

	Connectivity @ transport people2people energy digital connectivity	<input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <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				
12. Amounts concerned	Budget line: 14.020131 Total estimated cost: EUR 2,000,000 Total amount of EU budget contribution EUR 2,000,000			
MANAGEMENT AND IMPLEMENTATION				
13. Type of financing	Direct management through: Procurement			
14. 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 EU's strategic communication activities designed to raise more awareness and understanding of the EU, its policies and the partnership with Cambodia, in line with the identified priorities in the Cambodia Multiannual Indicative Programme (MIP) as well as relevant global and regional strategies, in particular Global Gateway and the Indo-Pacific Strategy.

2 RATIONALE

2.1 Context

The Asia-Pacific region's growing economic, demographic, and political weight makes it a key partner for the European Union in safeguarding the rules-based international order and in addressing global challenges. The EU's current vision, interests and priorities in Cambodia and the wider ASEAN and Asia-Pacific region are outlined by various EU strategies, notably the Indo-Pacific Strategy (2021)¹, the Global Gateway Strategy (2022)² and the Strategic Compass³. These comprehensive strategies outline the EU's positive offer to the Asia-Pacific region, from sustainable and inclusive prosperity to connectivity, climate, research and human development.

The political and social context in the coming years will require more efforts towards a coherent European approach to support geopolitical interests, especially through implementation of the above mentioned strategies and the MIP. Ensuring these strategic priorities are known, understood and well perceived by both specialised and general public audiences in Cambodia is essential to help position the EU as a trusted and reliable partner for the

¹ Joint Communication: The EU strategy for cooperation in the Indo-Pacific, JOIN (2021) 24 final, 16.09.2021.

² Joint Communication: The Global Gateway, JOIN (2021) 30 final, 1.12.2021.

³ https://www.eeas.europa.eu/eeas/strategic-compass-security-and-defence-1_en