

- Design and implement political communication activities to support Summits, events and visits by College members;
- Support the integration of relevant regional programmes into country-level strategic plans, particularly those that are flagship Global Gateway and/or Team Europe initiatives.
- Undertake monitoring and evaluation activities to measure impact of communication activities undertaken.

3.3 Mainstreaming

Environmental Protection & Climate Change

Strategic communication activities carried out under this action will promote key Global Gateway and the Indo Pacific Strategy priorities, such as the fight against climate change, the protection of the oceans and the transition to a green economy, which fall also under one of the two intervention areas under the MIP for the Philippines for 2021-2027.

Gender equality and empowerment of women and girls

As per OECD Gender DAC codes identified in section 1.1, this action is labelled as G1. This implies that gender equality will be mainstreamed across all activities, ensuring strategic communication activities are inclusive, gender-sensitive, and even transformative by helping promote gender equality and the empowerment of women and girls through increasing the visibility of equality issues and by portraying women in non-traditional roles.

Human Rights

All strategic communication activities will be values driven, integrating the key principles (participation, non-discrimination, accountability and transparency) of the human rights based approach.

Disability

As per OECD Disability DAC codes identified in section 1.1, this action is labelled as D1. This implies that the action is considered relevant for the inclusion of persons with disabilities. All activities will be designed to ensure they are inclusive and accessible.

Democracy

All activities undertaken in this action will be in line with democratic values, and promote them when relevant. Activities may also showcase the EU's bilateral programmes on Rule of Law in the Philippines or CSOs grants contributing to democratic governance and citizens' participation, or any other relevant programmes that showcase how our cooperation is aligned with those values.

Conflict sensitivity, peace and resilience

The implementation of the Strategic Communications Plan should take the country's conflict analysis as a relevant framework to identify sensitive issues and ensure the appropriateness –both of content and timing - of any communication/public diplomacy actions to ensure they “do no harm”. In line with the Indo Pacific Strategy and the MIP for the Philippines, the financial and political support of the EU with the Mindanao is also at the core of the EU's engagement with the Philippines, and will need to be communicated as such. The values underlying a culture of peace should also be mainstreamed in any communication activities.

Disaster Risk Reduction

Strategic communication activities carried out under this action may contribute to generate awareness on the need for disaster risk reduction, through the communication on EU's support to a more efficient implementation of disaster risk reduction national policies.

Other considerations if relevant

N.A.