

	digital connectivity	<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(s) (article, item): 14.020131 Total estimated cost: EUR 2 000 000 Total amount of EU budget contribution EUR: 2 000 000 The contribution is for an amount of EUR 2 000 000 from the general budget of the European Union for 2024, subject to the availability of appropriations for the respective financial year following the adoption of the relevant annual budget, or as provided for in the system of provisional twelfths.			
<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

By demonstrating the added value of the EU's multifaceted external engagement, strategic communication plays a key part in strengthening the EU's role in the world, fostering democratic debate and increasing the credibility of the EU. Under the new EU strategy for communications and public diplomacy, strategic communication became a priority and an integral part of our policy-making, programming and implementation cycle. In this context, EU delegations worldwide are required to increase efforts to build trust and mutual understanding with our target audiences beyond governmental relations, and improve the understanding and perception of the EU, its policies and its principles, in order to facilitate future cooperation across policy areas and support the achievement of our policy priorities.

This global strategy needs careful formulation and implementation in Myanmar. The country has plunged into a multi-dimensional crisis triggered by the military coup staged on 1 February 2021. Since then, the military regime has maintained its violent crackdown on any form of opposition. Extreme violence across the country has led to profound political polarisation between the junta and the pro-democracy movement, where not formally supporting one side is perceived as standing by the other. Guided by the Council Conclusions of 22 February 2021, the EU has suspended all cooperation with the de facto authorities and continues to support the population of Myanmar.<sup>1</sup> In this context, where the EU intends to preserve its political and operational engagement in support of the civilian population, strategic communication has confirmed to be very challenging, in a situation where neither the junta nor the civilian government in exile can be recognised as formal interlocutors.

A carefully crafted and implemented communication strategy could therefore help the EU to navigate this sensitive context and to consolidate its position as a strong supporter of the Myanmar people and improve its perception among key stakeholders. This action will complement all ongoing EU programmes by informing relevant audiences about key priorities, strengthening relationships and trust with identified target groups and the wider public.

<sup>1</sup> <https://data.consilium.europa.eu/doc/document/ST-6287-2021-INIT/en/pdf>