



# 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 address the roles of the Arctic Council Chairmanship<sup>1</sup>, Member States, Permanent Participants, Subsidiary Bodies and the Arctic Council Secretariat when communicating on the Arctic Council.

## Communications and Outreach Roles and Responsibilities

### The Chair

3. The Chair:
  - Fields media requests for comment, interviews, etc.
  - 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.

### Member States and Permanent Participants

5. It is the role of Member States and Permanent Participants to inform their relevant constituencies and stakeholders of the work of the Arctic Council.
6. Member States and Permanent Participants have the responsibility to assist the Chair and the Arctic Council Secretariat by reviewing communications products in a timely manner.

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

## Subsidiary Bodies

7. Subsidiary Bodies undertake communications and outreach regarding their own activities, based on 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” (2012); reviewed 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 of significant events and communications and outreach developments so that these may be promoted and coordinated to the fullest.

10. 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

11. 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 Working Groups ACAP 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 & Outreach group, as stipulated in the Communication Strategy for the Arctic Council (Stockholm, 2012)
- 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

12. To carry out this role, at least one member of the Secretariat should be dedicated full-time to communications and outreach.



13. The Secretariat and Working Groups should share information and collaborate wherever possible.

## Guidelines concerning the Arctic Council Logo

14. 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 Arctic Council and should be known as “the Arctic Council logo”.



15. The Arctic Council logo should be displayed **prominently** – e.g., for a report on the 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.

16. 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.

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

18. 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 Russian Language Content

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