



GLOBAL REPORTING

Global Reporting Sweden AB is a media and consultancy company that was formed in 1996. The company has a permanent workforce of fifteen communication experts in different fields, and an extended network of copywriters, translators, photographers, illustrators and other professionals.

Global Reporting is specialised in international relations and possesses a high level of expertise on development issues as well as trade, labour, peace and international humanitarian law.

Global Reporting has expert competence in the following fields:

- Communication strategies.
- Communication for development projects.
- Production of information material, both print and digital.
- Journalistic products, magazines, newspaper supplements etc.
- Organising seminars, conferences and other events.

Our approach to assignments is holistic and the corporate structure is highly flexible. One of our principles is that all staff, including graphic designers and assistants, should have a thorough knowledge of international issues and the development sector.

Among our clients are The Swedish International Development Cooperation Agency (Sida), The Olof Palme International Center, Plan Sweden, EKN (The Swedish Export Credits Guarantee Board), The National Board of Psychological Defence (SPF) and several Swedish consultancy companies in the field of development.

Our focus on communication and development in an international context has enabled us to amass a great deal of expertise in development and communication. We are currently one among very few communication companies specialised in Communication for Development.



COMMUNICATION FOR DEVELOPMENT

Correctly used, communication can be a vital tool to achieve goals, strengthen democracy and increase the respect for human rights. That is why communication is considered as an important component to achieve development goals and fighting poverty.

The key to success in development projects and programs is to include and involve the stakeholders. Participation is where communication for development starts and ends. Experience show that the process will improve when people participate and when the information between all stakeholders is shared.

For information and communication to be a force and a vital asset in a project it is necessary to set realistic goals and evaluate the results constantly. Thus, increased flexibility and information sharing is important. Still, it is through a well-defined planning process, in which models such as action plans, target groups, expected outputs etc. are pinpointed, that the communication activities will lead to results.

Since 1996 Global Reporting has been working with communication and development.

For us communication is a tool to achieve a number of different results, such as:

- Visualizing each activity that takes place in the development process for a wider audience.
- Increase general awareness on global issues.
- Facilitate communication between stakeholders and improve mutual understanding of both possibilities and limitations.
- Improve the development cooperation by letting more people participate and enhance the exchange of information between stakeholders.
- Listen to the weakest groups of society and help increase their capacity to be heard.





STRATEGIC COMMUNICATION

Global Reporting has over the years been involved in a number of strategic communication projects and we have developed our own method for strategic communication. Many of our clients come to us when they want to communicate key issues such as HIV/AIDS, Millennium Goals, Urban Poverty, Health or Water and Sanitation – these are just some of the topics and areas we have assisted our clients to communicate.

One of our principles is that all our staff should be familiar with the issues on our working agenda. Each year, we visit a great number of countries on behalf of our clients. This gives us first hand knowledge of current development in many countries and helps us communicate the events that shape our world.



Some examples of our projects:

Waste Management Communication in Honduras

Between June 2004 and September 2005 Global Reporting organized a communication project on solid waste management in Tegucigalpa. The project was set in a framework of a more extensive cooperation programme between the cities of Stockholm and Tegucigalpa.

The goals were to strengthen the communication between the municipality of Tegucigalpa and its citizen's as well as to increase public participation and knowledge in the environmental and solid waste sector. Our work included:

- Capacity building in communication for involved stakeholders.
- An information campaign in two targeted areas in Tegucigalpa.



- A long-term strategy on public communications related to solid waste for the Tegucigalpa municipality.
- Exchange on waste management between young people from Stockholm and Tegucigalpa.

The government of Ukraine

Between 2006 and 2008 Global Reporting assisted the Ukrainian Government in its efforts to improve its dialogue with the citizens of Ukraine. During the first phase of the project the focus was on finding new methods and structures in the communication with the public. The first step involved capacity building of high-level communication officers within the Cabinet of Ministers, the Presidents Office, the Parliament and key Ministries. Focus on finding and implementing best practices in public communications structures and methods. The work involved producing a communication handbook, a web site, organizing a series of workshops within the country as well as with colleagues from other countries, primarily Sweden and Latvia.

The Ministry of Municipalities of the Kurdish regional Government

In 2009 Global Reporting was contracted to implement the communication in an extensive water project in Erbil, the capital of Kurdistan Region in Iraq. The project is financed by Sida and led by the Swedish NGO Qandil. The programme focuses on strengthening the communication capacity at local authorities as well as to improve citizen participation. A local campaign will be developed in one area of Erbil that could be copied by other areas in Erbil and Kurdistan. The project also includes training of journalists on how to cover water issues and government matters as well as activities aiming at improving relations between journalists and government officials.

For more information about our projects go to www.globalreporting.net