



Skills4 nuclear*



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Deliverable D3.2

Communication & Dissemination Plan

Lead Beneficiary: nucleareurope

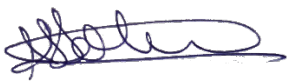
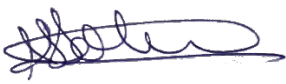

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EXECUTIVE SUMMARY

The goal of this communications & dissemination (C&D) plan is to bring visibility to the project, in order to

- Promote the work undertaken
- Engage with a broad range of stakeholders in order to obtain thoughts and feedback from their side
- Encourage young people to consider a career in nuclear (including broader fields such as construction)
- Enable a more diverse workforce and
- Promote re-skilling & up-skilling opportunities to those from sectors which are being faded out ('Just Transition').

As a starting point, a communications toolkit was developed (please refer to Deliverable 3.1 for more details on these tools). Following on from this, this plan will aim to provide guidance on how best to communicate about the project and disseminate the work undertaken.

As part of this plan, project partners will be provided with recommendations on how they can support the dissemination of information about the project. In this respect, they will be provided with a short paragraph about the project and the logo to post on their respective websites. Furthermore, they will be tagged in LinkedIn posts and encouraged to repost and include the news in their own newsletters to ensure maximum outreach to a broad range of audiences at European and national level. They will be encouraged to make use of the presentation template to communicate about the project in relevant internal and external meetings.

In terms of project news, partners will be encouraged to share information with nucleareurope who will then draft a news article to promote the action and post on the website and LinkedIn page. Work will also be undertaken to map relevant events at European and national levels with the goal of identifying potential speaker opportunities. Where possible, these events should be broader than just nuclear – for example the SET Plan conference, ENLIT etc. The plan will also map a number of events to be organised by the project. The C&D plan will also be updated as the project progresses.



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ACRONYMS AND ABBREVIATIONS

Communication & Dissemination	C&D
Education & Training	E&T
European Union	EU
Key Performance Indicators	KPIs
Skills4Nuclear	S4N

Keywords: Communication, Skills, Dissemination,



1 INTRODUCTION

The goal of the Skills4Nuclear project (S4N) is to develop a long-term collaborative framework to address skills and workforce shortages across the nuclear sector. To achieve this, it brings together partners from industry and research as well as education & training (E&T) organisations.

S4N will run for a 3-year period during which it aims to

- Create a European Forum for Nuclear Workforce and Skills to monitor workforce needs
- Ensure alignment between E&T and the needs of the industry (including the latest technology developments)
- Develop a Nuclear Skills Strategy to attract, retain, reskill and upskill workers

Interaction with relevant stakeholders plays an essential part in the development of projects. This includes informing them about the project and its outcomes, as well as providing them with the possibility of engaging with the partners and discussing any thoughts and feedback which they may have. In order to ensure that the communication strategy is aligned with the outcomes of the project, and that the communication needs of the different stakeholders are met, this plan is to be seen as a flexible tool which will be amended on a regular basis to ensure the best possible outcome of communication actions.

1.1 Purpose & Scope

Communication and dissemination activities are a key component of EU funded projects in order ensure that the work undertaken by such projects is communicated as widely as possible in order to gain visibility for activities funded by the EU. The purpose of this deliverable is to describe the communication and dissemination strategy of S4N, and to provide partners with recommendations on how they can help spread the messages throughout their networks. Partners are also strongly encouraged to refer to the S4N communication toolkit to ensure alignment with the visual identity of the project. Within this document we have also aimed at mapping the communication objectives, target groups and key messages which apply to S4N, together with the tools and channels used to communicate with different audiences and ways to disseminate project results.

1.2 Partner contributions

Nucleareurope leads the communication and dissemination activities for S4N. At the same time, tools, articles and recommendations will be provided to the Project Partners in order to enable them to raise awareness about the project amongst their networks. This will help ensure a broader outreach to relevant stakeholders and greater visibility for the project. One action which all partners are strongly encouraged to implement is to include information about the S4N project via their respective websites. See for example the following [webpage](#) included on the nucleareurope website which aims to provide visibility to the project.



It is important to bear in mind that the success of the overall communication and dissemination strategy depends on the work undertaken in other WPs. Communication and dissemination activities will rely on the work of all partners and their collaboration in providing WP3 partners with information on their activities and in sharing relevant information about the project to their own contacts and networks. Furthermore, partners are strongly encouraged to share information about S4N outreach with Work Package 3 partners to ensure we maintain a trace of all project promotion and can also share relevant news about such promotion activities. For this purpose, an excel file has been created on the S4N sharepoint channel, with each partner responsible for completing this file each time they promote the project.

1.3 Related deliverables

This deliverable is to be accompanied by a series of other deliverables as follows:

- Deliverable 3.1 Communication toolkit: This deliverable provides the visual identity for the project and is accompanied by a series of tools including website, flyer, templates and LinkedIn page.
- Deliverable 3.3 Stakeholder engagement action plan: This deliverable outlines the different stakeholders with whom the S4N project should engage as well as an overview of the areas of interest to them, potential messaging and suitable outreach tools.



2 Communication & Dissemination

One of the best ways of successfully engaging with audiences is to ensure that C&D activities are aligned with their needs. This includes mapping who the different audiences are, designing messages which meet their needs and developing outreach tools of relevance to them.

2.1 Target audiences & Messaging

Below is an initial assessment of the different target audiences which the project will endeavour to reach. It includes a first idea of the types of messages which will potentially resonate as well as the tools to be used in outreach activities. A more detailed stakeholder engagement plan will be developed by M9.

Stakeholder	Goal/Message (What)	Tool (How)
Nuclear industry	Share information about the project and its relevance to them	Website, LinkedIn, newsletters, meetings
International nuclear associations (e.g. IAEA, NEA, NMEU...)	Inform and obtain feedback on challenges and solutions from their side	Workshop
Trade Unions	Re-skilling opportunities	One-on-one meetings
Antwerp Declaration signatories	Identify those facing similar challenges	Present project in meetings
Industrial Alliance for SMRs	Share information about the project and align on development of skills strategy	Via Skills TWG of the IA
European Commission	Inform relevant DGs about the project and identify opportunities for further activities	One-on-one meetings
Secondary school networks	Inform about project and discuss how to encourage young people into either STEM or vocational training courses	Website, social media direct outreach
University networks	Inform about project and discuss how to encourage young people into STEM courses of relevance	Website, social media direct outreach
Vocational training networks	Inform about project and discuss how to encourage young people into vocational training courses	Website, social media direct outreach

Table 1: Stakeholder engagement

From a messaging perspective, many of the messages to be communicated about the project will be developed as the results of the different Work Packages become available, particularly as



part of the Attractiveness Toolkit. Furthermore, work on more specific, targeted messaging, depending on the deliverable and the stakeholder to whom it is of most relevance, will be developed as the project evolves and outcomes become available.

2.2 Outreach

In order to ensure a maximum outreach of the project and its results, Partners are encouraged to promote the work as widely as possible. Below are some examples as to how this can be achieved:

- Page dedicated to the project on partner websites (as mentioned above)
- Promotion of the project via social media (which includes sharing of S4N posts on partner channels as well as tagging in S4N in relevant LinkedIn posts). Please refer to D3.1 for all the # to be used.
- Inclusion of project articles in newsletters
- Presentation of the project at relevant meetings (ie to inform relevant stakeholders of general goal of project, provide updates on latest developments etc)
- Identify key events of relevance to the project and aim to obtain speaker slots
- Identify key publications (eg scientific journals) with the goal of publishing articles highlighting the results of the project

The following dedicated outreach activities will be organised under Work Package 3

- 6 webinars, with some aimed at the industry and others towards external stakeholders. These webinars will focus on key stakeholders (identified as project results become available) and will enable communication about status of the project. Where feasible, webinars should be topics focused and the goal is to ensure the involvement of all stakeholders to whom that topic is of relevance in the webinar. Generally speaking, as an online event, these should be more about presenting the topic, with feedback sessions falling under the workshops (see below).
- 3 in person stakeholder workshops, to enable an interactive discussion: At least one of these workshops should be aimed at external audiences. The goal of these workshops is not just to present project results, but to also obtain feedback from stakeholders which will then be considered by project partners. As with the webinars, these should be topics focused and the goal is to ensure the involvement of all stakeholders to whom that topic is of relevance in the workshop.
- 1 event at the end of the project to which all stakeholders will be encouraged to attend. This event will be held in Brussels to ensure participation of EU stakeholders.



3 Key Performance Indicators

Below is an overview of the C&D activities to be undertaken throughout the life of the project and relevant KPIs

Communication Tool	Purpose	Target Audience	KPIs
Website and dedicated ENEN webpage	Provide general information about the project and share news about progress	All target groups	7000 visits per year by end of project
LinkedIn	Share latest news from the project, generate interaction with a broad audience & gain greater visibility for the project	All target groups	At least 12 posts per year and 200 followers by the end of the project
News articles in partner newsletters	Share news about the project via the networks of the project partners in order to enhance visibility	Project partner stakeholders	Each partner to publish at least 1 article about the project in their newsletter
Events	<ul style="list-style-type: none">• Webinars: Inform the nuclear sector about project and activities• Workshops: Gathering of broader stakeholders to gather feedback• Event: Brussels stakeholders	<ul style="list-style-type: none">• Nuclear sector• Broader stakeholders• EU stakeholders	<ul style="list-style-type: none">• 6 webinars• 3 stakeholder workshops• 1 EU event or workshop at end of project

Table 2: Key Performance Indicators



4 CONCLUSIONS

This document outlines the recommended C&D actions to be undertaken during the life of the project. The document also encourages partners to incorporate information about Skills4Nuclear in their own communication and outreach activities to achieve maximum impact.

In order to ensure a timely communication of the project, it is important to maintain a close interaction with the different WPs to have a clear overview of results which are expected and when. Furthermore, all partners are encouraged to keep the WP3 leader informed of any communications actions in order to ensure a trace of all activities for reporting purposes.