

	digital connectivity	<input type="checkbox"/>	<input type="checkbox"/>	
	digital governance	<input type="checkbox"/>	<input type="checkbox"/>	
	digital entrepreneurship	<input type="checkbox"/>	<input type="checkbox"/>	
	digital skills/literacy	<input type="checkbox"/>	<input type="checkbox"/>	
	digital services	<input type="checkbox"/>	<input type="checkbox"/>	
	Connectivity @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	transport	YES <input type="checkbox"/>	NO <input type="checkbox"/>	
	people2people	<input type="checkbox"/>	<input type="checkbox"/>	
	energy	<input type="checkbox"/>	<input type="checkbox"/>	
	digital connectivity	<input type="checkbox"/>	<input type="checkbox"/>	
	Migration @	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Inequality Reduction	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BUDGET INFORMATION				
12. Amounts concerned	Budget line(s) (article, item): 14 02 01 31 South and East Asia Total estimated cost: EUR 1 000 000 Total amount of EU budget contribution EUR 1 000 000			
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 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 Bangladesh and the wider Asia-Pacific region are outlined by various EU strategies, notably the Indo-Pacific Strategy (2021) and Global Gateway Strategy (2022).** These comprehensive strategies outline the EU's positive offer to the Asia-Pacific region, from sustainable and inclusive prosperity to connectivity, climate, research, inequality reduction and human development. They are underpinned by shared values and principles, including democracy, human rights including women in all their diversity and groups in vulnerable situation, security, sustainability, and equality.

Ensuring these strategic priorities are known, understood and well perceived by both specialised and general public audiences in Bangladesh 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