

<b>11. Internal markers and Tags:</b>	<b>Policy objectives</b>	<b>Not targeted</b>	<b>Significant objective</b>	<b>Principal objective</b>
	Digitalisation @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	digital connectivity digital governance digital entrepreneurship digital skills/literacy digital services	YES <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	NO <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Connectivity @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	transport people2people energy digital connectivity	YES <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	NO <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
	Migration @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Reduction of Inequalities @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Covid-19	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>BUDGET INFORMATION</b>			
<b>12. Amounts concerned</b>	Budget line: 14 02 01 30, Middle East and Central Asia Total estimated cost: EUR 1 200 000 Total amount of EU budget contribution: EUR 1 200 000			
<b>MANAGEMENT AND IMPLEMENTATION</b>				
<b>13. Type of financing</b>	<b>Direct management</b> through: Procurement			
<b>14. Type of measure</b>	<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 and visibility activities designed to raise awareness, understanding and perception of the EU and its partnership with Uzbekistan in line with the priorities identified in the MIP as well as relevant global and regional strategies. These will roll out Global Gateway branding and campaigning and will serve to demonstrate the EU's partnership with the region and position the EU as a trusted and reliable partner, including through Global Gateway flagships and Team Europe Initiatives, programmes, and approaches.

## 2 RATIONALE

### 2.1 Context

The Government of Uzbekistan has embarked on a path of ambitious reforms. The European Union partnership helps further develop and implement those reforms, with a focus on three priority areas. Firstly, effective governance, which includes digitalisation of public services and anti-corruption measures; secondly, sustainable economic growth, which