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**LUND**
UNIVERSITY

Vice-Chancellor

Adoption of a Communication Platform for Lund University

On 10 June 2005 the Board of Governors decided in principle to support the proposed communication platform for Lund University; it has given the Vice-Chancellor the task of making final adjustments to the document. During the summer of 2005 there has been an opportunity to comment on this matter. Final adjustments have been made on the basis of comments received.

Decision

The university adopts the Communication Platform for Lund University in accordance with the Appendix.

A decision on this matter has been taken by the undersigned Vice-Chancellor in the presence of deputy head of administration Hans Modig. It was presented by Corporate Communications manager Eva Johannesson.

Göran Bexell

Eva Johannesson
(Corporate Communications)

Communication platform for Lund University

Communication and profiling at Lund University

Lund University has a common document for communication and profiling. The communication platform is based on the strategic plan. The aim of the communication platform is to strengthen the university's brand, i.e. the university's credibility. Communication and profiling shall primarily highlight undergraduate education and research in order to increase competitiveness both nationally and internationally.

The communication platform consists of the following:

- Value system for communication and relationships
- Guidelines for communication
- Brand strategy
- Graphic profile manual.

The common communication platform is based on the conviction that information and communication is based on the relationships between people. Communication, relationships and the university's actions and messages are the foundation of the "Lund University" brand.

The graphic profile manual states how logos and other symbols of identity creation shall be used.

Value system for communication and relationships

This part of the communication platform describes the values that apply to communication and relationships. This is based on the ethics document "Guidelines for Ethical Issues at Lund University" and other steering documents. This value system is practised as applicable and is particularly important to the communication platform. As one aspect of communication is its lucidity as regards the values associated with Lund University, and another is to build relationships, there is reason to clarify this value basis here.

All communication shall be based on the values stated in the strategic plan and the ethics document. This means that Lund University shall be characterised by a vibrant internal democracy, good cooperation between students, teachers and other staff, as well as social, ethnic and international diversity. Equality and people's equal value shall be the natural foundation for activities. Harassment shall be prevented and there shall be zero tolerance at the university for all forms of discrimination.

Some values that shall guide communication and relationships at the university:

- Respect and tolerance, honesty and consideration shall be the foundation of attitudes to employees and the surroundings.
- Openness and sensitivity to colleagues, individuals and the community shall characterise normal activities, as well as a generous and encouraging attitude to

students and employees.

- Trust, cooperativeness and loyalty to the university, as well as common accountability, shall be guiding values.
- The university shall be prepared to be questioned, to change and develop with regard to changes in the surrounding world and its own development.

Lund University is a large and influential player, both in the community and in higher education and research. The university is part of a worldwide system of common values, which safeguards academic values and promotes international cooperation and diversity. Being one of the leading universities in Europe entails both responsibility and the obligation to be an advocate and forerunner.

Being part of society means being open to influences and dialogue, but also interaction with the surrounding community and work to contribute to regional, national and international development.

Freedom of research and education are basic principles. The university shall safeguard academic integrity; research and teaching shall be morally and intellectually independent of political, ideological and economic power groupings.

Guidelines for communication

Good information and communication are necessary tools in achieving established objectives and strategies. Planned and strategic communication work contributes to drafting, supporting and implementing decisions, strategies and intentions.

Lund University shall be a place in which many people meet to conduct a dialogue and exchange knowledge, for discussion and enquiry. Communicating and creating a constructive dialogue between individuals, internally and externally, develops good relationships that have a positive effect on the brand of Lund University.

Everyone's responsibility

Creating good communication and dialogue is everyone's responsibility. Everyone is responsible for collecting and supplying the information needed for activities to function and be transparent. Communication is also a management responsibility and is to be a natural aspect of leadership. This means that every manager and head shall perform and behave with communication as a guiding working method.

Characteristics of communication

Lund University's internal and external communication shall be:

- truthful and correct
- accessible and transparent
- trustworthy and comprehensible

Everyone must be able to rely on the information issued by Lund University. Its accuracy and correctness must thus always be ensured. Information from Lund University shall be easy to find and easy to understand. It should also be easy to

contact employees at Lund University to obtain access to the information and the documents that the public is entitled to. Confidence is inspired by rapid, up-to-date, clear and understandable information that adapts the content, volume and channel according to the target group.

Working with communication

Communication at Lund University shall be strategic and integrated. Strategic means that communication shall facilitate achieving established objectives and that comprehensive strategies shall be secured. Integrated means that communication is founded on a comprehensive approach: all communication with all target groups shall have a cohesive message and shall be coordinated as regards the choice of channel and time.

Important areas for communication

- internal communication
- external communication

Specific areas that affect both internal and external communication are:

- profiling and marketing
- mass media contacts
- emergency communication
- study and research communication

Internal communication shall be a means of achieving established objectives, creating knowledge about activities and getting employees and students to feel participation and responsibility for their own role and its significance for the university.

External communication shall be a means of creating understanding for Lund University and its activities, as well as for increasing interest about studying at Lund University among students in Sweden and abroad. Additionally, it shall provide an overview of current research at the university.

The mass media is an important communication channel. The publicity the university receives is decisive in how employees and the activities performed are perceived in the external environment.

In major incidents and emergencies, Lund University's emergency plan and a specific organisation for emergency management and information issues shall be activated.

Communication about studies and research shall be performed within or in close association with education and research.

Target groups

Employees, heads, managers and current students are a few of the most important internal target groups. A few important external target groups are potential students, alumni, research financiers, the general public and politicians and others who can influence public opinion.

Channels

Channels and contact areas for meeting and communicating with different target

groups include personal meetings, workplace meetings, seminars, trade fairs, websites, newspapers, newsletters, e-mails, telephone, letters, teaching material, scientific journals, printed matter and catalogues.

Planning, follow-up, evaluation

Work on communication shall be planned and integrated into daily activities. This means that communication plans shall be produced for all activities and every new project. Work with communication is then followed up and evaluated in the same way as other activities at Lund University.

Laws that affect communication

Lund University's communication with employees, students and the general public is regulated by various laws. The Swedish Freedom of the Press Act, the Fundamental Law on Freedom of Expression, the Administrative Procedure Act, the Personal Data Act, the Higher Education Act and the Marketing Act are the most important.

Brand strategy

A brand consists of the content of a service or product, the feelings associated with it and how it is packaged. For the university, the "product" is first, second and third cycle education. Feelings are the personal opinions that people build up when they meet the university's "products" and the people that provide the "products". Packaging is the way in which the "product" and its "producer" is displayed, and which is made visible and unified by the logo and graphic profile.

A brand is built from within. It is the university's employees and students who, with their knowledge, their action and shared results create the Lund University brand.

One condition for succeeding with work on the brand is to fulfil the brand's promise to all target groups; to continually substantiate the attributes upon which the university has decided.

Lund University's brand strategy shall not only reflect the primary characteristics of current activities. It shall also push activities towards future attributes, which shall make the university even more competitive.

Its size, its uniquely qualifying diversity, knowledge, cutting edge research, age and traditions are the things that various groups currently primarily identify Lund University. Attributes such as large, skilled and traditional are therefore included in work on future developments.

Future attributes are those that Lund University wants to be associated with in the near future. They shall give the university an advantage in competition for students, researchers, employees and financiers in the future. They shall also form the basis of work on profiling. Lund University shall be perceived as:

- creative
- cross-disciplinary
- leading

Creative

Lund University being creative means that it promotes innovation and is a stimulating university environment, with space for new approaches in education, research and administration. Many different creative groups and people within the university provide the opportunity for meetings between different perspectives, for stimulating original new approaches. Creativity means making good use of current qualified diversity in cutting edge research.

Cross-disciplinary

Cross-disciplinary means that Lund University continues to develop cooperation across the borders between faculties, subjects, departments, research groups and administrative units. It means cooperation and exchange between researchers, teachers and students, even across national borders. This also means breaking barriers as regards attitudes, prejudices and other obstacles that prevent development.

Leading

For Lund University to be regarded as a leading European university in the future it is necessary to have successful research and education. One way of achieving this is the clear prioritisation of strong research environments and original research.

In order to maintain a leading position within the university's areas of activity, it is necessary to have increased international openness and increased international cooperation and exchange.

Being a leader also means that Lund University is able to offer the right choices and development opportunities, for many individual wishes and phases in lifelong learning.

The university acquires a leading position and a good reputation based on the results it achieves, and when it lives up to others' expectations for its performance, actions and results.

Lund University shall be perceived as a place of higher education and research at which crossdisciplinary creativity creates a leading position with all target groups, nationally and internationally.

The student city of Lund and student activities are also parts of ordinary life that have a positive effect on the image of Lund University and strengthen its brand.

Positioning

Lund University shall position itself in relation to defined target groups as the most attractive choice within higher education and research, as well as individual personal development.

Lund University shall also be perceived as one of the most trustworthy independent players in areas that influence social development.

This means that Lund University shall maintain a high standard in its teaching and research, as well as offering individuals skills, experiences and relationships that influence their future personal development and personal circumstances. This also means that Lund University shall cooperate with the surrounding community so that knowledge and research is disseminated, made use of and affects the development of individuals, organisations and companies and other sectors of society.

This is the position that Lund University shall adopt in relation to its competitors.

Identity and profiling

Lund University shall work, appear and be perceived as a cohesive university. All activities, regardless of organisational type, shall be identified as part of Lund University.

Lund University's logo displays the activities of Lund University. The logo shall be used, in accordance with the graphic design manual, by all faculties and areas at the university and activities that are included. This also applies to companies and foundations where the university has a decisive influence.

A common profile means that all activities follow the central decisions that have been taken regarding brand management, profiling, marketing and use of the university's logo.

Individual profiles are only acceptable if they would entail added value for Lund University. The right to an individual profile with an individual logo and profiling plan also demands that the organisation has the resources and skills necessary to carry out the profiling and marketing in a professional manner.

In cases where the university management believe that it is best for the Lund University brand to display an activity's association, despite the right to individual profiling, the university will decide upon joint profiling. Joint profiling means that a unit or activity is identified by its own logo, along with the logo of Lund University as a surety and mark of affiliation.

Graphic profile manual

Lund University has had a graphic profile manual since 1998. It will be reviewed and reworked in order to better agree with the intentions of the other parts of the communication platform. The present graphic profile manual will remain in force until a decision about the new one is adopted. Changes within this area that must take place before this are subject to a decision from the Vice-Chancellor.