

# COMM IN

## Internal communication strategy for the Nordic Co-operation



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This publication is also available online in a web-accessible version at:  
<https://pub.norden.org/politknord2025-706>

# Introduction

This communication strategy is overarching for the internal communication throughout the Nordic co-operation. The strategy applies to the Secretariat of the Nordic Council of Ministers, its institutions and offices in the Nordic and Baltic regions, and the Secretariat of the Nordic Council.

The Nordic co-operation is a complex entity that works with many different areas of society. However, we are united by common values and a conviction that we are stronger together. Strong and well-functioning internal communication is crucial. Our Vision 2030 states that the Nordic region will be the world's most sustainable and integrated region by 2030. The journey is made easier by us working together to develop new knowledge and solutions in areas where we generate synergy effects.



# Purpose

The purpose of the strategy is to work with internal communication in a target-oriented way to strengthen the ability of the entire Nordic co-operation to achieve the political goals.

Internal communication is an important tool for value-based leadership and goal management.

A strong culture for internal communication is crucial for the ability of the Nordic co-operation to communicate our results.



# Characteristics

The internal communication will be characterised by:

- Transparency, with a willingness to engage in dialogue and feedback
- Inclusion and clarity
- Building competency and strengthening strategic priorities



## Goals

All secretariats, institutions and offices will be experienced as open, dynamic, and inclusive organisations for all employees. With internal communication as a tool, the political goals will be achieved through continuous dialogue between employees and the development of projects across the organisations, as well as values-based and collaborative leadership. With new employees constantly joining the organisations, we must be an attractive workplace where it is easy for new employees to come on board and gain access to all necessary information. Our method of working must be characterised by it being easy to do the right thing.



## Culture and roles

Good internal communication is to be an integral part of the entire Nordic co-operation. All employees have a responsibility to search for and share information and expertise. Managers at all levels are expected to lead by example. They must facilitate and ensure that information and knowledge sharing flows both horizontally and vertically in the organisation.

The communication departments are the organisations' advisers and provide operational support in the communication work, but it is emphasised that the person who 'owns' the information is also the one who is to communicate it.



# Target groups

All employees at:

- the secretariats in Copenhagen
- the institutions
- the Baltic offices



# Goal achievement

The internal communication strategy is to be measured through annual employee surveys on the following parameters:

- Experience of collaboration/interaction between departments, secretariats, institutions, and offices.
- Experience of the overall picture of what is being worked on in all parts of the Nordic co-operation.
- Clear reporting of goal achievement and success stories.
- The employees' willingness to improve results and act as ambassadors for the Nordic co-operation.



# Internal communication channels and forms

Internal communication is through both formal and informal channels. At the same time, it is important that the communication is dynamic and appropriate to the situation, and thereby in constant development. The various channels can be:

- The organisation intranet
- Teams
- Newsletters
- Staff meetings
- Department meetings
- Extended management team meetings
- The informal conversation
- Co-operation Committee
- Social events/activities



## Graphical profile

The internal communication is to comply with the graphical profile for the Nordic co-operation and the adopted design manual. However, variation from the external communication in terms of expression is appropriate, to make it easy for all employees to distinguish between external and internal communication.



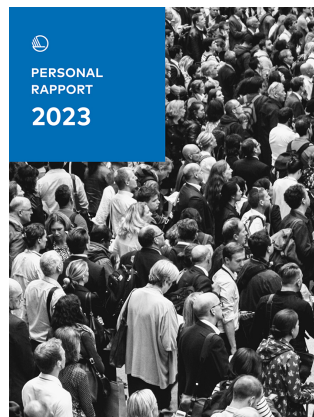
The graphic profile for internal communication is as follows:

- **Colours:** Primary blue background and white text. Alternatively, the colours can be reversed so that the background is white and the text is primary blue.
- **Typography:** Mark Pro is our primary font, although Corbel can also be used as a system font. CAPITAL LETTERS can be used for key words. Important words and phrases, such as quotes, can be marked in bold. Centred text can be used in exceptional cases.
- **Graphic elements:** A thick line is used as a design element.
- **Photos:** We use black and white images.
- **Illustrations:** Icons and illustrations can be used and adapted into animations if needed.

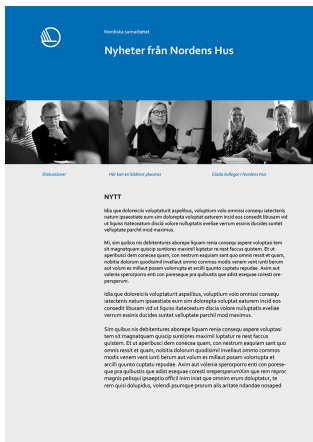
Primary blue is always used here with a white title placed above the box. The Swan logo is used as a signifier. See examples of designs below.



Example of a landing page design for the online version of a publication. A primary blue box with a white title is always used with a black and white photo.



Example of two (fictitious) PDF cover pages, also with the primary blue box design and white text.



Example of a Word document and an invitation to a summer party. In Word, the system font Corbel is used.



Example style for icons, illustrations, and animations, which should ideally be in blue colours and shades.



In PowerPoint, the system font Corbel is used. The primary blue background is used with white text.

## Goal achievement

- Experience of collaboration/interaction between departments, secretariats, institutions, and offices.
- Experience of the overall picture of what is being worked on in all parts of the Nordic co-operation.
- Clear reporting of goal achievement and success stories.
- The employees' willingness to improve results and act as ambassadors for the Nordic co-operation.



The colours can be reversed so that the background is white and the text is primary blue. Photos must be black and white - Key words can be set off.

## Language and translations

The basis for all internal communication is that we use the three Scandinavian languages. It is up to the individual to choose which of the three languages they want to use in their communication. For organisation-specific information on the intranet, both a Scandinavian and an English text are to be created.



# About this publication

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### Nordic co-operation

*Nordic co-operation* is one of the world's most extensive forms of regional collaboration, involving Denmark, Finland, Iceland, Norway, Sweden, and the Faroe Islands, Greenland and Åland.

*Nordic co-operation* has firm traditions in politics, economics and culture and plays an important role in European and international forums. The Nordic community strives for a strong Nordic Region in a strong Europe.

*Nordic co-operation* promotes regional interests and values in a global world. The values shared by the Nordic countries help make the region one of the most innovative and competitive in the world.

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