

# Arctic Council Communications and Outreach Guidelines

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## Arctic Council Communications and Outreach Guidelines

1. The Arctic Council Communications and Outreach Guidelines (Guidelines) are subject to review by the Senior Arctic Officials (SAOs) at any time.
2. These Guidelines supplement the Arctic Council's Communication Strategy and address the roles of the Arctic Council Chairmanship, Arctic States, Permanent Participants, Subsidiary Bodies and the Arctic Council Secretariat when communicating about the Arctic Council; usage of the Arctic Council logo and translation of the Council's outreach material.

## Communications and Outreach Roles and Responsibilities

The SAO Chair

### 3. The Chair:

- Serves as primary spokesperson for media requests.
- Serves as the primary voice of the Council for any necessary crisis communications. Media requests pertaining to crises are to be directed to the Arctic Council Secretariat, which will redirect them to interlocutors among the Senior Arctic Officials, Permanent Participants, and Working Groups as appropriate.
- Works to raise the profile of the Arctic Council through participation in conferences, seminars, meetings of international organizations, and other Arctic themed events.
- Oversees Arctic Council Secretariat communications and outreach efforts.

4. The Chair will take care to distinguish between communications on behalf of the **Arctic Council**, and communications on behalf of the **Chairmanship**. The Chair's communications on behalf of the Arctic Council should encompass consensus decisions, agreed statements, and factual information about the Arctic Council and its work.

Arctic States and Permanent Participants

5. It is the role of Arctic States and Permanent Participants to inform their relevant constituencies and stakeholders of the work of the Arctic Council.

6. Arctic States and Permanent Participants have the responsibility to assist the Chair and the Arctic Council Secretariat by reviewing communications products and react to media inquiries in a timely manner.

#### Subsidiary Bodies

7. Subsidiary bodies undertake communications and outreach regarding their own activities, based on the Arctic Council Communications Strategy and their own approved work plans.

8. In accordance with the 2009 Tromsø SAO Report to Ministers, each subsidiary body shall develop communications and outreach plans. These should be: aligned with the “Communication Strategy for the Arctic Council” (2020); reviewed and approved by SAOs as part of the SAO review of project proposals and work plans; and shared with the Arctic Council Secretariat.

9. Subsidiary bodies should inform the Arctic Council Secretariat communications team well in advance but not less than one month ahead of significant events and communications and outreach developments so that these may be promoted and coordinated to the fullest.

10. Subsidiary bodies have the responsibility to assist the Chair and the Arctic Council Secretariat by reviewing communications products and react to media inquiries in a timely manner.

11. When engaging in significant public outreach (speaking roles, information dissemination, etc.) in an official capacity related to the Arctic Council, subsidiary body chairs should:

- Notify the Arctic Council Secretariat communications team in advance;
- Represent the subsidiary body;
- Provide factual and technical information about the subsidiary body and its work.

#### The Arctic Council Secretariat

12. The Arctic Council Secretariat:

- On behalf of the Chair, devises and executes a communication and outreach plan for the Arctic Council; reviews and advises on communication and outreach plans for Arctic Council subsidiary bodies
- Operates the Arctic Council website ([arctic-council.org](http://arctic-council.org)) as well as the websites for the Working Groups ACAP, SDWG and EPPR
- Generates materials to support Arctic Council communication and outreach efforts;
- Works to ensure proper use of the Arctic Council logo
- Works with the Chairmanship to manage the communications and outreach group, as stipulated in the Communication Strategy for the Arctic Council (Stockholm, 2020)
- Maintains both the internal records of the Arctic Council and the Open Access archive containing public-facing documents from the Arctic Council, Working Groups and Task Forces
- Keeps Arctic Council entities informed, and facilitates the exchange of information among them

13. To carry out this role, at least three members of the Arctic Council Secretariat should be dedicated fulltime to communications and outreach.



14. The Arctic Council Secretariat and subsidiary bodies should share information and collaborate wherever possible.

## Guidelines concerning the Arctic Council Logo

15. The official Arctic Council logo is acknowledged to be the following image (with or without the words “Arctic Council” to the right of or below the image), which should be the only image used to represent the Arctic Council and should be known as “the Arctic Council logo”.



16. The Arctic Council logo may be used by established bodies within the Arctic Council, including Arctic States, Permanent Participants and the Council’s subsidiary bodies, without obtaining prior approval from the Arctic Council Secretariat. However, for reporting purposes, the ACS should be informed of events and information materials and items for which the logo is used including, inter alia, publications, posters, brochures, videos, pins, T-shirts, etc.

17. Entities outside the Arctic Council, including Arctic Council Observers, governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the logo after obtaining approval from the Arctic Council Secretariat for noncommercial use, without any modification and without implying that the content or product is endorsed by the Arctic Council or any of its entities. Inquiries should be sent to [media@arctic-council.org](mailto:media@arctic-council.org).

18. The Arctic Council logo has to be displayed prominently – e.g., for a report on the front cover, for a website in a banner at the top – on all public-facing documents, publications or websites produced by the Arctic Council Chairmanship, the Arctic Council Secretariat and subsidiary bodies. The logo of the subsidiary body may also be displayed where appropriate.

19. All Arctic Council entities should report to the Arctic Council Secretariat and the SAOs any instance of the Arctic Council logo being used inappropriately or without authorization, as well as any instance where the Arctic Council logo is missing from public-facing materials (print, online or otherwise) on which it should be present.

20. The presence of the Arctic Council logo on public materials does not imply Arctic States’ approval of those materials, or of scientific or expert views contained therein.

21. Subsidiary bodies should structure their publications to clearly identify any policy recommendations they contain (for example, by placing them in a dedicated section of the document, or by using distinctive formatting, etc.).

## Guidelines concerning translations

22. English is the official language of the Arctic Council. Where possible, Arctic Council communications and outreach materials should be produced in English and Russian.

23. Whenever appropriate, communications and outreach materials should be translated into further Arctic languages spoken by specific target audiences (e.g. Indigenous languages). Arctic States should review the need for further translations and identify if and where additional funding might be needed.

24. Translated documents and products must carry a disclaimer stating that the English language document is the original, official version, and in case of any discrepancy between the translation and the English text, the English text shall prevail. Russian translation of the disclaimer: Документ на английском языке является оригинальной официальной версией, и в случае каких-либо расхождений между переводом и английским текстом, английский текст имеет преимущественную силу.