

Arctic Council Communications and Outreach Guidelines

1. These "Guidelines on Arctic Council Communications and Outreach" should be subject to regular review by Senior Arctic Officials (SAOs).
2. They apply to the Arctic Council as a whole, including the AC Chairmanship¹, the AC Secretariat,² Member States, Permanent Participants and Working Groups.

Communications and Outreach Roles and Responsibilities of Arctic Council Actors

Role of the Chair:

3. The Chair has three roles with respect to communications and outreach:
 - responding to requests for comment, interviews, etc. from the media.
 - disseminating information and appearing publicly at conferences, seminars, meetings of international organizations in order to increase the profile of the Arctic Council.
 - overseeing and managing the communications and outreach undertaken by the AC Secretariat.
4. The Chair should communicate on behalf of the Arctic Council. The Chair should confine his/her comments to factual information and agreed positions. The Chair may also use Q&As and talking points on common questions. These should be prepared and regularly updated by the AC Secretariat and approved inter-sessionally by SAOs. The Chair should not depart from agreed positions or factual information when communicating on behalf of the AC. When faced with inquiries to which a common position cannot be obtained, then the Chair may communicate on behalf of the Chairmanship. In such a situation, the Chair should make it clear that he/she is communicating on behalf of the Chairmanship and not the AC.

Role of the AC Secretariat:

5. The AC Secretariat's communications and outreach role includes:
 - operating the Arctic Council website, including webpages of those working groups without a secretariat;
 - facilitating and improving the quality and availability of information on the Arctic Council;
 - recording, maintaining and posting, as appropriate, the records of the Arctic Council;
 - facilitating the exchange of information among the Arctic States, Permanent Participants and Observers; and,
 - at the request of SAOs, developing strategic communication and outreach plans and other documents under the direct supervision of the Chair in support of the Arctic Council.
6. To carry out this role, at least one member of the Secretariat should be dedicated full-time to communications and outreach.
7. The Secretariat should collaborate with Working Groups to improve synergies and linkages between the communications and outreach initiatives of AC actors.

Role of Working Groups:

8. Working Groups are responsible for undertaking communications and outreach regarding their own activities, based on their approved work plans.
9. Each Working Group shall implement the request from SAOs in the 2009 Tromsø SAO Report to Ministers by developing communications and outreach plans. These should be aligned with the Strategic Communications Plan, and should be reviewed on a regular basis. These plans are considered by SAOs as part of their review of project proposals and work plans, and should be shared with the AC Secretariat.

¹ For the purpose of these Guidelines all references to the "Chair" shall refer to the SAO Chair.

² Noting that discussions continue on the possible establishment of a permanent AC Secretariat.

10. Each Working Group should inform the AC Secretariat of significant communications and outreach developments and of upcoming events in advance, in order for these developments/events to be promoted and coordinated to the fullest.

Role of Members (Member States and Permanent Participants):

11. It is the role of Members to inform their relevant constituencies and stakeholders of the work of the Arctic Council.
12. Members have the responsibility to assist the Chair and the AC Secretariat in their roles by reviewing communications products in a timely manner.

Guidelines concerning the Arctic Council Logo and Disclaimers

13. The official Arctic Council logo is acknowledged to be the following image (with or without the words “Arctic Council”), which should be the only image used to represent the AC and should be known as “the Arctic Council logo” - ³



14. The AC logo should be displayed prominently on all documents, publications or websites intended for public use that are produced by the AC Chairmanship, the AC Secretariat, Working Groups, Task Forces and expert groups. The logo of the Working Group(s) could also be applied where relevant.
15. Should a Member or a Working Group find the AC logo on material where this link is not clear, it should inform the SAOs for their review and decision.
16. The presence of the AC logo on public materials does not imply the approval by AC Members of any material including scientific or expert views contained in the specific document.
17. Working Groups should structure their publications so that any policy recommendations are clearly identifiable by the reader (ie. In a separate section of the document, using different formatting, etc).
18. All Working Group scientific and/or expert reports/documents should contain a disclaimer.⁴

[Guidelines concerning [Russian] Language Content]

19. [Where possible, Arctic Council communications and outreach materials should be produced in both English and [Russian.]]

³ SAOs could consider expert advice concerning the image in the context of the strategic communications plan.

⁴ The text of that disclaimer may differ depending on the nature of the document (draft or working document status, technical or scientific report, or policy recommendations)..