



FRAMEWORK

Visibility & Communication

When working with the Ministry of Foreign Affairs

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The Dutch government actively pursues international partnerships in a variety of areas, including development cooperation, and provides emergency aid in the event of international conflicts and disasters. In this context, it works with partner and implementing organisations. The Ministry of Foreign Affairs provides funding for these programmes, projects and activities. It also makes agreements with the organisations in question on ensuring optimal visibility for the government's role and the support it provides, and on working together on communication.

Focus on visibility

Raising visibility and working together on communication help foster insight into:

- the Netherlands' foreign and development policy aims, and the reasons behind them, as well as familiarity with these aims;
- the results that have been achieved by this policy and through partnerships;
- how this helps the Netherlands contribute to a more stable, secure and prosperous world.

Where appropriate, relevant and possible, the foreign ministry expects implementing and partner organisations to draw attention to the fact that their work is in line with Dutch foreign and development policy, and is made possible by the foreign ministry's support and cooperation. The same applies to substantive and policy-related cooperation programmes and partnerships.

New grant arrangements place specific emphasis on public visibility and communication. The foreign ministry will talk with partners and implementing organisations about optimising communication in pre-existing arrangements. This will be an opportunity for all parties to reflect on their roles and responsibilities.

The ministry has drawn up guidelines to this effect for partner and implementing organisations and for staff tasked with monitoring the programmes in question. The guidelines cover topics like how to establish recognisability via logos and taglines, and other ways of highlighting the policy objectives being pursued. Having a variety of options is important, given the wide-ranging nature of foreign and development policy and the way it is implemented. It does not lend itself to a one-size-fits-all approach. The foreign ministry is always keen to join with partners in discussing how to shape this approach (taking account of appropriateness, relevance and usefulness) and, in particular, what opportunities may be available.

Making a difference, together

By providing information, telling stories, and sharing examples and results, the foreign ministry, its partners and implementing organisations can show how their joint efforts make a difference: in people's lives, the societies they live in and the wider world.

Effective communication is also about:

- giving a realistic sense of how the Netherlands' foreign and development policy actually works (by making clear how it is implemented and how important cooperation is in this respect);
- ensuring transparency and accountability;
- enhancing the Netherlands' international profile and, consequently:
 - promoting values that the Netherlands considers essential, as well as the interests they serve;
 - promoting public involvement in, and action on, international issues and sustainable development.

It is vital to focus on matters of substance: what the Netherlands wishes to achieve, and how; why this is important/relevant; and what is being achieved/what progress is being made. Funding is of course important, but is essentially a means to an end. The foreign ministry takes this line in its own communications and likes to see this approach echoed in its relationship with partners and implementing organisations.

When it comes to efforts to reach and inform the public, it is necessary to consider both the Netherlands and the countries and regions where a given programme is being implemented. At times, there may also be a need to clarify the role played by and support offered by the Dutch government to the organisations themselves. In the period up to and including 2019 the emphasis will be on visibility within the Netherlands. Based on this, we will look at how experience gained at home can be translated to the international level. Any opportunities that meanwhile arise on this front will of course be exploited.

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