

2.2 Problem Analysis

Short problem analysis:

There are several challenges to effective communication in Sri Lanka, namely:

- **Communicating long-term development reforms is challenging**, as it takes time to show concrete results and real impact on people's life.
- **Communicating on EU values** on human rights, gender equality, democracy and other elements of good governance is not always well perceived and welcomed in the country, in particular when people (especially those in most vulnerable situations) worry about their livelihoods due to the economic crisis.
- **EU visibility is fragmented** and its quality varied from project to project (depending on the partners' skills and willingness to communicate). Relying on individual implementing partners to ensure the EU visibility is not always successful & impactful. Projects visibility funds are disconnected and there is a difficulty in steering them in a strategic manner.
- Availability of expertise, i.e. service providers on the local market being able to operate under EU contract provisions
- Lastly, **Global Gateway and Team Europe Initiative** are new concepts not yet understood and known in Sri Lanka.

By consolidating strategic communication resources in the Support Measures, the EU Delegation will be able to plan and execute multiannual strategic communication actions with the scale and focus necessary to be effective on a national scale. This will ensure more impactful communication on the EU's international partnerships objectives and external policy priorities. The action will therefore contribute to raising awareness, understanding and perception of the EU and its role in the country.

Identification of main stakeholders and corresponding institutional and/or organisational issues (mandates, potential roles, and capacities) to be covered by the action:

The **main target audiences** covered by the action:

- **Youth** (social media as entry points, schools, universities, kids' clubs, etc)
- **Influencers and decision makers** (media, civil society, government, opposition, etc)
- **Private sector** (focus on exporters and importers, tourism, start-ups).

3 DESCRIPTION OF THE ACTION

3.1 Objectives and Expected Outputs

The **Overall Objective** of this action is to position the EU as a partner of reference for Sri Lanka among selected target audiences.

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

1. Measurably increase awareness, understanding, perception and support for the EU values and priorities (including human rights, gender equality, democracy and other elements of good governance) that underpin the EU's external actions.

The **Outputs** to be delivered by this action contributing to the corresponding Specific Objective (Outcome) are:

- 1.1. Targeted communication activities and large-scale public campaigns are designed and implemented to support more strategic and impactful communication towards specific 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, participatory and accessible communication activities related to the political priorities of the EU, which is the sole aim of this Action Document.