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WK 5086/2023 INIT

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## INFORMATION

From:	European Commission
To:	Working Party of Foreign Relations Counsellors (RELEX) – Horizontal Questions
Subject:	Global Gateway - Draft Communication Strategy

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# Global Gateway.

## Communication Strategy

# Context.

The **2021 Global Gateway strategy** provides a framework for the EU's external action in an evolving international context, contributing to the achievement of the 2030 Agenda for Sustainable Development and the Paris Agreement. It is the EU's offer to narrowing the global investment gap, supporting global economic recovery, and accompanying the twin green and digital transitions beyond Europe's borders. Global Gateway covers both hard infrastructure connectivity and the enabling environment as well as regulatory frameworks, norms, standards and good governance principles, technology transfer and know-how. At its core, the ambition is to present transformative, large-scale projects that combine public and private financing for investments, with a strong infrastructure element.

Global Gateway is the EU's positive offer of cooperation to our partner countries in support of their own strategic autonomy, aligning partner countries and EU interests, by scaling up high-quality geostrategic investments and promoting sustainable financing.

Covering five main themes – digital, climate and energy, transport, health, and education and research – it is implemented through a Team Europe approach working together based on common priorities and principles in order to reach scale as well as tangible and visible impact on the ground. It mobilises all EU institutions, EU Member States, their Development Finance Institutions, the European Investment Bank, the European Bank for Reconstruction and Development and the European private sector. Hence, initiatives in the following sectors are not accounted as Global Gateway even if they also contribute at the end to our partner's own resilience: migration and forced displacement, conflict, peace and security, social protection, food security management and policies, households' food security programmes, food assistance, and emergency response.

Global Gateway also contributes to the broader G7 initiative to deepen engagement under the Partnership for Global Infrastructure and Investment (PGII) to accelerate investment in quality infrastructure in low- and middle-income countries around the world and strengthen the global economy.

## Objectives.

The overall objective of the Global Gateway communication strategy is to ensure that awareness, understanding and perception of the European Union as a global actor and values-driven, reliable partner is commensurate with the scale, scope and ambition of the EU's political commitment and sustained investment.

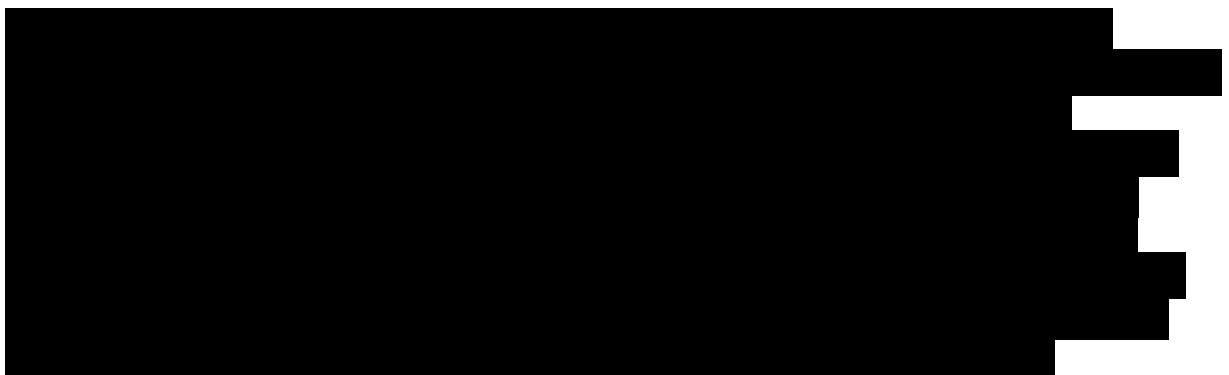
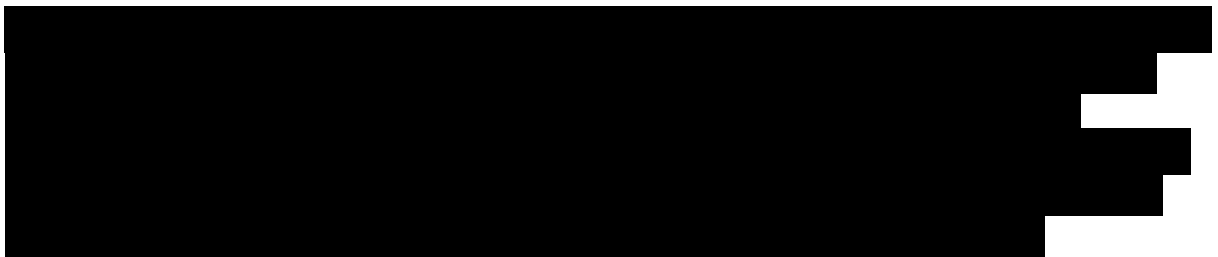
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- [REDACTED]
- [REDACTED]
- [REDACTED]

## Narrative / Key messages.

Global Gateway is providing partners with a quality EU offer, aligning partners' interests with EU interests: it is the EU's contribution to narrowing the global investment gap, reducing strategic dependencies, accompanying the twin green and digital transitions beyond European borders and boosting competitiveness and security of global supply chains. It builds on the conviction that scaling up high-quality, sustainable investments will strengthen our bilateral partnerships and position the EU more prominently in a competitive world.

- **For the EU and its Member States**, Global Gateway reflects a change in the way the EU approaches its external action, combining the demand for sustainable development in partner countries with a stronger assessment of the EU's strategic interests and objectives in the prioritisation and design of their external investments. It is also a vehicle for democratic values and high standards, as well as good governance and transparency, which make the overall approach unique and consolidate a distinctive engagement with partner countries.
- **For partner countries**, Global Gateway supports partners in their green and digital transition by providing a qualitatively superior alternative to other public investment offers. Global Gateway also supports partners in the achievement of the SDGs and the Paris agreement.
- Global Gateway investments are an offer by the EU and its Member States to be discussed and implemented in agreement with partner countries, and they are in line with the strategic framework set at Summits and other high-level events where we engage on the highest diplomatic level with partners (such as the EU-AU Summit, Samarkand Central Asia Conference, EU-ASEAN Summit, Indo-Pacific Ministerial Forum, the upcoming EU-CELAC Summit, the Eastern Partnership Summit and the various Southern Neighbourhood and Union for the Mediterranean high level formats). Other, smaller scale settings will also be used to engage with partner countries. Selected flagship projects will be chosen to showcase Global Gateway.



# Audiences.

The audience for Global Gateway communication is broad, encompassing actors both in Europe and in our partner countries, with a focus on the following sub-groups depending on the geo-strategic and regional context:

- [REDACTED]
- [REDACTED]
- [REDACTED]

In the “wider audiences” group, specific audiences to be targeted will be further defined according to a number of characteristics, such as age, education, location, and interests. [REDACTED]

# Approach and tactics.

Sustained political communication on Global Gateway is critical to build and strengthen awareness and perception among selected target audiences. To build the Global Gateway brand with its core characteristics, communication will focus on agreed list of Global Gateway flagship projects.

Global Gateway flagships demonstrate the EU’s unique added value and illustrate the transformative positive impact of our action. Starting from the substance, four things need to happen:

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- A black rectangular redaction box covering a single line of text.

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professionally designed and managed concrete **communication campaigns** should be implemented. Ongoing regional and country campaigns may also be mobilised when relevant. The focus should be on using local voices and existing channels to demonstrate the renewed partnership. Further efforts should be made to coordinate communication campaigns and target audiences in partner countries. The European Commission will also communicate on its external relations activities in the EU Member States in close cooperation with EU Member States and Commission Representations.
- In addition, we will also explore particular outreach with European economic operators, including SMEs, to explain how economic operators can access up-to-date information on how they can participate in Global Gateway-related projects.
- Consistent use of the **Global Gateway brand** by all Team Europe actors on all initiatives falling under the scope of Global Gateway.

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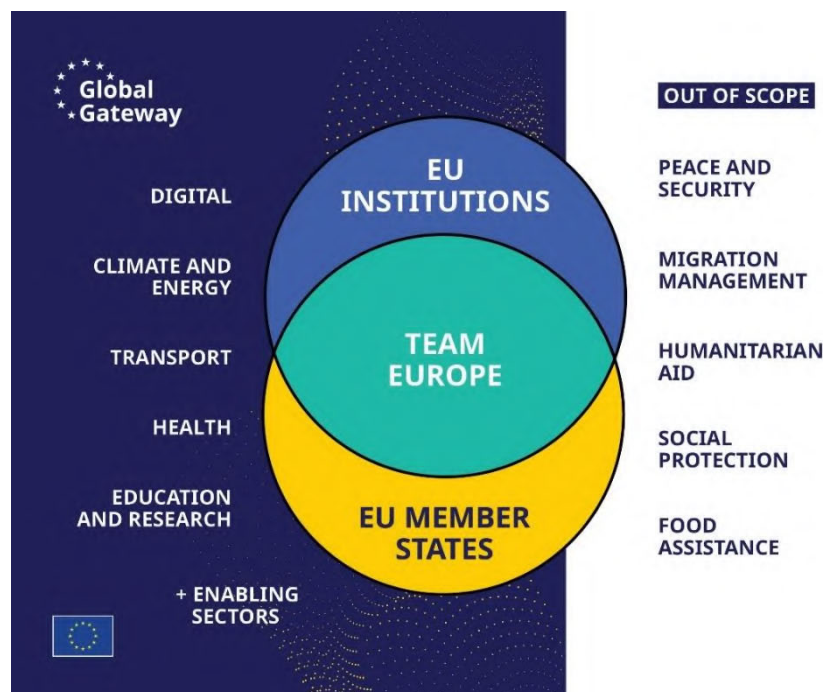
# Branding and visual identity.

Global Gateway is the European Union's external brand. The Team Europe approach is central to this brand: it is at the heart of the brand purpose, mission and values, and a key differentiator that makes Global Gateway unique. The Global Gateway brand guidelines, which should be considered a living document, will be further expanded to reflect these elements.

The impact of the Global Gateway brand will ultimately be driven by the successful implementation of concrete projects on the ground, as Member States increasingly brand their own bilateral initiatives as Global Gateway, and other Team Europe actors do the same. It can be used also in combination with relevant national or multilateral brands (see co-branding below).



The illustration below indicates when Global Gateway branding should be used. The previous Team Europe visual identity will no longer be used.



A key element of the Global Gateway brand is the visual identity, which ensures a consistent look and feel. When communicating about issues falling within the scope of Global Gateway, all Team Europe actors should use the Global Gateway visual identity. This includes co-branding options designed to ensure the visibility of Team Europe actors. The Global Gateway visual identity guidelines can be found on the Communication Resources section of the [\*\*Global Gateway webpages\*\*](#).

As per the visual identity guidelines, both the #GlobalGateway and #TeamEurope hashtags should be used on communication material. The #EIP hashtag should also be used as relevant for EU Neighbourhood and Western Balkans.


For Team Europe Initiatives falling outside the scope of Global Gateway, Team Europe actors should continue to prominently use the #TeamEurope hashtag, EU emblem and national flag or implementing agency logo as relevant, but neither the Global Gateway nor the old Team Europe visual identity.

Further discussions will take place with International Financial Institutions and implementing agencies on communication & visibility clauses and the new communication & visibility guidance for external action. Similar discussions will take place with Development Finance Institutions, the EIB and the EBRD to ensure that the pipeline of the European Fund for Sustainable Development+ (EFSD+) of guaranteed investments between 2021 and 2027 properly brand these investments as Global Gateway.

## Results and Indicators.

All communication activities should be data driven and measurable. They should be continuously monitored against clearly defined key performance indicators at the start of each action, with necessary adjustments made on an ongoing basis to ensure optimisation of results.

A set of qualitative and quantitative RACER<sup>1</sup> key performance indicators<sup>2</sup> will be identified according to the specific activity. Quantitative indicators define measurable information and are mathematically verifiable, whilst qualitative indicators reflect things such as reasons, personal views and attitudes, amongst others.



## Coordination.

Implementing Global Gateway communication in a Team Europe approach is based on a strong process of coordination in Brussels, in Member States, and in partner countries. It requires a whole-of-Commission and EEAS approach and a similar whole-of-government approach in Member States (all relevant Ministries, development agencies, development financial institutions, export credit agencies...) alongside, and supporting, the private sector.

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<sup>1</sup> Relevant, Accepted, Credible, Easy to monitor and Robust

<sup>2</sup> By way of guidance on possible indicators, see the [2022 European Commission Communication Indicators](#) for examples of output, result and impact indicators across a range of activities.

EU Delegations are central to drive the identification and implementation of Global Gateway projects together with EU Member States Embassies, acting in a Team Europe approach. The European Commission Representations will play an important role in facilitating contacts in the EU Member States. The central [Global Gateway webpage](#) presents the main achievements and further discussions will take place with EU Member States on how to showcase projects on an easily accessible central space.

The Commission, working closely with the EEAS, will convene regular meetings of Global Gateway communication focal points, from all Team Europe actors, to discuss upcoming communication milestones, messaging, as well as the resources needed to implement this strategy. EU Delegations will also be strongly encouraged to coordinate with EU Member State Embassies, their Development Finance Institutions, the EIB, the EBRD and the European private sector where they are present on the ground.

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