



OpenPEPPOL AISBL Communication Policy

Internal / External

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Document Logistic

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This Document relates to: Subject area

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This document has been distributed to:

Name / Usergroup	PEPPOL related unit and /or role

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1. Introduction

This document contains the policy for OpenPEPPOL's internal and external communication. Its aim is to bring clarification to the communication strategy of OpenPEPPOL. This means uniqueness, transparency and clarity in OpenPEPPOL communication.

The Policy is owned by the Managing Committee.

2. Subject area

This Policy covers official statements coming from OpenPEPPOL, regardless of form, forum or audience.

The policy cannot be ignored by any contractor, employee, elected representative or members of OpenPEPPOL, as well as stakeholder communicating on behalf of OpenPEPPOL.

The key purpose of the policy is ensuring clarity about roles and responsibilities, mandates and hierarchy in all kind of official communication coming from OpenPEPPOL.

There is no separate E-mail Policy, only a set of guidelines for e-mail handling, covering: inbound, outbound and rules for usage.

3. Roles and responsibility

The overall pattern of roles and responsibilities related to this policy are as listed below:

- **MC members**
Strategy, Policy and other OpenPEPPOL AISBL related issues and changes.
MC members can, at any time, speak on behalf of the organization.
- **CC Leaders**
CC internal strategy, activity, issues and changes. CC transverse collaboration.
Can at any time speak on behalf of their community, and express an official position on attitudes from their community. Can write to their community, and invite members to their community and its Work Groups. Can express a position on attitudes from their respective community.
Cannot express an official position from OpenPEPPOL AISBL without a specific mandate to do so.
- **Appointed members / volunteers / WG participants**
Subject related opinions, activities, experiences, issues and changes.
Can express themselves professionally about their work and progression and outcome of their activities for OpenPEPPOL.
Cannot express an official position from OpenPEPPOL AISBL without a specific mandate/approval from the MC. Cannot formerly represent OpenPEPPOL at any event without a specific mandate from the MC.
- **OpenPEPPOL Members**
Own interest in and outcome of PEPPOL. Own opinions about OpenPEPPOL activities, strategies and results. In general, they can only express their private positions.
Cannot express an official position from OpenPEPPOL AISBL without a specific mandate/approval from the MC. Cannot formerly represent OpenPEPPOL at any event without a specific mandate from the MC.

- **OO D2D**
OpenPEPPOL operations and statistics. Guidance and clarification on membership, on-boarding and OpenPEPPOL activities in general. Communicates and interacts members, CC Leaders and MC members.
Can communicate on behalf of OpenPEPPOL AISBL on the administrative and operational tasks, they are appointed to. Can act on behalf of MC and CC Leaders when appointed to do so. Can only act operational.
Cannot express an official position from OpenPEPPOL AISBL without a specific mandate/approval from the MC. Cannot formerly represent OpenPEPPOL at any event without a specific mandate from the MC.
- **OO Experts**
Subject Matter related opportunities, challenges and road-blockers. Communicates and interacts mainly with the MC.
Can pass information and approved official information from MC. Can express their own position. Must be aware of, when they speak on behalf of OpenPEPPOL AISBL and when they speak on behalf of other arrangements they have.
Cannot express an official position from OpenPEPPOL AISBL without a specific mandate/approval from the MC. Cannot formerly represent OpenPEPPOL at any event without a specific mandate from the MC.
- **Local PEPPOL Authorities**
National/Local strategies, structures, policies and procedures for implementing PEPPOL, as well as outcome, achievements and experience on a national level.
Can express themselves freely on local conditions. Can pass the official information from OpenPEPPOL AISBL. Can talk about what is going on in OpenPEPPOL and their national perspective on this.
Cannot express an official position from OpenPEPPOL AISBL without a specific mandate/approval from the MC. Cannot formerly represent OpenPEPPOL AISBL at any event without a specific mandate from the MC.
- **Key stakeholders**
No one can speak on behalf of OpenPEPPOL unless given the mandate to do so of OpenPEPPOL MC members or CC leaders. Anyone can express their individual experience in the use of PEPPOL, but need to state clearly that they do not represent OpenPEPPOL.

4. Hierarchy for communication

This section describes the overall hierarchy of OpenPEPPOL AISBL operations in matter of roles, responsibilities in communication.

MC

- The final decision point for all issues, action and charges related to the communication policy.
- Responsible for Political and strategic QA presentations publications and marketing material (direct or by delegation)
- Responsible for dissemination of the Communication Policy and its related procedures to all PEPPOL Authorities. As well as ensuring Compliance in all activities under their jurisdiction.

CC leaders

- Refers to the MC regarding the overall policy guidelines.
- Responsible for technical QA of CC related communication.
- Responsible for disseminating and complying to the Communication Policy and its related procedures in all activities under their jurisdiction.

OO D2D

- Refers to the MC
- Responsible for publication and consolidation
- Single point of contact for incoming communication from Members & Key stakeholders
- Responsible for Compliance to the Communication Policy in corporate identity Templates, application forms, publications etc.

Experts, Appointed members, volunteers, PEPPOL Authorities

- Refers to the organization through their organizational anchor point (MC, CC, WG, PA fora etc.)
- Responsible for ensuring compliance to the communication policy and its related procedures in the work groups, fora, task forces and activities they are involved in.

Members & Key stakeholders

- Refers to the organization through their organizational anchor point (MC, CC, WG, PA fora etc.)

4.1. Lack of compliance

Lack of compliance at every level are to be reported to the next organisational anchor point for dispute handling and/or escalation.

Lack of compliance in third party communication are to be reported to the Operational Office for initiation of handling and/or escalation.

Lack of compliance will be handled by the OpenPEPPOL Management team and day-2-day operations on a case to case basis according to Statutes and Internal Regulations.

5. Main principles

This section describes the high level principal for communication on behalf of OpenPEPPOL.

5.1. Communication in general

The main principles in the OpenPEPPOL Communication Policy are:

- OpenPEPPOL has to approve all official material to be disseminated at an event.
- It should be absolutely clear and transparent when material and statements comes from OpenPEPPOL or from an OpenPEPPOL member company.
- “Statements” – Only people selected by OpenPEPPOL members or appointed by MC can represent OpenPEPPOL officially.

- Articles, presentations and any text in printing or on a web site that resembles OpenPEPPOL official statements, has to be approved by MC in forehand to dissemination or posting.

5.2. Use of social media

- The Social Medias are used to brand and make the public aware of OpenPEPPOL and its activities. Currently in use are; LinkedIn, Twitter and Facebook.
- It is prohibitive to make sure, that everything posted on Twitter, LinkedIn and Facebook is correct and in line with OpenPEPPOL strategy.
- Only the appointed web manager can post approved items to the Social Medias on behalf of OpenPEPPOL.
- When approved as group member on LinkedIn, anyone can start new discussions. There is no quality assurance or approval process for this.
- Please see the Social Media process and procedure.

5.3. Promotion and advertising

- OpenPEPPOL material / presentation cannot contain commercial adverts and advertisements.
- OpenPEPPOL members can use their position within their company to promote OpenPEPPOL but it is prohibitive that they do not promote their own company.

5.4. Use of logo

- The OpenPEPPOL logo is not to be used by any OpenPEPPOL member as part of commercial advertising.
- When accredited, a Certified Access Point Provider is allowed to use the Access Point logo in their material.
- Access Point Providers the logo for certified Access Point Providers are obliged to provide a link to the list of Certified Access Point Providers on www.peppol.eu
- When the Service Metadata Provider Accreditation process is implemented, they are also obliged to link to the www.peppol.eu

5.5. Templates and documents for presentation

- When acting on behalf of OpenPEPPOL, the OpenPEPPOL templates for presentation and documentation are to be used.
- All Boards, Work Groups and units are obliged to use the OpenPEPPOL template for minutes and deliverables.
- Marketing material are to follow the OpenPEPPOL company profile.

5.6. Summits and events

- No one can setup summits, seminars, joint meetings, collaboration workshops etc. on behalf of OpenPEPPOL, except for MC members, unless specific appointed to do so.

- Anyone contacted by 3rd party in order to represent and present OpenPEPPOL in meetings, summits, seminars etc. are obliged to inform MC in order to obtain approval or delegate to OpenPEPPOL official representatives.
- When acting as official OpenPEPPOL representative it is important that OpenPEPPOL members represent OpenPEPPOL and NOT their own company i.e. by handing out material branding their own company.

5.7. E-mail usage

- OpenPEPPOL AISBL has a number of e-mail accounts of which two are dedicated to dissemination of official information and statements. These e-mail accounts are for OpenPEPPOL AISBL openpeppol@peppol.eu and for Open PEPPOL Operational Office info@peppol.eu. There are limitations as to who can send from these accounts. The following section explains the rules for usage of the of the e-mail accounts.
- Official statements, invitations, articles and other material distributed via e-mail, comes from an official e-mail account e.g. openpeppol@peppol.eu or info@peppol.eu so you can see it is officially from the organization to members or other stakeholders and will always be approved by MC before sending. Consultants assigned with tasks or members of WG cannot use their own e-mail address to send out official e-mails from OpenPEPPOL. Only MC and CC Leaders are beforehand approved to send out material from OpenPEPPOL – MC for the OpenPEPPOL AISBL, CC Leaders for their respective community. Assigned Consultants in OO D2D are the only ones sending official information to members or Key Stakeholders from openpeppol@peppol.eu (OpenPEPPOL AISBL) and info@peppol.eu (OpenPEPPOL Operating Office).
- Please see the guideline for e-mail usage for further detail.

6. Key processes

List of Key processes on which the policy has impact.

- Public communication
 - Press release and public statements (not documented)
 - E-mail usage (guideline available)
 - Use of Social media (process description available)
 - www.peppol.eu (under revision due to re-construction)
- Event management (Branding)
 - Presentations and panel participations (process description available in draft)
 - Exhibition Booth (process description available in draft)
 - OpenPEPPOL seminar (process description available in draft)
 - Webinar (process description available in draft)
- Marketing
 - Cooperate identity (not documented)



- Operations and administration
 - Mailing list management (process description available)

7. Legal restrictions

Communication on behalf of OpenPEPPOL is required to honour the Statutes of OpenPEPPOL as well as the legal restrictions for AISBL' as stated in Belgian law.

According to Belgian law, an AISBL is not entitled to:

- Obtain sponsorships or income due to advertising
- Promote individual members
- Act as a lobby organisation

