

LWF Nepal Communication Policy and Guidelines



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THE
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Glossary of Acronyms Used

ACT	Action by Churches Together
APRM	Annual Program Review Meeting
AZEECON	Asian Zone Emergency & Environment Co-operation Network
BOG	Basic Operating Guidelines
BRP	Bhutanese Refugee Project
CO	Communications Officer
CMC	Camp Management Committee
CD	Country Director
DAC	District Advisory Committee
FAC	Finance & Administration Coordinator
HR	Human Resources (Development Coordinator)
IEC	Information, education, communication
ITDA	Information technology Development Assistant
LIP	Local Implementing Partner
LWF/DWS	Lutheran World Federation Department for World Service
NSC	National Staff Council
PC	Program Coordinator
PO	Project Officers
RCU	Refugee Co-ordination Unit,
RPMEO	Regional Program Monitoring & Evaluation Officer
UNHCR	United Nations High Commission for Refugees
VAC	Village Advisory Committee

1. Introduction

1.1 Background

LWF Nepal believes that the people and partners to whom we are accountable have a right to information about our organization and the work that we do in a form that is both accessible and understandable. This includes information to the rights holders with whom we work, as well as other specific stakeholders such as LWF Nepal staff, partners, local and national government, host communities, general public and donors. This communication policy and guidelines is developed in line with LWF Nepal's commitment to disseminate organization information in compliance with LWF/DWS's Open Information and Dissemination Policy and also with the Nepal Right to Information Act 2007.

1.2 Purpose

Accountability is one of the core commitment of LWF Nepal as stated in its Country Strategy 2004-19. Systematic communication is one of the means to establish organizational transparency and accountability. Therefore, LWF Nepal places due emphasis on communication and information dissemination. This communication policy document helps LWF Nepal to manage internal and external communication in a consistent way. LWF Nepal also considers communication as a tool for sharing and disseminating information regarding the work of the organization, its outcomes/impacts and lessons learned with relevant focus groups to help in enhancing organizational effectiveness as well as image.

The purpose of the communication policy is: i) to promote LWF Nepal's institutional accountability and transparency; ii) to manage internal and external communications in a systematic, effective and consistent manner; iii) to promote institutional learning and organizational effectiveness through interface and feedback from internal and external audiences; iv) to foster team work through effective communication within the organization; and v) to keep people and public office bearers informed about LWF Nepal's programs and activities in Nepal.

1.3 Guiding principles

All LWF Nepal's internal and external communications shall be guided by the following principles:

- Credibility, honesty, openness and responsibility
- Coherence, clarity and consistency
- Participatory - two-way communication
- Politeness and respect
- Respect for privacy and the special needs of individuals or groups.

1.4 Scope and limitations

LWF Nepal is committed to disseminating a range of information using a variety of channels and media information on own initiative and to responding positively to requests received for information. In many cases, we expect to receive a response to information provided which will help improve our own operations and also information function. All LWF Nepal staff will be the primary user of this communication policy and guidelines. However, this document shall be shared with partners, donors and LWF/DWS for their reference and use.

However, we also observe some appropriate limits on information which it is reasonable to provide. LWF Nepal respects the right to privacy of individuals and organizations and therefore will not normally disclose the following information:

- a. The personal details of staff and supporters
- b. Intellectual property or other information provided to the organization under obligation of confidentiality
- c. Legal matters or issues under negotiation and investigation
- d. Matters which may compromise organization's fundraising ability
- e. Information which may be used maliciously against the organization
- f. Information which could threaten the safety and security of both staff and the people with whom the organization works

LWF Nepal shall not respond to anonymous requests. We also retain the right to determine how much or little information the organization is able to provide in response to queries.

Language is a major barrier to make communication by LWF Nepal fully inclusive. The multilingual nature of different communities with whom LWF Nepal works makes communication challenging. Nepali language is most common within the Nepali context along with English. However this can exclude or make understanding difficult for the majority of the program participants from diverse ethnic groups. LWF Nepal will strive to use local language, where possible and feasible, in communicating with rights holders.

2. Internal Communication

2.1. Verbal communication

Verbal communication for LWF Nepal can mean a telephone conversation, a voicemail message, formal or face-to-face meeting, SMS or informal chat among LWF Nepal staff. The way we speak to other people can make a difference to how the information is received. Therefore, during verbal communication within LWF Nepal, the message should be clear and concise, done in a friendly, respectful and professional manner with appropriate feedback. During the communication, there should be an understanding of cultural differences. For important issues, a written confirmation of decisions or instructions is advisable.

2.2. Written communication

Any communication where an LWF Nepal decision or commitment is made needs to be documented in writing. Any communication which will have resource implications should also be in written form. The written communication of LWF Nepal should be simple and easy to understand, to-the-point and avoiding unnecessary repetition, and avoid too many technical terms, jargon, slang, offensive language and discriminatory, racist or sexist language.

2.3 Internal communication media and mechanisms

Verbal communication

- a. Face-to-face interaction/discussion
- b. Telephone conversation
- c. Announcements from CD, HRDC FAC and PC

Formal Co-ordination mechanisms/meetings both verbal and written (via Agenda and Minutes)

- a. National Staff Council
- b. National program learning forum meetings
- c. National management team meeting
- d. Monthly staff meeting at Country Office levels, Regional Management Meeting
- e. Monthly program meeting at Country Office

Written communication

- a. Letters, faxes, memos, circular
- b. Information or white boards, powerpoint presentations or similar
- c. Forms, reports
- d. Policies, technical and procedural manuals
- e. Handovers

Electronic communication

- a. Interactive or shared drive(s) in computer(s)
- b. LWF Nepal website
- c. E-newsletter
- d. Email, Skype, Facebook/other social media

2.4 Communication guidelines and procedures

Position	Subject matter	Communication with whom?	Means of communication	Purpose	Frequency
Country Director	Strategic issues and	External stakeholders,	Announcement,	Implementation	As and when

	decisions	donors, DWS, PC, FAC, Regional and Thematic Coordinators, all staff, Government	formal letter, e-mail, phone, meetings		needed
Program Coordinator	Seeking assistance, providing advice, directions and instruction on program operations, and donor requirements	External stakeholders, Central Government, donors, DWS, CD, FAC, Regional and Thematic Coordinators and other related staff	Emails, phone, circulation, guidelines, meetings, formal letters	Implementation and reporting back, approval	As and when needed
Finance and Administration Coordinator	Finance and administration related issues	External stakeholders, Central Government, donors, DWS, CD, PC, Regional and Thematic Coordinators and other related staff	Notices, phone, e-mails, meetings, formal letters	Inform, guide, approve, action	As and when needed
Human Resource Development Coordinator/Accountability focal person	Human Resource related issues, decision, and Accountability related	Within the Organization, networks, alliances, networks	Emails, phone, circulation, guidelines, meetings, message	Implementation and action, inputs and guidance	As and when needed
Thematic Coordinators	Thematic issues	CD, PC, FAC, HRDC, Regional Coordinators, specified donors, alliances, networks, program and other related staff	Phone, emails, meetings	Thematic inputs, approvals and guidance	As and when needed
Managers	Managerial issues and issues of expertise and additional responsibilities	CD, PC, FAC, HRDC and other related staff, implementing partners	E-mails, phone, circulars, notices, meetings and formal letters	Managerial support	As and when needed
Officers	Programs related issues	Implementing Partners, Regional Coordinators and concerned supervisors and other related staff	E-mails, phone, circulars, notices and meetings	Updates about programs and other	As and when needed
Regional Coordinators	Strategic, programmatic and operational issues	CD, PC, FAC, HRDC, Thematic Coordinators, and other related staff, implementing partners, Local Govt. Offices, alliances and networks	Notices, circulars. Phone, e-mails, meetings and formal letters	To get info, approval, guidance, direction	As and when needed
Assistants and support staff	Programs related or other relevant issues	Supervisor/s or concerned staff (written communication directly with concerned staff other than supervisor/s must be CCed to supervisor/s)	E-mails, circulars, notice, letter	To get decision, action, approval and direction	As and when needed
National Staff Council ¹	Concerns and issues of staff and discussions on these matters	All staff, HRDC	Meetings, circular, phone, notice or emails	Information, views, suggestions, complains.	As and when needed

¹ Any information about the decision made on the concerns of staff should be disseminated to all staff. NSC Representative or the chairperson of the NSC can call for a meeting to disseminate the information. This can be done both at country office and regional office levels. In addition, an NSC representative may, if appropriate, be part of the decision making processes (participation in management meetings and providing inputs in staff performance evaluation based on the need and relevance).

3. External Communication

3.1 Communication matrix

By external communication, we mean providing information beyond LWF Nepal and its staff to a wide range of stakeholders and others. The employee shall not make statements, give interviews or submit articles, reports, stories or other information materials relating to the project operation, without the approval of the Country Director.

Types/ categories	Information to be shared	Sharing with donors, partners and staff	Sharing with program participants, general public
a. Basic Information	Includes information on LWF Nepal: who we are, vision and mission, values and goals, where we work, numbers of staff, organizational structure, headquarters office address	Available on LWF/N website and in hard copy from Country Office and regional offices	Hard copies available from Country Office and Regional Offices. Will be translated into Nepali and local languages where applicable and feasible
	Legal documents: General Agreement, Project Agreements between Social Welfare Council and LWF Nepal.	Available upon request from LWF Nepal and Regional Offices	Hard copies available from Country/Regional Offices on demand
b. Governance and Management	The names and contact e- mail addresses of LWF Nepal staff	Sharing list/available upon request from LWF Nepal	Listed on the LWF Nepal website
	The names of the Country Management Team members (Representative, Finance and Administration and Program Coordinator)	Available from LWF Nepal Country/Regional Offices	Available from Country/Regional Offices
c. Policy Statements	Policy statements on Programming, Finance, Procurement, Recruitment and Complaints Mechanism, etc	MoU with partners, donors. Available from Country/Regional Offices upon demand.	Available from Country/Regional Offices and, selectively, on LWF Nepal website
d. Strategies and Plans	Global and LWF Nepal's Country Strategy and Country Operational Program Plan	Available on LWF Nepal website and upon request from the country and Regional Offices	Copies of LWF Nepal strategies shared with key stakeholders and other interested individuals and organizations and LWF Nepal website
	Annual plans and budget highlighting results (outcomes/impact)	Exchange of documents, share copy of approved documents with donors, and share it with staff and partners	Share during formal events and social audits; also available upon demand
e. Performance and Feedback	Annual Reports, including information on achievements, challenges, income and expenditure and partner wise fund allocation	Available on the LWF Nepal websites. Hard copies are circulated to stakeholders, rights holders, donors and partners	Provide copy to media for dissemination, disseminating hard copies of the report to public and also available in LWF Nepal's website
f. Financial Information	Income and expenditures including partner wise allocation	Shared with donors and partners as part of reporting requirements	Through annual report, audit report and social audits
g. Donors and Partners	List showing major implementing and funding (donor) partners and fund allocated to the implementing partners	Disseminated through annual report and available upon request	Through annual report and available on LWF Nepal's website

3.2 Communication channels and methodology

Stakeholders	Subject matter	Responsibility	Methods
Donors	<ul style="list-style-type: none"> Policy and financial decision making matters Operational matters 	<ul style="list-style-type: none"> CD or designate PC, FAC or designate and FRMC in case of fund raising RPCs under established arrangement. Thematic Coordinators under established arrangements. 	<ul style="list-style-type: none"> Formal letter or email Formal letter, email, bi-lateral meetings, reports, workshops, seminars, publications All correspondence to be CCed to CD
Overseas organizations/ individuals	<ul style="list-style-type: none"> On overall operational and organizational matters 	<ul style="list-style-type: none"> CD/PC/FAC or other staff with authorization from any of the three. 	<ul style="list-style-type: none"> All correspondence should be CC'ed to CD.
Government line agencies; local government	<ul style="list-style-type: none"> Policy and financial decision making matters Overall organizational operational matters Thematic program matters 	<ul style="list-style-type: none"> CD or designate PC and FAC at the national level and RPCs at the regional and district level Thematic Coordinators/ Communication Officer 	<ul style="list-style-type: none"> Formal letter or email Formal letter, email, bi-lateral meetings, workshops, seminars, publications
Political actors/ institutions	<ul style="list-style-type: none"> Policy and financial decision making matters Overall organizational operational matters 	<ul style="list-style-type: none"> CD or designate PC and FAC at the national level and RPCs at the regional and district level 	<ul style="list-style-type: none"> Formal letter or email Formal letter, email, bi-lateral meetings, workshops, seminars, publications
Non-governmental organizations, networks and coalitions	<ul style="list-style-type: none"> Program, policy and financial decision making matters Operational matters Coordination 	<ul style="list-style-type: none"> PC, RPCs and Thematic Coordinators for program and policy in their respective domain FAC and RFOs for financial matters in their respective domain 	Formal letter, email, bi-lateral meetings, workshops, seminars, publications, media, web sites, leaflets, brochures, reports, newsletters
Media	<ul style="list-style-type: none"> Policy, strategy and financial matter General program operation information 	<ul style="list-style-type: none"> CD, PC and FAC Communication Officer RPCs at local level with authorization from CMT. 	Formal letter, email, bi-lateral meetings, workshops, seminars, publications, media, web sites, leaflets, brochures, reports, newsletters
Local Partners	<ul style="list-style-type: none"> Policy and strategy Operational matter Field program 	<ul style="list-style-type: none"> CD or designate PC for program and FAC for finance and administration RPCs 	<ul style="list-style-type: none"> Formal letter or email Formal letter, email, bi-lateral meetings, workshops, seminars, publications
Rights holders/community institutions	<ul style="list-style-type: none"> Policy, strategy and financial summary Limitations of what LWF Nepal can contribute or what are the entitlements of rights holders General program operation information 	<ul style="list-style-type: none"> RPCs POs CMOs 	Formal letter, email, bi-lateral meetings, workshops, seminars, publications, media, web sites, leaflets, brochures, reports, newsletters, hoarding boards, verbal communications.
General public	<ul style="list-style-type: none"> General organizational and programmatic information 	<ul style="list-style-type: none"> CO RPCOs 	Response to formal letters and emails, personal meetings, workshops, seminars, publications, media, web sites, leaflets, brochures, reports, newsletters, verbal communications
LWF/DWS and other Country Programs	<ul style="list-style-type: none"> Policy, strategic matters Finance, administration Program Funding 	<ul style="list-style-type: none"> CD FAC PC 	Response to formal letters and emails, personal meetings, workshops, seminars, publications, media, web sites,

	• Exchange/sharing	• RPCs/Thematic Coordinators/CO	leaflets, brochures, reports, newsletters
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3.3 Communication through Formal Meetings with Key Stakeholder groups

3.3.1 Communication with Implementing Partners (IPs) and focus group members (development program)

- a. A review and reflection meeting should ideally be held every three months.
- b. A Nepali version of the e-newsletter should be shared up to group level.
- c. Regional Coordinators will carry out all the policy-related communications with the IPs
- d. Program Officers will carry out all communications related to program operation
- e. Regional Coordinators will share all relevant LWF N policies, procedures, reports with IPs.
- f. RPCs are responsible to display vital project information to IPs and Focus Groups through bill-boards, posters, handouts etc.
- g. Never portray ourselves as a 'donor' representative, rather portray ourselves as an equal partner. Refrain at all times from using any derogatory words or language. Our dealings with them must be respectful at all times.
- h. Thematic coordinators should hold interactions with IPs at least once a quarter to provide programmatic input related to particular theme and assess thematic performance. Review and reflection meetings can be used for this purpose.

Basic guidelines for communicating with focus group members

- i. Make the communication as informal as possible
- j. Respect the views of rights holders. Do not force them to give information convenient to you rather ensure shared information is comfortable to the rights holder.
- k. Use rights holders-friendly language and terminology
- l. Welcome both criticism and appreciation from rights holders
- m. Show respect to all categories of focus group members i.e. boys, girls, men, women, people with disability, elderly people. Never look down upon them.
- n. Never portray ourselves as a 'donor' representative, rather portray ourselves as an equal partner. Refrain at all times from using any derogatory words or language. Our dealings with them must be respectful at all times.

3.3.2 Communication with Government and other local bodies (development program)

a. Meeting with representative of the Social Welfare Council and other relevant ministries : The senior staff (CMT and other senior staff) of LWF Nepal with representation of the Social Welfare Council and several relevant line ministries should meet twice yearly in Kathmandu to inform them of plans, working principles and progress with regard to the Nepal Development Program. The LWF Country Director convenes the meeting and arranges and circulates minutes of proceedings.

b. District and Village Advisory Committee Meetings: The District Advisory Committee (DAC) and Village Advisory Committee (VAC) functions where the NDP operates. The IPs are now responsible for convening these meetings. These should be organized twice yearly to coordinate with local government, government line agencies and other local stakeholders of plans, working principles and progress of the project. Local resource mobilization should always be an important point of agenda of these meetings. Ideally the first such meetings should be scheduled in the first quarter of the English calendar year to review past year and to carry out social audit. The second such meeting should, ideally be scheduled in the third quarter of the same calendar year to allow midterm review and planning for the following year. Relevant information and agendas of the meeting shall be distributed by LWF Nepal Program Officer/Manager a week prior the meeting. The DDC or VDC chairperson or person designated by them shall chair

the meeting. The chairperson of Implementing Partner shall maintain separate register for recording the meeting proceedings, reported documents and decisions.

3.3.3 Communication with Agency and Refugee Partners and the refugee community

a. Camp Management Committee (CMC): Serving as the main representative body of the refugee community, this should be the main channel for communication to the wider refugee population and refugee organizations. LWFN staff should ensure this mechanism is respected and utilized for disseminating as well as gathering information and also opinion.

Members of Camp Management Committee (CMC) have a responsibility to ensure that personal information received as a result of their duties on the CMC is reported to the appropriate individual or agency. It is essential that sensitive personal information is only shared with relevant individuals or agencies and that the individual concerned consent to the sharing of their personal information is taken.

b. Inter-Agency Co-ordination Team: This is the main agency co-ordination mechanism which meets in BRP and involves UNHCR, RCU and all implementing partners including LWFN and offers a good opportunity to disseminate plans, progress and challenges with other key actors. Meetings are normally held monthly.

3.3.4 Round Table Meetings with Donor Partners:

LWFN convenes a round table meeting with its main resource partners every two years in Nepal and this provides a valuable opportunity to share information on programme plans, policies, achievements and challenges with the wider donor group. LWFN is responsible for arranging this meeting, developing the agenda, in consultation with participants, and for circulating minutes and other information following the meeting. Selected senior staff staff participate

3.4 Other Communication Tools

LWF Nepal employs the following other communication tools while communicating with external stakeholders:

3.4.1 E-mails:

Email correspondence shall be considered as official and authentic. All important emails (decisions, negotiations) shall be printed and kept in relevant files for future reference. All email communications should always have clear subject of intended message. The language used in the communication should be polite and professional. All email correspondences must be copied to his/her supervisor. All Co-ordinator's email correspondences must be copied to the CD. All PO's communication must be copied to the respective RPC.

3.4.2 Reports:

A Report for LWF Nepal means descriptive compilations of facts, figures and usually an analysis of challenges, achievements, and lessons learnt. Regular reports are prepared at specified intervals during the project and after completion of targeted activities, programs and projects. All reports meant for external stakeholders e.g. donors, government etc. should be prepared by applying professional standards in terms of language, layout, analysis, presentation etc. While preparing the report, the target audience of the report must be kept in mind at all times. Do not presuppose that the audience will automatically understand acronyms and for example Nepali calendar year/month Only using acronyms without elaboration must be avoided. Monitoring, field visits and training reports are among

others of similar nature. To improve communication and subsequent processing of the report, the following guidelines should be followed while writing reports:

a. Page appearance and margins

- Text margins from page edge: 1 inch (2.54cm) minimum, 1.25 inches (3.175cm) maximum
- Header, footer, and page number margins 0.25 inch min. (0.635cm) from text, 0.5 inch min. (1.27cm) from page edge
- All Nepali words in English documents should be in italics
- Double space between the title and the first line of the text
- Single line spacing

b. Font type and size (body text)

- Use either Arial Narrow or Verdana font
- 12 pt. font size with consistent use of font size throughout the document

c. Properly sequenced page numbers

- Consistent alpha/numeric numbering format is essential.
- Cover and title pages are not numbered

3.4.3 Website:

LWF Nepal shall disseminate types/categories of information listed in section 3.1 through its website. The website should be updated monthly and as and when necessary. The CO shall be responsible for contents and IT Assistant shall be responsible for designing and uploading information regularly. The CO shall obtain guidance on the content from CMT. Any material uploaded on the website or published in newspaper or magazine must be carefully edited to ensure that the content and language are correct.

3.4.4 Social media:

LWFN shall strive to issue periodic updates using popular social media. The CO is responsible for updates.

3.4.5 E-newsletter:

LWF Nepal shall produce e-newsletters in English on a quarterly basis. The purpose of the e-newsletter is to keep stakeholders updated on LWF Nepal's work and its impact. The CO is responsible for producing the e-newsletter with help from the IT Assistant. The CO shall obtain final approval from CD or PC on content and shall be responsible for disseminating the e-newsletters to stakeholders especially donors, LWF/DWS and country programs, national level stakeholders. The RPMEOs shall be responsible for disseminating the e-newsletter at the regional and district level within the country. The newsletter shall also be printed in Nepali language for the reference of rights holders and other non-English reader stakeholders. The newsletter will be designed in A4 size and printed in 4 to maximum 6 color pages. The same standards will be applied for producing e-newsletters for AZEECON. The AZEECON newsletter will be of maximum 4 pages.

3.4.6 Meetings/workshops/interactions/seminars:

LWF Nepal organizes and participates in sharing, co-ordination, planning, review and bilateral meetings. Staff shall obtain prior permission from supervisor before participating or making a commitment to participate. For significant

events, the staff member should produce a short write-up about the event and share this with their supervisor and other relevant staff members.

3.4.7 IEC Materials:

LWF Nepal believes that quality IEC materials add value to its work. The guideline for designing, producing and publishing IEC materials is as follows:

- a. Audio-visual production should be included in the annual work plan and budget with justification.
- b. Quality materials may be produced seeking external assistance from relevant professionals.
- c. The concerned RPC and Thematic Coordinator shall jointly agree the content and message of the IEC materials which shall be approved by CD/PC or their designate.
- d. Subtitles should be used as and when required depending upon the target audience.
- e. Sensitivity is needed while designing materials because there can be culturally-specific values and beliefs that might impact on the acceptance of certain material types or designs.

3.4.8 Speeches and interviews

LWF Nepal senior staffs are often invited to give speeches/interviews on various topics. Once the speeches or interviews are made, the short summaries should be published on the website and newsletters to reach the wider audience.

3.4.9 Interview guidelines

- a. Prior approval from the communication team is essential for a planned interview.
- b. The staff with expertise can give an interview during workshop, seminars or other similar formal programs. Talking points should be prepared in consultation with the communication team prior to the event.
- c. Field level staff should obtain approval from the regional co-coordinators to give interviews.
- d. Regional coordinators should obtain approval and liaise with the communication team prior to interview.
- e. Do not offer personal opinions, even if asked for; as interviewee will be representing LWF Nepal's programs and positions. Anything the interviewee says will be interpreted as LWF Nepal's position.
- f. Do not use jargon or acronyms.
- g. Have enough facts to support your argument.
- h. Do not answer questions about military or government policies or political parties. Explain politely that those questions should be directed to the Country Director.
- i. Do not be defensive.

3.4.10 Spokespersons for LWF Nepal

Regarding public statements on behalf of LWF Nepal, the key spokespersons for LWF (i.e., persons giving on-the-record comments to the media) are the CD for overall, PC for program and FAC for finance and administration. The CO shall be the focal person who deals directly with the media under the guidance from the PC. At regional and local level, RPCs shall be the focal person or spokespersons for LWF Nepal

3.4.11 Notices and Advertisements

LWF Nepal time to time publishes various notices, advertisements e.g. tender notice, jobs etc through local and national newspapers and website. All effort must be made to ensure that these notices and advertisements are correctly written – both content and language.

4. Publication

Publications

LWF Nepal's publications are defined as printed information materials, including survey report, research report, evaluation report, manual, annual report, diary, calendar, books, brochures and promotional materials.

Publication Guidelines

- a. The CO will be responsible for ensuring the quality of all LWF Nepal's publications, translation and editing of documents. All publications, translation and editing work required for Country Office and Regional Offices shall be channeled through the CO. The CO shall maintain a roster of appropriate individuals or companies for conducting layout, design, printing, translation and editing work.
- b. All publications will carry LWF Nepal's name, logo and copyright.
- c. LWF Nepal encourages its staff, partners and rights holders to write features, articles and learning documents which could be informative to others. However, prior approval from CMT is necessary for any staff who has written a book or other document before LWF Nepal publishes it. If the book or document is written by staff in his/her personal capacity without utilizing office time/resources and the document is relevant to LWF Nepal, it may publish it and authorship will be credited to the individual concerned. Where the document is written using office time and resources, it must be published by LWF Nepal but not reflecting individual authorship but instead due acknowledgement be given. A due acknowledgement can be given in cases where LWF Nepal staff members (while in post or later) publishes books/articles using LWF Nepal information which was collected during his/her tenure with LWF Nepal.
- d. Authorship of the study/research reports conducted by consultants with full initiative and financial support of LWF Nepal, will remain with LWF Nepal, but consultant's name will be duly acknowledged inside the documents.
- e. In cases where LWF Nepal offer partial support for publishing an independent study/research report or books by an individual/institution, the authorship will go to the researcher/writer of the reports/books, but they will be required to acknowledge the support of LWF Nepal and print LWF Nepal's name and logo in those publications.
- f. Full content, including photographs should reach to the CO 30 working days prior to the intended publication date if the contents do not need editing or translation. If work (edit, translation and others) is needed on the content, then at least 60 working days time should be given for final production.
- g. The Country Director will approve the final product (in English) and the Program Coordinator will approve final product (in Nepali) of the publications.
- h. An effort should be made to produce publications in Nepali and local languages of the community where considered appropriate and feasible.
- i. Where appropriate, printed publications shall be listed on the LWF Nepal website and, where relevant, posted in full.
- j. Rights holders will have the right to be informed about their concerns covered by any publications. A proper mechanism to share information to the rights holders should be developed.

4.1 Support to Publications of Others

LWF Nepal can make provision to provide partial or full support to external publications such as research reports, magazines, journals, posters, news bulletins, booklets, leaflets and others of similar nature if they are deemed relevant to programme priorities. Any document published with full or partial support of LWF Nepal will be required to acknowledge the organization's (LWF Nepal) support and print its name and logo prominently on the copyright page (or elsewhere on the publication) as a key sponsor.

4.2 Writing in external media:

LWF Nepal encourages its staff to contribute views on development issues in externally published newspapers/magazines/journals, and to write books. The contributors shall receive remuneration received from such writing. If the writing is associated with LWF Nepal's work and information, the staff member must obtain clearance from Communication Officer before it is published in the media.

4.3 Disclaimer:

Any publications made by LWF Nepal's partners or staff or other individual/institutions shall bear the disclaimer saying "The opinions expressed in this (name of the document) are solely those of (name of author(s)) and therefore, do not necessarily reflect the views of LWF Nepal".

5. Media

5.1 Working with External Media

In addition to generating its own communications, it is important that LWF Nepal also engages with and contributes to the external media. Journalists with established media can convey LWF Nepal's message to the wider world through newspapers, radio, television and others.

The general public, civil society, opinion formers and decision makers form the regular audience for external media so it is important to let people know what is going on in the places and on the issues with which LWF works. If the established media do not report on the issues LWFN is addressing or its work, then it is very difficult to promote understanding or build our profile. Thus, coverage in external media is a necessary complement to and validation of our own communication. However, it should be understood that external media will only be interested in using material that has wider interest to its general audience or readership so material provided needs to be carefully selected which is likely to fulfill this requirement.

An important priority of communication work should therefore be to promote and highlight key information on our program and organization by working directly using these existing and established channels. In addition, LWFN must also work with communication offices of LWF, ACT and donor partners which produce materials for their own media or which supply external media with material

To achieve this, it is important that all LWF Nepal staff understand the relevance of media relations and how it relates to their own work. The CO is the focal person for establishing and maintaining relationship with media at various levels. The guidelines outlined below are intended to assist staff in dealing with the external media at different levels (local, regional, national, international).

5.2 Guidelines for Working with External Media

- a. RPCs shall be the focal person or spokespersons for LWF Nepal in the region to deal with the media.
- b. CO in consultation with PC and CD shall be the focal person or spokesperson at Country Office level to deal with the media.
- c. All staff members shall obtain prior consent from RPCs or FAC/PC/CD before expressing themselves in both print and electronic media. RPCs shall obtain consent from PC and FAC; and PC from CD.
- d. In any media engagement, an appropriate assessment should be made of the balance between benefits for LWF Nepal and potential risks.
- e. Working with the media shall be decided without inducement and financial cost. Media staff can be provided with refreshments; transport and per-diem if travelling to the field to cover relevant issues. Unless specifically contracted for a task, LWF cannot pay journalists to write our news.
- f. LWF Nepal may organize field visits for journalists to inform them about LWF Nepal's work and its impact on the lives of rights holders, and may support this financially.
- g. LWF Nepal staff shall not engage in party political discussions/debates at any level. The media focal point shall ensure that no staff members engage in this. However, LWF Nepal staff can share strategic direction and works pertaining to political dimension within the framework of human rights, democracy, good governance and government policies and programs.
- h. Opinions or articles about party politics should strictly not be expressed while a staff member of LWF Nepal. LWF Nepal is member of Association of International NGOs (AIN), which is signatory to Basic Operating Guideline (BOG) that states we do not make any financial contributions to political parties.

- i. The CO shall develop a media pack containing basic information related to LWF Nepal and its works for public consumption and dissemination through media. S/he collects all subsequent relevant media coverage both print and electronic for organizational reference. RPCs shall forward such media footage, clips, etc to CO.
- j. Any media coverage pertaining to LWF Nepal and its work in the districts and regions should be forwarded (with copy of text or footage) to the Country Office within a week of publication. RPCs shall be responsible to ensure this.
- k. Writing for newspapers or magazines by LWF Nepal staff is encouraged in relation to relevant development topics and issues. LWF Nepal staff should obtain prior consent from the communication focal point in the Regional Offices and Country Office, with approval of content from CO.
- l. Radio may be used as an instantaneous medium to disseminate important information and urgent announcements. It can also be used for discussion programs, chat shows and phone-ins where LWF Nepal staff, representatives of implementing partners and stakeholders can participate.
- m. LWFN should strive to maximize the end-use of quality information it has gathered by effective processing and dissemination of relevant material through various channels (own publications, website, external media).

6. Photography, Features and Case Studies

6.1 Human Interest Information

The focus of LWF Nepal's work is disadvantaged people and communities – the rights holders. Understanding and interpreting the situation of these programme participants, their lives, struggles, challenges and achievements is important not only from a professional but also from a human perspective. A key task of communication to and for LWFN's stakeholders is therefore to capture, interpret and effectively present their situation. While reports, manuals and meetings address the professional dimension of our development work, the human interest dimension relies heavily on photography, features and photo-features, and case studies. These communication tools should allow any audience to easily appreciate and gain insights into the lives and the development status of these individuals, groups and communities. They can often be the most powerful communication tool available

6.2 Photography

Photographs are vital not only in capturing a visual record of project work but also the individuals, groups and communities who participate in this work. It is important to ensure that photographs are taken on a regular basis both as record and as a vital support for other communication work (to appear in reports, features, website etc). Many staff have been trained on photography.

6.2.1 Photography guideline

- a. Informed consent is essential while photographing rights holders. This means the rights holders should know the purpose of the picture and its uses and their implications.
- b. LWF Nepal will hold the copyright of all pictures taken by consultant photographers. LWF Nepal staff members should closely supervise their assignment and products. CO should play an active role in arranging field visits, outlining specific requirements and archiving the photos.
- c. All project staff should receive credit for the photos they take
- d. Project/program heads should ensure that at least one project has one camera of at least 10 mega pixels, and that at least each thematic staff in each field office of LWF Nepal has a camera. At least two cameras are needed for Kathmandu Office that will also cover the central region programs. All the cameras should be good digital ones. The users must ensure that the cameras are well maintained, secured and functional at all times.
- e. Field offices should send pictures of various thematic programs/activities every quarter to the CO. They should be accompanied by adequate information that includes, date taken, subject matter, location, names of the people shown, where applicable.
- f. All photos submitted to the communication team should be systematically categorized, edited and shaped by CO for documentation in a digital photo library. At present, photos are saved on hard disk drives of CO and ITDA, and portable disk drives such as CDs for back-up.
- g. Photos from external media and other organizations cannot normally be used. In exceptional situations, written permission should be taken from the relevant organization for use of such photos.
- h. CO will periodically select and send photos to LWF Geneva, donors and related agencies as and when required.
- i. If there is technical difficulty in sending photos via e-mail to Kathmandu Office, CDs can be used.
- j. Minimum size of photos required is: 3,648 x 2,750 pixels, saved as jpg.
- k. Photos taken by LWF visitors can be used with their consent for LWF purpose.

6.2.2 Photo information sheet

Date photo was taken:
Exact place:
Project name: Project number: (when applicable)
Captions (numbers apply to photos, please adapt to your photo name/numbers)

6.2.3 Captions for photos

Proper captions for photos submitted are a must. Important people need their names and identification spelled out in the photos, describe people 'from left to right' in the picture. Describe what is happening in the photo and the wider situation. The place of the photo should be clear, which village, which district, or which part of the country etc. (see also 6. Photo-features)

6.3 Features, photo features and case studies

6.3.1 Features: Feature stories are intended to be easy to read, interesting human interest stories. They should be of moderate length, generally not more than 800 words and should be accompanied by relevant photographs of the character or event covered. They should be written in short sentences, and in a simple yet captivating style. Feature stories can be written in English or Nepali language. The story should be substantiated by selective relevant statistics and background information, concisely presented. Research based on primary or secondary information sources should go into making a good and readable feature story. Stories based on field visits and interviews should be given a top priority. Vital information such as full names of the story characters, their age, residence, achievements, challenges, expectations, project or activity background of LWF Nepal, source of information should be included. Note that features should describe the reality – try to avoid simplistic 'success stories'. Acronyms without elaboration must be avoided by all means. Keep the audience, who will read the report, always in mind and try to make certain that the audience will not find difficulty in understanding the story and the words there in. For example, a reader in Norway may not understand VDC, DDC, DMC, Kamayia, COPP, PD, Kartik, Teej, 2065 until they are explained.

6.3.2 Photo Features: Photo-features are essentially a good photograph accompanied by an extended descriptive caption. Since 'a picture tells a thousand words', The photo itself should convey most of the story or issue being communicated so the caption is mainly to provide basic supporting information. Generally only the most outstanding photos should be selected as photo-features unless the story it conveys is unusual or otherwise unavailable. The caption should not exceed 50-100 words, and should state the key facts about the photo (event, location, individual(s) involved etc) with some concise explanation.

6.3.3 Case Studies: Case studies are similar to features though tend to describe the very specific situation and/or experience of an individual, group, community, project or initiative. They are intended to be readable and to serve as a good example of a wider truth. Case studies can be used to illustrate an issue being addressed by LWF (eg challenges facing a dalit individual, family or group) or the impact of their involvement in a LWFN project. Case studies should provide sufficient information on the individual or situation covered (for example, name, location, status (eg ethnic, caste etc where relevant), occupation, family situation). Case studies should be short – not exceeding 800 words, and preferably shorter and should be accompanied by at least 2 relevant and good photographs.

6.3.4 Guidelines for Features, Photo-Features and Case Studies

- a. Informed consent from the rights holders is important
- b. Ensure gender friendliness while interviewing for feature (female should be interviewed by female staff, where feasible)
- c. Do not use any information that reveals the identity of trafficking survivors (such as real name, address or the name of the relatives that would help identify the survivors)
- d. Do not use exact name of victims of domestic violence or People Living with HIV and AIDS, unless they agree to give name with informed consent; meaning the possible consequences of going public.

e. Obtain written consent in the case of sensitive or critical cases.

7. Visibility

7.1 Visibility

Visibility is a means of communicating key information about a project and organization which serves two broad functions. Firstly, accountability – informing stakeholders and others about specific project activities, funders (in some cases). Secondly, a type of organizational branding or marketing – promoting the name of LWF Nepal, its partners (both funding and local) to others and ensuring that due credit is received for work being carried out. Increasingly donors and NGOs, including LWF Nepal, are giving greater priority to ensuring their roles in development work is duly recognized through ensuring visibility.

7.2 Visibility guidelines

- a. All LWF Nepal staff and project staff should maintain LWF Nepal's logo as their screen saver on both laptop and desktop computers. IT and Documentation Assistant is responsible to ensure this.
- b. The project and local implementing partner (LPI) organization must ensure good visibility for LWF Nepal, ACT Alliance and AZEECON in all relevant project activities. If logos of the Implementing Partners (IPs) are displayed, the logos of LWF Nepal, ACT Alliance, AZEECON and back donors should be displayed.
- c. At local level in locations where an LWF Nepal project is being implemented, and where feasible, a signboard bearing the project title and scope, funding, and name of agencies involved (including LWFN, IP etc)
- d. Events funded by LWF Nepal (trainings, orientations, workshops, conferences, seminars etc.) must display the LWF Nepal name and logo. The LWF Nepal name and logo should also be placed appropriately in all presentations (including power point), printed materials, signboards, promotional materials and all other program related materials, supplies and supports.
- e. Audio-visual aids produced with LWF Nepal support should mention LWF's name and include its logo.
- f. Prominent infrastructures built with LWF Nepal support must display the LWF Nepal and back donor's logo. When the construction is complete, a permanent and visible sign, plaque or other should be displayed.
- g. If motor cars, computers, cameras and other equipments are bought with LWF Nepal support, the LWF Nepal and back donor logo should be placed in such a way that it is clearly visible.
- h. With respect to websites providing information on LWF Nepal-funded projects, the LWF Nepal logo should be displayed in an appropriate place with a link to the LWF Nepal website (www.lwfnepal.org).
- i. LWF Nepal should be mentioned as a support organization in the IPs annual report, publications and communication and visibility materials.
- j. In cases where security concerns or other sensitivities exist regarding use of the LWF logo, the CR may agree to exempt use of LWF name and/or logo
- k. All communication and visibility items shall be appropriate, durable, cost-effective and recipient-friendly. Communication and visibility items should be selected in a way that can cover as large an audience as possible. The following is a list of possible items that could be considered as appropriate communication and visibility promotion items.

7.3 Visibility items

- a. Press releases
- b. Press conferences
- c. Press visits
- d. Leaflets, brochures and newsletters
- e. Web sites
- f. Display panels, signboards
- g. Commemorative plaques
- h. Banners
- i. Vehicles, supplies and equipments
- j. Photographs
- k. Audiovisual productions
- l. Public events and visits
- m. Information campaigns
- n. Reports
- o. Researches
- p. Posters
- q. Training materials
- r. Public Service Announcements (PSAs)
- s. Stationery (Calendars, diary, planner, pens, visiting cards, greeting cards, etc)
- t. Promotional items (T-shirts, bags, caps, etc)

7.4 Uses of visibility items

- a. Ensure that the use of visibility item is compatible with LWF Nepal's code of conduct.
- b. Do not use any visibility item beyond office business

7.5 Audience and target groups

In order to communicate effectively, the intended audience and target groups should be critically analyzed and identified before producing any communication and visibility materials. The audience and the target groups shall be selected in a way that influence the action in positive a manner and contribute for better impact and results. The following is a list of possible audiences and target groups that could be considered as communication and visibility recipients.

- a. Project participants (and the wider local community)
- b. Volunteers
- c. Public event participants
- d. Training/seminar/workshop participants
- e. Government officials
- f. Media personnel
- g. Project staff

7.6 Visibility plan

A communication and visibility plan should be developed while developing and distributing items related to stationery and promotional materials. Such plans should be developed by the concerned Project In-charge or IP in close co-operation with the Communication Officer of LWF Nepal. The plan should cover the following points

- a. Overall objectives
- b. Target audience groups and their numbers
- c. Target audience groups selection criteria
- d. Specification of visibility items, number and technical/information requirements (content, layout)
- e. Budget



LWF Logo

LWF Nepal Logo with ACT and AZEECON

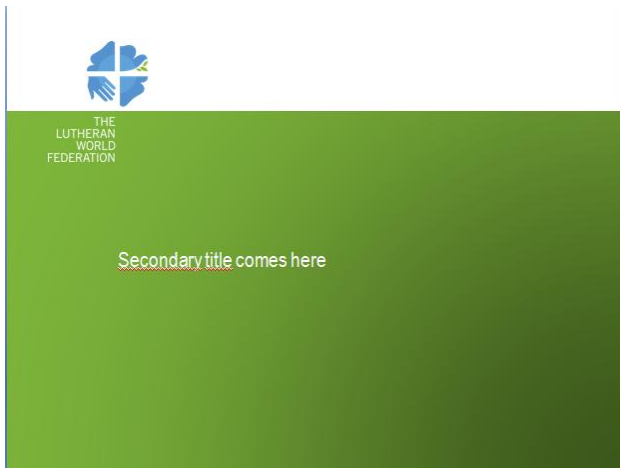
actalliance

ACT Alliance Logo



AZEECON

AZEECON Logo



Standard tile

- Bullet point
- More bullet points
- Try to keep the text above the emblem below



Presentation Standard Format for LWF Nepal

8. Communication Co-ordination and Management

8.1 Responsibilities and Coordination of Communication

Communication is a responsibility of all senior staff members of LWF Nepal and is reflected as an important element in their individual job descriptions. The Communication Officer has a specific responsibility for managing the organizational communications of LWFN and ensure that these are sufficient, appropriate, effective and of good quality. The ITDA is responsible for ensuring the smooth technical operation of information tools such as computers, emails/servers, and website.

A communication team shall be formed to deal with the messages to be sent to the intended audience. The team shall also remain functional in doing follow-up of communications done. Communication is an integral part of the LWF's overall processes. Key policy messages are discussed in the decision-making bodies of the LWF. When items are discussed in the decision-making bodies there should be a short suggestion on how they will be communicated both externally and internally. Information on public appearances by LWF Country Directors must be sent in a timely manner to the Communications Officer.

8.2 Information Management – Filing, Storage and Archiving

Managing information is vital to ensure efficient and effective communication. The term “documentation” entails collection, source verification, indexing and systematic archiving of important reports, policies, strategies, guidelines, surveys, meeting minutes, action points, plans, monitoring and evaluation reports, photographs, publications, contact addresses, workshop/training outcomes and others.

An electronic archiving system for documentation is used. Documentation should be archived at least for seven years in the website and Y drive. Staff members should maintain their backups of important files and documents individually. It is recommended that they be saved on CDs or other portable mass storage devices. Apart from their computer hard disk drives, they should save their files on X drive—private network drive—to ensure greater safety of the files. Any outgoing staff will have to submit handover notes with clear path to the documents to their immediate supervisor(s) with soft copy saved in the computer used.

8.3 Budget Allocation for Communication and Media Work

LWF Nepal shall allocate reasonable amount of funds for media work to enhance the quality and impact of LWF Nepal's work through its annual work plan and budget. The budget for media work shall be set aside in the respective projects. Some funds may be allocated under Communication function based in Country Office.

8.4 LWF Nepal as a communication focal point of AZEECON

As the designated Communication Focal Point of Asia Zone Emergency and Environment Cooperation (AZEECON), LWF is responsible for co-coordinating communication activities of AZEECON and also for maintaining the AZEECON website. The Annual Planning and Review Meeting (APRM) decide communication activities and LWF Nepal's Communication Officer presents this item and receives feedback during the APRM.

8.5 Review and Revision of Communication Policy and Guidelines

This Communication Policy & Guidelines will be subject to review and, if necessary revision on an annual basis. The CO will take the lead to identify aspects which require adjustment and present these for approval at the APRM. Other LWFN staff is encouraged to note any aspects of this Policy which require attention and submit these to the CO for incorporating in the review.