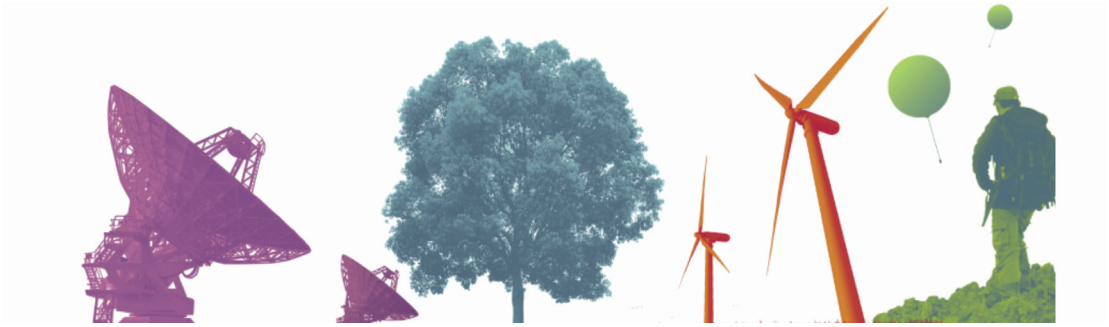
EEA Strategy 2009–2013
Multi-annual Work Programme



European Environment Agency

Cover design: EEA
Layout: EEA

Information about the European Union is available on the Internet. It can be accessed through the Europa server (www.europa.eu).

Luxembourg: Office for Official Publications of the European Communities, 2009

ISBN 978-92-9167-990-4
DOI 10.2800/17080

Environmental production
This publication is printed according to high environmental standards.

Printed by Schultz Grafisk
— Environmental Management Certificate: ISO 14001
— IQNet — The International Certification Network DS/EN ISO 14001:2004

— Quality Certificate: ISO 9001: 2000
— EMAS Registration. Licence no. DK — 000235
— Ecolabelling with the Nordic Swan, licence no. 541 176

Paper
RePrint — 90 gsm.
CyclusOffset — 250 gsm.
Both paper qualities are recycled paper and have obtained the ecolabel Nordic Swan.

Printed in Denmark

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European Environment Agency

EEA in brief

The European Environment Agency (EEA) is a European public body dedicated to providing objective, reliable and comparable information on the environment. The aim of the EEA is to ensure that decision-makers and the general public are kept informed about the state and outlook of the environment. The EEA also provides the necessary independent scientific knowledge and technical support to enable the Community and member countries take appropriate measures to protect and improve the environment as laid down by the Treaty and by successive Community action programmes on the environment and sustainable development. The EEA works in partnership with government departments and agencies, international conventions and UN bodies, the scientific community, private sector and civil society.

The EEA undertakes a comprehensive range of integrated environmental and thematic assessments. These include a five-yearly state and outlook of the environment report, thematic and sectoral assessments, analyses of the effectiveness of policy measures, forward studies and the impacts of globalisation on Europe's environment and resources. The EEA is an important source and custodian of environment-related data and indicators and a key provider of environmental knowledge and information services.

The European Environment Agency (EEA) and the European environment information and observation network (Eionet) were established by EEC Regulation 1210/90 on 7 May 1990 (as amended by EC Regulation 933/1999 of 29 April 1999 and EC Regulation 1641/2003 of the European Parliament and Council of 22 July 2003). The decision to locate the Agency in Copenhagen was taken in 1993 and the EEA became operational in 1994. The founding regulation sets out a number of tasks (Article 2) and priority areas (Article 3) for the EEA; these are addressed through its multi-annual and annual work programmes.

The EEA strategy 2009–2013 is the fourth Multi-annual Work Programme of the Agency; it was adopted by the EEA Management Board through written procedure following its 52nd meeting on 26 November 2008.

Our vision

To become recognised as the world's leading body for the provision of timely, relevant and accessible European environmental data, information, knowledge and assessments.

Chairman of the EEA Management Board

Dr Karsten Sach

On behalf of the Board I would like to thank the outgoing Chairman, Lars-Erik Liljelund, for his dedicated and effective leadership of the Management Board. Over the last few years environment policy questions have again moved up the political agenda, which is lasting proof of the EEA's work, and that its contribution is now more relevant than ever.

The EEA is well placed to further develop its role as a provider of independent and assured environmental information. In addition, and looking to the next five years, I would like to highlight some of the EEA's strategic issues.

This new Strategy will continue to support the aims of the Environment Action Programmes of the EU. Thus climate change, nature and biodiversity, environment and health as well as natural resources and waste will continue to be at the at the centre of the work of the EEA. The new Strategy will also take forward the Shared Environmental Information System (SEIS).

Integrated environmental assessments and anticipating new thinking, especially about ecosystem services, eco-efficiency and emerging technologies and innovations will play a key role in shaping European environmental policies. Well designed environmental policies are necessary and positive for our society and economy.

The EEA will continue to work closely with neighbouring countries, in particular the West Balkan region. Importantly, our early and close cooperation not only improves the quality and coverage of environmental information, but also has a part to play in stabilising the environment in these countries.

The wider world — the EEA report '*Europe's environment — the fourth assessment*', launched in 2007 and known as the Belgrade report, provided policy-relevant, up-to-date and reliable information on the interactions between the environment and society at the pan-European level, by working with 56 countries. It also illustrated that for successful implementation of environmental policies we need to engage at a global and regional level with all actors.

The public, policy-makers, the scientific community and politicians are all benefactors of work carried out by the Agency, and this trend is set to increase; climate change, biodiversity loss, water and air quality are all issues that invoke heated debate.

I appreciate that this will only continue if at its heart is a forward-looking EEA, which over the next 5 years is providing innovative information which is timely, relevant and robust.

Chairman of the EEA Scientific Committee

Prof. László Somlyódy

Since its establishment the work of the European Environment Agency has been supported by an independent Scientific Committee, comprising outstanding environmental scientists who collectively cover a broad range of environmental fields and ensure the scientific underpinning of the Agency's products. The Agency covers a wide environmental agenda and keeps a close eye on emerging trends. It also has a key role to play in ensuring the appropriate connection between discussions taking place in scientific and political arenas.

The Scientific Committee welcomes the new EEA Multi-annual Work Programme for the period 2009–2013 as a comprehensive and well-balanced document. It covers not only natural, physical, biological, chemical and mechanical realms, but also takes into consideration the importance of policy implications, economic drivers and sociological constraints. This interdisciplinary approach is placed at the heart of the programme through a number of cross-cutting themes and integrated environmental assessments the Agency will undertake.

The 5-year State of Environment reports and the pan-European assessments produced by the Agency have helped shape the priorities of the research framework programmes. In this respect I see a role for the Scientific Committee in becoming more active in helping to shape the research agenda for those fields it covers as well as the research agenda around emerging technological issues such as bio- and nanotechnologies.

By articulating a more holistic approach to environmental, economic, social and technological issues, the Scientific Committee will help to build links and maintain a closer dialogue not only with academia and research partners, but also with non-governmental organisations, industry and citizens.

The context in which the EEA works is fast evolving. It is therefore important to grasp the opportunities afforded by new developments, such as GMES and other large scale observation initiatives. These are likely to modify profoundly the way in which data, information and indicators are provided.

It is of particular importance in the period 2009–2013 that the Agency, with the help of its Scientific Committee members, continues to investigate emerging issues for future research planning and identifies scientific gaps and foresight on environmental research both at a European and national level, which could be having implication for the future of the diverse environmental challenges Europe is facing today.

The newly elected Chairman of the EEA Scientific Committee is Dr Detlef Sprinz.

The EEA Executive Director

Prof. Jacqueline McGlade

This EEA Strategy outlines our plans for the next five years. It is shaped around today's and tomorrow's information needs with an overall emphasis on a much wider use of the environmental information that is being collected. We are streamlining our activities, creating new ways of working, and developing new methods to bring environmental thinking into the mainstream of economic and social policy-making.

New ways of interpreting environmental information

Much of nature is a public good, owned by all, but not cared for by all. To help us value nature's benefits we will need to find ways to pay the right price for its protection and conservation. At the EEA, we will be building the equivalent of official statistics for ecological services and environmental assets; to set alongside the traditional assets of our economy. On the way we will confirm the methodological basis for an international agreement on environmental accounting, and produce an assessment of Europe's ecosystems and services — Eureca 2012. In the future we will be able to demonstrate how companies and governments can embed ecosystem services to restructure the global economy.

New ways of using environmental information

People need up-to-date information on their environment. For example, the number of people affected by exposure to high levels of ozone and particulate matter is growing as urban areas expand. Access to near-real-time ozone data is now possible via the EEA's Ozone web, and is being introduced to doctors and hospitals to provide an alerting system for vulnerable individuals. At the EEA, we will provide online air-quality data, using ground monitoring stations and earth observations from the GMES programme, so that partners in the health field can understand more about the prevalent environment-related respiratory diseases.

New ways of identifying emerging environmental problems

Anticipating the types of information that policy-makers, industry and citizens will need to make decisions in the future is extremely important. Through our newly formatted publication Signals, we will bring to the attention of our readers those issues that we consider likely to weigh heavily on the agenda for the coming year. Typical examples where the EEA worked in advance of public demand are agrofuels, energy subsidies, the valuation of ecosystem services and electro-magnetic radiation. Our work is based on the precautionary principle, evaluation of the burden of evidence, decision-making under varying degrees of uncertainty and the use of decision-support models and scenarios. Over the next five years we will create a simple calculus to allow us to anticipate the potential environmental impacts arising from today's and tomorrow's social and economic drivers.

New ways of working

As more and more people become convinced about the importance of the environment in their lives, the demand for reliable local information has grown explosively. Providing information through the EEA's networks has been a unique and positive experience. Using up-to-date technologies and software, we have been able to capitalise on the scientific advances in monitoring and observation. Today, there is the realisation that citizen observers, especially those who live in remote regions, or are close to the environment through their lives or professions have much to tell. Working in regions such as the Arctic, it is often the indigenous peoples who detect changes

more quickly than any well-designed sampling programme. Combining these sources of evidence within the formal world of assessment and analysis will become very important. The EEA has been extending and building its networks and sources for observing and knowledge-gathering through its global citizen environment observatory. Over the next five years, we will be extending the number of applications, through the Shared Environmental Information System to provide a broad range of global to local environmental monitoring services.

Our goal

Today, the majority of Europeans agree that the environment has a significant impact on their quality of life and that global trends play a significant part in this. They want to see that the environment, as well as economic and social needs, are taken into account in decisions about transport, energy, housing, agriculture, fish, food and health. Businesses are also seeking greater innovation and eco-efficiency to achieve higher environmental standards and maintain their competitiveness in the economy.

Over the past 30 years, Europeans have seen emissions of air pollutants significantly reduced, production of ozone-layer damaging chemicals cut by 95 %, creation of a treaty to reduce greenhouse gas emissions, an innovative scheme for carbon trading and offset markets, protection of animals and plants, improvements in the quality of fresh water and coastal seas and universal access to safe drinking water. Many of these improvements have been delivered through implementation of the environmental acquis communautaire.

At the same time, citizens remain concerned about climate change, the quality of air they breathe, how to deal with waste and the impacts of chemicals. They have many questions about what is happening to the environment and how it will affect them and future generations.

Our goal at the EEA is to provide European decision-makers and citizens with access to timely and relevant information and knowledge to provide a sound basis for environmental policies, to help answer their questions about the environment in their daily lives and to ensure that environmental thinking and education is brought into the mainstream of decision-making.

We aim to achieve this over the next five years by:

- continuing to support implementation of Europe's environmental legislation through analyses and assessments of Europe's environment;
- ensuring continuous access to high quality environmental data, information and services;
- producing integrated environmental assessments and forward studies for Europe increasingly in the global context;
- addressing critical environmental priorities as they arise on the policy agenda;
- improving communications and dissemination to decision-makers and citizens via multi-media, user-friendly, multilingual information.

Our strategy for 2009–2013

The last few years have seen a growing awareness of environmental change and the need for urgent policy action. This in turn has led to an explosive growth of environmental initiatives and institutions. Our strategy aims to respond to these changes by focusing on consolidating and improving the timing, spatial resolution and quality of environmental data flows, establishing new data sources where needed and encouraging a greater integration of knowledge about the linkages between ecosystems and the major socio-economic arenas and improving the quality and effectiveness of environmental education in Europe.

The EEA 2009–2013 Strategy is the fourth Multi-annual Work Programme. It builds upon the successful delivery of our previous strategy for 2004–2008, which was based on the key priorities of the 6th Environment Action Programme and established the Agency as a key provider in Europe of environmental data, information and knowledge.

The 2008 effectiveness evaluation of the EEA stated that *'The Agency is ... the most efficient way to deliver the products and services required by the stakeholders. ... It is difficult to see ... how the provision of impartial and reliable information, could be performed through any of the possible other mechanisms available for European organisations'*.

The 2008 evaluation also gave a number of recommendations on priority setting and dissemination. These have been acted on in defining the future priorities and shape of Agency's resources.

Our new strategy is built on three main activities:

- continuing to support the information needs set down in EU and international environmental legislation and especially its 6th Environment Action Programme;
- providing more timely assessments on how and why the environment is changing and whether environmental policies, including the 6th Environment Action Programme, the EU Sustainable Development Strategy and those in related areas have been effective;
- improving the coordination and dissemination of environmental data and knowledge across Europe.

This strategy document describes the EEA's activities under four areas:

- Environmental themes
- Cross-cutting themes
- Integrated environmental assessment
- Information services and communications.

Two further strategic areas cover EEA operations, administration and governance.

Objectives

Our core objective 2009–2013

The core objective of the EEA will be to produce European, pan-European and regional integrated environmental data and indicator sets, assessments and thematic analyses in order to provide a sound decision basis for environmental policies in the EU and Member countries and for cooperation with candidate and potential candidate countries and those covered by the European Neighbourhood Policy.

We will continue to work intensively with Eionet, cooperating countries and a wide range of partner institutions, including European Commission, government departments and agencies, international conventions and UN bodies, the scientific, technical and research communities, private sector and civil society, in order to quality assure relevance and quality of the data, analyses and information that we provide.

Our strategic objectives are to:

- play a key role in the development and implementation of European environment policies and related areas, especially the European Commission's Environment Action Programme;
- monitor the effectiveness of environmental policies of EU and member countries of the EEA and in candidate and potential candidate countries;
- support the monitoring of the EU Sustainable Development Strategy (through assistance for the Sustainable Development Indicators) focusing on core environment-related issues;
- undertake integrated environmental assessments and analyses of the 6th Environment Action Programme and EU Sustainable Development Strategy, environmental themes, future studies and early warnings linked to changes in societal and economic structures;
- provide access to more regularly updated information and where possible near real-time data to improve timeliness of environmental information through the Shared Environmental Information System and the Environmental Data Centres;
- anticipate new ideas and thinking, especially about ecosystem services, resource use and emerging technologies and innovations and behavioural changes;
- develop new web-based services for environmental educational needs;
- help ensure, through effective communications and information services, that environmental thinking is brought into the mainstream of decision-making and the daily lives of European citizens.

Key actions

Our key actions for 2009–2013

In 2009 we will …
- launch information services in the areas of the five Environmental Data Centres in air quality, climate change, biodiversity, freshwater, (including indicators on water balances via WISE and JRC information on flood and drought risk), marine and land use, and establish data needs for vulnerability and adaptation, disaster prevention and management;
- establish the EEA's supporting infrastructure for the European Shared Environmental Information System (SEIS) and Inspire, improving online data availability and web services;
- coordinate the provision of *in-situ* data for GMES services and link them to the Global Earth Observation System of Systems;
- support the Baltic macro-region environmental assessments under the Swedish Presidency;
- provide key analytical contributions to the global Green New Deal and low-carbon economy planning for Europe;
- produce two key-EEA early-warning publications;
- support climate change deliberations leading up to the UNFCCC COP15 meeting in Copenhagen;
- report on progress on halting the loss of biodiversity using the Streamlining European Biodiversity Indicators 2010.

In 2010 we will …
- produce the EEA's regular integrated environmental assessment on the state and outlook of Europe's environment (SOER) focusing on operational and strategic policy priorities, including those of the candidate and potential candidate countries (6th Environment Action Programme and EU Sustainable Development Strategy) and a scoreboard of environmental performance;
- produce an analysis of the pathways to deliver EU agreements on achieving a low-carbon and green economy by 2050;
- together with JRC, provide ongoing analyses of global environmental tipping points;
- establish a vulnerability and adaptation mapping service and information for disaster management and prevention for Europe;
- support Mediterranean assessments and other relevant activities under the Spanish and Belgian Presidencies.

In 2011 we will …
- support environmental reporting within the European Neighbourhood Policy;
- complete a cost of inaction related valuation of damage to ecosystems services and human welfare.

In 2012 we will …
- produce an assessment of Europe's ecosystem services — Eureca 2012;
- support the EU-wide review of the status of water and groundwater environments through WISE.

In 2013 we will …
- support the review of the environmental outcomes of the 6th Environment Action Programme and the EU Sustainable Development Strategy.

Throughout the five years we will …
- sustain and expand the EEA environmental data flows and information services through Reportnet and the five EEA Environmental Data Centres;
- cooperate with Eurostat, JRC and DG Environment, focusing on indicators, streamlining and timeliness of data within the Group of Four agreement;
- work with DG RTD and EU funded research projects to better use the outputs and results;
- undertake thematic assessments, early warning studies, strategic futures analyses and information assessments relating to policy needs for a range of evolving complex and serious environmental challenges;
- support Eurostat's work on the Sustainable Development Indicators;
- monitor progress towards policy targets, effectiveness of environment and related policies and indicators on policy responses;
- undertake regular effectiveness evaluations of the EEA;
- expand the EEA's communications to the public, policy-makers and experts via multi-media, user-friendly, multilingual information particularly in the areas of climate change, biodiversity, ecosystems and the greening of the economy.

Our networks and governance

The EEA is governed by a Management Board made up of its member countries, and representatives from the European Parliament and the European Commission. The Bureau is made up of the Chair and Vice Chairs of the Management Board. Each member country has a management board member supported by a national focal point and a number of national reference centres and principal contact points.

The EEA has a Scientific Committee, made up of independent experts from the field of environment, including social scientists and sectoral specialists. The Committee offers advice to EEA staff and gives opinions on different issues.

Eionet — the European environment information and observing network, covering 39 member and cooperating countries — is the unique partnership between the EEA and its member countries and is central to the EEA's networking activities. In all there are nearly 400 people involved in Eionet.

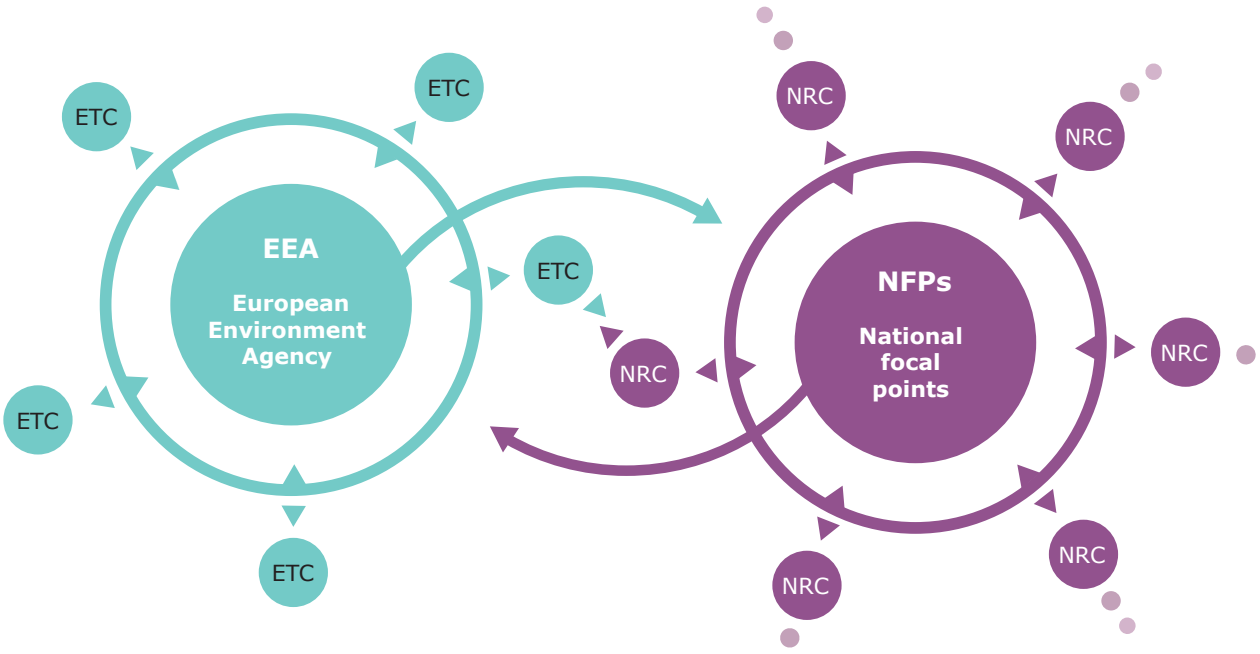
The 2008 effectiveness evaluation of the Agency confirmed that '*The establishment of this network system.. is seen as one of the major achievements of the EEA, and a key factor in enabling it to meet its objectives*'.

Eionet is widely acknowledged for its support of multiple forms of cooperation and a positive example of institutional and technical partnership. Eionet is particularly effective in its promotion of good governance in European and international environmental monitoring and reporting activities, such as the Global Earth Observation System of Systems and UN Environment Watch.

Other networks that the EEA interacts with include the Heads of European Agencies, of Environmental Protection Agencies, and of Environmental Conservation Agencies, the Scientific Committee Chairs of EU Agencies and Community Bodies, networks established under the EU Neighbourhood Programme, the EU Mediterranean Action Plan, and within the Nordic and Arctic Councils, international networks including those established under the UN and multilateral environmental conventions and a variety of international and European research networks.

We will undertake this area of work through the strategic area:

- EEA governance and partnerships.



Making it happen

The EEA draws its staff from across the 32 member countries. It also has a number of national experts.

The working capacity of the EEA is enhanced by its five European Topic Centres on Air and Climate Change, Biological Diversity, Land Use and Spatial Information, Water and Sustainable Consumption and Production. The topic centres are distributed across the EEA member countries.

The agency's daily work is primarily with the members of the Group of Four — made up of the EEA, and the Directorate Generals of Environment, Joint Research Centre and Eurostat. The aim of the group is to maximise the use of resources by streamlining environmental reporting and providing common web-hosting for ten thematic areas. The Environmental Data Centres include climate change, water, air, biodiversity, and land use (managed by EEA), forests and soils (managed by JRC) and waste, natural resources and products (managed by Eurostat).

Over the next five years we will continue to implement a new Quality Management System and Business Continuity Planning, continue to adopt any remaining provision under the Staff Regulation and make revisions to our existing indicator management system, data reporting, internal management system and balanced scorecard to make clear the link between work undertaken resources used and results achieved.

The 2008 effectiveness evaluation stated that *'The Agency has also been able to meet increasing demands for information without a similar scale of increase in resources, also pointing to efficiency gains within the organisation'*. In the Agency we strive to give value for money across an enormous environmental agenda. This is essential in today's climate of increased financial pressure and the growing number of organisations working on environmental issues.

We aim to maximise the agency's resources for our environmental work by:

- achieving our EMAS environmental goals every year;
- reorganising to make the Agency more responsive and flexible;
- avoiding duplication with other EU institutions;
- liaising with staff across the European Commission on our thematic work and to ensure administrative consistency;
- making best use of all European funded environmental actions;
- continuing to improve the way we communicate and provide information to our key stakeholders and citizens;
- continuing to maximise staff availability and efficiency by focusing on health and wellbeing.

Our Making it happen activities will be carried through the strategic area:

- EEA internal management and administration.

Strategic areas

1 Environmental themes

1.1 Air quality
1.2 Air pollutant emissions
1.3 Biodiversity
1.4 Greenhouse gas emissions
1.5 Freshwater
1.6 Marine

2 Cross-cutting themes

2.1 Climate change impacts
2.2 Vulnerability and adaptation
2.3 Ecosystems
2.4 Environment and health
2.5 Maritime
2.6 Sustainable consumption and production and waste
2.7 Land use
2.8 Agriculture and forestry
2.9 Energy
2.10 Transport

3 Integrated environmental assessment

3.1 Integrated environmental assessment
3.2 Regional and global assessment
3.3 Decision support
3.4 Economics
3.5 Strategic futures

4 Information services and communications

4.1 Shared Environmental Information System
4.2 Communications

Strategic area 1 Environmental themes

One of the fundamental roles of the EEA is to support EU environmental policy by tracking and reporting on the outcomes of the implementation of EU environmental legislation across all EEA member countries. This involves establishing and maintaining reporting mechanisms, developing the Shared Environmental Information System, implementing Inspire, quality assurance procedures, analytical frameworks and standardised outputs in terms of data sets, indicators and thematic integrated assessments for a number of environmental themes such as air quality and pollutant emissions, greenhouse gas emissions, freshwater and marine environments. The work includes, *inter alia*, analyses of the costs of action/inaction, effectiveness evaluations, distance-to-target assessments in relation to agreed policy targets and long term reference values, and outlooks for the future in the 2020–2030 perspective.

The demand for work of this type is expected to continue and develop over the next five years as EU environmental policies and legislation evolve. Highlights in the period will be: a global agreement in Copenhagen in autumn 2009 on cuts in greenhouse gas emissions (GHG) after 2012; implementation of a revised EU emission trading scheme for 2008–2012; agreed national targets by 2020, for EU greenhouse gas emissions reductions; revision of the Directive on National Emissions Ceilings and Integrated Pollution Prevention and Control Directives in 2009, implementation of the new Clean Air for Europe (CAFE) Directive, progress on meeting the target of halting biodiversity loss by 2010, the first round of River Basin Management Plans and related programmes of measures under the Water Framework Directive in 2009, and implementation of the recently adopted Marine Strategy Directive. The EEA will build on and adapt its existing data flows, indicators and assessments to meet these changing needs

General objectives for 2009–2013

To support policy development and evaluation within the environmental themes covered by the *acquis communautaire* and related areas by:

- ensuring full access, via SEIS and the EEA Environmental Data Centres, to the quality-assured data needed to support European-level work on indicators and integrated assessments;
- maintaining and developing relevant EEA indicators within the Indicator Management System;
- providing thematic analyses, assessments and methodologies to support the various thematic policy agendas; and
- carrying out evaluations of the existing effectiveness of policies and outlooks for the future in the 2020–2030 perspective.

The work is divided into major environmental themes in line with those under the European Commission's 6th Environment Action Programme:

- **Air quality**
- **Air pollutant emissions**
- **Biodiversity**
- **Greenhouse gas emissions**
- **Freshwater**
- **Marine**

1.1 Air quality

Our main objective

To provide assessments of air quality and air pollution across Europe, especially in urban and rural areas, based on quality assured, up-to-date and where possible near-real-time data and indicators; in particular focusing on particles, ozone, toxic and other hazardous pollutants, sectoral emissions, progress towards and outlooks for the achievement of short- and long-term air quality policy targets and inputs into assessments of air quality impacts on human health and ecosystems.

Analysis

Though ambient ([1]) air quality has been improving steadily in Europe, there is still a long way to go before long-term targets to protect human health and the environment are met. Substantial impacts on human health, ecosystems, crops and forests still remain due to the presence of particles, such as PM_{10} and $PM_{2.5}$, ozone, toxic and other hazardous pollutants in ambient air and the deposition of a variety of substances. Policy highlights in the period of the next strategy will be the implementation of the new Clean Air for Europe Directive and its review (2013), the review of the Air Thematic Strategy (2010) and the current revision of the National Emissions Ceilings Directive.

Action

We will achieve our objective by:

- providing up-to-date and where possible near real-time quality assured data, maps, indicators and streamlined access to relevant ambient air quality websites via SEIS and the EEA Data Centre on air;
- producing integrated and targeted assessments of air pollution and noise, the impacts on human health and the environment, and the effectiveness and co-benefits of related policies and measures;
- providing annual assessments of summer ozone levels (in accordance with the Ozone in Ambient Air Directive) and of air quality in zones and agglomerations (in accordance with the Ambient Air Quality Directive);
- contributing to the EEA's integrated environmental assessments and analyses of environment and health by making wider use of modelling techniques and advanced spatial mapping techniques and Inspire in our work;
- working closely in cooperation with Eionet, the European Topic Centre on Air and Climate Change, the GMES atmospheric services, Eurostat, JRC and other EC services, WHO, UNECE (the relevant programmes, centres and task forces under this Convention), the network of national reference laboratories on quality control/quality assurance of air quality monitoring, other providers of data such as regional bodies, cities, industry and scientific, research and societal institutes; and
- improving use of air quality information via multi-media, user-friendly, interactive services.

([1]) The issue of indoor pollution is covered in the cross-cutting theme on Environment and health.

1.2 Air pollutant emissions

Our main objective

To provide assessments related to emissions of pollutants, including toxic and hazardous pollutants, to air and where relevant to other media. This will include tracking progress towards, and providing outlooks for, the achievement of targets *inter alia* as defined in relevant EU and international legislation and evaluating the effectiveness of European policies and measures to reduce emissions.

Analysis

Although emissions of key air pollutants have decreased in recent years, air pollution still causes substantial adverse impacts on human health, ecosystems and crops. Polluting emissions in general arising from large and small installations, and diffuse sources, such as from transport, agriculture and households, continue to cause concern.

In 2009, the UNECE LRTAP Gothenburg Protocol to abate acidification, eutrophication and ground-level ozone as well as both the National Emissions Ceilings (NEC) and the Integrated Pollution Prevention and Control Directives (IPPC) will still be under revision. In addition, towards the end of 2009 the European Pollutant Release and Transfer Register (E-PRTR) will be introduced, replacing the present European Polluting Emissions Register (EPER).

Action

We will achieve our objective by:

- providing up-to-date and where possible near-real-time quality assured data, indicators and streamlined access to relevant air pollutant emissions websites, via SEIS, Inspire and the EEA Data Centre on air;
- supporting the European Commission on streamlining air pollutant emission and greenhouse gas data collection and reporting under various existing legislation, including the NEC Directive and the greenhouse gas Monitoring Mechanism;
- producing the EU annual emission inventory reports for the UNECE Long-range Transboundary Air Pollution Convention and National Emissions Ceiling Directive and jointly with EMEP the review of national air emission inventory data;
- providing assessments on synergies and trade-offs between air pollutant emission and greenhouse gas emission reduction policies and on the effectiveness of selected policies to reduce key air pollutant emissions and subsequent effects on air quality;
- working closely in cooperation with Eionet and other providers of data, the EEA's European Topic Centre on Air and Climate Change, the UNECE Long-range Transboundary Air Pollution Convention (especially the EMEP programme, its centre on emissions inventories and projections and its task force on emission inventories and projections) and with the European Commission services (including Eurostat and JRC);
- publishing on the EEA's website the EMEP/EEA air pollutant emissions inventory guidebook that will be regularly updated by the UNECE EMEP task force on emission inventories and projections; and
- hosting the European Commission E-PRTR website and the IRIS database and contributing to associated reporting activities.

1.3 Biodiversity

Our main objective

To deliver information, data and analyses of biological diversity in water, terrestrial systems and soils and air, via an integrated analytical framework that will support each priority area and considerations across them, including tracking progress towards, and providing outlooks for, the achievement of targets *inter alia* as defined in relevant EU and international legislation and evaluating the effectiveness of European policies and measures.

Analysis

The next five years will see an expansion of the EU biodiversity policy area, due to an increased awareness of the significance of biodiversity and ecosystem services for human well being. The focus will be on three policy priorities for 2009–2013: the protection of key species and habitats under the Birds and the Habitats Directives; the commitment to halt the loss of biodiversity in the EU by 2010 and report on progress using indicators (SEBI2010); and, a longer-term vision around maintaining the health and resilience of ecosystem services (see Section 2.3).

Bringing these priorities together is of concern for two reasons: first, because the loss of biodiversity, in particular species and habitats, results in a decline in the 'ecosystem services' which natural systems provide; and second, because these and the many other interconnections between the three priorities, require a coherent approach to data and analysis to avoid unnecessary parallel data collection streams.

Action

We will achieve our objective by:

- providing, via SEIS, Inspire and the EEA Environmental Data Centres on Biodiversity and Ecosystems and Land Use, quality assured data in support for European reporting initiatives, most notably the Nature Directives;
- producing analysis on the state and trends of individual species and habitats as required under relevant articles in the existing community legislation;
- reporting on progress towards the EU and global targets on halting/reducing the loss of biodiversity using the Streamlining European Biodiversity Indicators 2010;
- providing spatial analysis of the conflicts and potential trade offs that exist between biodiversity, economic development and social objectives with special attention to climate change and conservation objectives;
- using such analytical inputs and results from EU funded research projects on biodiversity for the EEA's regular state of the environment and outlooks reports and the European Ecosystem Assessment (Eureca 2012); and
- improving the EEA's communications on species, habitats and their aggregation into indicators, that can be used by policy-makers, citizens and the media via multi-media channels, including the EC Biodiversity Clearing House Mechanism.

1.4 Greenhouse gas emissions

Our main objective

To monitor and assess progress towards achieving EU greenhouse gas emission policy targets (Kyoto and 2020), evaluate the effectiveness of EU climate change mitigation policies and measures, and support the development of long-term climate change mitigation strategies.

Analysis

Global warming will have far-reaching consequences. Action to address global climate change is both technically feasible and affordable compared to the high costs of unabated climate change. The Kyoto Protocol targets are a first step to be met by 2012. The key existing relevant legislation is the emission effort sharing amongst member states to achieve the Kyoto target, the EU Emission Trading Scheme (ETS), targeting power generation and energy intensive industry, and the EU GHG monitoring mechanism. Substantial further greenhouse gas emission reductions are needed globally to achieve the target proposed by the EU for limiting change to a maximum temperature increase of + 2 °C above pre-industrial level. Within UNFCCC a global post-Kyoto regime is being developed with agreement anticipated by the end of 2009 in Copenhagen.

Action

We will achieve our objective by:

- providing, via SEIS and the EEA Climate Change Data Centre, data, information and indicators collected from countries under relevant EU legislation on climate mitigation to support European reporting initiatives, such as the annual EU greenhouse gas inventory, and more up-to-date estimates, full accounting of emission credits in line with Kyoto and EU legislation, regular updates of GHG emissions indicators and annual analysis of projections and effectiveness of policies and measures to achieve the Kyoto 2008–2012 and any new targets;
- providing annual reporting on member state experiences with EU ETS, expanded towards effectiveness evaluation of the ETS, Kyoto mechanisms projects and possibly also other carbon offsetting markets and projects;
- producing analyses and assessments of pathways to achieve a low-carbon and 'greener' economy. These include integrated mitigation and adaptation outlooks and alternative future scenarios, linking socio-economic developments, emissions, carbon accounting systems and impacts on water quality, water quantity, biodiversity, soils, forests and oceans as sinks or sources, and co-benefits for air quality and public health;
- supporting the project of the European Commission on streamlining air emission and GHG emission data collection and reporting under various existing legislation, including the NEC Directive and the GHG Monitoring Mechanism;
- supporting the UNFCCC review and any technical issues arising from the UNFCCC negotiation process; and
- creating user-friendly access to reports, data, indicators and other information through the EEA Climate Change Data Centre, with related analytical and decision-support tools.

1.5 Freshwater

Our main objective

To support European policies related to water quality and quantity by providing integrated assessments of water quality, quantity and use, to track progress and provide outlooks on the achievement of policy targets and quality assurance schemes, supported by up-to-date, and where possible near-real-time, data, indicators, models and analyses.

Analysis

Despite improvements in recent years many freshwater ecosystems in Europe are still at risk due to continuing emissions to water, in particular from agriculture, physical modifications to water bodies to aid, for example navigation and hydropower, and the impacts of extreme events and poor resource management causing floods and droughts.

In the EU, the Water Framework Directive (WFD) and related water directives provide an integrated framework within which to address these many and varied challenges to water management. The first round of River Basin Management Plans and related Programmes of Measures in 2009 mark the crossing of an important threshold from preparation to action in the implementation of the WFD. Proper implementation requires continued integration across sectoral activities (agriculture, rural development, economy, energy, transport, water infrastructure), and needs to be supported by intense information exchange between relevant actors on good practice and suitable, efficient measures.

Action

We will achieve our objective by:

- providing, via SEIS, the EEA Water Data Centre and the Water Information System for Europe (WISE), data, information and indicators collected from countries under relevant EU legislation on water emissions, quality and quantity to support European reporting initiatives, including the review in 2012 of the status of surface water and groundwater in the Community in support of the WFD Article 18;
- providing integrated assessments of water pollution, water quantity and the effectiveness of policies using the Drivers, Pressures, State, Impacts and Responses framework, the concepts of Integrated Water Resource Management, ecosystem services, resource accounting, resilience and spatial mapping;
- providing information and analyses in the area of water balances and adaptation to climate change through a Water Scarcity and Drought Information System in cooperation with the JRC;
- providing assessments of water goods and services highlighting the wider context of ecosystems, biodiversity and the impacts of invasive alien species, the effects of salt-water intrusion, flooding and temperature shifts;
- providing user-friendly access to reports, data, including near-real time, indicators, information plus related analytical tools; and
- improving the public understanding of the issues of water quality and quantity and climate change via multi-media, user-friendly interactive services.

1.6 Marine

Our main objective

To support European and international marine-related policies and implementation by providing integrated EEA marine assessments, covering *inter alia* linkages between marine ecosystem health and human well-being, supported by up-to-date data, indicators, models and analyses.

Analysis

The sum of human pressures on the marine environment from fishing, energy and resource exploration and exploitation, tourism, shipping and pollution is increasing, and the general state of marine ecosystems across Europe is poor. Climate change is adding to the pressures, leading to impacts such as higher temperatures, ocean acidification, which are already decreasing the ability of seas and oceans to absorb greenhouse gases from the atmosphere and for some marine biota to function. EU policy has now adopted an 'ecosystem approach' to the management of human activities on the marine environment through its strategies and directives.

Successful implementation at the pan-European scale will require a far better characterisation of the current situation, past trends and outlooks via comparable data and information, including socio-economic drivers and pressures and an improved view of the options for and environmental consequences of current and future uses of the marine environment and regional seas.

Action

We will achieve our objective by:

- providing support, via SEIS, the EEA Water Data Centre and the Water Information System for Europe (WISE), for the clarification of needs for monitoring and assessments, establishment, streamlining and improved access to new marine data flows, information and indicators under relevant EU legislation, particularly for the EU Marine Strategy Framework and the Water Framework (coastal waters) Directives;

- strengthening the framework of EEA integrated marine assessments by enhanced coverage of the DPSIR components, using improved indicators, as well as by integrating aspects of the ecosystem services approach (e.g. economic valuation), the Maritime policy initiative of a European Marine Observation and Data Network (EMODNET), Inspire, outlooks and scenarios;

- contributing to the establishment of the GMES marine core services;

- increasing our synergies with the UN and regional marine conventions, the scientific community and organised civil society in the development of EEA integrated marine assessments to ensure that these better reflect the conditions in each European regional sea; and

- producing integrated assessments of the marine environment and the effectiveness of EU policies, including biodiversity, water quality, fisheries and maritime issues, and the state and value of marine ecosystem goods and services under different policy-relevant scenarios, and contributing to marine assessments for the Baltic under the Swedish Presidency in 2009, the Spanish Presidency in 2010, for Horizon 2020 in the Mediterranean, on the Arctic for the EC and Arctic and Nordic Councils and for Eureca 2012.

Strategic area 2 Cross-cutting themes

Demand for cross-cutting integrated analyses is growing in recognition of rapidly changing realities. Europe's consumption and production patterns, their influence on climate change and biodiversity, how they are served by ecosystems around the world, and how these patterns might be adapted in the face of change, are clearly in focus. The requirement for connected information on all these processes is growing as a result. In a globalised economy where individuals, businesses and governments can exert a global reach, many different types of policy can affect the resilience of the natural environment and the resources it provides whether on land or at sea.

From transport to energy, agriculture to trade, tourism to people's well-being, all human activities can manifest themselves in a way that can have cascading sets of unintended consequences, leading us potentially to rapid non-linear changes and tipping points for the natural environment. Many uncertainties underlie these realities and how they may play out. But it is clear that environment and economy have not been equal partners in this relationship.

General objective for 2009–2013

To support policy development and evaluation within the cross-cutting themes by:

- building on the achievements of the 2004–2008 strategy with respect to the methods and analyses needed to generate cross-cutting assessments such as spatial analysis, impact indicators, outlooks and scenarios, policy effectiveness evaluations, economics;
- putting these methods to work more explicitly across a range of cross-cutting themes in this strategic area such as sectoral integration, climate change, sustainable consumption and production and maritime, territorial and cohesion policies;
- paying special attention to issues that are priorities for the SOER 2010, Eureca 2012 and IPCC 2013; and
- building alliances and capacities within our networks to undertake such cross-cutting analyses and assessments within the context of SEIS.

The work is divided into the ten major cross-cutting themes that occur across the European Union's political and environmental landscape:

- **Climate change impacts**
- **Vulnerability and adaptation**
- **Ecosystems**
- **Environment and health**
- **Maritime**
- **Sustainable consumption and production and waste**
- **Land use**
- **Agriculture and forestry**
- **Energy**
- **Transport**

2.1 Climate change impacts

Our main objective

To contribute directly to EU policy developments on climate change impacts by refining relevant indicators, producing assessments, combined with socio-economic factors in Europe, using past trends, now-casting, spatial analysis, forward looking assessments, and policy effectiveness analysis including economic aspects.

Analysis

Climate change impacts on natural resources and human activities are expected to continue despite strong action to reduce greenhouse gas emissions. Even if the EU target of limiting temperature increase to not more than + 2 °C is achieved, it still means that there will be many impacts. Climate change is an additional pressure on natural and human systems, which are already under increasing pressures from globalisation and rising consumption patterns across the world.

In 2008, the EEA in partnership with the Joint Research Centre and World Health Organisation Europe produced its climate impacts report based on more than 40 indicators covering physical, biological and health impacts. The conclusions were that in every aspect, the changes associated with climate change were widespread and increasing. Data from the various global observing and *in-situ* measurement programmes also show that we are experiencing conditions outside the most pessimistic estimates from the IPCC 2007 report.

Action

We will achieve our objective by:

- improving and maintaining information, data, indicators and models on impacts in the EEA Environmental Data Centre on Climate Change and link it to information and data in the Environmental Data Centres on water, biodiversity and land use;
- producing a range of climate change impacts and related assessments in thematic areas linked to wider strategies on environment and sustainability, for the SOER 2010 and Eureca 2012 assessments, and regular updating of the indicator-based assessment on climate change impacts in Europe to respond to emerging demands for support;
- working with research teams across Europe to improve the regionalisation of forward studies of climate change impacts;
- developing models and data in partnership with ECMWF to create an down-scaled climate archive for hindcasting and forecasting Europe's climate at sub-regional spatial scales; and
- creating multi-media, user-friendly, multilingual products on the extent of climate change impacts.

2.2 Vulnerability and adaptation

Our main objective

To support new EU and European Policy developments on vulnerability and adaptation and on disaster prevention and management by developing online access to relevant environmental information, observations for rapid spatial mapping and decision-support tools, via SEIS and GMES services to help Member States' meet their objectives for dealing with climate change impacts, adaptation, vulnerability mapping, disaster prevention and management.

Analysis

Vulnerability of natural resources and human activities is increasing in Europe as a consequence of climate change. This includes intensification of extreme temperatures, precipitation, floods, wind storms, droughts, forest fires, intensified land use, industrial development, urban expansion, construction of infrastructure and loss of biodiversity. The EU's 2007 green paper on adapting to climate change stresses the increased risk of damage to people, infrastructure and environment in the EU and draws attention to the need for early action and policy response in Europe.

Under the UN FCCC, a 5-year work programme on impacts, vulnerability and adaptation is being implemented. A global post-Kyoto regime is being developed including adaptation to climate change, with agreement planned for end of 2009 in Copenhagen.

The European Commission is now preparing a White Paper on adaptation with options for integrating adaptation into EU policies across the most vulnerable regions. The European Commission is also planning a Communication on a Community initiative in the field of disaster prevention aimed at bringing together information in a more systematic way to support actions across the EU.

Action

We will achieve our objective by:

- collecting, managing and assessing policy-relevant data on a European level for cross-border environmental vulnerability mapping in EU and neighbouring countries in collaboration with other European organisations (i.e. DG ENV, JRC, EMSA, ESA);
- reporting on national climate adaptation plans and provide guidance and support for information exchange on regional prevention, management and adaptation strategies and best practice;
- assessing the environmental impacts of natural disasters and industrial accidents in Europe as well as existing measures for their management and prevention, to complement the information on economic loss and social impact collected by other organisations;
- supporting the creation of a Community clearing house mechanism for exchanging information and best practice on disaster prevention and management, to be developed with networks of relevant actors in disaster prevention and management across Europe; and
- developing of a prototype 'European Clearing House on Climate Change Impacts, Vulnerability and Adaptation' to provide access to European climate change data and scenarios with information on actions and good practice, including economic costs, linked to the EEA's Climate Change data centre and consistent with a clearing house on disaster prevention and management.

2.3 Ecosystems

Our main objective

To support the inclusion of an ecosystems and services perspective into the evaluation of present and future EU thematic policies and sectoral development in international and regional policy arenas, and within the EEA's indicator frameworks, key reporting exercises and integrated assessments such as SOER 2010 and Eureca 2012.

Analysis

Ecosystem services represent the transformation of a number of natural assets into products that people need, benefit from and value. They include provisioning services — products obtained from ecosystems, including for example, genetic resources, food and fibre, fresh-water; regulating services — benefits from the regulation of ecosystems processes, including flood and disease control, climate, water and human health; cultural services — including non-tangible benefits such as recreation, aesthetic values and spiritual enrichment; and supporting services — those that are necessary for the production of all other ecosystems services, including biomass production, clear air, nutrient cycling, water cycling.

These natural services are not recognised adequately by economic markets, government policies and land management practices, and accordingly many ecosystems services are in danger of being lost or are in serious danger of losing their resilience. Wider implementation of the ecosystem services concept in Europe, linked to a follow-up of the 2005 Millennium Ecosystem Assessment and the G8+5 initiative for the 2010 meeting of the Convention on Biological Diversity on the Economics of Ecosystems and Biodiversity, will add strong economic arguments that can both change policy priorities, action and financing within the environmental policy arena, as well as capturing the attention of other stakeholders from different sectors to increase their awareness of the economic significance of change.

Action

We will achieve our objective by:

- producing Eureca 2012, the first ecosystem assessment for Europe to feed into the Millenium Ecosystem Assessment follow-up;
- supporting The Economics of Ecosystems and Biodiversity (TEEB), the Millennium Ecosystem Assessment, and the UNEP Global Green New Deal initiative in relation to resource accounting, documenting the resilience of ecosystems, and providing analyses of their valuation;
- increasing awareness about the value and use of natural resources through analyses of market-based mechanisms for ecosystems services;
- improving knowledge about thresholds and resilience in Europe's ecosystems and in particular in relation to climate change e.g. carbon absorption, trophic dynamics, provisioning and fragmentation of the landscape;
- maximising the use of existing data and spatial modelling techniques to support analysis of the health and resilience of ecosystem services within Europe and globally in terms of Europe's footprint and emerging sectoral demands;
- updating EEA indicator frameworks, including SEBI2010, using an ecosystems services approach and integrate them into the EEA assessments; and
- providing communications and educational material on ecosystem services to the public, policy-makers and scientific experts via multi-media channels including the EC Biodiversity Clearing House Mechanism.

2.4 Environment and health

Our main objective

To undertake, in cooperation with OECD, Eurostat, Joint Research Centre, and EU agencies a variety of assessments and data gathering exercises to provide support for policy development aimed at reducing adverse impacts on human health from pollutants, chemicals and various technologies. There will also be an emphasis on studies that highlight the need for early action and on the benefits of preventive and precautionary measures.

Analysis

Environmental quality and the link to human health is recognised as one of the priorities of the 6th Environment Action Programme. It is also reflected in a new Community Action Programme 2008–2013 in the field of health; the EU Environment and Health Action Plan 2004–2010; the renewed EU Sustainable Development Strategy; and in the major EU chemical policies, and the World Health Organisation Children and Environment Health Action Programme. Mid-term evaluations of these programmes recognised the progress made but indicated strongly the need for intensive work in the future.

At the recent EU Council, health ministers underlined the need for early action, the benefits of preventive and precautionary measures and the need for the development of tools for anticipating, preventing and responding to potential threats from emerging and re-emerging issues such as nanotechnology, and to strengthen the involvement of relevant stakeholders through partnerships across sectors at all levels. They also called for information on environmental determinants with positive health impacts such as biodiverse environments, non-motorised means of transport and housing conditions.

Action

We will achieve our objective by:

- improving accessibility of information on environment and health and chemicals, including further development of indicators, spatial analyses, and links with SEIS and GMES;
- testing the applicability of various methodological approaches, including biomonitoring, to estimate both adverse and beneficial impacts of pollutants (including plastics, endocrine disruptors, GM crops for fuel and fibre) in the environment and ecosystems (including ambient and indoor air, water and soil) on ecosystem functioning and human health and wellbeing;
- examining the environmental burden of pollutants and chemicals, including aspects of age, socio-economic status and migrational background;
- providing inputs for all major EEA assessments, including SOER 2010 and Eureca 2012, its regional assessments, and various international reports and assessments such as the UN Environment for Europe Ministerial Conference;
- producing a report on Bradford-Hill work on causality criteria in the environment and health arena;
- cooperating with key partners on significant EU inter-institutional processes, and on major events and meetings, such as WHO Ministerial Conference and the 2009 European Public Health Association conference; and
- improving decision-support tools on dealing with uncertainty, risk, ignorance and precaution within key environment and health issues.

2.5 Maritime

Our main objective

To enhance cooperation and support the activities relating to information and data in the EU's maritime and marine policy arena that will enable us to identify, exploit and review economic data on maritime activities, undertake assessments of marine spatial planning and cooperate with source organisations to integrate environmental information of relevance.

Analysis

The EU Maritime policy and its environmental pillar, the Marine Strategy Framework Directive, place an ecosystem-based approach at the centre of an integrated policy response to oceans, seas and coastal issues. This approach takes into account the high environmental potential of European seas and coastal systems in the delivery of vital ecological services in the face of increasing pressures from climate change and the intensification of diverse and competing economic activities (*inter alia* shipping, fishing, energy, resource exploitation) throughout the European maritime area.

New and more extensive monitoring and analytical methods are now needed for integrated assessments. These will build on the developments in technology and information systems that are already underway, such as the EU Atlas of the seas, and the specific support to the European Marine Observation and Data network (EMODNET) with its links to WISE-marine and SEIS. These will help connect source organisations and provide online and shared access to the necessary data, to support marine spatial planning and state of the environment reporting.

Action

We will achieve our objective by:

- establishing a common methodology for multi-dimensional (e.g. benthic marine landscape) and functional (e.g. energy potential, refuge zones) mapping of European seas, so as to contribute to the European Atlas of the seas, provide spatially relevant assessments and input to the marine module of the Water Information System for Europe (WISE);
- harmonising the characterisation of seabed and habitat mapping in line with EUNIS compatible broad scale mapping and classification;
- undertaking analyses on marine ecosystems accounting in relation to maritime socio-economic activities;
- contributing to the spatial information platform in WISE, for data discovery, viewing and discussion that connects to the European Marine Observation and Data Network (EMODNET);
- providing the maritime part and support the integrated approach in the annotated outline for Marine/Maritime issues in SOER 2010, with a focus on evaluation of effectiveness of marine spatial planning policies and practices;
- contributing to assess the relevant maritime policy as input to related issues (e.g. tourism, transport) as well as other regional aspects for the biennial synthesis progress report Horizon 2020, the Baltic Sea Region Strategy under the Swedish Presidency in 2009 and the Spanish Presidency in 2010; and
- creating user-friendly access to reports, data, indicators and other information through the EEA Water Data Centre, with related analytical tools.

2.6 Sustainable consumption and production and waste

Our main objective

To support global, EU and national activities on sustainable consumption and production, resource and waste management, by strengthening the analytical basis through the development and use of SCP and other structural indicators, life cycle analysis, environmental accounts, integrated assessments, outlooks and scenarios, focusing particularly on housing, food, mobility and tourism/recreation.

Analysis

It is increasingly recognised that as Europeans we need to take responsibility for the environmental impacts of our consumption and production patterns within Europe, and their life-cycle environmental impacts in other parts of the world. Sustainable management of material resources and waste is an integral part of this.

The importance of sustainable consumption and production (SCP), including the generation of waste and use of resources, is reflected in policy priorities and plans, in particular the UNCSD 2010–2011 review of SCP and waste, the EU Action Plan on Sustainable Consumption and Production and Sustainable Industrial Policy, the 2010 revision of the thematic strategies on sustainable use of natural resources and on waste prevention and recycling, other EU waste policies including the revision of the Waste Framework Directive and national policies on SCP, resources and waste. It is also reflected in the increased business focus on corporate social responsibility, efficiency in resource use and environmental management systems, and the greater focus on sustainable consumption patterns across Europe.

Action

We will achieve our objective by:

- producing and maintaining indicators on sustainable consumption and production, waste and resources via SEIS and the Environmental Data Centres of Eurostat;
- supporting the implementation of the EU Action Plan on SCP, EU thematic strategies, national SCP policies, the global Marrakech process on SCP and the UNCSD review of SCP through policy-effectiveness evaluations and integrated assessments of environmental impacts of production and consumption in Europe and other regions of the world;
- strengthening efforts, in close cooperation with Eurostat, JRC, OECD and the UN, to further develop integrated economic and environmental accounts;
- undertaking analyses on Life Cycle Analysis, resource availability and productivity, cleaner production and eco-efficient products;
- developing sustainable consumption and production outlooks and scenarios for Europe;
- supporting the implementation of the Waste Framework Directive and the Thematic Strategy on Waste Prevention and Recycling through analyses of various waste streams;
- working with business and SMEs to share experiences and good practice on sustainable business strategies, corporate social responsibility, EMAS and the role of retailers;
- strengthening work on sustainable production and eco-innovation, in cooperation with OECD;
- supporting neighbouring countries on SCP and waste information needs, especially the Mediterranean countries within the Horizon 2020 initiative and EEA collaborating West Balkan countries; and
- improving communication with policy-makers and consumers on how to limit environmental impacts of consumption, and develop options for more sustainable products and production.

2.7 Land use

Our main objective

To inform policy-makers, practitioners and the public on how the growing intensity of space and land-based resource use is leading to conflicts and potential irreversible changes via an analytical platform for spatial analysis, targeted land use modelling, integration of socio-economic statistics and high resolution land information and planning services to examine the processes of urbanisation and land use.

Analysis

The new EU Lisbon Treaty underlines the fact that a policy tool for coordination, coherence and synergies of sectoral policies is indispensable for the sustainable spatial development and multi-level governance system of the European continent. The first Action Programme for the implementation of the EU Territorial Agenda seeks in particular to develop a robust platform of knowledge and assessments of the state, perspectives, trends and policy impacts over the diverse European territories.

Over the past decade the Agency has analysed conflicts over the use of space and land-based resources in Europe and observed that they will be exacerbated by urbanisation, transport growth, shifts in agricultural priorities, new forms of tourism, evolving societal aspirations around mobility and housing, demography and the continuous changes to the territorial landscape from climate change putting at risk ecological and social resilience.

Action

We will achieve our objective by:

- integrating all relevant geo-spatial data sets and information at the European level via SEIS, Inspire and the Land Use Data Centre, including an operational data base on noise maps and data as part of ReportNet implementation for Environmental Noise Directive;
- working with ESPON2013 to define and test a new set of territorial indicators to support spatial planning and understanding of different development perspectives;
- providing assessments of European territorial developments using advanced spatial analytical techniques, past trends, now casting, forward looking assessments, policy effectiveness analysis including the economics of different paths, in partnership especially with DG Regio, JRC and Eurostat;
- working with Eurostat, the UN and national statistical offices to ensure that EEA-led land, water and ecosystem accounts will become a global standard within the UN-Environmental Accounting framework;
- fully exploiting the completed 2006 Corine land cover inventory and related data bases, in particular the high-resolution soil sealing information;
- supporting the development of the GMES Land services and Global Observing Systems; and
- undertaking selected regional and thematic assessments (e.g. on urban, mountain and rural areas, tourism, transport and noise mapping, impacts of soil erosion, land pricing and taxes) and provide inputs to SOER 2010 and Eureca 2012.

2.8 Agriculture and forestry

Our main objective

To provide integrated analyses of land use trends in agriculture and forestry through assessments of their current and future impact on water, soils, air quality, biodiversity and landscapes. This will help to assess the impact of new societal demands, demographic and technological trends on the natural environment and form a basis for policy evaluation and feedback into related sectoral and environmental policies.

Analysis

The use of agricultural and forestry land in Europe for producing primary material (food, feed, biomass for energy and material purposes) will become more intensive in the coming decades. This derives from new demands, advances in technology (e.g. enzymatic digestion of cellulosic material, engineering of food properties, crop breeding including genetically modified organisms etc.) and changes in farming practices. Forestry and agriculture increasingly deliver into shared end uses for buildings, energy and biomaterials, which lead to higher demands on the available land area. The expected impacts of climate change and land conversion for the urban and service sectors will increase resulting pressures on water and soil resources as well as affect biodiversity, landscapes and air quality.

The EEA has worked on agri-environment indicators, developed the concept of high nature value farmland and investigated policy integration, e.g. with regard to bioenergy production.

Action

We will achieve our objective by:

- integrating economic and biophysical models and data to assess the driving forces behind the environmental impacts of socio-economic trends to inform sector policy debates, in agriculture, bio-energy and rural development policies;
- extending sector-related indicator sets, spatial analyses and databases on farm practices and new land use trends, e.g. the combined impact of food, feed and biomass production on water resources, fertiliser and pesticide use, tillage methods, livestock housing, in cooperation with Commission Services and UNEP;
- undertaking assessments of critical issues such as the carbon balance associated with land use change, both within Europe and globally, examine the environmental impacts of alien species and genetically modified crops especially for bioenergy and fibre;
- supporting efforts to develop environmental and ecosystem accounts to inform analyses of adaptation to and mitigation of climate change and provide these as inputs to the EEA's assessments including Eureca 2012 and SOER 2010.

2.9 Energy

Our main objective

To provide integrated assessments, analyses of how changes in policy and operations within the energy sector contribute to mitigating climate change, affect human health and the environment, the costs and benefits, progress towards meeting policy targets and the environmental effectiveness, supported by up-to-date data, models and indicators.

Analysis

Energy policy will continue to play a central role in combating climate change while at the same time ensuring a secure supply of energy in Europe. Energy production and consumption, including renewable energy such as bioenergy, have substantial impacts on human health and the environment, through emissions of air pollutants, waste generation, soil damage, oil spills etc. The European Commission is developing further the legislative package on energy and climate change policies agreed in December 2008 including actions towards the achievement of the targets by 2020, for renewable energy, road transport fuel and energy efficiency, the establishment of a framework for carbon capture and storage and development of demonstration plants. Further efforts are also being made in energy efficiency, reducing energy demand, advancing the establishment of a true internal energy market, stimulating energy research and technology development and enhancing international cooperation on energy issues. European efforts in this area are tightly coupled to those in the rest of the world.

Action

We will achieve our objective by:

- developing and maintaining energy and environment indicators and best-practice based on national data and information submitted to the EEA, IEA , UNEP, Eurostat and other Commission services;
- assessing the environmental constraints and benefits of renewable energy technologies, deployment of new energy technologies and sources, including biofuels and use of peatlands, carbon capture and storage, in cooperation with the European Commission, UNEP, and the research and business communities;
- providing regular updates on energy and environment indicators, including energy subsidies, and inputs to the EEA integrated assessments; and
- assessing the pressures from energy production and consumption on the environment including energy efficiency and demand-side policies, choice of fuels, climate change mitigation/ energy security pathway and the costs, benefits and tradeoffs concerning environmental aspects, such as water and biodiversity, of these pathways.

2.10 Transport

Our main objective

To assess the impacts of transport on human health and the environment with the help of transport and environment indicators, models and scenarios. This will include, *inter alia*, tracking progress towards environmentally related policy targets for transport and seeking to demonstrate possible new solutions for access and sustainable mobility.

Analysis

Transport is an integral part of most of the activities that together form the basis of a nation's Gross Domestic Product. Transport volumes grow more or less in parallel with the economy and thus influence a number of environmental issues, with climate change, habitat loss, noise and air pollution the most prominent. Even if the growth in emissions of greenhouse gases from the transport sector has slowed recently, projections for the future foresee a notable growth if no additional mitigating measures are implemented.

The EU is therefore considering a range of policies and measures such as inclusion of aviation in the EU emission trading system; reducing CO_2 emissions from cars; and infrastructure charging schemes. However, we should avoid transport being only associated with climate change; the Greening Transport package is a step in broadening out the discussion.

To a large degree transport policy development is guided by the aim of creating a more 'sustainable transport system', with access and mobility at its heart. But as yet these terms are not operational and do not facilitate environmental improvements. In response to the increasingly ambitious greenhouse gas emission targets there is a need to develop sector specific targets. To ensure any ancillary benefits these targets should also cover all the main aspects (air emissions, noise, habitat loss, etc) of a 'sustainable transport system' and its use.

Action

We will achieve our objective by:

- maintaining, developing and streamlining transport and environment indicators and working with Eurostat, ITF/OECD and the European Commission to supplement the EEA's data collection via Eionet partners in particular in the areas of transport noise assessments, land use and patterns of goods transport;
- producing indicator-based assessments of the transport sector's progress in integrating environmental considerations into its policies as input to EEA's regular integrated and cross-cutting assessments;
- analysing traffic's contribution to air quality and noise in Europe's cities;
- building geographically specific transport emission inventories;
- informing the process of improving the environmental performance of international aviation and maritime transport, and their inclusion into a post Kyoto regime on climate change mitigation, through the provision of relevant information focusing mainly on emission of air pollutants and of greenhouse gases; and
- developing scenarios for a sustainable transport system, examining energy efficiency, sustainable mobility and access, and synergies with neighbourhood and district development by identifying and characterising different possible measures, technology options, demand management options and user behavior options, in cooperation with the transport industry, JRC and European Commission services.

Strategic area 3 Integrated environmental assessment

There is an increasing demand to carry out or contribute to environmental assessments of different geographical areas in Europe, neighbouring countries and globally. These assessments are needed to help frame, support and evaluate the progress of a wide range of policy processes. There is also an increased demand to include economic information, forward looking perspectives and to address uncertainties. However, this growth in the number and diversity of assessments is leading to inefficiencies, overlaps and inconsistencies, which can undermine their effectiveness.

In line with its founding Regulation, the EEA is required to publish every five years a report of the state and outlook of the European Environment. The next report is due in 2010. Since its inception, the EEA has also published four pan-European assessments, covering the countries of eastern Europe, central Asia and the Caucasus, two focused on the Mediterranean and two on the Arctic. In addition, we have paid increasing attention to scenario development and forward studies, economic evaluation and historical analyses of environmental and health issues to improve policy evelopment and decision-making under conditions of high uncertainty and complexity.

Over the next five years, the EEA will deliver its main five-year reporting and assessment and with partners develop and contribute to other regional, pan-European and global assessments. It will also aim to provide a strong basis for the EU Environment Action Programme.

To ensure that these assessments support decision-making processes and policy development, increasing emphasis will be given to four elements:

- integrated environmental policy analysis and assessments of national and regional policies and actions to secure the environment e.g. in transport and infrastructure, agriculture (biotechnologies and transgenic organisms) energy and industry (sustainable production and consumption and nanotechnologies) and in the finance (insurance), and commerce (distribution);

- decision-making under conditions of risk, uncertainty and complexity and the use of decision support tools;

- providing more social and economic analyses to help put the interconnectedness of the environment into the mainstream of societal thinking; and

- intensifying the use of scenarios and other forward looking methods to support the development of sustainable futures.

The activities under this strategic area are found under five themes:

- **Integrated environmental assessment**
- **Regional and global assessment**
- **Decision support**
- **Economics**
- **Strategic futures**

3.1 Integrated environmental assessment

Our main objective

To develop, publish and communicate a cutting-edge report in 2010 on the state and outlook for the environment of Europe and establish a long-term strategy with our networks and partners to coordinate future global, regional, thematic and sectoral assessments and reports.

Analysis

The EEA is mandated '*to publish a report on the state of, trends in and the prospects for the environment every five years, supplemented byindicator reports focusing upon specific issues*' (Article 2 of EEA Establishing Regulation). The next state and outlook of the environment report is due in 2010.

The EEA 5-year flagship reports provide a strategic stocktaking and forward-looking assessment of environmental issues within the context of sustainability in the EU Member States, candidate and potential candidate countries. The reports contribute to strategic environment-related policy-making at the European level, the evaluation of EU environmental action programmes and strategies and to future agenda setting.

The SOER 2010 will be well placed to contribute to the evaluation of the 6th Environment Action Programme and the relevant parts of the EU Sustainable Development Strategy to provide a perspective on any subsequent programme through its forward look trends and projections and at emerging issues.

Recognising the wide interest in the SOER 2010, differentiated products and multimedia will be designed to suit the different audiences, including assessments on thematic issues and at country levels.

A new improved perspective on assessments will be put in place at the beginning of the new strategy to enable the EEA to deliver on its main five-year reporting mandate and respond to these multiple requests coherently, effectively and efficiently.

Action

We will achieve our objective by:

- coordinating inputs from across the thematic activities, SEIS and the core sets of indicators in Europe (including those managed by Eurostat) to produce a thematic indicator-based integrated environmental assessment of the environmental trends and outlooks in Europe;
- running a country-focused process for developing country analyses and a scorecard and on this basis develop a learning-oriented comparative assessment of country level state of action, situations and responses;
- improving communication and dissemination of the assessment via multi-media, user-friendly, multilingual information;
- producing a forward-looking cross-cutting integrated assessment of environmental issues which will look at how, in a sustainability perspective, the interaction between environmental issues and European and global socio-economic developments may develop under different plausible scenarios and how they could impact on Europe, its neighbours and other parts of the world;
- developing a long-term strategy for integrated environmental assessments in the region covering the ongoing 5-year reporting cycle and other regional, global and issue orientated assessment needs.

3.2 Regional and global assessment

Our main objective

To plan, prepare, contribute to and deliver regional assessments in support of various policies and political processes in line with EEA's long-term Strategy for integrated assessments and 5-year reporting.

Analysis

Common geographical and environmental patterns characterise specific areas in Europe, such as coastal regions or mountain ranges. They correspond on the one hand to the reality of Europe's landscape diversity and, on the other, to some form of targeted processes and policies or more generally territorial cohesion. Analysing the environmental status of these diverse areas, such as coastal, urban, rural, mountain, is thus rooted in the particular socio-economic characteristics of the different areas and current and historical land use patterns. This has important consequences as many policies and decision-making scenarios need to consider a wide range of interactions; for example urban sprawl into rural areas; the impact of urbanisation in coastal areas on ecosystems services; the role of mountain agriculture in maintaining high-value nature farmland. The EEA is involved in the production of a number of regional assessments and State of Environment reporting processes.

Examples include work under the European Neighbourhood Policy and Central Asia Strategy; the coordination and production of a scorecard in the context of the Mediterranean Horizon 2020 process, to measure progress on the basis of an agreed set of indicators; the UNGA global assessment of assessments to develop a regular process for assessing the marine environment and assessments for the Arctic and key ecosystems such as wetlands and alpine areas.

Action

We will achieve our objective by:

- providing links and easy access to SEIS, Reportnet and the various tools for undertaking integrated assessments to enable others in the wider community make best use of these developments;
- cooperating with Mediterranean Action Programme, Eurostat and other partners to organise a regular reporting process under Horizon 2020, publishing five-yearly and biennial reports on the Mediterranean environment;
- planning and preparing the fifth pan-European assessment report;
- participating in the UNGA assessment of assessments for the marine environment, UNEP-GEO, other UNEP DEWA activities and other UN assessments via expert groups and chairmanship of panels;
- identifying the needs for and providing specific tailor-made assessments on the state of the Arctic environment;
- identifying the needs for and developing relevant assessments to support Cohesion policies, spatial planning and areas defined by their ecological relatedness (e.g. coasts, inland seas, urban, rural and mountain areas); and
- improving communication and dissemination on the importance and basis of integrated assessment via multi-media, user-friendly, multilingual information.

3.3 Decision support

Our main objective

To promote better and more widely accepted understanding of the implications of systems science, multi-causality, uncertainty and the sources of knowledge in order to support timely, participatory, robust and adaptive decision-making.

Analysis

There is growing scientific awareness that environmental, ecological and health issues are more complex, multi-causal and inter-connected than previously understood. Systems science, non–linear dynamics and threshold phenomena are characteristics of most environmental and health issues, such as: climate change; the four priority diseases and disorders of the EU Action Plan on Environment and Health; ecosystems health; and biodiversity loss. Timely responses by governments, and increasingly by civil society, to perturbations in such complex ecological and biological systems involve taking action on lower strengths and sometimes different types of evidence, (e.g. indigenous knowledge, relevant knowledge rather than precise data), if the precautionary prevention of harm is to be achieved. Such decisions need to be taken in light of a broader knowledge base, in part derived from public participation, supported by increased awareness of the effectiveness and consequences of previous actions, or inactions, on emerging issues and early warnings.

Public and stakeholder participation is also increasingly recognised as a component of effective decision-making on issues that arise from complex systems such as: river basin management; strategic impact assessment; climate change adaptation; land management; nature protection; spatial planning: strategic futures development; the demand-side management of transport, water, energy and resource use; and the lay monitoring of environmental change.

Action

We will achieve our objective by:

- developing retrospective analyses of past environmental decision-making (e.g. Late lessons from early warnings vol. 2) in order to provide a greater knowledge-base from which to identify and implement future policy actions that are timely, robust and adaptive;
- promoting long-term monitoring of surprise-sensitive parameters so as to better anticipate perturbations in biological and health systems;
- exploring diverse methods for achieving effective public participation in identifying and managing emerging ecological and health issues;
- developing and using decision support tools in key areas, such as climate change, adaptation, ecosystem valuation and vulnerability assessments;
- analysing and helping to harmonise more transparent approaches to the evaluation of scientific and other forms of knowledge, such as indigenous knowledge, and to support the wider use of the precautionary principle;
- improving and simplifying the terminology used to characterise cause-effect relationships and uncertainties in ecological and biological systems, by fostering the widespread adoption of such terminology;
- developing with partners a better understanding of the types of jurisprudence that will properly reflect the needs of the environment; and
- improving awareness of these issues via workshops with a broad range of stakeholders.

3.4 Economics

Our main objective

To support and deliver integrated economic analysis including modelling across themes (biodiversity, climate change, marine, spatial planning, environment and health) and driving forces (agriculture, transport, (bio)energy) with the focus on cost of policy inaction, cost of measures, benefits of improved environmental quality and ecosystems services, and the role and impact of market-based instruments and environmental tax reform. Central to these activities will be the maintenance of data repositories.

Analysis

There is an increasing focus on economic damage and welfare loss in the case of inadequate action or inaction. At the same time policies and measures must induce effective and least-cost solutions. The economic component of environmental analysis and evaluations is getting stronger as reflected in the further development of methods such as *ex-ante*-type cost of policy inaction, impact assessments and integrated analysis, and *ex-post* evaluations. Market-based instruments are increasingly recognised as potentially cost-saving tools, and environmental tax reform aims to reconcile environmental, fiscal and social objectives.

Action

We will achieve our objective by:

- further developing data gathering and assessments of the economic consequences of action and of lack of action;
- developing integrated analysis of economic drivers and environmental problems and policy tools;
- building inventories and assessments of the role of market-based solutions and environmental tax reforms;
- making cost of inaction related valuations of market and non-market damage to ecosystem services and human welfare as input into European eco-assessment programmes;
- performing integrated analyses of environmental consequences and resources efficiency of main driving forces and of solutions with focus on market-based approaches, such as carbon markets and environmental taxation;
- carrying out an analysis of environmental tax reform as a response to long-term sustainable reconciliation of environmental, economic/fiscal and social objectives; and
- further developing methodologies, including benefit transfer, for scaling up of non-market valuation case study results, and valuation in land and ecosystem accounting.

3.5 Strategic futures

Our main objective

To help expand strategic decision-making among EEA's major clients and partners by further developing scenario-based assessments in specific areas, such as the forward looking component of major EEA assessments, promoting capacity building actions and by making better use of existing processes, information and methods to provide user-tailored options for the future.

Analysis

The importance of future studies and especially scenarios in decision-making, are becoming increasingly recognised as the complexity, increased risk and uncertainty of environmental problems are themselves becoming increasingly apparent.

In its first years of operation the EEA concentrated its effort in this area on integrating the forward look into its main assessments covering the EU (SOER) and looking into the implementation of Community environmental policy through distance-to-target analysis. Following the analysis presented in the 1999 five-year state and outlook report, and the amended Regulation, the EEA was requested to integrate a forward-looking component into its assessments.

Consequently, the EEA work was expanded beyond the SOER reports, into thematic areas and beyond existing legislation and the borders of the Europe. During the last strategy period, the main bulk of work consisted of the wide assessment processes involved in the 2005 five-year state and outlook report and for the 2007 'Environment for Europe' Belgrade Conference. In addition, contributions were made to the UNEP Global Environmental Outlook process. Furthermore, through the highly acclaimed scenarios work PRELUDE, the potential of scenarios for framing issues in the early stages of the policy cycle, and a way of inducing strategic thinking in policy-making has been widely demonstrated.

Action

We will achieve our objective by:

- continuing to support on-going EEA assessment processes and especially the future analysis for the SOER 2010,and for the European Ecosystem Assessment (Eureca 2012);
- fostering the use of scenarios and nowcasting techniques in strategic decision-making by developing guidelines, best-practice and web-based training tools;
- initiating new forward looking/scenario assessments in specific areas, regions and topics;
- further exploring the current use impacts and effectiveness of scenarios in strategic environmental decision-making;
- further developing information systems via SEIS for forward looking information and developing better tailored tools to manage forward-looking information; and
- strengthening cooperation with countries and other major players in the field (i.e. DG ENV, JRC, Eurostat) with the aim to form strategic partnerships with relevant knowledge centres and research programmes in order to promote capacity building, improve methodological approaches and extend them to business and NGOs when relevant.

Strategic area 4 Information services and communications

The demand for easy to understand, up-to-date information has grown significantly even during the course of the 2004–2008 strategy. This demand comes from both political decision-makers and from European citizens, who increasingly wish to see full transparency with respect to information provided by public bodies. Alongside this development, the rapid evolution in new information technologies provides us with tools to communicate more effectively.

Over the next five years the EEA will seek to provide Europe's decision-makers and citizens with the independent information they need to make informed choices about the environment and raise awareness about the environment by communicating our messages in a transparent, understandable way to as broad an audience as possible.

The EEA information services and communications are supported by many initiatives across Europe in which the EEA is called upon to provide support, including the Shared Environmental Information System, the Inspire Directive on the provision of spatial information, the Aarhus Convention on access to environmental information and GMES — the EU's technical flagship aimed at improving integration of *in-situ* and space-based monitoring.

Over the course of the Strategy, the EEA aims to ensure its website becomes a world-recognised portal for providing timely and relevant environmental information on the state and outlook of Europe's environment. The aim is to provide products and services with a high readability, usability and message consistency for the EEA's multilingual user community.

The website will evolve from one that stores documents into an interactive site and portal that supports two-way communications and can be effective in helping to improve the quality and spread of environmental education.

We will continue to focus on writing regular news items for the web and making the best possible use of multimedia techniques to maximise outreach and impact of EEA messages.

Work in this strategic area will be under two themes:

- **Shared Environmental Information System**
- **Communications**

4.1 Shared Environmental Information System

Our main objective

To modernise the current reporting systems towards a network of decentralised systems providing online access to data that are managed as close to the source as possible and improving quality and the timeliness of information. EEA and Eionet will work together with the European Commission and other international stakeholders to implement the system. EEA will achieve this by building further on the systems and tools developed for reporting (Reportnet), the emerging initiatives related to e-Government, the Infrastructure for Spatial Information in Europe (Inspire), GMES, the Global Earth Observation (GEO) and the Global Earth Observation System of Systems (GEOSS).

Analysis

In February 2008, the European Commission adopted a Communication proposing to improve, modernise and streamline current environmental information systems by establishing a European Shared Environmental Information System (SEIS).

SEIS is a distributed, integrated, web-enabled information system based on a network of public information providers sharing environmental data and information. It is built on existing e-infrastructure, systems and services in the Member States and EU institutions, especially those of the EEA and Eionet.

The system aims to tie in better all existing data flows and information related to EU environmental policies and legislation including the implementation of the infrastructure for spatial information in Europe Inspire, and other data and real time observations related to emerging environmental priorities, and services coming from GMES. It will provide easily accessible information to both policy-makers and citizens. A major challenge will be to develop SEIS as a platform that also can be used for two-way communication on the environment, namely enabling users to upload and share their information with others from local to global level.

Action

We will achieve our objective by:

- working together with Eionet, the European Commission (primarily through the Group of Four and the ten Environmental Data Centres) and the EEA's European Topic Centres on the implementation of this distributed system for sharing information from local to global level based on interoperability;
- progressively adapt Reportnet towards a tool to support the proposed revised standardised reporting directive and to speed up the process of data availability online;
- focusing on our European data management, including streamlining priority dataflows with Eionet, coordination of the *in-situ* component of GMES and the management of 5 thematic Environmental Data Centres to offer a wealth of European environmental datasets in suitable formats for various users;
- further developing our spatial data infrastructure in line with the forthcoming implementing rules of Inspire, to become the backbone for SEIS;
- developing applications and services related to air, marine and terrestrial environmental monitoring and observations using improved *in-situ* and space-based monitoring derived from GMES and GEO/GEOSS;
- ensuring system maintenance and management, providing high quality 24/7 data and information services; and
- continuously improving our EEA website, as main portal for providing timely and relevant information on Europe's environment.

4.2 Communications

Our main objective

To serve our primary target groups of Europe's decision-makers and influencers while also reaching as broad an audience as possible, by working closely with our institutional networks throughout Europe and with international and national media; promoting EEA strategic messages in a proactive, responsive way in order to contribute to political and public agendas; developing more environmental educational materials for European citizens; establishing effective two-way communication; engaging in dialogue with target groups to understand their information needs; and giving the right information at the right time, so it has most impact.

Analysis

Our communications strategy is a living document designed to provide Europe's decision-makers and citizens with the independent information they need to make informed choices about the environment; raise awareness on the environment by communicating our messages in a transparent, understandable way to as broad an audience as possible; increasing awareness of the importance of environmental education throughout European; and increase the profile of the Agency and its network as being the key providers of timely, targeted, relevant and reliable information on Europe's environment.

Action

We will achieve our objective by:

- tailoring our outputs for multiple purposes and audiences, and using a variety of channels to deliver them;
- meeting the demand for brief, easy-to-read presentations of the main messages of our outputs, a common requirement of all our target groups, both experts and generalists;
- investing in the multi-media content of our website so that it becomes a world-recognised portal for providing timely and relevant environmental information on the state and outlook of Europe's environment;
- integrating our communication initiatives with the environmental agendas of the European Commission and the European Parliament, the Presidency-in-office of the Council of Ministers and the public interests in different regions of Europe;
- expanding our outreach to cover more sectors engaged in environmental policy-making, research and education, and meeting their needs for environmental information when possible;
- strengthening and widening our media network and using it to multiply the effect of our messages and increase the visibility of the Agency as a key provider of environmental information;
- building an end-to-end communications programme in the Agency, fostering strong internal communications and communications training for EEA staff;
- implementing a more targeted media approach, selecting the media we wish to work with depending on the messages we want to get across and the target group we aim to reach;
- creating special web-based education materials;
- strengthening communication with younger audiences by leveraging the EEA's main messages for various outputs suitable for children and for broader education purposes; and
- monitoring the effectiveness of our activities to ensure two-way communication and dialogue.

Budget forecast

Budget			
Year	**EU core subvention**	**Non EU members contribution**	**Total budget**
2009	34 560 000	5 067 000	39 627 000
2010	35 251 000	5 101 173	40 352 173
2011	35 956 020	5 135 976	41 091 996
2012	36 675 140	5 171 415	41 846 555
2013	37 408 643	5 207 500	42 616 144

Staffing	
Year	**Total statutory staff**
2009	178
2010	183
2011	183
2012	183
2013	183

Boundary conditions and assumptions on the budget

- 2 % increase in EU core subvention.
- Total budget does not include earmarked revenues from other DGs: these include GMES 3m EUR (2009–2012) and ENP 5m EUR (2009–2012).
- 5 additional Contract Agents for GMES have been included for 2010–2013.

European Environment Agency

EEA Strategy 2009–2013
Multi-annual Work Programme

Luxembourg: Office for Official Publications of the European Communities

2009 — 42 pp. — 21 x 29.7 cm

ISBN 978-92-9167-990-4
DOI 10.2800/17080

TH-80-09-543-EN-C
DOI 10.2800/17080

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Publications Office

ISBN 978-92-9167-990-4

European Environment Agency