PROJECT FACTSHEET

Funded by the European Union

EU Regional Communication Programme for the Eastern Neighbourhood ('EU NEIGHBOURS east')



Duration: 08.12.2020 - 31.12.2026

Countries:
Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine

EU contribution: € 19 167 550

Total budget: € 19 167 550

Implementer:
GOPA PACE led Consortium (former B&S Europe)

Social media:
instagram.com/euneighbourseast/,
facebook.com/euneighbourseast/,
flickr.com/people/euneighbours-east/,
https://vimeo.com/euneighbourseast,
youtube.com/@EUNEIGHBOURSeast

Website(s): www.euneighbourseast.eu

Project description:

The Regional Communication Programme ('EUNEIGHBOURS east') is part of the renewed strategic approach to communication developed jointly by the European Commission's Directorate-General for Enlargement and Eastern Neighbourhood (DG ENEST) and the Strategic Communications Task Forces of the European External Action Service (EEAS). It aims to enhance strategic communication actions, improve public understanding of the EU and its policies, as well as build societal resilience to disinformation in the EU and its Eastern Neighbourhood.

Expected results:

- Increased awareness and improved understanding of the EU, its policies and cooperation programmes among citizen in the Eastern Neighbourhood.
- Increased outreach of EU-related information, news, opportunities and success stories from the Eastern partner countries through an effective online communication platform and channels.
- Enhanced dialogue between young people from the EU and the Eastern partner countries via a strong network Young European Ambassadors and their civic engagement actions.
- Strengthened communication capabilities in relation to digital communication infrastructure and strategic communication approach.
- Established effective contacts and partnerships with relevant international institutions and projects in communicating the EU in the Eastern Neighbourhood.
- A developed network of media and non-media partners as multipliers of information and EU messages.
- Enhanced understanding of the public opinion regarding the EU in the Eastern partner countries through regular quantitative and qualitative surveying.