

	people2people energy digital connectivity		<input type="checkbox"/>	<input type="checkbox"/>
	Migration @ (methodology for tagging under development)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Reduction of Inequalities (methodology for marker and tagging under development)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Covid-19	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUDGET INFORMATION				
13. Amounts concerned	Budget line (article, item): 14 02 01 30, Middle East and Central Asia Total estimated cost: EUR 350 000 Total amount of EU budget contribution: EUR 350 000			
MANAGEMENT AND IMPLEMENTATION				
14. Type of financing	Direct management through: - Procurement			
15. Type of measure	<input checked="" type="checkbox"/> Cooperation facility <input type="checkbox"/> Measures in favour of Civil Society			

1.2 Summary of the Action

The action will support the implementation of strategic communication activities designed to raise awareness, understanding and perception of the EU and its partnership with Tajikistan, in line with the priorities identified in the country MIP as well as relevant global and regional strategies, in particular the Global Gateway. The action will serve to demonstrate the EU's partnership with the country and position the EU as a trusted and reliable partner, in particular by rolling out campaigns related to the EU's priorities and activities in the country.

2 RATIONALE

2.1 Context

The Central Asian region is a key partner for the European Union in shaping the international rules-based order and in addressing global challenges. The EU's current vision, interests, and priorities in Tajikistan and the wider Central Asian region are outlined by the EU Strategy on Central Asia and fully aligned with the Indo-Pacific Strategy and the Global Gateway Strategy. These comprehensive strategies outline the EU's positive offer to the Central Asian region, from sustainable and inclusive prosperity to connectivity, climate, research, and human development. They are underpinned by shared values and principles, including democracy and human rights, security, sustainability, and equality.

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

2.2 Problem Analysis

Strategic communication plays a key role in strengthening the EU's role in the world. Despite the EU being one of the most important and privileged development partners in Tajikistan, the visibility and recognition of the EU's