

Global Nuclear Safety and security Network
Communication Outreach Plan

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Background

In an increasingly globalised and interconnected world embarking on nuclear energy, the Global Nuclear Safety and Security Network (GNSSN) has emerged as a mechanism to strengthen the nuclear safety and security infrastructure in Member States. The GNSSN supports their efforts through providing an online platform and global networking opportunities for the purpose of sharing information, knowledge and experience necessary in building the competencies and capacities for achieving safe, secure and sustainable uses of nuclear technology.

The growing interest in nuclear technologies worldwide, used for energy production and other applications (health, industry, agronomy, etc.), has given rise to the GNSSN and its regional networks as mechanisms available to provide knowledge, experience and information on nuclear safety and security. However, the GNSSN has not been optimized for use by its Member States partly due to a lack of an effective comprehensive communication outreach strategy designed to build support for the programme at its very early stages.



Promoting GNSSN

Since its inception, there have been many occasions in which the GNSSN has communicated to Member States about their work through various meetings, e-newsletter publications and their website. However, planning for outreach activities had been left until a relatively late stage and was only tied to announcing major meetings.

For communications to be effective in developing the widest awareness and support for the GNSSN and its Member States (and funding for future projects), it is essential that thought is given to developing a coherent strategy, fostering active engagement and collaboration among all its audiences and stakeholders involved.



Purpose

The purpose of the GNSSN Communications Outreach Strategy is to define communication priorities, objectives, audiences, key messages and the outreach vehicles necessary as they relate to the GNSSN strategic plan and its programme requirements.

Furthermore, the GNSSN Communication Outreach Strategy will be used to promote and communicate the GNSSN programme to its key audiences and stakeholders by clearly identifying GNSSN and its benefits to its internal, external, and public stakeholders.

This comprehensive strategy can then be aligned, modified and coordinated in conjunction with the various GNSSN activities and its further development throughout the coming years.



Internal Stakeholders

Individuals, Divisions and Departments within the Agency may be affected by what the GNSSN does. They may also have an effect on the GNSSN. In this way they are said to have a stake or interest in the decisions the GNSSN makes. In other words they are “internal” stakeholders.

Further action to develop this section is required by IAEA professional staff throughout the Department and the Agency at large, the NS Communication Advisor and the GNSSN Communication Contact Point.

The following were identified as internal stakeholders during this consultancy:

- The Departments: TC, NA, NE, MT
- Policy Making Organs: DGOC, OPIC, SECPMO, OLA
- Intra-Departmental: IEC, NSNI, NSRW, NSNS, SSCS, DDGO
- GNSSN Steering Committee
- The IAEA Secretariat points of contact for GNSSN, e.g. RCF, GSA.

COMMUNICATION OBJECTIVES FOR INTERNAL AUDIENCES

To improve communication links within the organization and ensure that we are delivering ‘as one’ (i.e. maximizing efforts towards a common goal, minimizing duplication of efforts).

Foster leadership from internal stakeholders (decision makers) to support and sustain the GNSSN.

Question to be answered: What are the internal stakeholders’ communication roles/responsibilities to our external and public audience as well as to the use and dissemination of information on the GNSSN platform?



Audiences

GNSSN AUDIENCES COMPRISE THREE MAIN CATEGORIES:

Internal, external and the wider public stakeholder audiences. The consultancy focused primarily on the external core audience (stakeholders).



External Stakeholders

Core Audience

Individuals, Member States, government organizations and various international organizations outside of the Agency who are served and impacted by GNSSN are considered “external” stakeholders. Their unique drivers and perspectives are imperative to developing a fully inclusive and effective strategic plan; they are also considered the “core” audience—or central audience GNSSN serves.

The following were identified as external stakeholders during this consultancy:

- IAEA Member States (109 GNSSN and 162 total IAEA MS)
- Governments Ministries and Permanent Missions *funding mechanisms, decision makers*
- Regulators/TSOs
- Operators/Utilities

- International Organizations (OECD/NEA , European Union (EC), UN)
- International Experts Group
-WANO, ENSREG, WENRA
-INSAG, CSS, NUSSC, WASSC, TRANSSEC, RASSC, NSGC
- GNSSN ELEMENTS [Global Networks and Forums, Regional Safety Networks, Member States with National Nuclear Regulatory Portal (NNRP)].
- National points of contact providing GNSSN information to their various organizations

Technical Universities, Training Centres, Capacity Building Centres (e.g. INSS, ETSON/ ENSTTI, EN3S, WNU, I2EN)

COMMUNICATION OBJECTIVES FOR EXTERNAL AUDIENCES

Leverage a strong parent GNSSN brand across the various multiple sub-brands to help harmonize and maximize visibility for the network in its entirety. All GNSSN major elements should carry the GNSSN brand, as well as communicate unified messages.

Encourage all network members to collaborate openly and transparently through information sharing and exchange, fostering active communities of practice—nationally, regionally, globally and thematically.

To achieve these core objectives the following approach will be taken:

- Segment messages according to Beneficiaries and Donors –those who provide funding and/or services and those who receive them (and sometimes they are both).
- Determine the key message strategy eventually used for each of the GNSSN major elements.
- Identify expectations and benefits associated with membership to strengthen GNSSN visibility, membership and engagement of and use by its external stakeholders. See Table 1, Benefits of Participating.
- Target leadership from GNSSN decision makers in Member States through a focussed communications campaign encouraging funding and support for the GNSSN at a level that will facilitate its growth as well as sustain it over the long term.
- Develop a “global” calendar of GNSSN events to determine where and when communication outreach should be provided.

Table 1. Benefits of Participation

Identify benefits of participating	
Connecting	Training (provide/recv)
Global/ Regional/ National	Professional Advice (provide/recv)
	Regulatory Structure
	Safety and Security Best Practices
	Knowledge Management
	Peer to Peer information sharing
	International information sharing
	Human Resource Development
	Guidance resources (documents)
	Subject matter experts and other professional points of contact
	Professional communities
	Bi- and Multi-lateral collaboration
	Solution providers
	Access to IAEA review services information
	Webinars
	Document shared workspaces
	Calendar of events
	News





Public and Media Stakeholders

The wider audience

The IAEA and the GNSSN are committed to open and transparent communication, ensuring that information is provided in a timely manner to the public and the media. The IAEA ensures public communications are informative, accurate, consistent, and timely and that the information is disclosed in accordance with applicable requirements.

Furthermore, the public and the media have a legitimate interest in knowing how the IAEA promotes nuclear safety and security nationally, regionally and globally.

Further action to develop this section is required by IAEA professional staff throughout the Department and the Agency at large, the NS Communication Advisor, the GNSSN Executive and the GNSSN Steering Committee members in their upcoming meeting.

COMMUNICATION OBJECTIVES FOR PUBLIC AND MEDIA STAKEHOLDERS

Ensure GNSSN external audiences provide varying levels of visibility to their public constituents as dictated by their own practices, which demonstrate that they are involved in actively growing, strengthening and sustaining their own nuclear safety and security infrastructures.

Capitalize on IAEA communications vehicles to disseminate information on the GNSSN to foster awareness.



for Internal Audiences

This consultancy did not focus its efforts on developing this section as it was seen to be best handled by IAEA professional staff throughout the Department and the Agency at large, the NS Communication Advisor and the GNSSN Communication Contact Point.

However, the objective of any key message to this group should focus on informing and educating, building awareness and promoting the fact that one of the Agency's key mandates is to promote the safe and secure use of nuclear technology through application of its safety standards and security guidance, provision of peer reviews and advisory services at the Member States requests and through events that provide Member States with human resource development and capacity building opportunities.



PRIMARY GNSSN KEY MESSAGE

As mentioned, the GNSSN provides the worldwide gateway to sharing nuclear safety and security knowledge and services to facilitate capacity building among its Member States.

SLOGAN

Connect, Communicate, Collaborate—Join the GNSSN Community: the worldwide gateway to nuclear safety and security resources.

Key Messages

for **External Audiences**

MEMBER STATES AND OTHER CORE STAKEHOLDERS

Benefit from the power of partnerships gain knowledge, skills, and competencies in nuclear safety and security, or share your own.

Maintain the highest standards of excellence in nuclear safety and security by providing or taking training.

Connect with skilled nuclear safety and security professionals to get what you need or share what you have quickly.

Expand your knowledge, grow your connections: join GNSSN and its communities of practice in nuclear safety and security.

Stay current, find out what you need to know—GNSSN helps to save time, money and resources.

Promote best practices, programmes and expertise to help grow, nurture and build the GNSSN community.

Membership in the GNSSN helps strengthen nuclear safety and security infrastructures worldwide.



for Public Stakeholders

This consultancy did not focus its efforts on developing this section as it was seen to be best handled by IAEA professional staff throughout the Department and the Agency at large, the NS Communication Advisor and the GNSSN Communication Contact Point, as well as discussed further at the next GNSSN Steering Committee meeting.

However, the GNSSN Primary Key message and slogan mentioned in E.1 can be promoted periodically through press releases and IAEA top story releases, which would be released in advance of key events occurring throughout the year.

Communication Tools and Channels

A communication channel is the medium that is used in the transmission of a message from one party to another; for example the print media or the broadcast media. The following table lists those channels identified during the GNSSN consultancy meeting.

As mentioned previously, the GNSSN shall leverage a strong parent brand across the various multiple sub-brands to help harmonize and maximize visibility for the network in its entirety. All GNSSN major elements should carry the GNSSN brand, as well as communicate unified messages.

Table 2: Channels and Events

CHANNELS / EVENT TYPES	Training	Conferences	Donor Events	Face-to-Face Meetings	
*Mobile Phones Apps.		Y			TBD by GNSSN Steering Committee
*Print/Online	Y	Y	Y	Y	TBD by GNSSN Steering Committee
*Brochures explaining what GNSSN is	Y	Y			TBD by GNSSN Steering Committee
*Success stories	Y	Y	Y	Y	TBD by GNSSN Steering Committee
*Video		Y	Y		TBD by GNSSN Steering Committee
*Media		Y	Y		TBD by GNSSN Steering Committee
*Email	Y	Y	Y	Y	TBD by GNSSN Steering Committee
*Website	Y	Y	Y	Y	TBD by GNSSN Steering Committee

*Based on available resources, time, budget, approvals and clearances.

Press and Media relations

GNSSN will provide timely responses to press enquiries, draft press releases, organise press conferences, and prepare press interviews and speaking points for the DDG/DG press briefings as required.

GNSSN will publish updates on key developments and main achievements through the IAEA top story web page news channel, the IAEA NS Department home web page news channel. Media will be encouraged to pick up and distribute all “approved and cleared” media articles.

Success stories and good examples of GNSSN programmes and projects will be given due exposure mainly through web page articles, audio-visuals (3 to 5 minute video clips) and/or press releases produced with the support of the Communication Advisor. When adequate, these will be released quarterly and in conjunction with major GNSSN events.

In line with the GNSSN visibility requirements, the adoption of major projects will remain a focus of communication activities, including press releases and internet posting on major projects, donor meetings, and conferences.

A series of media seminars may be organised in selected Member States, in close cooperation with the NS Communication Advisor and the GNSSN Communication Contact Point, aiming to provide journalists with a practical overview of how IAEA assists their Member States, and an opportunity to hear about nuclear safety and security programmes in their country.

Web communication and online tools

The Web and various online tools continue to represent one of the most efficient and cost effective ways for the GNSSN to disseminate information.

PRIORITIES FOR 2014 WILL INCLUDE:

- Implement technical improvements to the GNSSN website to improve visibility, accessibility, usability, member registrations, navigation, including the development and deployment of a new GNSSN home page, news page, education and training section, Q&A section and creating a communities portal page See GNSSN prototype example in Figure 1. This should be completed before GC 2014 and launched at that time.
- Demonstrate the use of GNSSN website platform at various venues, providing ease of and open access to information, stimulating online exchanges of knowledge, experience and good practices (when the web site is updated).
- It is recommended that the GNSSN makes use of social media under the IAEA social media accounts.
- GNSSN staff will also make use of targeted e-mail alerts both to external and internal audiences highlighting new information, key milestones or profiling success stories as appropriate.
- Ensuring that relevant content is accessible (via application) to users of smartphones and mobile devices; especially during major conferences.



ELECTRONIC PRODUCTS FOR 2014 WILL INCLUDE:

GNSSN will continue to follow the general Agency trend to reduce the amount of printed publications. This trend is driven by a number of factors including changing reading habits, cost effectiveness and environmental impact.

GNSSN will, therefore, continue during 2014 to produce a limited number of print products with clear links to stated communication objectives and target audiences. We will also put a renewed emphasis on dissemination of some products in six UN official languages.

Printed outreach products

News, thematic articles, Member State testimonials, events, etc. via the production of regular electronic publications, which should also periodically include specific themes (Regional Focus) or for the academic, technical and international stakeholders within the external audience.

Information materials linked to electronic regional network Progress reports.

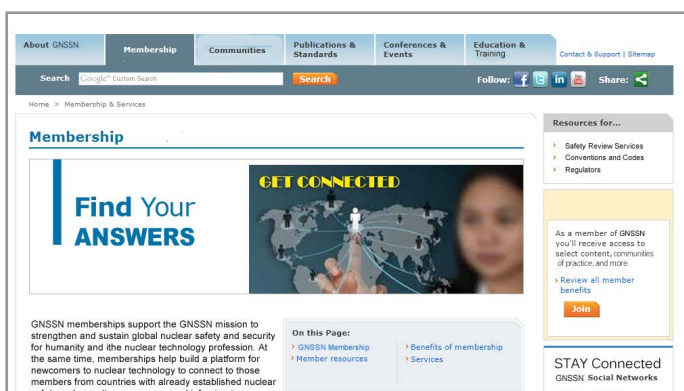


Figure 1. Prototype of New GNSSN website.

PRINT PRODUCTS FOR 2014 WILL INCLUDE:

- Information materials relating GNSSN (short summary brochure, guide to using the web site, factsheets on the various Regional and Thematic networks/fora).

Events

The GNSSN organizes several major events each year, and are present (speakers) in many events organised by other partners. These events allow the GNSSN to promote exchanges between our core stakeholders and other target audiences, directly reaching several thousand people during the course of the year.

PRIORITIES FOR 2014 WILL INCLUDE:

- GC 2014/GNSSN Plenary, held in September – where the GNSSN will launch its redesigned website with the objective of garnering renewed interest in the GNSSN.
- TSO International Conference, held in Beijing, China, October 2014 – highlighting how this community is a part of the GNSSN.
- The Scientific Forum “Radioactive waste: meeting the challenge” – Inform about the GNSSN with a view to the possible creation of a GNSSN forum on Radioactive waste management.
- Other high level stakeholder meetings.

Audio-visual

Audio-visual products, including video testimonials and photos of projects that have received funding, can be an effective tool to communicate the activities of the GNSSN. In order to achieve maximum impact, the GNSSN will devote greater attention to the dissemination of video and photo materials.

ELECTRONIC PRODUCTS FOR 2014 WILL INCLUDE:

- A promotional and informative video to be displayed during the GC 2014 and as an introduction of relevant GNSSN events and workshops.
- Under the coordination of the Communication Advisor, the GNSSN may disseminate various audio-visual products, including via social media* (i.e., YouTube, et al), video clips (testimonials, Q&A, informational) produced at a length and format that are appropriate for their online dissemination.
- Professional photos taken at major events to be posted on FLICKR or the GNSSN news web page, which will be developed as indicated in F.2.



Evaluation of external Communication Actions

In line with the reinforced focus on communication by the GNSSN Steering Committee, the GNSSN will adopt a more structured approach to evaluation of communication outreach actions during 2014 as outlined and agreed by the GNSSN Steering Committee, along the following lines.

An assessment of the current GNSSN platform will be conducted, including an identification of strengths and weaknesses of the current model and an analysis of gaps that need to be filled.

Objectives for our communication actions, key performance indicators will be defined and a monitoring system will be established.

Some possible performance metrics to determine if the effectiveness of the GNSSN Communication Outreach Strategy could include:

- Increased membership, involvement and interest from all stakeholders (internal and external), financial support provided.
- Increased expert involvement in helping IAEA to further develop GNSSN.
- Increased media interest, number of journal articles, increased requests for interviews, increased feature stories.
- Increased public traffic, emails of enquiry, likes on Facebook, increased video traffic, increased tweets.

This requires an initial baseline of GNSSN performance so that any communication results can be fed into the preparation of the future communication outreach strategies.

- Member State feedback, use of services, visits to websites, requests for additional workshops, training, technical meetings that occur as a direct result, and so on.



Communication is the collective responsibility of the Department of Nuclear Safety and Security, the SSCS, the GNSSN team, the Communication Advisor, and those designated points of contact both within the Agency and within the core external Member State stakeholders.

In order for the GNSSN Communication Outreach Strategy and the GNSSN itself to be effective, and effectively communicate, it must have —as needed, various resources to assist in carrying out its undertaking, as follows:

- Technical officer/Scientific Secretary
- Communication Advisor
- Audio and Visual Designers, Web designer
- Editor, Technical writer/News writer
Web programmer
- Divisional and Regional points of contact
- Administrators
- The GNSSN Coordinators (see Chap. 1).



GNSSN

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