

|                              |   |                                     |                          |                          |
|------------------------------|---|-------------------------------------|--------------------------|--------------------------|
|                              | Digitalisation<br>digital connectivity<br>digital governance<br>digital entrepreneurship<br>digital skills/literacy<br>digital services | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|                              | Connectivity<br>transport<br>people2people<br>energy<br>digital connectivity  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|                              | Migration<br>(methodology for tagging under development)  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|                              | Reduction of Inequalities<br>(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"/> |
| <b>BUDGET INFORMATION</b>    |   |                                     |                          |                          |
| <b>13. Amounts concerned</b> | Budget line(s) (article, item): 14 02 01 32 The Pacific<br>Total estimated cost: EUR 600,000.00   |                                     |                          |                          |
|                              | Total amount of EU budget contribution EUR 600,000.00   |                                     |                          |                          |

|                                      |  |
|--------------------------------------|--|
| <b>MANAGEMENT AND IMPLEMENTATION</b> |  |
| <b>14. Type of financing</b>         | <b>Direct management</b> through:<br>- Procurement   |
| <b>15. Type of measure</b>           | <input checked="" type="checkbox"/> Cooperation facility<br><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 Pacific countries, in line with the priorities identified in the Pacific Multi-Country MIP, as well as relevant global and regional strategies.

## 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 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 the Asia-Pacific region, from sustainable and inclusive prosperity to connectivity, climate, security, research and human