

EU Regional Communication Programme for the Eastern Neighbourhood ('EU NEIGHBOURS east')

Period of implementation: 08.12.2020 - 07.12.2024

EaP countries:

Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine

EU contribution: € 10 659 000

Total budget: € 10 659 000

Implementing organisation(s):

GOPA PACE led Consortium (former B&S Europe)

Project website: www.euneighbourseast.eu

Project description:

The Regional Communication Programme ('EUNEIGHBOURS east' 2020-2024) is part of the renewed strategic approach to communication developed jointly by the DG NEAR (European Commission) and the Strategic Communications Task Forces of the European External Action Service (EEAS). It aims to enhance strategic communication actions, improve public understanding of the EU and its policies, as well as build societal resilience to disinformation in the EU and its Eastern Neighbourhood.

The European Union Neighbourhood Communication Programme will complement and build partnerships/synergies with a wide range of communication activities implemented at national level by the EU Delegations, which include thematic communication campaigns, public diplomacy actions and outreach in partnership with youth activists, media partners, national authorities, civil society organisations, academia and different professional networks and associations.

Expected results:

- Increased awareness and improved understanding of the EU, its policies and cooperation programmes among citizen in the Eastern Neighbourhood.
- Increased outreach of EU-related information, news, opportunities and success stories from the Eastern partner countries through an effective online communication platform and channels.
- Enhanced dialogue between young people from the EU and the Eastern partner countries via a strong network Young European Ambassadors and their civic engagement actions.
- Strengthened communication capabilities in relation to digital communication infrastructure and strategic communication approach.
- Established effective contacts and partnerships with relevant international institutions and projects in communicating the EU in the Eastern Neighbourhood.
- A developed network of media and non-media partners as multipliers of information and EU messages.
- Enhanced understanding of the public opinion regarding the EU in the Eastern partner countries through regular quantitative and qualitative surveying.



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