



GUIDELINES & EXAMPLES FOR EXTERNAL COMMUNICATIONS

A-B102/5

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Source: ETSI Director-General
Agenda item: 3.3
For: Discussion (Late)

2015-06-05

- This presentation aims at providing the ETSI community (ETSI Members and non-members participating to the technical activity of ETSI) with guidelines and examples for ruling the external communication when it is done:
 - on behalf of ETSI,
 - using the name of ETSI (including as ETSI TB XXX or ETSI ISG XXX),
 - under an ETSI logo, or
 - in a role representing ETSI.
- This external communication has been classified by Board PROCESS according to 3 types of communication.



BOARD PROCESS

RECOMMENDATIONS TO B#102



	Type of Communication	Level of Approval
1	<ul style="list-style-type: none">• Legal• Formal Commitment• Public Statement (Consultation...)	Director-General (who may delegate to a representative)
2	<ul style="list-style-type: none">• Technical Presentation	TB or ISG (information which is made public must be available in a dedicated ETSI repository)
3	<ul style="list-style-type: none">• Informal	Common Sense (role)

- The levels of approval should be translated into GUIDELINES (+ examples) that will be made available to the Technical Officers, the TB/ISG Chairs, the elected officials.
- DISCLAIMERS may be used depending on the type of communications (but do not change the Level of Approval).
- Speakers and authors should CHECK with the Secretariat (COMMS Dept.) in case of doubt.

COMMUNICATION TYPE 1



Legal, Formal Commitment, Public Statement

Model Cases	Level of Approval 1	Level of Approval 2	Comments
White Paper drafted by a TB, an SC or an ISG to be published as marketing material.	TB, SC or ISG	D-G	<i>This document (not to be considered as an ETSI deliverable) aims at being reviewed and published by the Secretariat Comms Dept. as an ETSI White Paper (marketing document).</i>
White Paper produced by the Secretariat with inputs from relevant experts	D-G		
Presentation made by a Board Member or a Board Elected Official	Board or D-G		<i>“The Director shall be the legal representative of ETSI”</i> <i>ETSI Rules of Procedures, Art.8</i>
Presentation made by a GA Elected Official	D-G		
Presentation made by the Secretariat	D-G		
Position Paper	D-G		
Press Release and general communications	D-G		
Response to a Public Consultation targeting ETSI as an SDO/ESO	D-G		<i>After consultation with the Board and other relevant parties.</i>
Representation (meeting someone in the name of ETSI)	D-G		<i>“The Director shall be the legal representative of ETSI”</i>

TB Technical Body (Technical Committee, ETSI Project, ETSI Partnership Project) – **SC** Special Committee – **ISG** Industry Specification Group
D-G ETSI Director-General – **GA** ETSI General Assembly – **SDO** Standards Development Organization – **ESO** European Standards Organization

COMMUNICATION TYPE 2

Technical Presentation



Model Cases	Level of Approval 1	Level of Approval 2	Comments
White Paper drafted by a TB or an SC to be published as an ETSI Deliverable (EG, SR, or TR)	TB or SC		A TB or an SC could draft an EG, SR or TR which content is white paper-like, with “White Paper” phrased in the title.
White Paper drafted by an ISG to be published as an ETSI deliverable (GS)	ISG		An ISG could draft a GS which content is white paper-like, with “White Paper” phrased in the title.
Presentation made by a TB, SC or ISG Chairman (or by any other representative authorized by the Chairman)	TB, SC or ISG		
Liaison Statement issued by a TB, SC or ISG	TB, SC or ISG		
Response to a Public Consultation targeting a specific technology	TB, SC or ISG		With the relevant Disclaimer

1
2
3

COMMUNICATION TYPE 3

Informal



	Level of Approval 1	Level of Approval 2	
Any other informal external communication	Based on common sense and role		

- The types of deliverables that ETSI can publish are listed in the ETSI Directives (i.e. SR, GS, TR, TS, ES, EG, EN) and hence no other types of documents such as “White Paper” or “Position Paper” can be considered as **ETSI Deliverables**.
- The response to a **Public Consultation** targeting ETSI as an SDO/ESO is exclusively and entirely **under the responsibility of the Director-General (after consultation with the Board and other relevant parties)**.

Thank you!