INTER DECOM

DECLARATION
HORIZONS ECHOES

SEPTEMBER 2026



From Commitment to Practice:
Communication at a Turning Point

As we enter a new and uncertain chapter of our collective history, communication must step forward. Geopolitical tensions, wars, climate disruption, social fractures and growing inequalities are reshaping our world. Trust is under pressure, multilateral cooperation is increasingly challenged, and the rapid rise of artificial intelligence is transforming our lives.

In these times of continued instability, when pressure seems to mount every day, communication becomes key to the response. For the communication community, this accelerated transformation brings integrity, accountability, transparency and relevance into sharper focus, not only in what we communicate, but in how we communicate and with what impact. Anchored in trust, dialogue and informed action, responsible communication is increasingly shaping what it means to fulfill our role.

This issue of HORIZONS ECHOES is all about that.

It explores what happens when commitment becomes practice. It brings together voices, experiences and initiatives from across this international community, reflecting the diversity and vitality of responsible communication in practice.

From responsible communication in organisations and the ethical use of AI, to regionally rooted sustainability initiatives, professional legacies and new conversations about the future of our disciplines, each contribution offers another perspective, while also introducing a new section, *Advancing Responsible Communication*, highlighting emerging frameworks and initiatives.

Together, they show how responsible communication continues to move beyond principles and commitments towards practical action, experimentation and concrete engagement, reflecting broader developments in communication theory and practice.

We must also recall that five years ago, the *International Declaration* gave unprecedented global expression to the recognition of communication as an active domain of responsibility, calling for solidarity across the communication community. The many messages and expressions of support received on its fifth anniversary reflect the strength and breadth of this international engagement. On each continent, the journey from commitment to practice is becoming increasingly visible.

At a time when the world is changing so rapidly, this is a turning point: day after day, the principles we have affirmed are finding tangible expression in the way we communicate, the choices we make and the concrete change we help bring about.

Solange Tremblay
Editor-in-Chief

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PUBLICATIONS



Responsible Communication:
Ideas into Action

Two new publications offer practical guidance for putting responsible communication into action. From responsible internal communication to the responsible use of AI, they provide principles and approaches to help organisations communicate more ethically, consciously, and effectively.

Responsible Internal Communication
A Model for Activating Sustainable Transformation



This white paper presents responsible internal communication as a strategic driver of sustainable organisational transformation. Drawing on academic research and practical experience in impact-driven organisations, it proposes an integrated model that helps align organisational purpose, leadership, culture, and employee engagement with sustainability goals. It recognizes employees as key actors in organisational transformation and emphasizes dialogue, participation, trust, and shared responsibility as the foundations of sustainable change. Published by Needo, a Chilean consulting firm and signatory of the *Declaration*, this white paper is freely available online. It presents an applied synthesis of María José Calvimontes C.'s doctoral research, defended in 2025, making its key findings and practical implications accessible to a wider professional audience. *A 24-page publication available in Spanish and English.*

Spanish ► **Comunicación interna responsable**

English ► **Responsible internal communication**

Responsible Use of AI in Public Relations



Published in June 2026, by the Chartered Institute of Public Relations (CIPR, a signatory of the *Declaration*, the *Responsible Use of AI in PR* is a practical guide helping communication professionals apply ethical principles to the everyday use of artificial intelligence in public relations. Building on the Global Alliance's *Guiding Principles for Ethical and Responsible Artificial Intelligence* (2025) and the *Venice Pledge*, it translates shared commitments into practical guidance on governance, transparency, human oversight, data protection, accuracy, and professional accountability. Rather than introducing a new ethical framework, the guide demonstrates how existing principles can be implemented through concrete policies, decision-making processes, and professional practice. As AI continues to reshape communication, it offers a valuable example of how responsible communication evolves from shared values to practical action, helping organisations use emerging technologies in ways that strengthen trust, credibility, and the public interest. This guide is available to both CIPR members and non-members.

► **The Responsible Use of AI in PR**

PODCAST



Africa Moving Towards Sustainability



Communication plays an essential role in supporting sustainable development, not only by raising awareness but also by strengthening participation, collaboration and locally driven solutions. In this issue, we feature a recent episode of the *GoodGeist* podcast series, hosted by Damla Özlüer and Steve Connor and produced by the DNS Network.

Bringing together two dynamic women working at the forefront of sustainable mobility in Africa, the conversation explores how innovation, community engagement and responsible communication can contribute to more inclusive and sustainable development.

Through Claire Bakhita's and Lisa Mare's complementary experiences in Uganda and Zimbabwe, the episode demonstrates how local initiatives, rooted in dialogue and practical action, are helping address some of the continent's most pressing social, economic and environmental challenges. It offers an inspiring illustration of this issue's editorial theme, From Commitment to Practice, showing how sustainability is advanced through leadership, collaboration and communication grounded in local realities.



Claire Bakhita
Projects and Development Manager,
GoGo Electric,
Uganda

&

Lisa Mare
Project Coordinator,
Mobility for Africa,
Zimbabwe

Claire Bakhita is Projects and Development Manager at GoGo Electric, a Ugandan social enterprise promoting clean and affordable electric mobility. In the podcast, she explains how access to sustainable transportation can strengthen economic opportunities, improve daily life and support more resilient communities. Drawing on her experience working with local partners, she highlights the importance of listening to community needs, building trust and ensuring that technological innovation remains people centred. Her reflections illustrate how sustainability depends as much on participation and communication as on technical solutions.

Lisa Mare is Project Coordinator at Mobility for Africa, a Zimbabwean social enterprise dedicated to improving mobility for rural women through electric transport solutions. She discusses how access to reliable transportation can transform livelihoods, strengthen women's economic participation and improve access to essential services. Her contribution highlights the value of locally designed solutions developed in close partnership with communities, demonstrating how sustainable mobility can become a catalyst for social inclusion, empowerment and long term development.

► **Podcast – Africa Moving Towards Sustainability**

ADVANCING RESPONSIBLE COMMUNICATION

GLOBAL MOMENTUM

As responsible communication continues to gain international momentum, professional organisations, universities and institutions are translating its principles into concrete action.

Through this new section, *Horizons Echoes* highlights significant initiatives and milestones that reflect this growing momentum and the active contributions of the Declaration's signatories, together with other organisations and endeavours, to advancing responsible communication worldwide in support of dialogue, cooperation, sustainability and the common good.

Africa Advances Responsible Communication
Through a New Continental Declaration

Announced on World PR Day (16 July 2026), the *Africa Declaration on the Professionalisation of Public Relations and Responsible Communication* is a new continental initiative seeking to strengthen ethical practice, professional accountability and responsible communication across Africa. Developed by a coalition of African professional associations and institutes, in collaboration with the African Public Relations Association (APRA) and international partners, it establishes a shared framework rooted in African experience and designed to strengthen the profession through continental cooperation, self governance and the African Responsible Communicator Standard (ARCS). Developed from African realities and professional experience, the new continental initiative provides an important opportunity to further strengthen collaboration around responsible communication across the continent.



A longstanding African commitment

The initiative also reflects Africa's longstanding and growing engagement in advancing responsible communication. This includes a strong African community of signatories to the *International Declaration of Communications Professionals and Researchers for a Healthier, Viable, Better World:* such as the Public Relations Institute of Southern Africa (PRISA), the Public Relations Society of Kenya (PRSK), the Public Relations Society of Tanzania (PRST), the Public Relations Association of Uganda (PRAU), the East African Communication Association (EACA), IPR Ghana, and the Association Marocaine du Marketing & de la Communication (AMMC), together with universities, research chairs and other organisations across the African continent.

The official launch in Nigeria, in November 2026 will mark the next milestone in this important continental initiative.

► **The Africa Declaration**

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ADVANCING RESPONSIBLE COMMUNICATION
GLOBAL MOMENTUM

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The *International Declaration*: A Foundation for a Global Standard

ROMAN DECLARATION OF GREEN COMMUNICATION RESPONSIBILITY

The Roman Declaration on Green Communication Responsibility

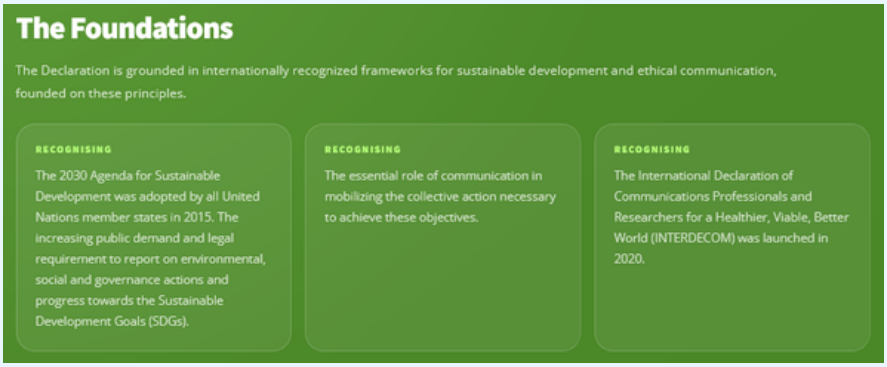
In Rome, on 28 January 2026, a new declaration was born, initiated under the auspices of the World Innovation and Change Management Institute (WICMI): the *Roman Declaration on Green Communication Responsibility.*

Created to strengthen the role of communication in sustainability and climate action, it brings together communication professionals around a shared commitment to ethical, transparent and responsible green communication.

The Foundations of a Global Standard

Of particular significance is the fact that the Roman Declaration establishes a Global Standard for Ethical Climate Discourse, explicitly grounded in three foundations:

- the *United Nations 2030 Agenda for Sustainable Development*
- the essential role of communication in advancing the Sustainable Development Goals
- the *International Declaration of Communications Professionals and Researchers for a Healthier, Viable, Better World.*



For the *International Declaration* and *HORIZONS ECHOES* community committed to building a more viable world, this acknowledgement represents an important milestone in the international development of responsible communication. It highlights the growing recognition that responsible communication is an essential part of credible sustainability and climate action. It also connects the principles of the *International Declaration* with the growing field of ethical sustainability and climate communication, while reinforcing the importance of dialogue, transparency, cooperation and the common good.

At the same time, it reflects how responsible communication is becoming more firmly embedded in international professional frameworks, helping shape ethical and sustainable communication practices across the global profession.

Over the past five years, this progress has been continuously sustained by the commitment of the *International Declaration*'s signatories and the wider community who carry these principles forward across countries, cultures and the global communication profession.

► Global Standard for Ethical Climate Discourse

COMMUNICATIONS VITALITY



A Living Legacy:

Pioneering Women Inspiring Responsible Communication

The preservation of the ideas, values and achievements that continue to inspire future generations is one of the clearest expressions of a professional community's ability to innovate, evolve and build for the future.

CPRS In May 2026, the Canadian Public Relations Society (CPRS), a signatory of the Declaration, enriched its YOCOM Collection with the profiles of three remarkable women whose careers have profoundly influenced the evolution of public relations in Canada. Thérèse Paquet-Sévigny, Danielle Maisonneuve and Josette Massy became the first women from Québec (1) to be honoured through the YOCOM Collection, a milestone recognising the longstanding contribution of Québec's communication community to the advancement of the profession.

Among these distinguished pioneers, Thérèse Paquet-Sévigny and Danielle Maisonneuve stand out for broadening the very purpose of communication, advancing it as a force for dialogue, ethical leadership, international cooperation and the public interest, well before these principles were recognised as the foundations of responsible communication. Their legacies continue to inspire communication scholars and practitioners well beyond Canada's borders.

Although they followed different professional paths, Thérèse Paquet-Sévigny and Danielle Maisonneuve each helped redefine the role of communication in ways that continue to resonate today.

Communication Serving Society



Throughout an exceptional national, followed by an international career spanning journalism, public affairs, academia, UNESCO and the United Nations, the late Thérèse Paquet-Sévigny consistently demonstrated that communication could become a powerful instrument for peace, dialogue, international cooperation and sustainable human development. As the first woman and the first Canadian appointed Under-Secretary-General for Public Information at the United Nations, and later co-founder and the first Secretary-General of ORBICOM, the International Network of UNESCO Chairs in Communication, her vision anticipated many of the principles that today underpin responsible communication on a global scale.



Through pioneering work in higher education, research and professional development, Danielle Maisonneuve has strengthened the academic and ethical foundations of public relations in Québec, Canada and abroad. Her teaching, research, publications and institutional leadership have encouraged generations of practitioners to understand communication not simply as a management function, but as a socially engaged responsibility rooted in dialogue, transparency and the public interest. At a time when many practitioners viewed communication primarily as serving organisational interests, she championed a broader vision: communication in the service of society. Long before the concept became established, she promoted a broader understanding of communication rooted in dialogue, transparency and the public interest.

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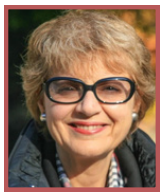


Communications Vitality

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Broadening the Purpose of Communication

Together, Thérèse Paquet-Sévigny and Danielle Maisonneuve transformed the understanding of communication in remarkable ways. Through international institutions and global diplomacy, or through higher education, research and professional development, they shared a common conviction: communication achieves its greatest value when it serves society. At a time when public relations was still largely associated with organisational visibility and media relations, both broadened the profession's horizons by placing dialogue, ethics, cooperation and the public interest at its core. Their legacies also remind us of another important dimension of responsible communication: broadening the purpose of communication must go hand in hand with broadening the range of voices shaping the profession.



This broader vision also found expression in Josette Massy's pioneering leadership. By founding Québec's first public relations consulting firm led by a woman, a firm that remains in operation today, Josette Massy also helped redefine who could lead the profession, opening opportunities that extended well beyond her own generation.

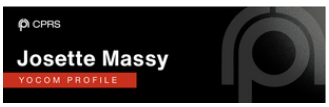
As pioneers in a field long dominated by men, each of them helped open new paths for future generations of women in communication.

Their enduring legacies remind us that responsible communication is built not only through new ideas but also through the vision and commitment of those who broaden the role of communication in society. In celebrating such pioneers, professional communities ensure that these values continue to inspire future generations.

Ultimately, communications vitality fosters community vitality.







Discover their YOCOM profiles:

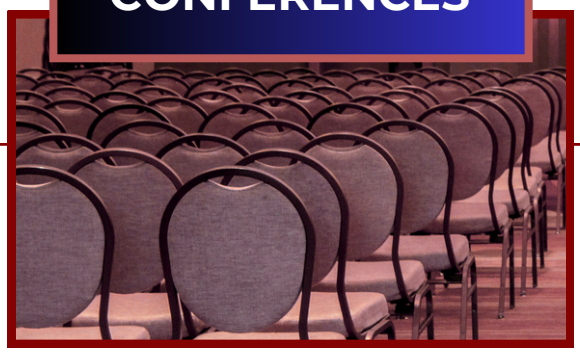
- **Thérèse Paquet-Sévigny - Yocom Public Relations Profile**
- **Danielle Maisonneuve - Yocom Public Relations Profile**
- **Josette Massy – Yocom Public Relations Profile**

Also available **here in French**.

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(1) Québec is Canada's largest province by area and its second most populous province. As the country's French-speaking centre, it has made internationally recognised contributions to communication scholarship, higher education and professional practice.

CONFERENCES



Major institutional meetings and conferences that focus on communication issues relating to sustainable development, equity, ecological transition and climate emergencies offer multiple perspectives and insights, as rich and diverse as the contexts from which they emerge. The scientific knowledge, professional experience, debates, analyses and challenging questions they generate constitute an essential source of reflection and remain high on our collective radar.

Regenerating Public Relations and Strategic Communication in the Face of the New Global Order

euprera
European Public Relations Education and Research Association

EUPRERA 2026 Congress

Taking place from 16 to 19 September 2026 in Málaga, Spain, and hosted by the University of Málaga, the 2026 Annual Congress of the European Public Relations Education and Research Association (EUPRERA), one of the Declaration's major international partners, will explore one of the most pressing questions facing the communication profession today.

Are public relations and strategic communication ready to contribute to organisational and social regeneration in a world shaped by climate change, social inequality, political and economic disruption, disinformation and growing polarisation?

Rather than focusing solely on traditional notions of sustainability, resilience, and corporate social responsibility, the Congress will adopt a regenerative perspective, while encouraging critical reflection on both the constructive and problematic roles communication has played in contemporary societies. Public relations and strategic communication have indeed contributed to fostering dialogue, building trust, and supporting meaningful transformation, while other approaches and practices have also reinforced existing power structures, amplified corporate discourses without generating meaningful impact, and helped perpetuate exclusion and inequality.

This Congress therefore aims to open a deeper debate on the tensions between the transformative potential of these disciplines and their limitations in practice: How is legitimacy constructed and managed in a world where disinformation, polarisation, and phenomena such as dark PR and greenwashing are increasingly prevalent?

The regenerative perspective that the Congress will explore will call for a profound transformation in how organisations and institutions operate, aligning their practices with the principles of living systems. It will also open a necessary discussion about the kind of communication required to embrace interdependence, adaptation, and mutual care, while supporting organisational renewal, democratic dialogue, and the common good in the face of the new global order.

These are questions that are sure to stimulate reflection, guide practice, and reshape the responsibilities the profession must assume, including the need for conscious leadership in the context of global transformation.

More ► EUPRERA 2026 Congress

DID YOU MISS OUR PREVIOUS ISSUES?



PLEASE FIND THEM HERE

ECHOES
FROM OUR 5 th ANNIVERSARY



Many Voices
One Shared Commitment

In March 2026, *Horizons Echoes* marked the fifth anniversary of the *International Declaration* with a special Anniversary Album, tracing its origins, development and international reach and celebrating the community that has grown around it. Our fifth anniversary was made even more meaningful by the many messages, congratulations and expressions of support shared by signatory organisations, international partners, colleagues and friends of the Declaration around the world.

Among them, we are pleased to highlight publicly shared contributions from ORBICOM, IPRA, EUPRERA, BLEDCOM, IAMCR, ADC, PRCAI India, CIPR, as well as colleagues and close collaborators since its inception and others who have joined the journey since then, including Oumar Kane, Andrea Catellani, Steve Connor, Philippe Borremans, Nitin Mantri, Philip Sheppard, Dejan Verčič, Magda Fusaro, Esther Cobbah, Cristobal Duarte Camacho, Michael Adler, Danielle Maisonneuve, Inci Çinarli, Anca Anton, Loth Makuza, Antonio Ezequiel Di Génova, Deeptie Sethi, Iva Grigorova, Nico Carpentier, Sara Rafuse, Kelly Angstadt Torres, Farzana Baduel, Tina Cipot, Gloria Milan, Salvatore Scifo, Yves Ndayikunda, Maria José Calvimontes C., Alex Álvarez-Nobell, Gaye Aslı Sancar Demren.

They represent only a selection of the many expressions of support received through websites, newsletters, social media and other channels. Many others could not be included here, but each reflects the commitment that has made this anniversary a shared moment and highlights the breadth of the international community behind the *International Declaration*.

We are deeply grateful to everyone who has been part of this celebration, and to all those who will continue to advance the *International Declaration* in the years ahead. Their commitment is a testament to the enduring relevance of its principles and their capacity to inspire and guide responsible communication around the world.

Some statements - next page ►

Some statements

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Thank you!

Five years ago, amid a world turned upside down by a pandemic, escalating climate emergencies, and growing social tensions, INTERDECOM launched the International Declaration (...). Thanks to the commitment and support of over 160 organisations, what began in January 2021 at a time of global disruption has blossomed into a shared journey, uniting communication communities around the values of responsibility, collaboration, and hope.

With 160 professional and scientific communications organisations worldwide (...) —spanning public relations, advertising, marketing, journalism, public affairs, and media— this initiative fosters expertise and collaboration in response to the global challenges we face.

EUPRERA

To mark the occasion (five years of collective commitment), a commemorative album (...) highlights the mobilization efforts and forms of solidarity that have developed within professional communities.
In a global context still marked by major challenges, this album serves as a reminder of how responsible communication—grounded in humanistic values and shared responsibility—can help build a more just and sustainable future.

ORBICOM

Amidst the crises that the world faces today, that Declaration is a clarion call to communications professionals and researchers, highlighting our responsibility to make interventions that truly help attain the aspiration to "a Healthier, Viable, Better World."

Esther Cobbah
IPRA - President



INTERDECOM

We are honored to celebrate (...): the 5th Anniversary of the International Declaration (...). Launched in 2021 during a time of global upheaval, the Declaration was a call to action for the communication community to take responsibility for a healthier, more viable world. (...)

Our participation in this milestone is not just a reflection of the past, but a commitment to the future. We remain dedicated to offering a space where the spirit of the Declaration can continue to evolve through open dialogue and international cooperation.

BledCom

Trustworthy, ethical, inclusive, and respectful communication is a critical daily issue in our hypercomplex world. Scholars and practitioners have a shared responsibility to address these threats in a unified way, and the Declaration articulates that commitment.

Dejan Verčič
BledCom Co-founder.

Congratulations (...) on yet another milestone and leading with and showing the spirit of solidarity for the common goals in communications.

PRCAI India

In 2021, (...) As the Department of Public Relations Galatasaray University, we were honored to pledge our support to this global call for solidarity.

It was a distinct privilege for me to provide the official Turkish translation of the declaration—one of only nine official languages worldwide.

Five years later, it is inspiring to see this initiative grow, now uniting 160 communication organizations across 50 countries..

Inci Çinarli

At ADC, we are proud to be a part of this international community. We strongly believe in the power of communication as a force for responsibility, collaboration, and positive change. Being part of this international community reinforces our commitment to contribute to a healthier, more sustainable, and more inclusive world.

Congratulations to everyone involved in driving this initiative forward. We move together, with shared purpose and collective impact.

ADC (Asociacion de Consultoras de Comunicacion)

Thank you for mobilizing this global effort! We are happy at IAMCR to be part of this International Declaration and to mark this important anniversary !

Salvatore Scifo

At ICDLAB Sostenibilità e Comunicazione, we are proud to be part of this international community that recognises communication as a concrete driver of transformation. More than ever, this Declaration is not just a manifesto. It is – or should be – an agenda for action.

Gloria Milan

Great work (...) and its a true honour to have been able to play a very small part in it - onwwards, toujours!

Steve Connor - Creative Concern

Congratulations!
This is an important milestone. A commited network is gaining traction. I feel privileged to have been par of this inspiring initiative at the very beginning.

Oumar Kane
Former Secretary General, ORBICOM

The world needs sustainable communication more than ever. Therefore it's an honour to be part of that global initiative. (...) onwards toujours!

Michael Adler - TippingPoints

I'm proud to have been part of this journey since the start. It's been a pleasure collaborating with such a committed international network.

Cristóbal Duarte Camacho - Ecoavantis

This is an important message, and the growing community is a source of hope!

Andrea Catellani - LASCO, UCL

Celebrating OUR COMMUNITY



Our community has grown over the past five years. It brings together every signatory organisation and, alongside them, a wider community of professionals, researchers, educators and leaders from all over the world who support the *International Declaration* and share its commitment to responsible communication and to strengthening communication as a force for dialogue, cooperation, mutual understanding and solidarity.

Together, they help to extend the Declaration's reach and impact.

HORIZONS ECHOES celebrates its growing community. Each issue brings new voices, perspectives and initiatives from professional and scientific organisations, large and small, as well as public, private and voluntary groups from all corners of the world.

Together, they reflect the ideas, experiences, values and actions that are helping to advance responsible communication and contribute to a safer, more sustainable future for both people and the planet.

Stay connected. Stay in touch.

Share with us the significant initiatives, publications, events, research and other contributions that deserve to be part of this continuing conversation.

news@interdecom.org

Thank you for your support!



All over the world, communication organisations are mobilizing in a commitment to unity through all adversities. Advocating that the role of communications specialists cannot be reduced to that of observers in the face of global threats that relentlessly multiply and the growing fragility of the ideas of 'democracy' and 'humanity', this dedicated global communications community pledges to speak with one voice, embracing unity and solidarity.

To rally this united, worldwide mobilization - first of its kind in communication:

SIGN THE DECLARATION!

