One of the main aims of EU external actions is to develop relations and build partnerships with third countries. The Partnership Instrument is a flagship initiative aimed at promoting the EU’s values and interests abroad. Established in 2014, the Partnership Instrument helps the EU achieve these goals by advancing and promoting the EU and mutual interests abroad.

The Partnership Instrument contributes to increasing the understanding of EU views, policies and priorities among people and policymakers in third countries. It promotes a greater appreciation of EU values and interests, and aims to foster a stronger perception of the EU and the EU’s role in shaping global governance.

The Partnership Instrument aims to:
- Build trust and mutual understanding in EU policy and outreach activities
- Improve the perception of the EU and its policies abroad
- Promote the EU’s values and interests

**Support Jean Monnet activities in strategic partner countries**

- The Partnership Instrument contributes to reinforcing the global dimension of Jean Monnet activities in third countries by supporting networking opportunities for EU and non-EU stakeholders. It also contributes to expanding networking opportunities for EU stakeholders.

**Civil Society Engagement**

- The EU supports activities to stimulate dialogue and cooperation with civil society organisations around concrete themes of common interest to strengthen people-to-people contacts and mutual understanding. For example:
  - EU-US Transatlantic Dialogues: between EU and US civil society on consumers’ priorities, climate and energy, radicalisation and violent extremism.
  - EU-Russia Civil Society Forum: supporting dialogue on values, norms and aspirations among Russian and EU civil society groups.
  - EU-Japan Civil Society engagement on Fundamental Rights: fostering exchange on Human Rights and norms.

**Cultural Diplomacy**

- Support for the development of cultural exchanges as a vehicle of diplomacy encouraging:
  - training and networking among cultural operators;
  - policy advice;
  - capacity building in strategic partner countries.

**Public Diplomacy Programmes**

- EU Policy and Outreach Partnership
- Support for the development of diplomatic exchanges as a vehicle of diplomacy encouraging:
  - training and networking among cultural operators;
  - policy advice;
  - capacity building in strategic partner countries.

**EU's Perception of the EU**

- An independent 2015 study recommends...

- Developing a communication strategy comprising a finite set of core messages encouraging the development of personal links with the EU...

- Encouraging the development of personal links with the EU...

- Developing a communication strategy comprising a finite set of core messages...

- Engaging in bilateral dialogue with different audiences...

- Fostering outreach, with a special focus on potential future decision-makers.