

	Connectivity @	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	digital connectivity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
	energy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	transport	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	health	<input type="checkbox"/>	<input type="checkbox"/>	
	education and research	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
	Migration @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Reduction of Inequalities1 @	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Covid-19	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BUDGET INFORMATION				
12. Amounts concerned	Budget line(s) (article, item): BGUE-B2024-14.020132-C1-INTPA Total estimated cost: EUR 400 000 Total amount of EU budget contribution EUR 400 000			
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 strategic communication activities designed to raise awareness, understanding and perception of the EU and its partnership with Papua New Guinea, in line with the priorities identified in the MIP for PNG.

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 shaping the international order and in addressing global challenges. The EU's current vision, interests and priorities in PNG, the Pacific and the wider Asia-Pacific region are outlined in various EU strategies, notably the Indo-Pacific Strategy (2021), the Global Gateway Strategy (2022). and the EU-Pacific Green-Blue Alliance Team Europe Initiative (2021), These comprehensive strategies outline the EU's positive offer and support to PNG, from sustainable and inclusive prosperity to connectivity, climate, security, research and human development. They are underpinned by shared values and principles, including democracy and human rights, security, sustainability, and equality.

¹ For more information, please consult: The European Commission inequality marker - Publications Office of the EU (europa.eu) and Inequality Marker – Complementary Guidelines Application of the I-Marker to SSC fiches and Action Documents | Capacity4dev (europa.eu)