

The Nordic Road Association's Communication Policy (NVF) 2016-2020

NVF's communication policy describes the way in which the members are to use communication to achieve NVF's overall vision: Expertise without frontiers.

Communication is the basis of NVF's work, it concerns the transfer of knowledge and dialogue both internally and externally. The communication policy provides all members with instructions on communicating in a planned, effective, simple and uniform way.

The basis of the communication work is **openness** so as to create the conditions for Expertise without frontiers. Openness must be a common thread in NVF's decisions on communication, regardless of whether, for example, it concerns the handling of a channel or its contents.

Contents of the communication policy:

1. Message and content
2. Target groups
3. Communication channels
4. Language
5. Responsibility for communication
6. Tools
7. Information material

1. Message and content

Focus on the results and effects of the cooperation. NVF is an industry-based cooperation with members from both the private and public sector in Denmark, Finland, the Faroes, Iceland, Norway and Sweden, who aim to promote development within the road and transport sector. To promote development and disseminate expertise, it is highly important for NVF that the results that the cooperation achieves are published in clear and concrete way.

2. Target groups

The primary target group for NVF's communication is the members. The secondary group are other interested organisations and individuals.

3. Communication channels

NVF uses the following channels to reach both its primary and secondary target groups:

Committee meetings

Meetings with members in a specific committee. Can be physical or digital. For digital meetings, the relevant group must together agree on what meeting tool they will all be able to use. Minutes of the meetings are published by the committee's secretary on www.nvfnorden.org.

Seminars

Seminars are arranged when a committee has interesting knowledge to share which may be of interest to parties other than committee's own members. A seminar may, for example, comprise lectures, workshops, panel discussions etc. NVF's seminars must be open to the public in order to share and disseminate knowledge. The committee secretary organising the seminar uses the seminar system on www.nvfnorden.org and publishes invitations and, afterwards, a summary/presentation of what was conveyed at the seminar under the seminar pages on www.nvfnorden.org.

www.nvfnorden.org

The website is the channel where all communication to do with NVF is gathered. The website is open to everybody, including non-members, to read the published content. The website's main language is Swedish and shorter, general information on NVF will be available in English.

Newsletter

This is sent out online to all members once a month or when necessary. The newsletter contains a summary of the website's latest news.

Via Nordica Conference

A Nordic conference is held at the end of every 4-year chairmanship period. It should be decided for every conference which channels, in addition to NVF's standard channels, are suitable for using.

It each member's responsibility to ensure that information about NVF is disseminated through his own organisation's channels.

If necessary, new channels may be decided upon by the Association's Board.

4. Language

The Nordic languages of Danish, Norwegian and Swedish are the main languages within NVF. The committee may, however, decide to use English if there are occasions when not all participants can participate in the conversation.

The current chairing country's language is the one used mainly for the website. On those occasions when English is needed at meetings/seminars/online/conferences, the decision will be taken by the group responsible for the activity.

5. Responsibility for communication

All members of NVF are responsible for that communication is directed at the right person with the right message and on the right occasion. All members work towards openness and are responsible for sharing information.

The secretary of each committee is appointed the responsibility for publishing information in the form of minutes from committee meetings, invitations and the results of seminars and news from the committee on www.nvfnorden.org.

The communicator for each country has the job of supporting the committee chairman, committee secretary and members of the committee from the communicator's own country in their communication. This is done through the provision of the tools below.

The communicator from the charring country supports the Association's Board and the general secretary, and is the chairman of NVF's communication group. He also takes care of the contact with the agreed website agency and sends out newsletters from the website.

The communication group, which comprises a communicator from each country, is responsible for ensuring that the relevant tools are produced and that common information material is produced, and for taking care of matters concerning communication which the Association's Board believes need addressing.

The charring country is responsible for planning and running the Via Nordica Conference and for providing a conference report summarising the period afterwards.

6. Tools, <http://www.nvfnorden.org/?PageID=390>

The purpose of these tools and templates is to support the communication work.

Letter templates, PowerPoint, etc.

<http://www.nvfnorden.org/?PageId=02f63df8-bde6-4b30-8894-ccb7e637d9a>

Publication manual www.nvfnorden.org

[http://www.nvfnorden.org/library/Files/Land/KommGrupp/Brukerveiledning%20LisaLIVE%20-%20Copy%20\(1\).pdf](http://www.nvfnorden.org/library/Files/Land/KommGrupp/Brukerveiledning%20LisaLIVE%20-%20Copy%20(1).pdf)

Checklist for seminars

<http://www.nvfnorden.org/?PageId=e51fa8aa-0780-4b3b-96af-14ae3488d6bb>

Handling and publishing seminars

<http://www.nvfnorden.org/library/Files/Land/KommGrupp/Seminarier%20vejledning.pdf>

Logo

<http://www.nvfnorden.org/?PageID=263>

Member register

<http://www.nvfnorden.org/hemsida/medlemmer/>

Other matters/if you need help, contact a communicator

<http://www.nvfnorden.org/default.aspx?pageid=db312d9c-28b3-4a36-87e8-f3de1eae7223>

7. Information material

The following general information material is produced within NVF.

Brochure

<http://www.nvfnorden.org/?PageID=739>

PowerPoint presentation

(Needs to be produced)

Other material/ if you need help, contact a communicator

<http://www.nvfnorden.org/default.aspx?pageid=db312d9c-28b3-4a36-87e8-f3de1eae7223>