

# Communication policy

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## 1. PREAMBLE

Communication is an integrated part of the daily activities at DTU as staff and students continuously exchange knowledge and views with each other and the outside world. DTU's communication policy sets out a common framework for the University's communication to ensure that all communication is focused in its support of DTU's strategy and thereby the branding of DTU as a technical elite university, in Denmark and internationally.

The communication policy provides guidelines for the University's employees across areas of responsibility and organizational units. In addition to the communication policy, sub-policies and guidelines have been prepared, which describe how the tenets of the policy are to be reflected in DTU's communication.

### Scope

The communication policy does not stand alone. DTU's policies on education, research, scientific advice, innovation, and HR set objectives for which initiatives the communication must support in the individual policy areas.

The communication policy does not apply to academic communication between academic colleagues.

## 2. POLICY OBJECTIVES

Based on DTU's mission to develop and create value using the natural sciences and the technical sciences to benefit society, DTU's employees must communicate the University's expertise to the surrounding society. DTU thus encourages staff and students to contribute with factual and research-based knowledge in the public debate. DTU's employees are also encouraged to seriously contribute with their knowledge and views on DTU's research, study programmes, advice, and innovation.

### DTU communicates externally

DTU seeks out and actively promotes dialogue with the University's surroundings to ensure that its expertise supports public-sector decision-making, corporate development- and innovation processes, as well as serves to qualify the public debate.

This will be achieved by

- being proactive in relation to the University's collaboration partners and other stakeholders, home and abroad;
- responding to enquiries from the University's collaboration partners and other stakeholders in a timely and satisfactory manner;
- ensuring that the University communicates scientific expertise relevant to the target groups in an honest and comprehensible manner;
- being open and curious about new ideas and alternative viewpoints;
- being forthcoming in dealing with the media and making expert knowledge available to the public when relevant.

## **DTU communicates internally**

DTU's communication promotes knowledge dissemination and creates the basis for an open and unbiased debate between management, employees, and students. The internal communication supports awareness of DTU's strategy, vision, and values, as well as employees' and students' affiliation to the University.

DTU's internal communication

- provides good and equal opportunities for sharing and finding current knowledge of DTU's academic and political activities;
- provides the opportunity to discuss issues relevant to the work or studies conducted at DTU;
- is clear, straightforward, and respectful;
- ensures that essential information is available in both Danish and English.

## **3. POLICY PROCESS**

DTU's central office of communication has, together with the departments, a proactive, coordinating, guiding, and advisory function in relation to DTU's communication activities.

## **4. REFERENCES**

The policy is formulated on the basis of DTU's 'Strategy 2014-2019' as well as the universities' obligation to communicate knowledge as described in the University Act (Universitetsloven), in particular in Section 2 (3):

*As a central knowledge-based body and cultural repository, the University shall exchange knowledge and competences with society and encourage its employees to take part in the public debate.*

DTU's communication policy was approved by the Executive Board in November 2015.