



NEW IMPETUS FOR OUR COMMUNICATIONS!



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INTERNATIONAL

ACTIVISTS FOR CHANGE

EDITORIAL



As a movement, we need to consider our ability to step up the impact of our communications in order to have a greater bearing on local and international policy.

Today's world is steered by interests in power and money. The concepts of solidarity and justice are declining, whilst the gap between the rich and marginalised is growing.

We've spent sixty years working alongside some of the world's most marginalised people, which justifies taking a forceful

approach to challenging decision-makers. The board has chosen to make Emmaus International's positioning stronger and more confrontational, and has adopted a strapline that will now be used alongside our name and a refreshed logo. This document aims to help you understand the process that guided us, and the way in which these new components may be integrated into every Emmaus group's communications.

Jean Rousseau
Chair of Emmaus International

METHOD

The executive committee and board have been giving this consideration for a year, taking inspiration from the very fundamentals of the movement. This process has led us to harden the tone of our communications and choose to speak out more forcefully to clearly demonstrate our movement's opposition to the excesses of today's world.

SPEAKING OUT MORE EFFECTIVELY

1 A new strapline

→ This strapline clearly demonstrates our role of challenging systems that contribute to creating poverty and exclusion. First and foremost, this new impetus includes the adoption of a strapline that will now go alongside Emmaus International's logo.

It sets us apart as *activists for change*.

With this, we're thinking along the same initial lines as Abbé Pierre, who instigated this action to get the world to change. In fact he defined himself as a 'brother to the poor and activist for peace'.



→ Tânia Schubert Barbosa, executive committee rep for communications

"We've chosen a strapline that positions us as activists who want to change the world, and who are doing just that through our everyday actions."

2

An updated logo

→ For the strapline to fit better with the logo, we have tried to give it more visual impact, while keeping, needless to say, **the dove** (for peace), **the hand** (for work) and **the flower** (for life) and bringing the design up to date.



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All the communications materials issued by Emmaus International will now include this **logo and new strapline**, for the purposes of consistency and to make it easier to recognise them.

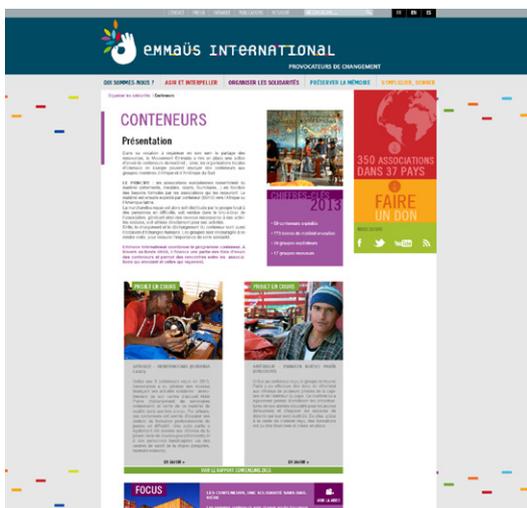
3

A new website

→ **Clearer and more up to date**, the website will go live in early 2015. On the website, a page will be dedicated to each of the world's Emmaus groups (for the French groups, a link will be provided to Emmaus France's website).

An Emmaus International Facebook page will also be created to relay our news and actions. Let's share our news and create links between our websites.

To speak out more effectively by means of the internet, all our efforts will be mobilised – we'll be truly working as part of a network, which is why your involvement will be essential!



→ All the messages we send out will help identify us as activists who are united and determined to apply our full weight to influence the big issues affecting society. That's why we urge you to use the new logo, along with its strapline, on your own documents and publications.

To do this, here are the regional, national and local versions that may be used from now on:



→ To help you use them on your internal documents, for example on letterheads, you will find examples on the intranet of Emmaüs International's new website.



For any practical information, please feel free to contact the communications department:
communication@emmaus-international.org