



**Spring  
Newsletter**

**2008**

# Message from the Director...



Another exciting year has begun and we look forward to working with old and new clients and continuing our collaboration with associates around the world.

In this newsletter, we focus on our work in the area of Human Rights awareness and promotion. We also continue with the theme of our international work.

We hope you will enjoy this brief glimpse of Serene Communications' current engagements and the additional useful information.

## **Serene Communications**

'helping you communicate better...  
*a fresh approach*'

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# Organisational Development

Serene continues to work with Orange Business Services on the series of training modules for senior managers in the global people development programme. The ten modules are being piloted in India and will be rolled out world wide. Serene was commissioned by the Executive Team in India for a workshop which was undertaken in February.



## Comments from participants in the training:

*"I would also like to make a point here that this entire workshop had completely transformed the way of working for all of us. We had been doing the things any-ways during our day-to-day operations but this module has brought about the hidden qualities and empowered all of us to be a better leader going forward."*

*"These MDP trainings also helped me to understand my team members better and I will be continuing this approach in order to achieve our team and organization's goals."*

*"I was really impressed with the energy and confidence during these learning sessions. I personally had added a lot to my profile out of these sessions."*

## Human Rights...

### Women's Human Rights

Serene was commissioned to provide a seminar on human rights for women in collaboration with the Ministry for Women and the Baha'i office for the Advancement of Women in Luxembourg.

### Rights of the Child

Serene worked with the Institute of Child Health, University College of London and the ICGJI on a seminar on the affects of trauma on children of conflict with an especial focus on Iraq.



# Media and Advocacy...



During this period Serene Communications has continued to provide advocacy services and media assistance to a variety of clients and organisations and has achieved interviews and features in such media as The Guardian, The Independent, Woman's Hour, plus a variety of local radio and publications and international media especially in the Middle East.

## International Representation...



Serene Communications undertook the organisation of a variety of events at the UN Commission on the Status of Women on a pro bono basis, including training and events on gender budgeting, widows, UN Security Council Resolution 1325 and how NGOs use international legal instruments.



# Ethical Business...



Personnel continue to work with local organisations such as the Ruscombe Brook Action Group to create a water standard for low land water courses ensuring the reduction of pollution and increased bio-diversity. The project continues to be an example of best practice in multi-stakeholder, local led action.

## Useful Information...

- For more information on the Luxembourg Ministry for the Advancement of Women, , please visit: [www.mega.public.lu](http://www.mega.public.lu)
- For more information on the UN Department for the Advancement of Women, please visit: [www.un.org/womenwatch/daw](http://www.un.org/womenwatch/daw)
- For more information on the Ruscombe Brook Action Group, please visit: [www.rbag.org.uk](http://www.rbag.org.uk)
- If you are interested in the subject of ethics in business you can contact [www.ebbf.org](http://www.ebbf.org) and find out more about the business “Trafficked free zones”.



# What we can do for you...

Attached to this edition of our newsletter, we have presented a summary of some of our further services in Consultancy and Development.

We would love to hear your feedback and would be happy to discuss with you our products and services aimed at helping you realise your business objectives.

## Why Choose Serene Communications?

Our customer testimonials confirm our belief that our solutions are unique, because they are:

- Tailor-made
- Practical
- Provide skills that can be implemented immediately
- Timely delivered
- Provide results
- Transfer knowledge
- Build on the existing talents and skills of your people
- Draws upon many years of our experience in this field.

## Contact Us

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