

The Outputs to be delivered by this action contributing to the corresponding Specific Objectives are :

1.1 The Myanmar-specific communication environment (including communication barriers to reach women, youth and people living in vulnerable situations,) are better understood and integrated in the EU communication strategy;

1.2 Political communication activities and conflict-sensitive public campaigns are designed and implemented to make the EU's brand positioning more understandable, visible and influential to target audiences.

3.2 Indicative Activities

Based on Article 24 of the NDICI Global Europe Regulation, the Support Measures - Cooperation Facility may cover support expenditure for the implementation of the Instrument and for the achievement of its objectives. This includes strategic communication activities related to the political priorities of the EU, which is the sole aim of this Action Document. In particular, the following indicative activities are foreseen:

Activities related to Output 1.1

- Undertake research required to ensure strategic communication activities are data-driven, measurable, risk aware, conflict-sensitive and gender-sensitive and fully adapted to the Myanmar context. This may include, depending on what is feasible under the evolving Myanmar context: research, audience analysis, gender analysis and perception surveys, media landscape, as well as monitoring and evaluation activities to measure impact of communication activities undertaken;
- Synthesize the findings of the different analysis mentioned above and develop a set of strategic communication recommendations for the Delegation, adapted to the Myanmar context.

Activities related to Output 1.2

- Based on the Delegation's identified priorities, design and implement political communication activities tailored to a Myanmar audience and adapted to the different target groups, using relevant and accessible communication channels (including press and media engagement, online communication, social media, events, photos, videos);
- Produce communication material and other useful tools on EU support to Myanmar;
- If relevant, and in coordination with HQ, design and implement awareness-raising campaign(s) in Europe to reach specific audiences who have a potential to directly impact the implementation of EU programmes (i.e. diaspora, specialised civil society organisations such as networks working on labour rights in Myanmar, EU institutions such as the European parliament, etc.) to raise the visibility on key topics related to the situation in Myanmar;
- If the context allows, design and roll out at national level of (a) major public campaign(s) aimed at ordinary citizens, primarily in the 18-35 age cohort and integrating women and people living in vulnerable situations, with the objective of measurably increasing the awareness, understanding and perception of the EU's partnership with the country. All such campaigns will be data-driven and based on clearly defined qualitative and quantitative key performance indicators. Regular monitoring against these KPIs will allow content, channels and approaches to be constantly adjusted to meet the objectives set.

3.3 Mainstreaming

Environmental Protection & Climate Change