

Guiding principles of Communication Department's partnership policy

Each partnership is unique and is realised in consultation. The Communication Department of NWO decides whether a partnership will be concluded or not. The following guiding principles apply during the assessment of potential partnerships.

1. **Content:** initiatives tie in with NWO's mission and provide room for a specific message that is completely in line with this. The [NWO strategy](https://www.nwo.nl/en/about-nwo/strategy) is leading in this.

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| Mission:  *NWO's mission is to advance world-class scientiﬁc research that has scientiﬁc and societal impact. In its mission, NWO focuses on fundamental research. For the strategy period 2019-2022, NWO has formulated five ambitions (nexus, people, research, infrastructure, knowledge utilisation) along which it will realise its mission. NWO operates according to its core values: groundbreaking, committed, reliable and connecting.* |

1. **Mutual commitment:** a communication activity is jointly developed, which implies mutual commitment and shared influence. Therefore, it is not a (veiled) advertising or sponsoring campaign.

1. **Purposefulness:** partnerships contribute to achieving the following objectives:
2. Making connections with target groups that are relevant to NWO but to whom we do not have (proper) access and/or;
3. Increasing the impact through the authority that the partner has among target groups and/or on subjects that are relevant for NWO;
4. Making use of and applying communication expertise that is relevant to us and our target groups but which we do not have in-house (e.g.: Citizen Science);
5. Maximising impact and preventing double work by collaborating with partners who organise similar activities about science.

4. **Impact**:

1. Concrete and attractive agreements can be made about the impact and about the added value for NWO. This can concern subjects such as room for dialogue/collaboration/agenda setting, guaranteed reach and free use of the resources to be developed for NWO's own channels;
2. The expected (communicative) impact and added value is in proportion to the (financial and/or personnel) investment of NWO and the time required.
3. **Spread:** partnerships together, and in relation to other communication initiatives of NWO, provide a good spread of the target groups, objectives and resources.
4. **No automatic extension:** communication partnerships of NWO cannot be taken for granted. Each new partnership will be evaluated after the first year or edition on the basis of the guiding principles of the partnership policy. If the evaluation is positive, then the partnership will be extended for a maximum of two years. After that period, another evaluation will take place based on the guiding principles.