

BRINGING THE NORDIC REGION TOGETHER

The Nordic Council of Ministers Communication Strategy 2025–2030



Foreword

The Nordic Council of Ministers' Communication Strategy is the long-term, overarching framework for raising the profile of Nordic intergovernmental co-operation. Its purpose is to guide the respective sectoral communication strategies and plans of everyone who works for the Nordic Council of Ministers.

It is an updated version of the previous 2020 strategy and comes into effect in January 2025. Supplementary communication plans will guarantee prioritisation, performance management, topicality and flexibility in all of the Council of Ministers' communication activities.

Contents

Vision 2030	4-5
Objective	6-7
Target groups	8-9
The way forward	10-11
Organisation	12-13
The Nordic Council of Ministers' secretariat, institutions and offices	14-15





Vision 2030

Vision 2030 is the basis for all communication by the Nordic Council of Ministers.

A **green** Nordic Region

A **competitive** Nordic Region

A **socially sustainable** Nordic Region

The Nordic Region will be the most sustainable and integrated region in the world.

As part of ongoing work on the vision in the run-up to 2030, the Nordic Council of Ministers is launching 14 new sectoral co-operation programmes in 2025.





Objective

To convey the potential, results and impact of Nordic co-operation

We will use communication to brand the Nordic Council of Ministers as:

A visible actor

Our communication work will brand the Nordic Council of Ministers as a proactive, policy-making organisation that strives to realise Vision 2030 in conjunction with our institutions, offices and partners.

This work is based on the recurring themes in the co-operation programmes and the respective sectors' priorities.

A value-generating actor

We will generate real Nordic synergies and added value by turning issues identified at national level into Nordic discourses.

We will communicate this Nordic added value, both in the Region and beyond. We will set the agenda by initiating and participating in dialogue based on our perspectives, with a focus on innovative, evidence-based messaging.

An engaging actor

We will maintain dialogue with the outside world, both in the Region and beyond.

We will position the Nordic Council of Ministers as a collaborative organisation by communicating reflectively and inclusively, both in the Region and beyond.





Target groups

The Nordic governments use the Council of Ministers as a tool to generate synergies and added value.

All of our communication is based on openness and transparency, and is aimed at promoting democratic participation in Nordic co-operation. The Nordic Council of Ministers works with its own cultural institutions and other organisations to ensure that civil society is broad-based in terms of age, gender, ethnicity and other factors.

The Nordic Council of Ministers is a tool for the national governments to generate synergies and added value.

To ensure that the people of the Nordic Region benefit from this activity, we will work with strategic target groups who will act as intermediaries and help spread the word far and wide. Some of the key target groups are listed on this page.

Political decision-makers and the civil service

These actors shape the work of the Council of Ministers and participate in day-to-day co-operation. They include MPs, government ministers and civil servants.

Key public-sector actors

National associations of local authorities, local councils, regions and specialists who make active use of Nordic reports and benefit from their involvement in and the knowledge generated by projects funded by the Nordic Council of Ministers.

Decision-makers

Actors from business, academia, culture, interest groups and civil society, who deploy their knowledge

of political work, publications and projects funded by the Nordic Council of Ministers for the benefit of the people of the Region.

International actors

The goal of international communication is to engage the rest of the world in dialogue about both Nordic and global dilemmas. Along with the Nordic networks, we will profile Nordic values around the world.

Nordic and international press and media

The Nordic Council of Ministers plays an active role in public debate and generates Nordic added value by sharing relevant narratives concerning work towards Vision 2030.

The Nordic Council of Ministers

The Secretariat, institutions, offices and other Nordic bodies. The Nordic Council of Ministers' staff play an important role in sharing knowledge, disseminating the co-operation's objectives, and conveying the Region's unique strengths and shared values.





The way forward

We will communicate responsibly across digital channels. In terms of visual branding, our communication must also be immediately recognisable to the target groups.

Communication needs, methods and technology are evolving at an ever-increasing pace. To reach the target groups on their own turf, we must continuously evaluate and adapt our communication channels and tools.

We will work closely with stakeholders and utilise strategic partnerships to create interactivity and increase engagement and reach.

We will conduct both quantitative and qualitative evaluations of our communications. The qualitative evaluations will look at the organisation's priorities and goals, and assess the impact of our priorities and efforts.

Major initiatives will continuously revise their own communication plans. A separate sub-document describes the specific communication guidelines for employees of the Nordic Council of Ministers. Our design manual specifies the guidelines for publications. Other separate sub-documents provide guidance on international profiling, digital communication and language policy.





Organisation

Communication is an integral part of everything the Nordic Council of Ministers does, and every member of staff has a role to play in conveying our messages.

The Communications Department offers advice and guidance on political and specialist work, and is responsible for all communications related to the Secretariat.

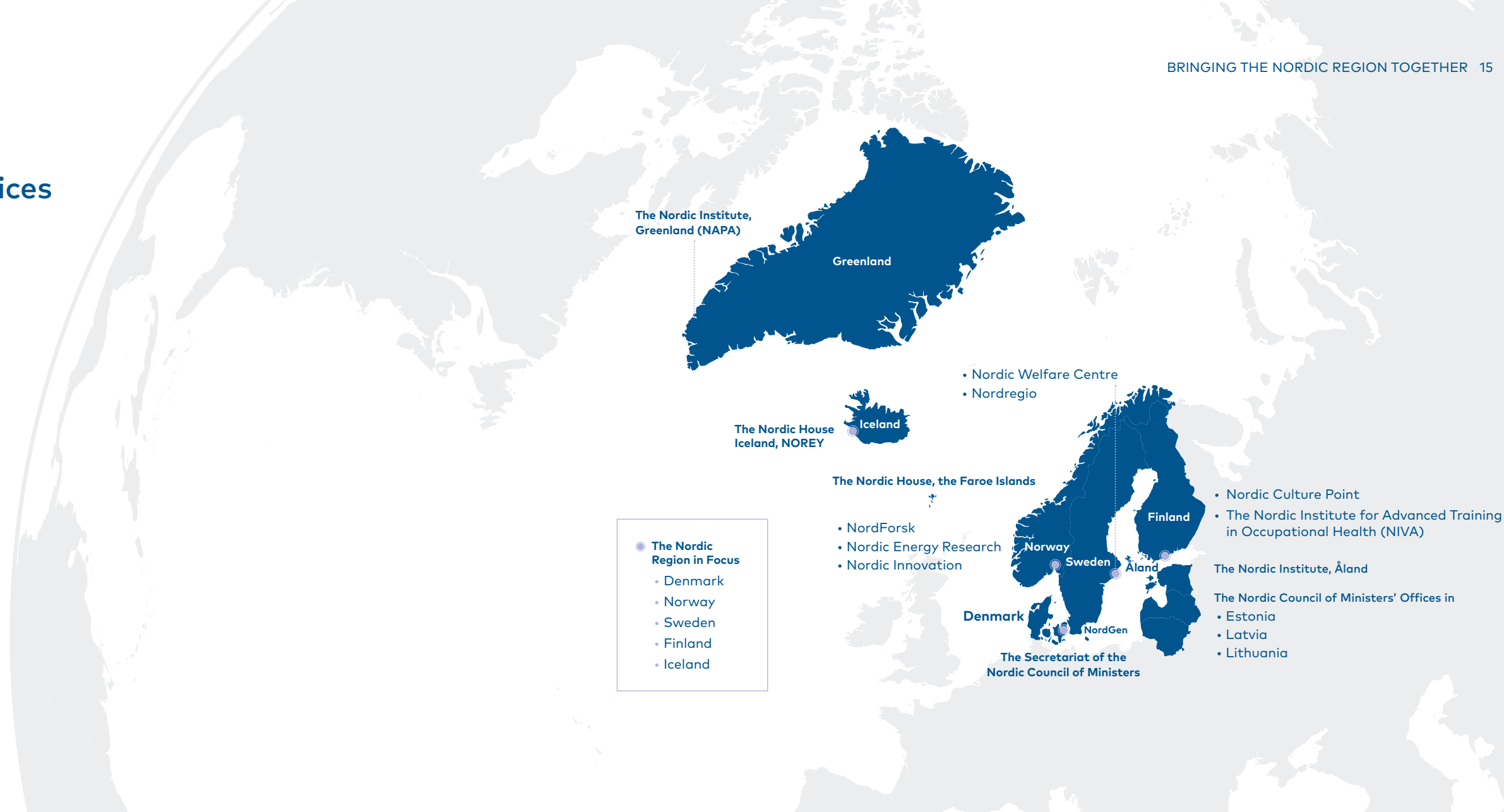
The department holds regular meetings with the Secretariat to coordinate communication, and maintains active dialogue with the Council of Ministers' institutions, its offices and external stakeholders. We work closely with the communication departments in national ministries.

The Head of Communications at the Secretariat to the Nordic Council of Ministers has overall responsibility for following up on and evaluating the strategy.





The Nordic Council of Ministers' secretariat, institutions and offices



The Nordic Institute, Greenland (NAPA)

Greenland

- Nordic Welfare Centre
- Nordregio

The Nordic House
Iceland, NOREY

Iceland

The Nordic House, the Faroe Islands

- NordForsk
- Nordic Energy Research
- Nordic Innovation

Norway

Sweden

Åland

Finland

- Nordic Culture Point
- The Nordic Institute for Advanced Training in Occupational Health (NIVA)

The Nordic Institute, Åland

The Nordic Council of Ministers' Offices in

- Estonia
- Latvia
- Lithuania

Denmark

NordGen

The Secretariat of the
Nordic Council of Ministers

- The Nordic Region in Focus
 - Denmark
 - Norway
 - Sweden
 - Finland
 - Iceland



COMMUNICATION STRATEGY 2025–2030

Bringing the Nordic Region Together

→ [NORDEN.ORG](https://norden.org)