COUNTRY OUTLINES
COMMUNICATION AND VISIBILITY
STRATEGY

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EU4GREEN RECOVERY EAST – RECOVERY THROUGH A CIRCULAR ECONOMY AND POLLUTION REDUCTION IN THE EASTERN PARTNERSHIP COUNTRIES

(700002623)

EU4Green Recovery East (700002623)

Recovery through a Circular Economy and Pollution Reduction in the Eastern Partnership countries

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ABOUT EU4GREEN RECOVERY EAST

The EU4Green Recovery East programme is a regional programme supporting the EU's Eastern Partnership countries on their path towards a greener, more resilient, and competitive economy.

With an EU-contribution of EUR 21.3 million (2025-2028), it builds on the results of a decade of EU support for better water management and green economy adoption and focuses on five key components: (1) promoting a circular economy, (2) ensuring water is managed as a critical resource, (3) advancing legal approximation with EU environmental legislation, (4) strengthening integration into EU-wide environmental cooperation and data exchange, and (5) fostering cross-border environmental cooperation.

The programme is implemented by five partners: Expertise France with the French International Office for Water (OiEau), OECD, UNECE, UNIDO, and the Environment Agency Austria (UBA), as the consortium coordinator.

https://www.eu4greenrecoveryeast.eu

Implementing partners:

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2 Executive Summary

This annex to the EU4Green Recovery East (EU4GRE) communication strategy outlines key communication approaches and activities in the following countries: Armenia, Moldova, Ukraine. This document aligns with the EU guidance "Communicating and raising EU visibility: Guidance for external actions", 2022 edition.

The communication objectives of the EU4GRE communication strategy are the following:

- **Ensure visibility of EU support** for the environment in the Eastern Partnership (EaP) region.
- **Inform about EU4Green Recovery East** goals and results.
- **Raise awareness** of EU environmental goals and policies (e.g. the EU Green Deal, EU acquis Chapter 27 of the EU acquis, the EU Competitiveness Compass, the EU Water Resilience Strategy), by linking them to local concerns such as jobs, health and security.
- **Engage stakeholders in programme's activities and in the dissemination** of its results.

The target audience groups of the EU4GRE communication strategy are the following:

- Core Stakeholders – Frequently Involved and Programme-Wide Perspective:
  - **EaP governments**, including related agencies and local authorities in the circular economy and water sectors, and parliaments.
  - **EaP SMEs** and business associations in key value chains: they are directly targeted and engaged. Like governments, they are seen as effective multipliers.
  - **EU institutions**: DG ENEST, DG ENV, EU Delegations, EU communication projects, as well as EU environmental agencies like EEA. EU4GRE is accountable to them and can harness their communication channels.
- Strategic Contributors – Involved in Specific Activities:
  - **EaP Academia**, and research institutions. Useful due to relevant knowledge and potential as multipliers.
  - **EaP Civil society** organizations and environmental NGOs (sector: water, circular economy), including EaP Civil Society Forum. Useful due to relevant knowledge, networks, and potential as multipliers.
  - **International donors**, Teams Europe initiative. Useful for additional funding or influence.
- Wider Public –Occasional or indirect Engagement:
  - **EaP Media** (journalists covering environmental, economic, and EU integration topics). Potential multipliers of key messages for Green Deal, environmental awareness and acceptance of environmental investments and regulations. Media contact should ideally be coordinated through EU contacts (DGs, EU Neighbours East, EUDs
  - **Citizens**.Time and budget constraints make direct mass communication challenging. The general public is **better reached indirectly** through our primary targets and multipliers (governments, NGOs) who can adapt messages for local contexts, or through the EaP media.

Key Messages are tailored to stakeholder groups but consistently link EU support with local concerns like jobs creation, economic growth, public health, security of critical national resources. Sustainable growth models reduce costs for SMEs, create local jobs and reduce dependence on imports of critical raw materials, with a positive impact on strategic macro-economic security aspects. Improving environmental sustainability improves the quality of ecosystems as well as people's health and wellbeing.

3 Communication outlines – Armenia

Armenia's strategy emphasises CEPA implementation

- **Circular economy**

- **Water**

  - **Infographics on the key steps of the EU Floods Directive and Urban Wastewater Directive**, highlighting the support that EU4GRE is providing to Armenia in these areas.
  - **Infographics on Water Accounts** for the Southern RBD in Armenia.
  - **Brochure on National Water Policy Dialogue in Armenia**, summarizing the key achievements of the Dialogue over the 20 years (since 2006).

- **EU environnemental acquis and EU Green Deal**

- **Environmental data**

  - **Factsheet on EEA**, including the benefits of cooperating with EEA as member or cooperating country.

- **Transboundary cooperation Country and component specific activities**

4 Communication outlines – Moldova

Moldova's strategy leverages EU candidate status momentum whilst addressing capacity constraints. Messages emphasise practical benefits of environmental improvements for citizens and economic development opportunities.

After changing the cover page - Andrei could use the former FB page for the EU4Environment Green Economy - to share posts related to EU4GRE. https://www.facebook.com/EU4EnvironmentMoldova/

Based on the experience of obtaining 3 video messages from the Commissioner on Environment and of the EU Ambassador/Head of EU Delegation in Moldova - that could increase the level of visibility at a point? EU4Environment-Green Economy used the video messages for the EU Green Week campaigns.

- **Circular economy**

-CE and GGIs – data interpretation for general public and decision making

-Explain specific GGIs

- lectures at Universityies: Green Universities approach not yet promoted – could be an option, as lectures on GE, CE etc – reflect the theory, GU approach change the educational process and Universities management as such

- **Water**

- **EU environnemental acquis and EU Green Deal**

- **Environmental data**

Intergrade or reflect actions from the country work plans:

1.3.3. Number of hackathons organized for development of G&CE solutions for regional and/or national stakeholders, including businesses.

1.3.4; Number of G&CE acceleration programs for stakeholders nd businesses to adopt knowledge and solutions to ensure their integration in CE Value Chains.

- **Transboundary cooperation Country and component specific activities**

5   Communication outlines – Ukraine

Ukraine's communication strategy must balance EU integration aspirations with wartime realities and reconstruction priorities. Messages emphasise how green recovery creates resilient, future-ready infrastructure whilst supporting immediate reconstruction needs.

Clean Beach Day (September 20) and International Day of Clean Air for Blue Skies (September 7) can be added to the days that can be celebrated in Ukraine.

- **Circular economy**

  - **case studies factsheets from food/beverage, electronics, and construction sectors**

- **Water**

- **EU environnemental acquis and EU Green Deal**

- **Environmental data**

- **Transboundary cooperation Country and component specific activities**

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