

Ensuring that these strategic priorities are known, understood and well perceived by both specialised and general public audiences in PNG is essential to help position the EU as a trusted and reliable partner. The focus will not only be on what the EU does, but in particular on why it does it, including by emphasising shared values, interests and impact, and promoting the EU's leadership role on key priorities.

2.2 Problem Analysis

Strategic communication plays a key role in strengthening the EU's role in the world. Fragmented, project-specific partner-implemented communication and visibility activities have largely failed to demonstrate the EU's added value as a partner for Pacific countries and their people. By consolidating strategic communication resources in the Support Measures, the EU Delegation to Papua New Guinea will be able to plan and execute multiannual strategic communication activities with the scale and focus necessary to be effective. This will ensure more impactful communication on the EU's international partnership objectives and external policy priorities. The action will therefore contribute to raising awareness, understanding and perception of the EU and its role in the Pacific countries and contribute to enhance EU's influence in the regioning

The main stakeholders covered by the action are:

- Wider audiences, comprising ordinary citizens, especially in the 18-35 age bracket, who are not involved in policy, advocacy or international relations, and who may hardly aware of the EU.
- Key specialised audiences, including opinion leaders, activists and other multipliers who already have a stake in the sphere of policy, advocacy and international relations.

3 DESCRIPTION OF THE ACTION

3.1 Objectives and Expected Outputs

The Overall Objective (Impact) of this Action is to position the EU as a partner of reference for the Papua New Guinea among selected target audiences.

The Specific Objective (Outcome) of this action is to:

1. Measurably increase awareness, understanding and perception of the EU's priorities in particular the TEI Our Forest, Our Future and the regional TEI Green-Blue Alliance for the Pacific as well as initiatives around the Global Gateway and the Indo-Pacific Strategy.

The Output to be delivered by this Action contributing to the corresponding Specific Objective (Outcome) is

- 1.1. Political communication activities and large-scale 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 expenditures 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

- Design and roll-out at national level of (a) major public campaign(s) aimed at ordinary citizens, primarily in the 18-35 age cohort, with the objective of measurably increasing the awareness, understanding and perception of the EU's partnership with Papua New Guinea. 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