

Aarhus 2017 - Communications Strategy

Mission

The Communications Strategy supports the overall vision of Aarhus 2017 to:

- use art and culture to rethink the challenges of tomorrow
- create sustainable development – cultural, human and economic growth – inspiring citizens to live, work and participate in the European region
- position Aarhus and the region as a facilitator for rethinking on a European scale
- create enthusiasm, desire and passion among citizens with RETHINK as a mind-set – “Let’s RETHINK together”.

Our goals

Aarhus 2017 seeks to communicate effectively at all levels in order to:

- increase commitment for Aarhus 2017 as a laboratory with a focus on rethought solutions;
- strengthen interest and involvement in culture;
- strengthen the profile of Aarhus and the region;
- ensure that Europe knows that Aarhus is the European Capital of Culture 2017



Our aims

In order to achieve our objectives, we aim to:

- act as a communication hub by providing timely, targeted information and guidance on Aarhus 2017, its plans, activities and achievements;
- provide communication support for Aarhus 2017 at three levels - executive level, programme level and partnership level
- perform communication activities according to the Strategic Business Plan and Annual Operating Plans
- cooperate with our partners on communication initiatives

Our principles

To be successful, our information and communication activities must be distinct, visible, proactive, reliable and transparent. We must ensure that Aarhus 2017 stands out as an organization open to the public, institutions, media, politicians and authorities. We must be active in cultural debate and ensure that all information is made freely available to all the interested parties. To do this:

- we promote dialogue;
- we are accessible and listen;
- we are cooperative and communicate actively. We are open, we listen and demonstrate the will to engage actively in dialogue. We answer criticism – and pre-empt it, where possible;
- we are proactive and take part in setting the cultural agenda;
- we are reliable;
- we say what we do, and we do what we say. We are correct and punctual in our dealings, and our behaviour reflects honesty, openness and fairness;
- we communicate in a clear, brief and correct language, and make the goals of Aarhus 2017 clearer through concrete examples;
- we have a corporate identity;
- we use our corporate logo and design in all communications so that recipients will have no doubt that Aarhus 2017 is the sender and part of the European Capital of Culture brand



Our values

To achieve our communication goals, we must ensure that our communication is guided by the following values:

- it is objective, reliable, and accurate, and clearly distinguishes between facts and allegations;
- it is honest and not liable to misrepresentation (such as being party political or one-sided);
- it is directly relevant to the Aarhus 2017 remit, consistent with its overall objectives;
- it respects organisational policies and guidelines, including the requirements for the protection and confidentiality of personal data;
- it is timely, prepared according to agreed schedules and with a view to optimal effect;
- it uses the most appropriate communication techniques, is free from grammatical or textual errors and presented in a form and language that is clear and accessible to its intended audience;
- it respects and values cultural diversity.

Key target audiences

Aarhus 2017 has many highly diverse target audiences whose roles and needs must be considered and knowing the audiences is critical to effective communication and information dissemination:

- Local and regional citizens

All people living in Aarhus and the region, but also potential residents, for example students.

- Visitors/tourists

All those who, for various reasons, pay temporary visits to Aarhus. Based on the geographical segments regionally, nationally and internationally, they can be divided into subcategories. These can also be divided into segments based on interest and age for more precise targets.

- Partners

Those we collaborate with in order to carry out the project.

- Opinion shapers

Politicians, journalists and debaters.

- Financers

The entities that contribute financially to the implementation of Aarhus 2017 initiatives.

- Volunteers

Citizens involved in the Aarhus 2017 Volunteer Programme

- Internal

Employees in the Aarhus 2017 team and other employees in the municipalities and region involved in the project.



Key messages

A shared narrative and key messages about Aarhus 2017 as European Capital of Culture is the basis for all communication. A key message must be short and easy to remember and reflect our mission, values and long term objectives. For example:

- "Aarhus 2017 is a cultural project of a large, international scale"

- "Aarhus 2017 will present a programme of high artistic quality that will bring magical moments, reflection and unexpected encounters to the audience"

- "Let's RETHINK is a starting point of departure for developing our community and better living for all"

- "RETHINK is our key, when addressing tomorrow's challenges"

- "We want to be a progressive role model for rethinking in Europe"

- "Aarhus 2017 supports the vision of European cultural diversity"

- "Aarhus 2017 is developing with the engagement of citizens, not just as an audience or consumers of culture, but as active co-creators"

Communication channels

In order to ensure that a given message reaches a particular target group at the right time, it is necessary to make a choice of methods and channels that ensure that recipients are provided with clear and coherent information

- Social media, blogs, apps, streaming
- Media (TV, radio, newspapers, magazines)
- Internet and audiovisual products
- People-to-people communication (events, visits, meetings, exhibitions and virtual communication)
- Publications
- Aarhus 2017 volunteers as communicators
- Aarhus 2017 staff as communicators

Networks

The Aarhus 2017 communication activities are guided and supervised by a Communications Board involving communication specialists and advisors (to be established in 2015) and a Regional Communications network with representatives from the 19 municipalities and the Central Denmark Region.

