

6 STRATEGIC COMMUNICATION AND PUBLIC DIPLOMACY

All strategic communication and public diplomacy activities designed to promote the EU's values, interests, policies and impact in the country will be based on the Joint Strategic Communication and Public Diplomacy Plan 2022-2024/2025-2027 of the EU Delegation in Guyana. Communications efforts will involve a wide array of activities aimed at increasing awareness on key topics for the EU, such as the preservation of forests (including mangroves), sustainable development, climate change, human right and the fight against genderbased violence.

Communication efforts under other EU programmes under the MIP will complement existing Climate Change Diplomacy activities and high-level policy dialogue on climate issues. The focus will be on tangible impacts of EU support, showing the possibilities and benefits of a green and just recovery, and placing the EU as reference partner for climate change cooperation.

Target audiences will be the general public, as well as policy makers, relevant stakeholders/partners and final beneficiaries.

In the area of public diplomacy, activities will focus on building and strengthening long-term networks with key stakeholders.

The implementing modality will be in direct Management. As a result, it is envisaged that a contract for Strategic Communication and Public Diplomacy, included in the procurement of visibility may be contracted under a framework contract.