

COMMUNICATION POLICY

Adopted by the Board 06/02/2023.

Introduction

Clowns Without Borders Sweden's communication is grounded in the organization's collective values and aims to contribute to change. We seek to increase awareness and engagement for people in vulnerable situations around the world, amplify the voices of those we work with, and disseminate information about the importance of play, culture, and joy to ensure children's rights and a good psychosocial health, leading to the achievement of Agenda 2030. We share what Clowns Without Borders do and the impact of our work. Advocacy on issues related to human rights, especially children's rights, is a central part of our communication. Another essential aspect is fundraising, campaigns and donor relationships. All communication should contribute to the goals in the organizations overarching strategy and vision.

Clowns Without Borders Sweden's guiding principles, which should permeate communication, are to be:

- Brave
- Modern
- Playful
- Inclusive

The meaning of these words should always be represented in what Clowns Without Borders communicates, whether it's text, images, or moving material. In some cases, one value may be more dominant than others, but it's important that nothing contradicts the values that are not explicitly expressed.

Documentation and Consent

How Clowns Without Borders documents our activities and the children we work with, and how this material is used, is a crucial and complex issue in our communication and child protection work.

Broadly, the work has two pillars. One is legal and concerns the General Data Protection Regulation (GDPR) and how Clowns Without Borders handles personal data. GDPR considers drawings, photos, films, and audio files as personal data if they depict people or contain voices, and these should, therefore, be collected and processed according to the EU legislation GDPR. The processing of personal data requires at least one legal basis. Clowns Without Border uses "consent" and "legitimate interest". A "Legitimate Interests Assessment" supports this.

The second pillar is ethical rather than legal, focusing on portraying the child as an individual and rights holder to strengthen the child and their rights in Clowns Without Borders communication.

Clowns Without Borders sometimes shares material with funders, partners, and the media when it comes to explaining our activities. We never sell material, and if material is to be used for commercial purposes, specific consent is required. If another party receives material

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from us, it should always be clear that the image/film comes from Clowns Without Borders and who the photographer is.

Personal data such as photos and moving material can be used for five years from the date it was collected. After that, the material should be archived and not used in new communication activities.

See the document "Routines for Documentation and Visibility" for more information.

Tone and Language

Using a consistent language and tone makes Clowns Without Borders communication clear and recognizable. It creates credibility and trust, strengthening the organizations brand. Clowns Without Borders should be a clear sender in our communication unless it's explicitly stated that, for example, a text is written by a member, office staff, collaboration organization, etc.

Words have power, and Clowns Without Borders should always strive to use language that is norm-critical, and inclusive. In society, children are always in a subordinate position, with adults holding all power, making it essential to reflect on children's rights concerning documentation and communication involving children. Clowns Without Borders should not use generalizing terms that can be dehumanizing or reinforce stereotypes. A person is not synonymous with the situation they are in. For example, we work with people fleeing from war, not "refugees". This is especially important when it comes to children, as society often uses this type of rhetoric more frequently when it comes to children and adults. There is a tendency to talk about "child labor", "child marriage", "unaccompanied refugee children", etc. Clowns Without Borders should instead work to highlight that children are primarily humans and empower the people we work with.

See the document "Guidelines for Language, Tone, and Vocabulary" for more information.

Media Relations

Mass media reaches a large audience and is crucial for what the Swedish public knows about Clowns Without Borders. Participating in mass media allows us to reach more and new people, and is, therefore, an essential platform.

The Communication Manager for Clowns Without Borders assesses whether the organization should participate in media and who should speak. Clowns Without Borders Secretary-General is the official spokesperson for the organization, but employees and members may also be asked. No one is obligated to speak publicly. Employees, members, and board members should be good ambassadors for Clowns Without Borders. It's crucial to distinguish between what one does as a private individual and as a representative of Clowns Without Borders. For example, Clowns Without Borders is non-religious and non-partisan. If you receive questions outside your area of responsibility or knowledge, you should refer them to the Communication Manager. This is to ensure that the correct information is conveyed and to avoid jeopardizing the organization's reputation, individual safety, or relationships with other organizations/partners.

Social media

A significant portion of Clowns Without Borders external communication takes place on social media. Primary channels include Facebook and Instagram. There is also an active

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LinkedIn account and a dormant YouTube channel. The Communications Manager is responsible for what is published on social media.

Clowns Without Borders channels should be safe spaces. To ensure this, we remove offensive comments and report threats and hate speech to the police.

Artists and employees are welcome to share their work for Clowns Without Borders on their personal channels, but the same guidelines as for Clowns Without Borders' channels apply when it comes to assignments for the organization. You are not allowed to photograph/film children from the activities and publish on your personal accounts.

Printed Material

Clowns Without Borders aims to be as digital oriented as possible for sustainability reasons. However, sometimes materials need to be printed, and when that happens, it should always be done according to Clowns Without Borders' graphic profile and by using environmentally certified companies and products.

Communication in crisis

A crisis is an event that either affects an individual or group that Clowns Without Borders works with or an event that can damage the trust in Clowns Without Borders. In a crisis, a special crisis group is appointed. The crisis group consists of the chairperson of the board, the secretary-general, and the communication manager, who can also decide to invite more people to the group. All others in the organization are obliged to follow the decisions made.

See the document "Crisis Communication Plan" for more information.

Responsible

It is the board of Clowns Without Borders that is responsible for establishing and updating the policies needed by the organization. The board instructs the secretary-general to ensure the implementation of these policies in the daily work of the organization by developing guidelines and procedures. The policy is revised and adopted annually by the board.

Related documents

- [Routines for Documentation and Visibility](#)
- [Guidelines for Language, Tone, and Vocabulary](#)
- [Crisis Communication Plan](#)