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# Communication & Knowledge Management Strategy

Iceland's International Development Cooperation

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# Table of contents

<b>1. Preface</b> .....	<b>4</b>
<b>2. Guiding principles</b> .....	<b>5</b>
<b>3. Priorities and thematic areas</b> .....	<b>6</b>
3.1 Thematic areas .....	6
3.2 Target groups .....	6
<b>4. Results based management</b> .....	<b>8</b>
4.1 Activities .....	8
<b>5. Partnerships</b> .....	<b>9</b>

# 1. Preface

International development cooperation is one of the cornerstones of Icelandic Foreign Policy as reflected by the ambitious strategy on international development cooperation.

Iceland's strategy for development cooperation needs to be disseminated and shared widely through various mechanisms and media. All communication should incorporate the **Sustainable Development Goals** as they are a guiding principle in all of Iceland's activities in regard to development cooperation with the main goal of reducing poverty and hunger while fostering sustainable welfare for people around the world.

Specific attention will be given to the three cross-cutting priority areas of Iceland's Development Cooperation Strategy: Human Rights, Gender Equality and Environmental and Climate issues, in all public relations and advocacy efforts.

Official development cooperation is financed by taxes paid by the public. Ensuring that the Icelandic public has access to information on Iceland's development cooperation contributions and results is thus critical. This strategy outlines how the Ministry for Foreign Affairs (MFA) can support increased interest in development cooperation and foster knowledge-sharing on the subject, both domestically and internationally. One of the strategy's goals is to ensure that the public is well informed and supportive of Iceland's development cooperation activities. Results and other efforts shall always be communicated in a respectful manner.

This strategy is in line with the OECD-DAC's recommendations regarding communications and educational activities on development cooperation.

The strategy will focus on results-based and user-friendly knowledge management and distribution through various mechanisms, including the MFA's internal and external communication channels and in partnership with actors such as civil society organizations, universities and other school levels, Business Iceland, the private sector, media outlets and so forth.

Increased knowledge of Iceland's development cooperation strategy and the importance and value of international development cooperation, and results related to human rights, gender equality and peace will be at the forefront of all knowledge management and content creation during the implementation of this strategy.

## 2. Guiding principles

This strategy supports the implementation of Iceland's Policy for International Development Cooperation 2019-2023 by defining priority areas and actions around public relations.

The strategy's guiding light incorporates the MFA's communications policy<sup>1</sup> and aims towards a coordinated, diverse, and quality content creation regarding communications and knowledge management for development cooperation activities, both domestically and internationally.

Furthermore, communication efforts will focus on increasing understanding of the importance of the SDGs and international development cooperation in order to enhance knowledge of the current international challenges the world is facing.

The aim is to increase transparency and efficiency in information dissemination and education, and thereby promote increased interest, knowledge and thorough discussion of the various aspects of Iceland's development cooperation. Emphasis is placed on communicating results through the latest technology and diverse media mechanisms, both in Iceland and internationally.

### Strategy's Guiding Principle

To increase transparency, interest, knowledge and understanding of international development cooperation and the SDGs

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<sup>1</sup>

[https://governmentis.sharepoint.com/\\_b:/r/sites/utn/SiteAssets/Skj%C3%B6l/Stefnur%20og%20%C3%A1%C3%A6tlanir%20utanr%C3%ADkissr%C3%A1%C3%B0uneytisins/Upplýsingastefna\\_2019.pdf?csf=1&web=1&e=cme7Kl](https://governmentis.sharepoint.com/_b:/r/sites/utn/SiteAssets/Skj%C3%B6l/Stefnur%20og%20%C3%A1%C3%A6tlanir%20utanr%C3%ADkissr%C3%A1%C3%B0uneytisins/Upplýsingastefna_2019.pdf?csf=1&web=1&e=cme7Kl)

## 3. Priorities and thematic areas

The goal is to use different mediums to share content that is coordinated, diverse, and of high quality focusing on Iceland's priority areas of work, cross-cutting issues of human rights, gender equality and climate, energy and environmental issues as well as priorities based on Iceland's strengths globally.

Information dissemination, communications and educational activities are meant to encourage open dialogue around development cooperation activities and to increase transparency by publishing statistical facts showcasing results.

The MFA oversees information dissemination and provides information, both in Icelandic and English, through all available mediums. The MFA also works in partnership with different actors such as CSOs, universities and other educational institutions, GRÓ and others.

### 3.1 Thematic areas

Information and communication products are disseminated through various mechanisms and mediums – including printed material, online news stories, presentations, and social media to name a few. The MFA places an emphasis on communicating results in development cooperation and the impact Iceland's financial contributions have made for countries, partners, and communities across the world. Furthermore, all communication efforts have a clear connection to the SDGs and Iceland's cross cutting priority areas of human rights, gender equality and environmental issues.

Emphasis is placed on quality material filled with information and knowledge on Iceland's development cooperation efforts and strategy, the status of development cooperation worldwide, the SDGs, global partnerships, and information on different developing countries, to name a few examples.

### 3.2 Target groups

This strategy defines different target groups:

- **The Icelandic Public** is the main target group for communication efforts.
- **Universities and other educational institutions:** Children and youth in Iceland are seen as an important target group for educational activities around development cooperation. In addition, partnership with academia and universities is seen as an important element.
- **Media outlets:** Media plays a big part in democratic societies, fostering an open dialogue and information sharing. Emphasis is placed on providing media with accessible information on Iceland's development cooperation efforts and further opportunities for collaboration will be explored.

- **Private sector:** The private sector plays an increasingly important role for the successful implementation of the SDGs. It is important to enhance outreach and partnerships with the private sector in terms of communication efforts.
- **Members of Parliament:** Increased efforts will be put into engaging with Members of Parliament, ensuring that they have the most up to date information on Iceland's development cooperation efforts in order to foster broad support from different Parliament committees for these activities.

## 4. Results based management

All actions taken under this strategy should reflect its main goal:

Strategy's Main Goal
To increase the knowledge of and support to Iceland's Development Cooperation Activities

### 4.1 Activities

Innovative approaches and ideas will be utilized in all communication efforts. Focus on different mediums and mechanisms to reach the target groups will be implemented, including data through [openaid.is](http://openaid.is), social media, traditional media, and strategic partnerships.

The world is constantly evolving and the same goes for communications, where new opportunities arise through new ways of engagement. To ensure that communication efforts are up to date, yearly action plans will be created and attached to the strategy. The below actions will be considered as main themes for the action plans:

- To promote and update the MFA's webpage [www.mfa.is](http://www.mfa.is) with user friendly information.
- To increase communication efforts on development cooperation, including opportunities and results. Both internally within the MFA and externally.
- Strengthen the partnership with GRÓ International Centre for Development Cooperation and the four GRÓ schools in terms of public relations.
- Increase partnerships with civil society organizations and other actors in development cooperation regarding public relations.
- Increased collaboration with Business Iceland around communications, focusing on results in development cooperation from private sector partnerships and other activities centring around Iceland's comparative advantages.
- Targeted information sharing and communication efforts to media.
- Ensure visibility and engagement on social media
- Seek ways to increase education activities on development cooperation throughout the school-system in Iceland in collaboration with different educational institutions.
- Increased engagement with members of parliament.



# Partnerships

Increased communications and knowledge sharing between different entities within the MFA will be a focus during the duration of this strategy. The goal is to ensure that all staff are aware of development cooperation activities, fostering an open and transparent dialogue. Different offices, embassies and honorary consuls will be encouraged to engage in different activities.

General knowledge and interest in development cooperation can be increased with coordinated efforts and partnerships with different stakeholders such as the media, private sector, youth, civil society, and academia.

Partnership with different educational institutions needs to be strengthened throughout the timeframe of this strategy to ensure that materials and information on Iceland's development cooperation is up to date and included in different curricula.

