

	(methodology for tagging under development)			
	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 (article, item): 14 02 01 31 South and East Asia Total estimated cost: EUR 300 000 Total amount of EU budget contribution/ EUR 300 000			
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 the country, in line with the priorities identified in the country MIP as well as global and regional strategies, in particular Global Gateway- which also contributes to gender equality, due to the commitment to address gender equality throughout its five priority sectors-. By integrating the gender perspective, the action will also contribute to the Country Level Implementation Plan (CLIP) 2021-2025 of the Delegation to Nepal, as well as to Gender Action Plan III, particularly its pillar four, "The EU leads by example"¹.

Finally, it is important to mention that all EU external actions should be guided by a gender transformative approach (GTA) and use a GTA lens in determining priorities and actions in policy dialogue all sector interventions².

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 Nepal and the wider Asia-Pacific region are outlined by various EU strategies, notably the Indo-Pacific Strategy (2021) and Global Gateway Strategy (2021). 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. They are underpinned by shared values and principles, including democracy and human rights, security, sustainability, disability-inclusive, and equality.

Ensuring these strategic priorities are known, understood, and well perceived by audiences in Nepal is essential to help position the EU as a trusted and reliable partner for the country (and wider Asia-Pacific 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.

¹ EU GENDER ACTION PLAN (GAP) III – AN AMBITIOUS AGENDA FOR GENDER EQUALITY AND WOMEN'S EMPOWERMENT IN EU EXTERNAL ACTION, JOINT COMMUNICATION TO THE EUROPEAN PARLIAMENT AND THE COUNCIL, 25.11.2020

² DG for International Partnerships, 'Mid-term evaluation of the EU Gender Action Plan III', 08.05.2023