



POLICY ON COMMUNICATION

Approved by: The Board of Afrikagrupperna

Adoption date: October 2025

Responsible: Secretary General

The Communication Policy expresses the value base of Afrikagrupperna and is to be used as a tool and guide in our communication work. The Policy applies to staff, members of the Board and other representatives of the organisation.

Communication is integrated in all Afrikagrupperna's operations. The way in which we communicate affects how the world views our work as well as that of our partner organisations.

Our communication is based on our guiding principles:

Afrikagrupperna aims to root all our communication in our guiding principles of Solidarity, Feminism, Sustainability, Democracy and Human Rights through a rights-based approach.

Presenting a fair and true reflection of life in southern Africa is a priority in our communication activities. The image of the African continent presented in the Swedish and international media is often both unjust and misleading. We rarely hear voices from peoples' lived experiences; voices describing both setbacks and successes. Through our communication activities we shall amplify the voices of our partner organisations and their constituents, challenge simplified notions and in a participatory way, work with our partner organisations to change the perceived image of southern Africa.

We are credible, engaged and transparent

Our overarching communication goals must always be:

Credible – We act objectively, based on facts and with conviction.

Engaged – We want to inspire and motivate engagement.

Inclusive – We want to reach as many people as possible with our messages.

Accessible – We want our communication to be easily understood and accessible.

Confident and transparent – We take pride in our achievements. We will share our successes and clearly communicate our sources (where appropriate) and agenda.

Communication that leads to change

The purpose of all our communication activities is to strengthen our identity and to mobilise and engage our target groups to invest their activism and donations in our operations and thereby contribute to achieve our vision of – a just world.

How we manage complaints

Afrikagrupperna welcomes complaints as an important aspect of our quality assurance. Any complaints submitted must be handled objectively and with respect.

Media crisis management

It is important to be aware of the risks within the media landscape whilst maintaining an open approach and being adaptable whenever engaging with the media. When Afrikagrupperna is subjected to negative media attention, Afrikagrupperna must handle the situation with urgency, transparency, and accountability. It is important to note that in such instances our organisation will be impacted, not only in light of the crisis that has occurred but also on how we handle the crisis through how and what we communicate. When a media crisis occurs Afrikagrupperna shall:

- **Be proactive** when sharing messages and to the best of our ability exclude sensitive information that could put staff and/or partner organisations, members and activists at risk.
- **Respond urgently** in suitable communication channels (personal meeting, email and/or public statement on our website and/or other relevant channels) signed by Afrikagrupperna's spokesperson.
- **Communicate internally** to keep staff and members informed and updated about the current crisis and measures taken.

Efficient internal communication

Efficient internal communication is of fundamental importance to our ability to convey a clear and unified message in our external communication. Members, employees, and activists shall receive targeted, regular and meaningful information about what is going on within the organisation. The channels for internal communication are mainly email, newsletters and physical meetings.

Each member and employee should be aware of who is responsible for internal communication and how to obtain any additional information.

This policy relates to Afrikagrupperna's following policies and guidelines:

- Content Policy
- Identity Manual and Graphic Profile (Guidelines)
- Child Protection Policy
- Integrity Policy
- Fundraising Policy

- Safety and Security Policy