

COMMUNICATION STRATEGY

2026–2031



ACDC Communication Strategy for the Period 2026–2031

1. INTRODUCTION AND PURPOSE OF THE COMMUNICATION STRATEGY

The Communication Strategy is an accompanying document to the ACDC Strategy for the period 2026–2031 and defines the main objectives, audiences, messages, channels and responsibilities in the area of communication.

ACDC already has a developed communication practice that includes a website, social media, publications, annual reports, newsletters, media content and public events. Through these channels, the organisation presents activities and findings in the areas of the rule of law, human rights, access to justice, youth work, cooperation between communities, social inclusion and environmental protection.

The new Communication Strategy does not introduce an entirely new approach, but aligns the existing practice with ACDC's new strategic objectives. Its purpose is to link communication more clearly with programme work and to ensure that it is used less for recording individual activities and more for:

- informing citizens and target groups;
- presenting research findings and recommendations;
- supporting advocacy;
- involving citizens and youth;
- communicating with institutions and partners;
- presenting concrete results and changes to which ACDC contributes.

ACDC's previous PR and Media Strategy already recognised the importance of communication with different audiences and the need to use it to present the organisation's mission, values, programmes and results. The new document builds on this framework, while simplifying it and linking it more directly to the organisation's current programme direction.

Particular attention will be paid to communication with citizens in the north of Kosovo, members of the Serb and other non-majority communities, youth, institutions, the media, civil society and international partners. Content will be adapted to different audiences, made available in relevant languages and distributed through the channels used by those audiences.

The Communication Strategy is based on the following principles:

- communication is an integral part of programmes, rather than only their final promotion;
- content is adapted to the needs and habits of the specific audience;
- findings and recommendations are presented clearly and accessibly;
- public communication is based on verifiable information;
- confidentiality, the safety of participants and data protection take precedence over visibility;
- communication should contribute to dialogue, citizen participation and institutional change.

The Communication Strategy will apply throughout the period of validity of the ACDC Strategy, while concrete communication activities will be planned and updated through the Annual Action Plan.

2. ASSESSMENT OF EXISTING COMMUNICATION PRACTICE

ACDC already has well-developed communication channels and experience in presenting projects, research, public events and the organisation's positions. The website contains news, press releases, publications, documents and other materials, while newsletters and annual reports provide a broader overview of the organisation's work.

Publicly available content shows that ACDC communicates on a wide range of topics, including access to justice, human and language rights, the work of the judiciary and the police, citizen participation, youth, relations between communities, gender equality, the rights of sexual minorities and environmental protection. The organisation uses different formats, such as news, public calls, press releases, research publications, conferences, round tables, campaigns and others.

The existing practice provides a good basis for further development, particularly because of ACDC's local presence, regular communication on issues important to the north of Kosovo, and experience in addressing citizens, institutions, the media, youth, civil society and international partners. The previous PR and Media Strategy already recognised these groups as important audiences and emphasised the need for an approach adapted to different stakeholders.

At the same time, there is room for improvement in linking individual posts more clearly with ACDC's long-term programmatic identity. Part of the communication is still organised around specific projects and activities carried out, while their broader results, recommendations, institutional responses and importance for citizens are presented less systematically.

The new Communication Strategy should preserve ACDC's existing channels and experience, while making communication more focused on the problems, findings, recommendations and changes to which the organisation contributes. In the coming period, communication practice will therefore develop in three directions:

Retain:

- the local focus and presence in communities;
- multilingual communication;
- the regular presentation of research, projects and public positions;
- cooperation with the media, institutions and partner organisations;
- the use of different communication formats.

Improve:

- clearer presentation of programme areas and long-term priorities;
- more accessible presentation of research and expert analyses;
- communication of concrete results and institutional responses;
- adaptation of messages to different audiences;
- linking content across the website, social media and the media;
- the planned use of communication as part of advocacy.

Avoid:

- posts that only confirm that a particular activity has taken place;
- excessive dependence of communication on the structure of individual projects;
- content that does not make sufficiently clear why a particular issue is important to citizens;
- presenting results exclusively through the number of events, participants or posts.

3. COMMUNICATION OBJECTIVES

The communication objectives derive from ACDC's strategic priorities and the need to present the organisation's work more clearly to different audiences. They build on ACDC's existing practice in the areas of human rights, the rule of law, active citizenship, youth work and cooperation between communities.

3.1. Increasing Recognition of ACDC's Programmatic Identity



ACDC will present its long-term programme areas, expertise and social role more clearly. The objective is to enable citizens, institutions, the media and partners to understand more easily what the organisation does, who its work is intended for and the changes to which it seeks to contribute.

Communication should connect individual projects with the organisation's broader programmatic identity, rather than presenting each project as a separate entity.

3.2. Greater Accessibility of Information, Findings and Recommendations for Citizens

ACDC will present complex legal, political and institutional issues in clear and accessible language. Particular attention will be paid to citizens in the north of Kosovo, members of the Serb and other non-majority communities, and persons who are not part of the expert community.

Where possible, research and expert publications will be accompanied by shorter summaries, practical information, visual content and a clear explanation of their relevance to citizens. ACDC already produces research, analyses and public policy documents. Their key findings will be presented in an accessible manner and brought closer to the wider public, rather than only to expert circles.

3.3. Supporting Advocacy and Institutional Change

Communication will be used to present problems, evidence and recommendations to relevant institutions and decision-makers.

The objective is not only for recommendations to be published, but also for them to reach actors who can influence laws, procedures and institutional practices. Communication activities will therefore be linked to advocacy meetings, public debates, media appearances and direct communication with institutions.

3.4. Encouraging the Participation of Citizens and Youth

ACDC will use communication to ensure that citizens and youth are better informed about opportunities to participate in consultations, research, training, campaigns and local initiatives.

A particular objective will be for communication also to reach youth and citizens who have not previously participated in civil society programmes. ACDC already implements programmes focused on activism and connecting youth from different communities, which provides a basis for more systematic communication with this audience.

3.5. More Visible Presentation of Results and Contributions to Change

ACDC will base its communication less on announcements about events held and more on presenting the changes, results and contributions arising from those activities.

This includes presenting:

- initiatives launched by citizens;
- recommendations to which institutions have responded;
- changes in procedures or practices;
- the continuation of cooperation after the completion of a project;
- experiences and lessons learned;
- examples of joint action by members of different communities.



In this way, visibility will not be viewed as an objective in itself, but as a means of presenting the social value and results of the organisation's work.

3.6. Responsible Communication on Sensitive Issues

ACDC will improve standards for communication on issues that may be politically, socially or security-sensitive.

This applies particularly to issues concerning the work of the police and the judiciary, inter-ethnic relations, human rights and community rights, gender-based violence and the rights of sexual minorities. Given that ACDC also communicates publicly about the work of security and judicial institutions, accuracy, confidentiality and the assessment of the possible consequences of publication must take precedence over the speed and reach of content.

3.7. Summary of Communication Objectives

The ACDC Communication Strategy has six main objectives:

1. increasing recognition of the organisation's programmatic identity;
2. greater accessibility of information, findings and recommendations to citizens;
3. supporting advocacy and institutional change;
4. encouraging the participation of citizens and youth;
5. more visible presentation of results and contributions to change;
6. responsible communication on sensitive issues.

4. TARGET AUDIENCES

ACDC communicates with different audiences that have different needs, levels of awareness and opportunities to influence the issues addressed by the organisation. Therefore, the same message, format and channel will not be equally appropriate for all groups.

The selection of target audiences is based on ACDC's strategic priorities, its local presence in North Mitrovica and its previous work with citizens, youth, institutions, civil society, the media and international partners. The organisation already communicates with these groups through research, debates, campaigns, youth programmes and cooperation with institutions.

4.1. Citizens and Local Communities

Citizens in the north of Kosovo represent one of ACDC's most important audiences, with a particular focus on members of the Serb and other non-majority communities.

Communication with citizens should:

- provide clear and practical information;
- make complex legal and institutional issues more accessible;
- present opportunities for participation;
- convey the experiences and needs of local communities;
- present the results of initiatives and institutional responses.

Content intended for citizens should be concise, understandable, available in local languages and connected with issues that directly affect their everyday lives.



4.2. Youth

Youth represents a distinct communication audience because of its importance in active citizenship programmes, cooperation between communities and local initiatives. ACDC already implements youth camps, training, cultural exchange programmes and other activities that connect youth from different communities.

Communication with youth should be:

- direct and visually accessible;
- focused on opportunities for concrete participation;
- adapted to the digital channels they use;
- based on the experiences and initiatives of youth themselves;
- less formal, while remaining accurate and responsible.

Youth should not be presented only as programme beneficiaries, but also as content creators, initiators of ideas and advocates for change.

4.3. Institutions and Decision-Makers

Local and central institutions are important because of their responsibility for implementing legal norms, providing public services and making decisions that affect citizens.

ACDC will primarily present the following to this audience:

- concise research findings;
- clearly formulated recommendations;
- citizens' experiences;
- concrete problems in institutional practices;
- proposals for improving procedures and policies.

Communication with institutions should be precise, evidence-based and focused on possible solutions. Particularly important actors include municipalities, the police, the judiciary, the Government, relevant ministries and independent institutions.

4.4. Civil Society Organisations and the Expert Audience

Local, Kosovo and regional civil society organisations, researchers, lawyers and other experts are important for the exchange of knowledge, joint advocacy and the development of partnerships.

Communication with this audience should support:

- the exchange of analyses and data;
- the development of joint initiatives;
- the linking of complementary expert capacities;
- the coordination of advocacy activities;
- learning from the experiences of different organisations.

Publications, professional events, consultations and direct communication are particularly relevant to this group. ACDC already has a substantial body of research, analyses and public policy documents that can provide a basis for such cooperation.



4.5. Media

Local, Kosovo, regional and international media are important for disseminating findings, bringing issues into public discussion and increasing institutional accountability.

The media should be provided with:

- timely and verified information;
- clearly highlighted key findings;
- concise and understandable recommendations;
- available interlocutors;
- appropriate local and institutional context.

Communication with the media will not be limited to sending announcements and press releases following events. ACDC will offer the media research findings, expert interpretations and issues of importance to citizens.

4.6. Donors and International Partners

Donors and international organisations are important for financial sustainability, the development of partnerships and understanding the broader political and institutional context.

Communication with this audience should present:

- the needs of citizens and communities;
- the specific characteristics of working in the north of Kosovo;
- programme results;
- the institutional and social changes to which ACDC contributes;
- organisational capacities and lessons learned;
- areas in which longer-term support is required.

In addition to formal project reporting, ACDC will seek to inform donors and partners more regularly about changes in the local context, emerging needs and results that extend beyond individual projects.

4.7. Adapting Communication to Audiences

For each major communication activity, ACDC will consider:

- who it is addressing;
- what that audience already knows;
- what information or message that audience needs;
- what response or action the organisation seeks to encourage;
- which language, format and channel are most appropriate;
- whether there are any security or ethical risks associated with the communication.

In this way, communication will be adapted to the actual needs of the audience, rather than publishing the same content without modification across all channels.

5. KEY MESSAGES

Key messages should enable ACDC to present its role consistently and clearly, regardless of the project, channel or target audience. They will not necessarily be repeated verbatim in all content, but will serve as a common framework for shaping messages adapted to different topics, channels and target groups.



Messages should be adapted to the audience and topic, but their central point should remain consistent: ACDC connects citizens' experiences, expert knowledge and advocacy in order to contribute to concrete social and institutional change.

5.1. The Organisation's General Message

ACDC works with citizens and institutions in Kosovo, with a particular focus on the north of Kosovo and non-majority communities, to improve the rule of law, active citizenship, dialogue and cooperation between communities, social inclusion and sustainable development.

In communication, this message may be simplified as follows:

ACDC connects citizens, expert knowledge and institutions so that local problems are better understood, more visible and addressed more effectively.

This message is consistent with ACDC's existing public identity, which emphasises human rights, the rule of law, democracy, research and the development of concrete recommendations for institutions.

5.2. The Rule of Law and Access to Justice

Core messages:

- rights have value only if they are accessible to citizens and applied equally;
- citizens should understand their rights, procedures and opportunities for institutional protection;
- institutions should be accessible, transparent, linguistically accessible and accountable;
- citizens' experiences must be included in the assessment of the work of the police, the judiciary and other institutions;
- expert analyses and recommendations should lead to changes in institutional practices.

5.3. Active Citizenship and Youth

Core messages:

- citizens should have genuine opportunities to influence decisions that affect them;
- participation is not only attendance at an event, but also an opportunity for proposals to be heard and taken into account;
- youth are not only programme beneficiaries, but also initiators of ideas and partners in community development;
- local initiatives can produce change when they have the necessary knowledge, support and access to institutions;
- cooperation among youth from different communities contributes to their empowerment and mutual understanding.

5.4. Dialogue and Cooperation between Communities

Core messages:

- dialogue does not mean the absence of disagreement, but the ability to discuss differences without exclusion or pressure;
- trust is not built only through occasional meetings, but through continuous cooperation;
- shared problems can provide a basis for bringing different communities together in practice;



- initiatives should also include citizens who do not regularly participate in civil society projects;
- success is measured by the continuation of contact and joint action after the completion of activities.

5.5. Social Inclusion

Core messages:

- women, sexual minorities, youth and other underrepresented groups should have a genuine opportunity to participate in public life;
- inclusion entails removing barriers, rather than only the formal presence of different groups;
- programmes and institutions should recognise different forms of discrimination and exclusion;
- the protection of participants' rights and safety takes precedence over their public visibility.

5.6. The Environment and Local Resources

Core messages:

- environmental protection directly affects citizens' health and quality of life;
- citizens should know who is responsible for addressing local environmental problems;
- local initiatives should be linked to institutional accountability and long-term measures;
- environmental problems can connect citizens from different communities.

5.7. ACDC as an Organisation

Core messages:

- ACDC is a locally based organisation that connects citizens' experiences with expert analyses and public policies;
- the organisation cooperates with institutions, while critically monitoring their work;
- ACDC's findings and positions are based on data, legal standards and citizens' experiences;
- partnerships are developed when they contribute to concrete results that address community needs;
- the organisation's success is measured not only by the number of activities, but by the changes to which it has contributed.

5.8. Application of Key Messages

Key messages will not be communicated in the same form to all audiences. For example:

- the practical relevance of the issue will be explained to citizens;
- institutions will be presented with data and concrete recommendations;
- the media will be provided with clear findings and relevant context;
- opportunities for participation and initiatives will be emphasised to youth;
- donors will be presented with community needs, results and longer-term programme directions.

Each major piece of content should clearly answer three questions:

1. What problem is ACDC addressing?
2. What has ACDC identified, proposed or achieved?
3. Why is this important and what should follow?



6. COMMUNICATION CHANNELS AND FORMATS

ACDC will use a combination of digital channels, media, publications and direct communication with citizens and partners. The choice of channel will depend on the target audience, the content of the message and the expected result, rather than only on the reach of a particular platform.

The organisation already uses a website, publications, newsletters, media content and social media. The new Communication Strategy does not require the introduction of a large number of new channels, but rather a clearer definition of their functions and better connection of content across them.

6.1. Website

The website will serve as the central place for the permanent storage and presentation of:

- information about the organisation and its programmes;
- research, analyses and recommendations;
- press releases and public positions;
- calls for participation;
- the results of projects and local initiatives;
- annual reports and other organisational documents.

Content should be clearly organised according to programme areas so that users can find information more easily, regardless of the names of individual projects.

ACDC already has dedicated pages for documents, publications, newsletters and other content, which provides a good basis for further systematisation.

6.2. Social Media

Social media will be used for:

- providing citizens with timely information;
- calls for participation in activities;
- presenting key findings and recommendations;
- short stories about the results of initiatives;
- visual and video content;
- engaging youth and the wider local public.

Posts will not be limited to information that a particular event has taken place, but should explain why the issue is important, what has been identified or achieved and what should follow.

The same content will not automatically be published in an identical form on all social media platforms, but will be adapted to the audience and the characteristics of each platform.

6.3. Media Outlets

ACDC will maintain regular cooperation with local, Kosovo, regional and international media outlets.

The media outlets will be offered:



- key research findings;
- expert interpretations of current issues;
- concise recommendations;
- data and citizens' experiences;
- information on institutional responses;
- available and well-prepared interlocutors.

Media communication will not be based only on sending press releases and invitations to events.

Existing practice already includes press releases, public conferences, media campaigns and created content. ACDC will seek to introduce its topics proactively into the public sphere through interviews, authored articles, commentaries, conferences and the presentation of research findings.

6.4. Publications and Accessible Summaries

Research, public policy documents and other expert publications remain an important channel for institutions, the expert community, partners and donors.

Major publications, where appropriate, should be accompanied by shorter formats:

- an executive summary;
- an overview of key findings;
- concise recommendations for institutions;
- an infographic or other visual content;
- text adapted for citizens;
- media materials.

In this way, a single research product can be adapted to different audiences without simplifying or altering the findings.

6.5. Newsletters and Direct Communication

Newsletters and email will be used to provide partners, institutions, donors, the media and other interested actors with periodic information on:

- new findings and publications;
- major programme results;
- upcoming activities;
- changes in the community;
- opportunities for cooperation.

ACDC already uses newsletters to present different projects and programme topics. In the coming period, they can be more focused on consolidating the organisation's results and programme messages, and less on the chronological listing of activities.

6.6. Direct Communication with Citizens

Digital channels will not be the only means of communication with local communities. ACDC will also use:

- public debates and consultations;
- meetings in communities;
- workshops and local events;
- partner organisations and informal networks;



- printed materials where needed;
- direct provision of information to citizens about their rights and opportunities for participation.

This approach is particularly important for citizens who do not regularly follow the website, social media or the media.

6.7. Podcasts, Video and Other Formats

Podcasts, short video content, interviews and visual formats will be used when they allow complex issues to be presented more accessibly or to reach audiences that engage less frequently with longer written content.

The format will be selected according to the communication objective. Videos or podcasts will not be used solely because these formats are popular, but only when they can:

- make citizens' experiences more accessible;
- explain a complex issue;
- present different perspectives;
- encourage participation;
- increase the accessibility of findings.

ACDC already has a dedicated video section and experience with media campaigns and content developed by programme participants.

6.8. Basic Rule for Selecting Channels

For each major communication activity, ACDC will determine:

1. the target audience;
2. the key message;
3. the expected response;
4. the most appropriate format;
5. the distribution channel;
6. the person responsible;
7. the method for monitoring results.

7. RESPONSIBLE AND CRISIS COMMUNICATION

ACDC operates in a politically, institutionally and socially sensitive environment, which is why public communication must be based on accuracy, accountability and an assessment of the possible consequences for the organisation, staff, partners and activity participants. Responsible communication is particularly important because ACDC addresses issues of the rule of law, the work of the judiciary and the police, human rights, inter-ethnic relations and other topics that may provoke strong public reactions.

Particular attention will be paid to communication concerning the work of the police and the judiciary, inter-ethnic relations, security incidents, human and minority rights, the rights of sexual minorities and other topics that may lead to political pressure or negative campaigns, or endanger individuals and groups.

In its public communication, ACDC will adhere to the following principles:

- information is verified before publication;



- a clear distinction is made between facts, analytical assessments and the organisation's positions;
- the identity and personal data of participants are protected where there is a risk to their privacy or safety;
- photographs, statements and personal experiences are used with appropriate consent;
- discriminatory, stigmatising and inflammatory language will not be used;
- speed of response will not take precedence over accuracy and safety;
- sensitive public positions are subject to internal review and approval.

In the event of inaccurate claims, a negative campaign or the misrepresentation of the organisation's work, ACDC will first assess the significance and possible consequences of the case. The organisation will not respond to every criticism or provocation, but will do so when they may endanger its reputation, the safety of participants or the trust of target groups.

The response should be timely, factual and proportionate, without further intensifying political or inter-ethnic tensions. Where necessary, communication will be coordinated with partners, legal experts or other relevant actors.

8. ROLES AND RESPONSIBILITIES

Effective communication requires a clear division of responsibilities between management, project teams and the Communications Coordinator. Communication is not the exclusive responsibility of one team member, but a shared process in which project teams provide content and ensure the accuracy of information, while the Communications Coordinator adapts messages to different audiences and channels.

ACDC produces different types of content, including research, publications, newsletters, public statements and reports. It is therefore important that the process for preparing, reviewing and approving content is simple and known in advance to all team members.

8.1. Organisation's Management

Management will:

- define overall communication priorities;
- approve official positions and content on politically or socially sensitive issues;
- represent the organisation in important public and media appearances;
- assess reputational, legal and security risks;
- ensure that communication is aligned with ACDC's mission and strategic objectives.

8.2. Project Teams

Members of project teams are responsible for:

- providing timely information on activities, research and results;
- verifying the expert and factual accuracy of content;
- identifying findings, recommendations and experiences that should be presented to the public;
- incorporating communication activities into project planning;
- monitoring the reactions of institutions, partners and activity participants.



Project teams should provide the Communications Coordinator with key information on the content, relevance and results of activities, rather than only information on the time, place and number of participants.

8.3. Communications Coordinator

The Communications Coordinator will:

- prepare and adapt content for different audiences and channels;
- manage the website and social media;
- coordinate media relations;
- ensure the consistency of messages, the visual identity and linguistic accessibility;
- plan the schedule of posts and communication campaigns;
- monitor communication results and prepare brief overviews;
- retain communication materials as part of the organisation's institutional memory.

8.4. Project Manager

The Project Manager coordinates communication between the project team, the organisation's management and the Communications Coordinator. Depending on the size of the project, the manager may assign individual tasks related to communication to another member of the project team.

The Project Manager ensures that communication activities, target audiences, timeframes and required resources are considered as early as the project planning stage.

For each major project, research activity or advocacy initiative, it is necessary to determine:

- who the results and findings are intended for;
- the format in which they will be presented;
- when communication should begin;
- whether translation, design, video or other materials are required;
- who prepares, reviews and approves the content;
- how the responses of audiences and relevant institutions will be monitored.

In this way, communication will not represent only subsequent reporting on completed activities, but will be an integral part of achieving project results.

8.5. Translation and Language Review

Content will be published in multiple languages. Before publication, it should be verified that the translation:

- accurately conveys the meaning of the original text;
- uses appropriate legal and institutional terminology;
- does not alter the tone or meaning of the message.

Particular attention is required in relation to public positions, research findings and issues that may have political or legal consequences.

8.6. Content Approval



The level of approval will depend on the type of content:

- regular information and announcements are approved by the designated member of the project team;
- research findings and expert recommendations are reviewed by the author of the content or the Project Manager;
- official positions and sensitive public statements are approved by the organisation's management;
- content that includes personal data, photographs or testimonies is reviewed by the responsible person in accordance with privacy protection rules.

The purpose of this procedure is not to slow down communication, but to establish clear responsibility for the content, its accuracy and its final approval.

9. MONITORING COMMUNICATION RESULTS

Communication will be monitored in order to assess whether content reaches target audiences, whether it is understandable to them, and whether it contributes to citizen participation, advocacy and the visibility of the organisation's results. Monitoring will not be based only on the number of posts, views or followers. These data may indicate the reach of communication, but not whether the message was relevant or whether it produced a concrete response.

9.1. What Will Be Monitored

In accordance with the type of communication activity, ACDC will monitor:

- the number and types of content prepared;
- reach and audience engagement on digital channels;
- website visits and publication downloads;
- media coverage of the organisation's findings, recommendations and positions;
- the number of applications, enquiries or other responses following public calls and campaigns;
- the representation of different strategic topics and target groups in content;
- the availability of content in relevant languages;
- responses from institutions, partners and other actors;
- concrete examples in which communication supported advocacy, citizen participation or another form of change.

9.2. Quantitative and Qualitative Indicators

Quantitative indicators will include, among other things, the number of posts, views, responses, media reports, website visits, publication downloads and applications for activities.

Qualitative monitoring should show:

- whether the key messages were correctly understood;
- which topics generate relevant audience reactions;
- whether the media convey substantive findings or only information about events;
- whether institutions have responded to recommendations;
- whether communication content encouraged citizen participation or further interest;
- whether the communication approach was appropriate to the sensitivity of the issue.



9.3. Use of Findings

The Communications Coordinator will prepare brief periodic reviews of results. The findings will be used to adapt messages, formats, the frequency of posts and the selection of channels.

The objective of monitoring is not only to demonstrate visibility to donors, but also to learn what is useful to different audiences and how communication can better support ACDC's strategic objectives.

Communication indicators will be defined during the planning of a project or campaign, in accordance with the objective, target audience, channel and type of content, rather than applying the same indicators to all activities.

10. IMPLEMENTATION AND REVIEW OF THE COMMUNICATION STRATEGY

The organisation's management, project teams and the Communications Coordinator are responsible for implementing the Communication Strategy, in accordance with the division of responsibilities established in this document.

The implementation of the Communication Strategy will be reviewed at least once a year, based on the results achieved, the team's experience and the responses of target audiences.

As part of this review, ACDC will assess:

- whether the communication objectives remain relevant;
- whether messages and content reach the target audiences;
- which channels and formats produce the best results;
- whether responsibilities and approval processes are sufficiently clear;
- which approaches should be retained, adapted or abandoned.

The Communication Strategy may be revised if significant changes occur in the organisation's programme direction, communication channels, or the political and social environment in which ACDC operates.



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