

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

### Priority area:

Cross-cutting priority areas, Communication & support to media

Contract number (CRIS): 420-847

Period of implementation: 08.12.2020 - 07.12.2024

### EaP countries:

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

EU contribution: € 9 580 000



Project website: [www.euneighbours.eu](http://www.euneighbours.eu)

### Project description:

The regional communication programme is part of the renewed strategic approach to communication developed jointly by DG NEAR 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 and build societal resilience to disinformation in the EU and its Neighbourhood.

The EU 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 through media and stakeholders.

### Expected results:

- Increased awareness and improved understanding of the EU, its policies and programmes among target audiences, thus generating a more positive perception of the EU overall.
- Strengthened communication capabilities, in relation to digital communication infrastructure and strategic communication approach.
- EU-related news and project stories from the Neighbourhood region, including audio-visual material, to be disseminated through an effective online information platform.
- Enhanced dialogue between young people in the EU and in partner countries via a strong network of young communicators.
- Effective contacts and partnerships with relevant stakeholders as well as the creation and development of a network of media partners to be established in order to ensure sustainability and multiplier effect.
- Enhanced understanding of public opinion regarding the EU in the Eastern partner countries.

### List of events (latest three):

EaP Stronger Women