

	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"/>
	Reduction of Inequalities @	<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(s) (article, item): 14.020131 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 EU's strategic communication activities designed to raise more awareness and understanding of the EU values, policies, and the EU partnership with Sri Lanka. This action intends to shift away from a project-implemented fragmented communication effort to a more strategic communication led at the EU Delegation level on the EU's values and priorities. This is to help enhance EU/Team Europe image and credibility as a key partner in Sri Lanka. This action will also promote the EU Global Gateway and the EU Indo-Pacific Strategy, where applicable and possible.

2 RATIONALE

2.1 Context

Strategic communication and visibility are important parts of all EU programmes which implement the EU political priorities. Ensuring proper visibility of the EU's financial support is an obligation as it provides accountability and transparency on the use of EU funds to taxpayers and the citizens of partner countries. Strategic communication is crucial in strengthening the EU's role in the world, fostering democratic debate and increasing the credibility of the EU, by demonstrating the added value of the EU's support.

In 2020, the EU Delegation carried out a study to analyse the perception of the EU in Sri Lanka. It revealed that the EU is a relatively trusted development partner in the country, but still there is a limited understanding and visibility of EU's support to Sri Lanka. The survey results suggested also that **younger people** and those that have more education tend to have more positive sentiment towards the EU. These findings were confirmed by a DG INTPA managed perception survey in 2023. In conclusion, the perception study recommended the EU Delegation to gradually **increase the level of public awareness to help position the EU as a trusted and reliable partner.**

Strategic communication efforts are necessary in order to provide more coherent and enhanced image of the EU. More efforts are needed to further improve the level of awareness, positive sentiment and trust. Hence, there is a need to support the EU Delegation in **communicating more strategically and in an impactful manner.**

But such communication activities should focus not only on **what the EU is doing** in Sri Lanka, **but also why** it is needed, emphasising on **shared values, interests and impact.** We should **communicate on EU values and priorities** (e.g. Gender equality, youth, climate actions...). By doing so we will be able to not only increase the awareness of our development support in the country and the impact on people's lives, but also the understanding and perception of the EU and its role in the world.