

Directive

9.01 Global Communications			
Source Document		Not applicable	
Content Owner		AkzoNobel Global Communications (AGC)	
Signed off by	Date	Executive Committee	July 17, 2014
Effective Date		August 25, 2014	
Purpose			
<p>This Directive defines the role and responsibility of AkzoNobel Global Communications to achieve consistency, care and high standards in AkzoNobel's communications.</p>			
Scope and definitions			
<p>This Directive applies to all business units, function and country management, all employees in general, and employees involved in communications at AkzoNobel and its subsidiaries worldwide, in particular.</p>			
Directives			
<ol style="list-style-type: none"> 1. Communications is a shared responsibility of AkzoNobel Global Communications (AGC) and company entities such as business units, functions, country organizations, manufacturing locations and sites. 2. Employees should ensure that business communications are drafted professionally and with due care, meeting high standards, and that they are in accordance with the Guidelines on Careful Business Communications. 3. Employees should use discretion and common sense when using social media and ensure the company's Social Media Guidelines are followed at all times. 4. Employees should refer all enquiries or communications with the media to the authorised communication professional or to the directors of the relevant AkzoNobel entity. 5. Employees should adhere to the AkzoNobel branding guidelines. All branded material should be submitted for OnBrand approval in the AkzoNobel Brand Center. 6. Financial and/or operational information to be communicated externally should follow the Rules on Global Communications and never exceed the level of detail already provided in AkzoNobel's published quarterly and annual reports or official statements – if in doubt, seek approval from AGC – External Relations. 7. The Disclosure Committee shall ensure that disclosures of relevant information are made on a timely basis. 8. Every business unit, function and manufacturing location should have an emergency communications plan in place. 			

9. Membership of all public organizations that have the possibility to impact the reputation of AkzoNobel should be brought to the attention of and approved by AGC – Public Affairs.
10. Public positions taken in the name of AkzoNobel should be brought to the attention of and approved by AGC – Public Affairs.
11. Communications addressed to the full AkzoNobel community must first be approved by AGC – Internal Communications.

Related documents

[9.01.1 Rules on Global Communications](#)

[12.01.5 HSE Rules on Emergency response and community awareness](#)

[Guidelines on Media Relations – the media landscape](#)

[Social Media Guidelines](#)

[Guidelines on Careful Business Communication](#)