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**ECONOMIC COMMISSION FOR EUROPE**

COMMITTEE ON ENVIRONMENTAL POLICY

Tenth session

(Geneva, 20-22 October 2003)

(Item 6 (g) (i) of the provisional agenda)

**COMMUNICATION STRATEGY**

1. The Committee may wish to agree on concrete steps for drawing up a communication strategy in consultation with the relevant ECE subsidiary bodies, international organizations and NGOs.

**Background and aim**

2. Environment Ministers in Kiev stressed the need to develop a communication strategy to raise awareness of the “Environment for Europe” process among a wider audience of stakeholders and the general public based on its achievements. They invited UNECE, through its Committee on Environmental Policy, to develop such strategy in consultation with other principal subsidiary bodies, as appropriate, and in cooperation with other relevant organizations and institutions.

**The purpose of the strategy**

3. The main objective of the strategy should be to raise awareness of the environmental problems in the UNECE region and to make the contribution of the “Environment for Europe” process to setting the policy framework for environment-related initiatives more visible.

4. In particular the communication strategy should strive to:
  - Raise the profile of the process;
  - Make more effective use of its achievements to inform the general public and the stakeholders;
  - Encourage stakeholders to join an interactive communication activity and use all relevant information channels.
  
5. Specific tools are important for improving communication both to provide information and for their interactive potential with stakeholders:
  - Creating an ECE web site on the process with links to partners' web sites;
  - Posting all relevant documents on the web site so that information is easy to access and download;
  - Publishing a publication on the achievements of the process;
  - Issuing press releases on the implementation of decisions, including major meetings;
  - Organizing workshops with NGOs and other interested stakeholders;
  - Holding informal discussions with selected media representatives;
  - Updating media contacts points.
  
6. Further actions:
  - Raise funds for the drafting and implementation of the strategy;
  - Appoint a consultant to prepare a full draft of the strategy with the assistance of a reference group consisting of substantive experts and communication professionals;
  - Discuss a first draft at the meeting of the Committee's Bureau in February 2004;
  - Consult with stakeholders;
  - Discuss a second draft at the Bureau's meeting in the summer of 2004;
  - Adoption of the strategy by the Committee by October 2004;
  - Joint implementation by all "Environment for Europe" partners;
  - Assessment of the implementation by the Committee in October 2006;
  - Report to the next "Environment for Europe" Conference.