

qualitative and quantitative key performance indicators (KPIs). Regular monitoring against these KPIs will allow content, channels and approaches to be constantly adjusted to meet the objectives set.

- 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 research required to ensure strategic communication activities are data-driven and measurable. This may include audience analysis and perception surveys, media landscape, as well as monitoring and evaluation activities to measure impact of communication activities undertaken.

3.3 Mainstreaming

Environmental Protection & Climate Change

Environmental protection and climate change mitigation and adaptation considerations will be mainstreamed throughout the action, with a clear focus on sustainable agriculture and improved forest governance, management and conservation. A large share of the funds of this action will be used for communication activities related to environment protection and combating climate change (mitigation, adaptability, reforestation, sustainable agriculture, sustainable consumption and production, ecotourism, etc). The action will contribute to advocacy on natural resource management, climate change and the green economy (including the climate diplomacy week), particularly amongst/by the youth and women. Communication efforts will have specific focus on the political narrative of a stronger economic partnership between the EU and Laos especially in green areas. The focus will be on, but not limited to, the link between agriculture and forestry, agro-ecology and forestry management, climate change and environment agenda. In addition, all events and actions supported will follow a “green” approach (such as limited use of single plastic items, waste recycling, etc).

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 and gender-sensitive.

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

Lao PDR is a single-party state with limited political and civil freedoms. While the Constitution guarantees the freedoms of expression and of the press (article 44), restrictions remain omnipresent and are characterised by an atmosphere of self-censorship. Yet, the action will indirectly address democratic governance processes by supporting events and/or campaigns for increased citizen-state interactions, civil society, parliamentary accountability and a more effective administration of justice to facilitate more inclusive and responsive national development.

The EU’s engagement with Lao PDR, as Indo-Pacific partner, will seek to solidify and defend the rules-based international order, by promoting inclusive and effective multilateral cooperation based on shared values and principles, including a commitment to respecting democracy, human rights and the rule of law.⁷

Conflict sensitivity, peace and resilience

Overall, the internal situation is firmly under control. A series of potential sources of tensions might generate some conflict in the medium to long term. However, none of them is currently expected to lead to open or violent conflict

⁷ Ibid.