

THE SWALLOWS IB COMMUNICATION POLICY

Adopted 2011-03-13

Translated from Swedish to English 2011-03-15

The Swallows India Bangladesh will convey a work that is characterized by credibility, engagement and competency. The Communication Policy will contribute for the strengthening of the confidence of The Swallows IB organization and activities. At the same time, it will facilitate the strengthening of The Swallow IB's capacity to promote its unique identity both within the organization and externally. The aim of this document is to create a shared position on the communication in The Swallows IB, to clarify the communication ways and strategies and routines for the internal as well as external communication and strategies of increasing The Swallows' visibility. Communication is a management-related responsibility. Communication policy and guideline principles are established by The Swallows' board. The leader of the organization is responsible for a continuous review of the document. The board and the employees are responsible for the implementation of the policy and the guidelines.

Objective

According to the Swallow's core values, the goal setting for the communication work will be:

- The Swallow IB will be a natural choice for the politicians, media and other organizations and the general public when seeking the information about India and Bangladesh.
- To influence the decision-makers by providing the information about the sustainable development and how the global structures make an impact on the people's living conditions in the North and South.
- To influence the Swedish general public and to change their lifestyle by promoting a sustainable development, for example, recycling.
- To keep the members, potential members and other parties well informed about the development and planning of the organization.
- To increase the number of the members in the organization through an active communication work.
- To take care of the existing members and at the same time to act in a such way that the new persons become attracted by the organizations' values and activities.

The Standpoint

The Swallows India Bangladesh has a fundamental vision that each person is the most suitable to talk about his own situation and his own development and change. Therefore, the task for all engaged in The Swallows IB is to take the responsibility in creating an environment in which every person is visible, listened to and can take his rightful position in the common work for The Swallows IB's vision of a better world.

The Target Group

The target groups in the communication work are existing and the potential members, partner organisations in the South, partner organizations in Lund, Skane and the whole country, decision makers, the general public and politicians and other power holders.

The Media

The contacts with media should be open, accessible and objective. In case of contacting media, the

information given by The Swallows IB should be well reasoned and correct. When there is a need, the sources of the information should be indicated. The Swallows IB struggles to become an active participant in the relationship with the media, to be the party who takes up the initiative when contacting the media and not to be placed in the situation when one is on the passive or responsive side. See also The Swallows IB's Media Policy and other documents and the person who is responsible for the contacts in different situations.

Logos

The Loggos given below can be found at the organization's homepage (www.svalorna.org) and should be used in the following context:

1. In all printed and digital presentations in different than the Swedish language:



2. In all printed and digital presentations in the Swedish language:



3. In all electronic and regular mail with correspondence in other than the Swedish language:



4. In all electronic and regular mail with correspondence in the Swedish language:

The Public Space

The Swallows IB will participate in and encourage everyone to participate in the public space. It is important that all the statements, commentaries, participation in the public debates, actions, comments, etc. that are made on behalf of the The Swallows, are based on The Swallows IB's core values. All such contributions should be based and approved by the chair person of the board or the organization's leader.

INKOM

The board, employees and the active The Swallows IB's members are allocated with a svalorna.org email address. It is provided along with the INKOM logging in information.

INKOM is the Swallow's internal homepage. All the documents, relevant for working in The Swallows IB should be contained in the INKOM. Since The Swallows IB is an international organization, all the documents must have the Swedish as well as the English versions.

Correspondence

The templates that are available for downloading in the organizations's homepage should be used in all the correspondence. All the documents like regular mail, e-mail, internal policy documents, etc. - should clearly indicate the date. When sending a mail, one should think through who is the recipient. Is the information relevant for this person?