

Communication Guidelines:

persons and organisations EXTERNAL to the University

Introduction

Communications are becoming an increasingly important strategic element for the university, which is called upon to play an active role within the dynamics of social and economic development. The strong impact of research and new technologies, the enhancement of human capital as a key to current challenges and the ability to transfer innovation to the production system, public bodies and the third sector make the Politecnico di Milano a leading player. Good communications define who we are, reflect our image and convey our values.

We are the country's leading technical university, a point of reference in Europe, a university that competes worldwide. Communicating in a professional manner expresses the awareness of our role and mission, defines good practices and develops virtuous mechanisms. This responsibility falls upon anyone who, in various capacities, works in the name and on behalf of the Politecnico di Milano.

*To this end, a **Strategic Communication Plan** has been drawn up, the design and implementation of which define the communication guidelines that help to enhance the University's positioning.*

Table of Contents

1. Guidelines: objectives and general principles	3
2. Using the logo and mentioning the Politecnico di Milano	4
2.1 Patronage for initiatives proposed and organised by third parties	4
3. Media relations	4
3.1 Relations with journalists	4
3.2 Access to University facilities for TV video interviews and photo shoots	5
3.3 Editorial and advertorial collaborations	5
4. Events and initiatives	5
4.1 Grant of University facilities	5
4.2 Request for organisational or promotional support	6
5. Sponsorships, agreements with third parties and paid promotional activities	7
5.1 Communication activities as part of research contracts and collaborations	7
5.2 Communication activities as part of sponsorship contracts	7
5.3 Communication activities as part of contracts for the supply of goods and services	8

1. Guidelines: objectives and general principles

*These communication guidelines aim to structure and coordinate the communications of the Politecnico di Milano in line with its **strategies** in order to consolidate its image and **reputation**, promoting effective and qualified contents supporting the different souls that are part of it. Indeed, every communication contributes to the public's perception of the institution and to the definition of their expectations and opinions.*

In this respect, some **basic principles** should be recalled:

- all internal and external communications involve the University's image. Their impact affects the entire Politecnico di Milano community and not just those who promoted them;
- at an identity level, it is important for the Politecnico di Milano, despite its complex structure, to be perceived as a unitary community, also and especially in communication terms, in which the spirit of belonging should be greater than the desire for autonomy, whilst also recognising the principle of freedom of research and opinion of the University's professors;
- the Politecnico di Milano is an open university that values the uniqueness of all its members. For this reason, in accordance with the policies defined by the Conference of Italian University Rectors (CRUI), all the communications of the Politecnico use linguistic forms that respect gender identity and its commitment to using inclusive languages (including iconographic ones).

Equally important is the fact that the University's institutional presence is based on compliance with the **Statute of the Politecnico di Milano** and its **Code of Ethics and Conduct** (available at <https://www.polimi.it/en/the-politecnico/statute-and-regulations>).

2. Using the logo and mentioning the Politecnico di Milano

2.1 Patronage for initiatives proposed and organised by third parties

Patronage, which should be understood as patronage **for no consideration**, consists in granting the use of the Politecnico di Milano logo, together with the specific wording "*Under the patronage of...*" or alike, to events or initiatives organised by external parties.

Patronage is **granted** either **by the Rector** or by the **Campus Vice Rectors** for the relevant territorial events, using the wording of the corresponding Campus.

The Rector may grant patronage for events dealing with shared themes in line with the University's strategic guidelines, whose speakers include its Professors or staff.

- **Patronage applications**, accompanied by all relevant information for their review, should be **sent to the Public Engagement & Communication Division** at comunicazione@polimi.it.

3. Media relations

*Relations with the press and media outlets are based on **credibility**, trust and **authority**. This process calls for the involvement of experienced figures, turning the press office into a **fundamental** point of reference within the University.*

3.1 Relations with journalists

The Politecnico welcomes the interest of the media and media outlets, which are asked to liaise directly with its **press office** so that the latter can identify the right spokespersons and experts within the university, facilitate their interaction with journalists, contextualise information and maximise results.

All requests can be sent to relazionimedia@polimi.it.

Press contacts and all useful information can be found on the University website at the following link: [Press room - polimi](#).

Other Campuses independently manage their relations with the local press and orientation activities.

3.2 Access to University facilities for TV video interviews and photo shoots

Access of cameramen and journalists (cameras and photojournalists) to university structures is subject to **authorisation**.

The corresponding request must be sent to relazionimedia@polimi.it.

Staff from the Press Office will be present during filming/recording/photo shoots, providing support to the crew and the interviewee.

The aforesaid authorisation process applies also to requests from other operators for editorial or advertising content (e.g. documentaries).

3.3 Editorial and advertorial collaborations

Paid editorial agreements and collaborations are part of advertising activities (B2B2C) and are regulated by a specific contract between the parties (Politecnico di Milano - publishing group), subject to approval.

Therefore, any such initiative must be agreed upon with the relevant offices, so that its effectiveness in the interest and defence of the University's image can be assessed.

All requests can be sent to relazionimedia@polimi.it.

4. Events and initiatives

4.1 Grant of University facilities

The Politecnico di Milano makes its facilities available to external parties (companies, organisations, associations) for events that respect its integrity and values and **are not detrimental to its image**.

The University's facilities may be granted to external structures or entities subject to an assessment of the content of the initiative by the Public Engagement & Communication Division.

The request may be submitted via the "University Events Management" application available from the Online Services at the following link: www.polimi.it/campus-e-

[servizi/spazi-e-aule-studio/richiesta-spazi](#), along with an **essential description of the event** including its title, date and estimated number of participants. A short abstract and, where possible, the draft copy of the programme should also be attached.

Only applications drawn up in this way will be taken over and accepted, either free of charge or for a fee according to the published fee schedule.

For more information, please refer to the **Facility Regulation** (available here: https://www.normativa.polimi.it/fileadmin/user_upload/regolamenti/regolamenti_generali/D.r._regolamento_spazi_-_parziali_modifiche.pdf).

For promotional event banners on buildings, signage and displays of various kinds, the Public Engagement & Communication Division assesses their appropriateness, timing and spaces in accordance with the **Brand Identity Manual** (available at <https://www.polimi.it/en/the-politecnico/communication>).

4.2 Request for organisational or promotional support

The Politecnico di Milano organises co-branded events with bodies, companies and associations with which it has institutional, research or cooperation relations and/or on the occasion of major initiatives of common interest.

The persons responsible for the external communications of these entities, or their representatives, are invited to contact the Public Engagement & Communication Division, as indicated under point 5 “Sponsorships, agreements with third parties and paid promotional activities” below.

5. Sponsorships, agreements with third parties and paid promotional activities

*The Politecnico di Milano has always been active in collaborations with third parties (companies and public bodies) through **agreements, research projects and collaborations**. These initiatives can generate communications that have a direct impact on the University's image and reputation. Preserving the respectability, prestige and values of the University is essential.*

The Public Engagement & Communication Division of the Politecnico di Milano therefore works in synergy with its partners to develop strategies, lines of communication and content that are in accordance with their mutual interest and purposes. Every action is in line with the ethical principles characterising the University's work and underlying its paid promotional activities.

5.1 Communication activities as part of research contracts and collaborations

All research, consultancy or collaboration contracts with external partners include an article regulating how the University is to be mentioned. The standard wording is:

The Politecnico may not be cited in fields other than the technical-scientific field, and, in any case, never for advertising purposes.

The Public Engagement & Communication Division is available for discussion in case of doubts in the application of this wording.

- The corresponding **request** must be sent to the e-mail address comunicazione@polimi.it, enclosing documents relating to the initiative (e.g. contract, context of the request). Any communication actions will be planned and developed in agreement with the Public Engagement & Communication Division.

5.2 Communication activities as part of sponsorship contracts

The Politecnico di Milano has defined guidelines designed to enhance access to external funding that can help improve and increase University initiatives and other activities as well as the quality of existing services.

As recalled by the **Guidelines for Sponsorship and Donation Management**

(www.normativa.polimi.it/fileadmin/user_upload/regolamenti/linee_guida/NUOVE_LINEE_GUIDA_PER_LA_GESTIONE DELLE SPONSORIZZAZIONI E DELLE DONAZIONI.pdf), such agreements may provide for a possible joint communication plan between the Politecnico di Milano and a third party, to be previously agreed upon with the Public Engagement & Communication Division.

If such arrangements include communication actions, the draft contract is shared during the parties' negotiations.

- The request must be sent to comunicazione@polimi.it along with the necessary documents for evaluation purposes. The Public Engagement & Communication Division will evaluate and define the possible communication plan in time for conclusion of the agreement.

5.3 Communication activities as part of contracts for the supply of goods and services

Contracts with suppliers of goods and services regulate the use of the Politecnico di Milano name and logo as follows:

The Politecnico di Milano may not be named for advertising or promotional purposes or in commercial documentation and the logo of the Politecnico di Milano may never be used without prior authorisation from the Politecnico di Milano. Authorisation requests can be sent to comunicazione@polimi.it.

In line with the aforementioned contractual article, any requests for exceptions must be sent, accompanied by the necessary materials for their evaluation, to comunicazione@polimi.it.