

	Migration @ (methodology for tagging under development)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	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				
13. Amounts concerned	Budget line(s) (article, item): 14 02 01 30 Middle East and Central Asia Total estimated cost: EUR 900 000 Total amount of EU budget contribution EUR 900 000			
MANAGEMENT AND IMPLEMENTATION				
14. Type of financing	Direct management through: - Procurement			
15. 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 Strategic Guidance for Yemen² as well as relevant global and regional strategies.

Such activities are in line with the new integrated approach to communication in the EU's external actions, moving away from a project-based communication to a thematic-based, campaign-driven strategy that will reduce fragmentation of messages and support stronger narratives to raise awareness among the general Yemeni public on the EU's role and impact in the country. The Action will provide relevant communication expertise based in Jordan and Yemen for the implementation of the communication plan of the Delegation. A communication strategy outlining the Delegation's overall approach to communications was drafted by the Political, Press and Information section in coordination with the Development Cooperation section for the 2021-2023 period. At this stage, this overall strategy is yet to be put fully into practice as many of the recommendations are still to be implemented. In general, there is a low level of understanding of EU values, objectives and actions in Yemen and the general public often confuse the EU with the UN and other donors. Among those better aware of it, the EU is globally perceived as an impartial actor, having the interest of Yemenis at heart, and most Yemenis consider its positions positively.

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 Yemen and the wider Asia-Pacific region are outlined by various EU strategies, notably the Indo-Pacific Strategy (2021)³ and Global Gateway Strategy (2022)⁴. 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, and equality.

² EU development cooperation with Yemen | Strategic guidance 2021-2024: Ares(2021)7076370

³ EU Indo-Pacific Strategy 2021: https://www.eeas.europa.eu/eeas/eu-indo-pacific-strategy_en

⁴ Global Gateway Strategy (2022): https://international-partnerships.ec.europa.eu/policies/global-gateway_en