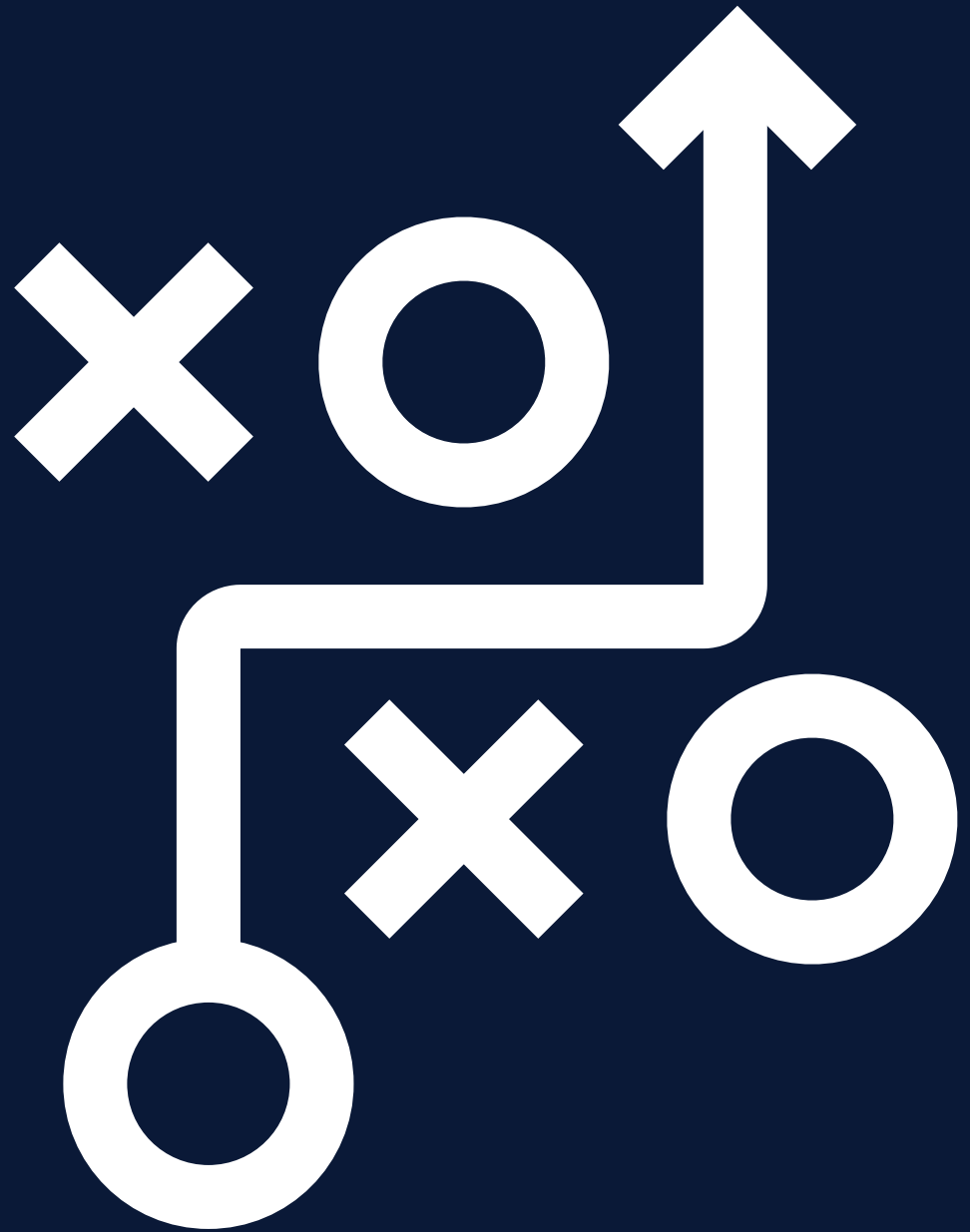


Communications Strategy

for the Transport,
Health and Environment
Pan-European Programme
(THE PEP)



Background

The draft strategy builds on the outline

- Desktop research
- Dialogue with THE PEP Secretariat
- Discussions with stakeholders (total of 16 interviewees)
 - THE PEP Secretariat, WHO
 - THE PEP Secretariat, UNECE
 - THE PEP Bureau Members, Focal Points and representatives of National Governments
 - Civil Society and Youth representatives

Focus

- Workable recommendations for action
- Practical suggestions for a workplan

Avoids

- Theoretical or abstract discussions
- Strategic content already available

Communication challenges identified

Low recognition of THE PEP

- Well-known among small group of stakeholders
- Largely unknown beyond this
- Vision and agenda not widely understood
- Not widely considered a platform for change

Shrinking visibility and relevance

- Awareness linked to specific activities and partnerships
- Little credit to the broader THE PEP
- THE PEP could become irrelevant - new initiatives present

Communication constraints

- Communication on THE PEP has been a collaborative effort among all the partners
- May be an afterthought for each institution, rather than as being central to any one agency's mandate

Communication challenges identified

No branding guidelines

- Absence of clear branding - inconsistency and confusion around THE PEP identity
- Communicating clear messages difficult against language and sectoral barriers

Messages to general public

- THE PEP needs to target the right people
- Create demand from the public and thus pressure on policy and decision makers
- Resource limitations for communication
- Will require reaching out to new partners and communicating in different ways

Localising THE PEP objectives

- Translation requires flexibility, local understanding, and an appreciation of different country requirements, needs and interests

Communication Objectives

Objective

1

To ensure that THE PEP is **visible** and **recognised** for its role in work on healthy, sustainable transport

Objective

2

To **raise awareness** of the **benefits** of sustainable and healthy transport

Objective

3

To **support Member States** and policymakers in **taking** the **right actions** to advance sustainable transport and mobility in line with THE PEP objectives

Communication Objectives: Outcomes

Objective 1

Outcome 1.1: THE PEP as an entity is more visible, and more widely recognised
Outcome 1.2: There is a broader awareness and engagement by all stakeholders in THE PEP's main objectives and areas of work.

Objective 2

Outcome 2.1: Increased knowledge of the links between transport, health and the environment among key stakeholders.
Outcome 2.2: Increased interest among stakeholders from each sector in intersectoral collaboration, engagement, and partnership towards THE PEP objectives.
Outcome 2.3: Health and environmental concerns are included in the transport, mobility, and urban planning policies.

Objective 3

Outcome 3.1: Scientific evidence, strategic guidance, and practical tools that support THE PEP objectives are further promoted and made more accessible.
Outcome 3.2: Cross-sector dialogue is fostered between the transport, health, and environment sectors.

Objective 1: Suggested Outputs

1 To promote the **visibility and recognition** of THE PEP and its achievements

Outcome 1.1: THE PEP as an entity is more visible, and more widely recognised

- PPT presentation
- Branding and visibility guide
- Animations and short 'explainer' videos
- Enhanced social media presence
- Social media toolkit

Objective 1: Suggested Outputs

1 To promote the **visibility and recognition** of THE PEP and its achievements

Outcome 1.2: There is a broader awareness and engagement by all stakeholders in THE PEP's main objectives and areas of work

- Topic specific microsites – linked to THE PEP main site
- Information products
- Communication specialist (in-house or contractor)

Objective 2: Suggested Outputs

2 To raise awareness of the benefits of sustainable and healthy transport

Outcome 2.1: Increased knowledge of the links between transport, health and the environment among key stakeholders

- Research summaries – policy briefs
- Thought leadership events
- Case studies
- THE PEP survey
- Desktop review of papers – cost benefit analysis
- THE PEP perspective pieces
- THE PEP Academy postgraduate courses – engage with universities
- Infographics - key facts on health and environment benefits

Objective 2: Suggested Outputs

2 To raise awareness of the benefits of sustainable and healthy transport

Outcome 2.2: Increased interest among stakeholders from each sector in intersectoral collaboration, engagement, and partnership towards THE PEP objectives

- Expert opinion pieces – easy to understand format
- Review of national and international commitments
- Social media communication campaign
- National-level meetings, for example convened by THE PEP focal points
- Enhanced communication using THE PEP Survey results

Objective 2: Suggested Outputs

2 To raise awareness of the benefits of sustainable and healthy transport

Outcome 2.3: Health and environmental concerns are included in the transport, mobility, and urban planning policies

- Advocacy toolkits
- Participation at regional and international transport fora
- Social media messages and materials targeting key national transport policies in selected countries
- National advocacy and communication plans in countries, with a phased approach
- Policy briefs highlighting the benefits of incorporating health and environment concerns in transport sector plans and urban planning

Objective 3: Suggested Outputs

3 To support Member States and policymakers in taking the right actions to advance sustainable transport and mobility in line with THE PEP objectives

Outcome 3.1: Scientific evidence, strategic guidance, and practical tools that support THE PEP objectives are further promoted and made more accessible

- Fact sheets on specific themes with links to practical tools and resources from THE PEP
- Online planning tool
- Practical tips – sharing info and breaking down siloes
- Papers in academic journals
- Documentation of successful cooperation, including at the sub-regional level, to inspire action

Objective 3: Suggested Outputs

3 To support Member States and policymakers in taking the right actions to advance sustainable transport and mobility in line with THE PEP objectives

Outcome 3.2: Cross-sectoral dialogue is fostered between the transport, health and environment sectors

- Case studies for change identified
- THE PEP Survey reframed as a process for supporting intersectoral dialogue
- Short-term communication campaign
- High-level national communication events
- Expert online workshops
- Conferences and discussions on cross-sectoral dialogue

Costed work plan examples and associated timelines

Budget package 1

Indicative cost at USD 35k

		ongoing, or specific dates unknown												
		Month:	1	2	3	4	5	6	7	8	9	10	11	12
Output	Activity:													
1.1.2	New branding and visibility guide		■	■										
1.1.1	Introductory slide deck and template		■	■										
1.1.2	Package of graphic identity elements		■	■	■									
1.1.5	Social media toolkit and messages			■	■	■								
1.2.1	Website review				■	■	■							
3.1.5	Develop practical tips for information sharing					■	■							■
1.2.5	Workshops and events with THE PEP branding						■						■	
2.2.6	Distilled information summaries							■	■	■	■			
3.2.5	Provide online expert workshops and experience sharing dialogues											■	■	
1.2.4	Planning for community participation													
1.2.6	Build partnerships, active networking													
2.1.2	Host thought leadership events for different topic areas										■			■
2.3.4	Participate at regional and international transport fora													
3.1.6	Publish in academic journals and attend conferences													

Costed work plan examples and associated timelines

Budget package 2

Indicative cost at USD 65k

Output	Month:	ongoing, or specific dates unknown												
		1	2	3	4	5	6	7	8	9	10	11	12	
1.1.2	New branding and visibility guide	■	■											
1.1.1	Introductory slide deck and template	■	■											
1.1.2	Package of graphic identity elements	■	■	■										
1.1.5	Social media toolkit and messages			■	■									
1.2.1	Website review		■	■										
3.1.5	Develop practical tips for information sharing				■	■							■	■
2.2.4	National media products and activities (briefings, op-eds etc) per country.				■	■					■	■	■	■
2.3.5	Social media messages and materials specifically targeting key national transport policies				■	■								
1.2.3	Information products for stakeholder partnerships				■	■	■							
1.2.5	Workshops and events with THE PEP branding						■						■	
2.1.8	Half-day THE PEP survey session						■							
2.2.6	Distilled information summaries						■	■	■	■	■			
3.2.5	Provide online expert workshops and experience sharing dialogues									■	■	■	■	■
2.1.2	Thought leadership events for different topic areas									■				■
1.2.4	Planning for community participation													
1.2.6	Build partnerships, active networking													
2.3.4	Participate at regional and international transport fora													
3.1.6	Publish in academic journals and attend conferences													
2.2.1	Research and expert opinion pieces													
2.2.2	Review other commitments and show the relationship of THE PEP.													
3.2.3	Reframe THE PEP survey process as a process that demonstrably supports dialogue between the sectors. Levels of participation are monitored and shared													

Next Steps...

- Feedback from THE PEP Steering Committee
- Deciding on a realistic, feasible, and implementable package of communications activities
- Fundraising and participation of Member States in the strategy implementation
- Develop an overall style for THE PEP, including details such as colours, fonts, imagery and treatment of information
 - Prepared as moodboards and sketches for review

THANK YOU

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