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EU4Environment
Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine

EU4Environment in the EaP region:

Progress on communications in 2019-21
and plans for 2021-22

Third meeting of the Regional Assembly, 21 September 2021

Action implemented by:





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Result 5. Update on communication activities

Progress in 2019-21 (till August)

- ✓ **Revamped web site:** <https://www.eu4environment.org/>
- ✓ **Monthly Newsletters** (reaching 550 subscribers)
- ✓ New edition of **country profiles** presenting EU4Environment achievements
- ✓ **Videos** (Sustainable Public Procurement, transboundary Environmental Impact Assessment, Green Growth Indicators)
- ✓ **E-cards** on Resource Efficient and Cleaner Production
- ✓ **Social media** (EUDs channels, EU Neighbours accounts, Launch of EU4Environment Facebook page, National Facebook page in Moldova, YouTube, Flickr)
- ✓ **Communications campaign:** National campaign in Moldova “Green Economy – Made in Moldova”, Side event at EU Green Week “Towards zero pollution in the EaP countries”
- ✓ **International Environment Days:** Global Recycling Day, Forestry Day, Earth Day, World Environment Day, etc.
- ✓ Work with **mass media** (Aravot Armenian news, EcoPresya, EcoFM in Moldova, Interfax agency in Ukraine).



Plans for 2021-22

- ✓ Regional Programme mid-term **Brochure** (Sept 2021)
- ✓ More newsletters, new videos & promotion on social media
- ✓ **Communications campaign:** EU Waste Reduction Campaign (Nov 2021)
- ✓ Promotion at national and international events & coordination with other programmes





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