



## Communications Policy

---

Communication about Blacksmith Institute is important for raising awareness about our work and objectives, and to maintaining honesty and transparency. Therefore Blacksmith Institute's staff and consultant will implement the following Communications Policy:

- The staff at Blacksmith's New York Headquarters office is primarily responsible for communications and employees and consultants should defer to the New York staff as necessary.
- **The Country Coordinator represents Blacksmith at country level** and is authorized to represent and make public statements on behalf of Blacksmith related to Blacksmith operations in the specific country under their responsibility. Country Coordinators are not authorized to make statements about Blacksmith Institute as a whole without approval by headquarters.
- **Project Managers** also represent Blacksmith and may make public statements or initiate contacts with partner organizations on behalf of Blacksmith Institute related to Blacksmith projects under their responsibility. Project Managers are not authorized to make statements about Blacksmith Institute as a whole without approval by headquarters.
- **Investigators and individual team-members** should not make public statements on behalf of Blacksmith to authorities, press, and media without approval of the Regional Director, Project Manager or Country Coordinator. Every team member should be ready to explain what we do, who you are, and who is the correct person to answer additional questions.
- Blacksmith wants the world to hear about our projects, however in some cases Blacksmith must be careful about how we share information to prevent security risks and avoid damaging our relationships. Please check with your Regional Director before sharing potentially sensitive data, particularly about individual sites.
- **Blacksmith is not an advocacy organization**, but is rather an organization dedicated to identifying and implementing environmental health solutions. Staff and consultants should generally avoid advocacy activities when representing Blacksmith.
- **Press requests** for information or interviews should be discussed with the New York staff.

- **Changes to the website** are done by New York staff only.
- **Regular newsletters** are sent out to the email lists and published on the website by the Public Relations Manager in New York.
- **Use of the Blacksmith logo:**
  - Blacksmith's logo should be used on all printed reports, and reports submitted to donors and other agencies
  - Letters and other official Blacksmith documents should be printed on Blacksmith letterhead
  - Blacksmith letterhead may not be used for personal-use
  - Verbal communications about Blacksmith's work must mention Blacksmith Institute by full name or by "Blacksmith" but not by "BI". This is important to maintain Blacksmith branding and identification of Blacksmith at project sites.
  - When presented with other partner logos, Blacksmith's logo should be approximately the same size. Donor logos, when presented with the Blacksmith logo, should be of equal size or larger.