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HIGH-LEVEL MEETING ON TRANSPORT,
HEALTH AND ENVIRONMENT

**WORLD HEALTH ORGANIZATION
REGIONAL OFFICE FOR EUROPE**

Steering Committee on the Transport, Health and
Environment Pan-European Programme

Seventh session
Geneva, 22–23 October 2009

**REPORT OF THE STEERING COMMITTEE OF THE
TRANSPORT, HEALTH AND ENVIRONMENT PAN-EUROPEAN PROGRAMME
ON ITS SEVENTH SESSION**

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I. INTRODUCTION

1. At its seventh session, the Steering Committee of the Transport, Health and Environment Pan-European Programme (THE PEP) discussed, inter alia, the results of the Third High-level Meeting on Transport, Health and Environment (Amsterdam, 22–23 January 2009), the programme's priority goals, and mechanisms for implementing THE PEP workplan and projects. It considered institutional structure of THE PEP and discussed ways to make use of the Steering Committee as a forum for exchange of good practices on topics linked to the four goals set out in the Amsterdam Declaration (ECE/AC.21/2009/2 - EUR/09/5086385/2, annex).

A. Attendance

2. The session was attended by representatives from the following 22 countries: Albania, Austria, Bulgaria, Croatia, Czech Republic, Estonia, France, Georgia, Germany, Hungary, Kyrgyzstan, Latvia, Netherlands, Norway, Republic of Moldova, Russian Federation, Slovakia, Switzerland, Tajikistan, the former Yugoslav Republic of Macedonia, Ukraine and United States of America. A representative of the United Nations Environment Programme attended.

B. Organizational matters

3. Participants were welcomed by the Deputy Director of the Environment, Housing and Land Management Division and the Head of the Sustainable Transport Section of the Transport Division of the United Nations Economic Commission for Europe (UNECE) and the Acting Head of the World Health Organization Regional Office for Europe (WHO-Europe). The following personnel changes in the THE PEP secretariat were announced: Ms. Brinda Wachs of UNECE would be succeeded by Ms. Ella Behlyarova, and Ms. Sonja Kahlmeier of WHO-Europe would be succeeded by Mr. Christian Schweizer.

4. The Bureau of the Steering Committee met on 23 October 2009 (see annex).

5. The Steering Committee adopted the agenda of its seventh session as prepared by THE PEP secretariat in consultation with the Bureau (ECE/AC.21/SC/2009/1 - EUR/09/5088363/1).

6. The Steering Committee elected Ms. Juliette Ng-A-Tham, Senior Coordinator, Environment, Risk Management and Safety Directorate, Ministry of Housing, Spatial Planning and the Environment (Netherlands) as Chairperson, succeeding Mr. Vadim Donchenko, Director General, State Scientific and Research Institute of Road Transport (Russian Federation). The Committee expressed its gratitude to Mr. Donchenko for his effective chairmanship.

7. The Steering Committee re-elected the members of the Bureau, indicating that a new representative of the environment sector Ms. Lisa Brodey, First Secretary for Environment, Science and Technology, Economic and Scientific Affairs Section, Permanent Mission of United States of America in Geneva (United States of America) would replace the outgoing Bureau member Mr. Charles Ashley. A new representative of the transport sector, Ms. Nadine Asconchilo, Ministry of Ecology and Sustainable Development of (France), would replace Mr.

Marc Strauss. The delegations of Albania and the United Kingdom were asked to officially nominate representatives from the environment and transport sectors to succeed outgoing members Ms. Narin Panariti and Mr. Nigel Dotchin, respectively.

8. The Steering Committee adopted the report of its sixth session (Geneva, 28–29 April 2008; ECE/AC21/SC/2008/9 - EUR/08/5068055/9) and of the tenth meeting of its Bureau (Rome, 7–8 July 2009; informal document number 4).

II. AMSTERDAM DECLARATION

9. The Committee considered the results of the Third High-level Meeting on Transport, Health and Environment (ECE/AC.21/2009/2 - EUR/09/5086385/2). A short film made for the meeting was re-shown to the Committee. A representative of the Netherlands, the host country of the meeting, recalled its key messages: (a) that the current economic climate created a unique opportunity for governments to support efficient transport systems; (b) that road traffic accidents caused the majority of fatalities among youth; (c) that we live nine months less because of the effects of air pollution on our health; and (d) that on the other hand sustainable urban mobility creates vibrant and liveable cities. He underlined the importance of supportive institutional conditions for an integrated policy approach to sustainable mobility.

10. The Committee agreed that the Third High-level Meeting had given THE PEP a renewed political impetus and that the newly agreed mechanisms were important for carrying out the workplan and for building the capacity needed in Member States to attain the Amsterdam goals.

III. IMPLEMENTATION MECHANISMS AND WORKPLAN

A. Implementation mechanisms

1. National Transport, Health and Environment Action Plans

11. The secretariat explained the concept behind the National Transport, Health and Environment Action Plans (NTHEAPs), noting that they were one of the main implementation mechanisms agreed in the Amsterdam Declaration. The NTHEAPs aimed to provide a strategic framework for Member States to develop integrated plans and programmes at the national or subnational levels across the three sectors. They addressed transport-related health and environmental impacts and aimed at increasing efficiency in transport.

12. NTHEAPs were country-specific and could either build on existing action plans (e.g. National Environment and Health Action Plans) or stand alone. They included specific targets and timelines for their implementation. Possible components of a NTHEAP were listed in annex II of document ECE/AC.21/SC/2009/7 - EUR/09/5088363/7. Existing intersectoral policy frameworks and processes such as the Children's Environment and Health Action Plans and Environment and Health Performance Reviews could provide useful information on obstacles to and success factors for the development and implementation of NTHEAPs.

13. The representative of France presented the “Grenelle de l’environnement”, noting that this was not an integrated national transport, health and environment plan, but rather an action plan on health and environment into which transport planning aspects had been introduced. There was increasing support in France for addressing sustainable mobility through an integrated policy approach. Begun in 2007 and later developed as a future-oriented framework through 2030, the “Grenelle de l’environnement” included aspects of multimodality, with a national strategy for low-energy driving behaviour. It also included data on health and the promotion of physical activities, especially among youth.

14. Several countries reported on progress made with developing action plans across one or two of the three sectors. The representative of Bulgaria reported on its national environment and health action plan of 1997, noting the Government had set up a steering committee that comprised representatives of labour and other sectors. It was currently revising a new chapter that would include children’s health, and would present the outcomes of the Steering Committee meeting and the Amsterdam Declaration to the Steering Committee of the Bulgarian national environment and health action plan. New actions would be included in the light of the Amsterdam Declaration.

15. The Steering Committee agreed to further explore how to facilitate Member States’ development of NTHEAPs through THE PEP Partnership (see below). A dedicated project for developing guidance on establishing NTHEAPs is described in paragraphs 27 and 28.

2. Relay races

16. The secretariat explained the concept behind THE PEP relay races (*staffetta*). Following the Third High-level Meeting, the Government of the Netherlands had proposed the idea of passing a “baton” of the key messages under THE PEP from country to country across the UNECE-WHO region. The objective would be to share best practice and experiences in sustainable urban transport, including the importance of an integrated policy approach. Several relay races would operate in parallel, focused on selected topics.

17. The first *staffetta* was launched in Pruhonice (Czech Republic), as a workshop on safe and healthy cycling and walking in urban areas (23–25 September 2009). The *staffetta* on cycling and walking would continue, with the next stop scheduled for Georgia in September 2010. The Steering Committee indicated a preference for a workshop venue in a small or mid-sized city.

18. A second *staffetta* would begin on the topic of “institutional conditions for policy integration in transport, health and environment”. A kick-off workshop was scheduled for June 2010 in Skopje. Details on projects related to the *staffetta* are given below.

3. Partnership

19. The secretariat presented a document on THE PEP Partnership regarding the scope, tasks and organizational arrangements (informal document no. 5). It set forth the operational arrangements for the Partnership, delineating between core and associate partners and “friends of

the Partnership". THE PEP Partnership could be seen as a THE PEP "factory" or facility, charged with providing technical assistance for the development of NTHEAPs and with producing tools, methods, resources and other substantive materials for THE PEP *staffette*. The main objective of THE PEP Partnership was capacity-building for countries in Eastern Europe, Caucasus and Central Asia (EECCA) and in South-Eastern Europe (SEE).

20. In addition to core and associate partners, friends of the partnership would be a limited number of Member States committed to working on developing the Partnership in its pilot phase, but without financial obligations. They might eventually become core or associated partners. EECCA and SEE countries could possibly make contributions in kind to the Partnership, e.g. through secondment of technical experts or consultants.

21. It was clarified that the Partnership could provide experts that could travel to EECCA and SEE countries to provide in-country consultations, e.g. sharing guidance on institutional set up for policy integration and assessment of public transport facilities or the economic benefits of walking and cycling. Members of academia could be used to develop capacity-building and training packages. Expected outputs of the Partnership included training packages and tools for capacity-building.

22. The secretariat recalled that two existing UNECE advisory groups could be used as models for THE PEP Partnership, as they comprised experts from the private sector, financial institutions, local authorities, non-governmental organizations, professional associations and research institutions. These were the Real Estate Market Advisory Group (REM) under the Working Party on Land Administration and the Housing and Urban Management Advisory Network (HUMAN) under the Committee on Housing and Land Management.

23. The Steering Committee agreed to further develop a concept on the operational set up and to agree at its next session in 2010 on the terms of reference for THE PEP Partnership. A dedicated meeting on the Partnership was proposed for either April 2010 in Vienna or back to back with the Skopje workshop in June 2010.

B. Workplan: Project proposals and budgetary requirements (2009–2014)

24. The secretariat presented a document laying out several concrete projects and their budgetary requirements for the period 2009–2014 (ECE/AC.21/SC/2009/4 - EUR/09/5088363/4). The Steering Committee considered the objectives, expected outputs and the main beneficiaries of the projects, each of which are affiliated with either THE PEP Partnership or THE PEP *staffette*. The projects were in line with the Amsterdam Declaration and were intended to support Member States in the attainment of the four priority goals. This was further discussed at the eleventh meeting of the Bureau.

1. Projects related to the relay races

(a) Safe and healthy walking and cycling in urban areas

25. The representative from the Czech Republic and the secretariat presented the results of the

first *staffetta* on safe and healthy walking and cycling in urban areas (Pruhonice, Czech Republic, 24–25 September 2009; informal document no.1). The workshop had been organized in cooperation with the Czech Ministries of Environment, Transport, Health and Regional Development and the city of Prague. It was carbon-neutral due to the planting of trees to off-set carbon emissions from participants' travel to the workshop, and featured several side-events and exhibits of cycling equipment and materials.

26. Participants from the Czech Republic and 13 other countries exchanged information and good practices. They discussed the particular challenges and bottlenecks in promoting walking and cycling in urban areas in EECCA and Central European countries.

27. The workshop prepared and agreed concrete action points. These urged policymakers, industry and civil society:

(a) To recognize walking and cycling as an integral part of transport and urban development planning and policy, on par with public transport and car traffic;

(b) To promote human-powered mobility which contributes to individual fitness and public health, the reduction of traffic accidents, noise and air pollution, less greenhouse gas emissions and congestion, in addition to increasing the attractiveness of cities;

(c) To ensure that cycling and walking infrastructure is focused on eliminating barriers, including for children, the elderly and those with reduced mobility, and that it is safe, accessible, convenient, comfortable and attractive.

28. These action points would be reviewed and further fine-tuned during the course of this *staffetta*. More detailed information was contained in the report of the workshop (informal document no. 1) and on THE PEP website¹.

(b) Implementation of guidance on institutional conditions for policy integration in transport, health and environment

29. The representative of the former Yugoslav Republic of Macedonia reported that a second *staffetta* was being planned to be held in Skopje, on institutional conditions for policy integration in transport, health and environment.

30. The objectives would be to provide guidance on supportive institutional conditions for policy integration, the sharing of experience and good practices and capacity-building. The workshop would draw on the experiences of previous workshops held in Chisinau, Telč (Czech Republic), Tbilisi, Moscow and Nicosia and on the brochure prepared for the Third High-level Meeting on the basis of research undertaken in Belgium, Germany and the Netherlands.² A first concept note had already been prepared for the Skopje workshop.

¹ http://www.unece.org/thepep/en/workplan/urban/pruhonice-prague_docs.htm

² Working Together for Sustainable and Healthy Transport : Guidance on Supportive Institutional Conditions for Policy Integration of Transport, Health and Environment (UNECE 2008, ECE/AC.21/1)

31. The Steering Committee welcomed the offer of the former Yugoslav Republic of Macedonia to organize the event and invited member States to inform the secretariat as soon as possible about their willingness to host further workshops under this *staffetta*.

2. Projects related to the Partnership

(a) Development of guidance for Member States on National Transport, Health and Environment Action Plans

32. The secretariat presented a project proposal to assist Member States with developing NTHEAPs. By building on existing mechanisms, plans and programmes and drawing on THE PEP Partnership as a framework and pool of expertise, the project would provide guidance to individual Member States on developing, implementing and evaluating national or subnational action plans that reflected integrated policies and measures across the transport, health and environment sectors.

33. The budget required for this activity depended on the demand from Member States for the development of NTHEAPs and on how existing national plans were already covering the three sectors.

34. The Steering Committee welcomed the proposal and requested the Bureau, with the assistance of the secretariat, to consider appropriate mechanisms to start the pilot phase of the project.

(b) Application of the Toolbox as part of the Clearing House

35. The secretariat introduced a project proposal on the application of THE PEP Toolbox as part of THE PEP Clearing House at the national level. The project linked the Clearing House - a Web-based information portal on academic research, policy and best practice in transport, health and environment - to THE PEP Toolbox, which contained key messages, evidence briefings and promising practices of sustainable urban transport.

36. The Committee approved the project proposal and stressed that it was important to translate, to the extent possible, the data and information in the Clearing House and the Toolbox into the Russian language in order to allow EECCA countries to make full use of them.

(c) Economic valuation of health effects from walking and cycling

37. The secretariat presented a project proposal on economic valuation of health effects from transport, including walking and cycling. The project built upon previously developed methodologies for the quantification of transport-related health effects and health benefits. One methodology was the Health Economic Assessment Tool (HEAT) for cycling, which asked the question: If x people cycle y distance on most days, what is the economic value of the reduction in mortality through regular cycling? The tool had been applied in several Member States, including Austria, Czech Republic, the Netherlands and the United Kingdom. It was currently being adapted for the United States in collaboration with the United States Centre for Disease

Control. The second methodology was the economic valuation of transport-related health effects, with a focus on children.

38. Member States were requested to inform the secretariat by 15 January 2010 of their willingness to provide leadership for the project. Implementation of the project might be considered as part of the pilot phase of THE PEP Partnership. The representative of France offered to translate the publication of HEAT into French to help make it more widely disseminated and used. The Steering Committee welcomed the results achieved so far and requested the Bureau to report in 2010 on progress achieved vis-à-vis implementation of the project.

(d) Partnership facility for capacity-building in transport, health and environment

39. The main objective of this project proposal was to support national action, including development and evaluation of NTHEAPs, by providing capacity-building and training through different mechanisms. These could include inter-sectoral training course, twinning projects between different administrations, “summer schools” at the regional or subregional levels, and online e-training courses.

40. The expected results were flexible training tools to meet capacity-building needs, the creation of a critical mass of knowledge to support development and implementation of NTHEAPs, and contributions to THE PEP Toolbox and THE PEP *staffette*.

41. The Committee discussed main ideas for the workplan of THE PEP Partnership, such as integrated guidance and country-specific support in developing NTHEAPs and brokering between interested European Union, EECCA and SEE countries and funding institutions.

42. Member States were requested to inform the secretariat as soon as possible of their wish to lead this project. The Bureau was requested to report at the next session of the Steering Committee on the results achieved in this area of work.

(e) Targeted outreach with the United Nations Environment Programme on sustainable urban transport in countries of Eastern Europe, Caucasus and Central Asia and South-Eastern Europe

43. A representative of the United Nations Environment Programme presented a proposal for a project on targeted outreach for sustainable urban transport in EECCA and SEE. The objective was to raise awareness on cost-effective sustainable transport options through communication activities. The two priority themes of the project were sustainable urban transport and youth. The project's expected results and impacts were to enhance communication and outreach and to increase access to expertise and networks enabling sustainable transport approaches and solutions. This could include the development of materials and tools for awareness-raising and training as well as the support of public information campaigns, including radio and television spots and annual thematic events (informal document no. 6).

44. The Committee welcomed this project proposal and decided to review the initial results achieved at its next session.

IV. INSTITUTIONAL FRAMEWORK

45. The secretariat introduced a document explaining the institutional set-up of THE PEP and proposed, as requested by the Bureau, seeking ways to stimulate participation and to more actively engage Member States and other stakeholders in a lively debate on relevant issues involving the three sectors (ECE/AC.21/SC/2009/7 - EUR/09/5088363/7).

46. The Committee agreed that from 2010, beginning with its eighth session, a half-day in-depth discussion would be organized, including speakers from the private sector, academia, government and civil society, to explore specific topics in greater detail. Topics should be in line with the four priority goals of the Amsterdam Declaration over the coming four years (i.e. topics would reflect one goal per year, from 2010–2013), leading up to the Fourth High-level Meeting in 2014.

47. The Bureau was asked to decide at its next session on the specific theme to be discussed at the Steering Committee's next session in 2010 and to guide the necessary preparations. The suggestion was made that the topics should be in line with one of the two themes selected for the Seventh Ministerial Conference "Environment for Europe" in Astana (Kazakhstan, September/October 2011), namely: "Greening the Economy" and "Mainstreaming the Environment into Economic Development".

V. FINANCING OPTIONS

48. The secretariat introduced a document setting out several options for financing activities under THE PEP (ECE/AC.21/SC/2009/5 - EUR/09/5088363/5). The Steering Committee reiterated the need for stable long-term financing. Representatives of several Member States including Austria, France, Netherlands, Norway, Russian Federation and Switzerland expressed their continuing support for THE PEP. They indicated that they would either provide in-kind assistance (e.g. translation of documents into Russian) and/or funds for the relevant UNECE and WHO/Europe accounts and trust funds to ensure adequate implementation of the adopted workplan through the newly established implementation mechanisms.

49. To facilitate the transfer of funds, the Steering Committee requested the secretariat to transmit, if possible, letters in English, French and Russian directly to the ministries of transport, health and environment, rather than through the ministries of foreign affairs, as in the past.

VI. COMMUNICATIONS STRATEGY

50. The secretariat introduced a document setting out several elements for developing a communication strategy designed to make THE PEP more visible and to raise awareness about sustainable mobility (informal document no. 2). In addition to ongoing projects such as THE PEP Toolbox and Clearing House and the recently launched relay races, additional efforts were needed to convey the key messages of THE PEP, using media-friendly formats and promoting media relations.

51. It was important to keep THE PEP website updated and to add attractive pictures and designs, as well as links with relevant sites and innovative projects in transport, health and environment. The idea of a PEP award was also proposed as a possible communication tool.

52. The Steering Committee agreed to request the secretariat to develop proposals for a communication strategy on the basis of the elements in the informal document. After subsequent discussions, the Committee would present the proposals to the Bureau at its next meeting.

VII. STRENGTHENING SYNERGIES WITH OTHER INTERNATIONAL ORGANIZATIONS AND PROCESSES

53. The secretariat reported on preparations for the upcoming Fifth Ministerial Conference on Environment and Health (Parma, Italy, 10–12 March 2010), including a side-event related to THE PEP. The possible topics and modalities of the side-event would be proposed by the secretariat and should be discussed by the Bureau.

54. Given the preparations under way for the seventh Ministerial Conference “Environment for Europe” (Astana, September/October 2011), the Committee requested the secretariat to seek ways to raise the awareness of THE PEP during the Conference, possibly in a side-event or through public relations materials, particularly as one of the Conference themes was on “greening the economy”.

VIII. ACTIVITIES OF THE EUROPEAN COMMISSION

55. The Committee took note of information provided by the Directorate General on Health and Consumer Protection of the European Commission. This indicated support for THE PEP activities and underlined the importance of the Amsterdam Declaration as a way to encourage initiatives that would help reverse the trend of overweight and obesity, would create healthy environments and would promote healthy lifestyles.

56. The European Union action plan on urban mobility had been adopted on 30 September 2009. It included 20 action points in the following areas: (a) improved information (e.g. work with public transport operators and authorities on better travel information); (b) passenger rights (e.g. work with stakeholders to agree a set of voluntary commitments on passenger rights in urban transport); (c) better planning; (d) greener transport; (e) the sharing of experiences; and (f) funding needs. These actions would be launched over the next four years. In 2012, the Commission would conduct a review of the action plan’s implementation and assess the need for further measures.³

IX. OTHER BUSINESS

57. The Steering Committee agreed to forward to the Bureau the following items for discussion: (a) the need to develop a concrete workplan and timeline for THE PEP activities; (b)

³ More information is available online at: http://ec.europa.eu/transport/urban/urban_mobility/urban_mobility_en.htm

organization of a side-event for the Ministerial Conference on Environment and Health; (c) development of a short questionnaire to monitor progress of implementation of the Amsterdam goals at the national level; and (d) development of a communications strategy (see annex).

X. DATES OF NEXT SESSION

58. The proposed dates for the eighth session of the Steering Committee are 27 and 28 October 2010, beginning at 3 p.m. on 27 October⁴. The Bureau will meet on 29 October 2010. The meetings will take place at World Health Organization headquarters in Geneva.

⁴ Pending confirmation on availability of interpretation for these dates.

Annex

REPORT OF THE ELEVENTH MEETING OF THE BUREAU OF THE STEERING COMMITTEE

I. PARTICIPATION

1. The eleventh meeting of THE PEP Bureau, held on 23 October 2009, Geneva was attended by: Mr. Shkelquim Memaj (Albania), Mr. Robert Thaler (Austria), Ms. Hristina Mleva (Bulgaria), Mr. Jiri Bendl (Czech Republic), Ms. Nadine Asconchilo (France), Ms. Manana Juruli and Mr. Mikheil Tushishvili (Georgia), Mr. Kilian Frey (Germany), Mr. Vadim Donchenko (Russian Federation), Ms. Ursula Ulrich-Voegtl (Switzerland), Mr. Mihail Kochubovski (The former Yugoslav Republic of Macedonia) and Ms. Lisa Brodey (United States). The Bureau meeting was chaired by Ms. Julie Ng-A-Tham (Netherlands). The secretariat was represented by UNECE Transport Division, UNECE Environment, Housing and Land Management Division, and by the World Health Organization Regional Office for Europe

II. WORKPLAN AND TIMELINE

2. The Bureau requested the secretariat to prepare, on the basis of the Steering Committee discussions and the accompanying documentation, a detailed programme of work with timelines. This should be prepared in line with the standard programme of work used by UNECE, showing work accomplished over the previous years (2009–2010) and expected outputs in the forthcoming years (2010–2011). A draft programme of work should be circulated amongst the Bureau members, agreed at the Bureau's next meeting and submitted to the Steering Committee at its eighth session in 2010.

III. FIFTH MINISTERIAL CONFERENCE ON ENVIRONMENT AND HEALTH

3. The Bureau agreed to propose ideas for a side-event at the upcoming Fifth Ministerial Conference on Environment and Health (10–12 March 2010, Parma, Italy). It was suggested to make use of the Conference website and to propose it be a green conference by encouraging participants to use environmentally-friendly modes to travel to the Conference and to link the website to THE PEP to publicize this message. The side-event should show what THE PEP had achieved and sought out links with existing programmes and other side-events.

4. Possible topics for the side-event included (a) the launch of the *staffete* on cycling and walking and (b) mobility management for children and schools. The representative of the United States pointed out that cycling was what Europe was known for and that THE PEP was a climate change initiative. This could be mentioned in the Conference's first day, which was on climate change, while the children's mobility management could be on the second day, which focused on children's environment and health.

5. Bureau members agreed to approach their ministers to seek ways to raise awareness of THE PEP through interventions made on related issues. Other options included an exhibition or a booth with an electric bike or a baton, or playing the film from the Third High-level Meeting. The Bureau agreed to communicate further on this by e-mail.

IV. MONITORING

6. The Bureau felt that monitoring progress made at the national level was an important role of the Steering Committee. The Bureau requested the secretariat to develop a draft questionnaire for Member States to determine the level of implementation of THE PEP activities and progress made at the national level in terms of attaining the Amsterdam Goals. The suggestion was made to use similar experience under the WHO Children's Environment and Health Action Plan for Europe (CEHAPE), the UNECE Convention on the Protection and Use of Transboundary Rivers and Lakes and the Convention on Long-range Transboundary Air Pollution and the UNECE programme on education for sustainable development. The questionnaire should not be overly burdensome for Member States and should focus on issues linked to the Amsterdam Goals. A draft of the questionnaire would be presented to the Bureau for discussion at its next meeting.

V. COMMUNICATION STRATEGY

7. The Bureau discussed the elements for a communications strategy presented to the Committee and agreed to make better use of public information professionals at UNECE and WHO. A draft communication strategy would be submitted to the Bureau at its next meeting, with a clear timeline for the coming four years and clearly designated tasks for Member States and Bureau members. It was suggested to draw on the experience of young journalists associated with the preparation of the Fifth Ministerial Conference on Health and Environment and to request assistance in developing a communication strategy for THE PEP.

8. The Bureau requested the secretariat to design and print an attractive brochure on THE PEP, in three languages, reflecting the decisions, new directions and priority goals agreed in the Amsterdam Declaration. It was important to raise awareness among policymakers across the three sectors, including transport planners. A draft brochure or flyer should be sent to the Bureau members for comments and should be published in early 2010.

VI. FINANCIAL ISSUES

9. It was agreed that the secretariat would draft a proposal on guidelines for the financing of participants to THE PEP Steering Committee, the Bureau and related meetings and workshops and present it at the next meeting of the Bureau.

10. The Bureau also reiterated the request of the Committee for the secretariat to prepare a circular letter to all Member States (ministries of transport, health and environment or other focal points) requesting funding for the forthcoming period.

VII. DATES OF NEXT MEETING

11. It was proposed that the next meeting of the Bureau take place in Skopje in conjunction with the THE PEP *staffette* workshop on institutional conditions for policy integration in transport, health and environment sectors (June 2010), and back to back with a meeting of the friends of THE PEP Partnership. The secretariat was entrusted to follow up on this proposal.

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