

Item 8 (b) of the provisional agenda

Managing THE PEP

Communication strategy

MANAGING THE PEP

COMMUNICATION

PROPOSED ACTIVITIES FOR 2014

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 2014

4. In addition to THE PEP's own activities (such as the 4HLM, 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 2014 include:
- a. Meetings of the European Environment and Health Ministerial Board (EEHMB) and Task Force (EEHTF) in 2014
 - b. Midterm review meeting of the European Environment and Health Process, November 2014
 - c. UITP/GIE European Mobility Conference "Moving together", 11-12 June 2014, Paris, France
 - d. International Transport Forum "Transport for a changing world", 21-23 May 2014, Leipzig, Germany
 - e. ECOMM European Conference on Mobility Management "Creating the bridge to a green, fair and prosperous mobility future", 7-9 May 2014, Florence, Italy (call for papers open: <http://review.epomm.eu/>, deadline 9 December 2013)
 - f. EU Green Week (every year, June)
 - g. Annual Healthy Cities Conference
 - h. Polis Annual Conference, fall 2014
 - i. World Car free Day, 22 September 2014
 - j. European Mobility Week (every year, end September)
 - k. HEPA Europe annual meeting and conference, fall 2014
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.
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