



Raising voices for African education  
Voice for **education** in Africa

## Communication policy

### PRESENTATION OF IDAY-INTERNATIONAL

IDAY-International is an advocacy network of African civil society organisations committed to defending the right to quality basic education for all children and youth in Africa. Since 2005, the network has been working to strengthen a constructive dialogue between African civil society and the authorities with the aim of getting them to take the necessary steps to end the basic education deficit in Africa. The network comprises some 20 coalitions currently present in 20 African countries.

IDAY-International is an International Non Profit Association (AISBL) under Belgian law since 2008. Its head office is located in Braine-l'Alleud, rue des Jambes 19, in Belgium.

### VISION AND MISSION

#### Vision

The network works to contribute to a society where all individuals, especially young people, have access without discrimination to quality basic education (pre-school initiation, primary education, functional literacy).

#### Mission

Promote, through constructive dialogue between African civil society and African authorities, policies, systems and practices that ensure quality basic education for all children and youth in Africa.

### GRAPHIC CHARTER

All written communications (letters, calls for tender, press communication, publications on social networks,...) must follow the established graphic charter (available on request), in order to increase the coherence and the external image of IDAY.

### INTERNAL COMMUNICATION

Internal communication has two main objectives:

- Contribute to the implementation of the strategic plan: to achieve our results, smooth and effective communication is essential.
- Share common values and get all coalitions to adhere to the network culture.

Management has an important role in this concept. It is the one who embodies these values and allows everyone to work in the same direction. The Board of Directors, the Secretary General and the members of the Secretariat of the IDAY-International network ensure that the internal communication of the network respects the values included in the charter of the association.

Internal communication is the keystone of the network, a space for sharing resources, exchanging good practices and building capacity through the experiences of peers.

All communication tools are possible as long as they remain in line with the association's values: paper or electronic media, verbal exchanges, internal social networks, etc. As far as possible, the association's graphic charter is also respected for documents relating solely to internal communication.



Raising voices for African education  
Voice for **education** in Africa

In order to strengthen the exchanges and the culture of the association, the Secretariat of IDAY-International organises the necessary actions such as

- WebNets, which bring together coalitions around current issues in the network or in local community life,
- sharing documents by email or via internal social networks,
- the organisation of general and regional assemblies.

## **EXTERNAL COMMUNICATION**

External communication concerns contacts with the public, operational and financial partners, and the media.

The external communication plan is part of the organisation's overall management plan. It contributes to the achievement of the objectives set out in the strategic plan.

The communication plan is drawn up each year. It organises the communications channels, identifies the year's key advocacy messages, paces the link with recipients, supports the appeal for donations and maintains the network's visibility.

All tools are welcome as long as the message remains consistent with the values of the association:

- Paper (newsletter, posters, banners, flyers, etc.),
- Electronic (online newsletters, social networks, etc.),
- Conference, speeches, etc.

The medium will be adapted according to the target and the message.

### **With the public**

External communication with the general public is an essential advocacy tool to link the work of civil society organisations in the South with the public in the North.

This is done in various ways. These are mainly the association's website, newsletters, emails and conferences.

The participation of the IDAY team in public events (festivals, celebration days, etc.) is a gateway to a new audience, which is not yet familiar with the network.

Regular communication is maintained with donors. This is essential to show donors that they are part of a network that needs their commitment.

### **With operational and financial partners**

Regular communication is also maintained with operational and financial partners on the progress of activities, notably by sharing interim and annual reports.

Smooth and transparent communication is also achieved by updating the data on the website, for example via news.

### **With the media**

In order to ensure consistent messages, communication with the media is done through a person from the association mandated by the Board of Directors. The contents are in line with the association's themes and in accordance with its mission, vision and charter.