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Communication Toolkit

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EXECUTIVE SUMMARY

The following document outlines the communication tools which have been developed for the purpose of this project. These tools are to be seen as a starting – additional tools can be developed as and when needed.

It also provides guidance to partners on how to use the tools and encourages them to actively promote the project.

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ACRONYMS AND ABBREVIATIONS

Education & Training	E&T
Skills4Nuclear	S4N

Keywords: Communications, Skills, Attractiveness

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.

This toolkit provides the basis for the visual identity to be employed by the project and its partners. It is to be used as a starting point for interaction with the different stakeholders, and to support the partners in their outreach activities

2 Visual Identity

In order to provide the project with a clear visual identity a logo has been developed. The fonts and colours used form the basis of all communication tools.

2.1 Logo

A variety of formats of the Skills4Nuclear logo have been developed, to ensure that they can be adapted to the support material in which they are included. The formats include the full name of the project, the S4N version both in colour and black & white versions as follows:

2.2 Colour codes

In order to facilitate alignment of communication tools with the logo, the following colours codes (in addition to black) are to be used by partners in tools stemming directly from the project. The use of additional colours is **not permitted**

CMYK: 23/92/44/15 RGB: 174/43/83 #AE2B53	CMYK: 14/42/26/2 RGB: 218/163/166 #DAA3A6	CMYK: 0/65/65/0 RGB: 238/118/86 #EE7656	CMYK: 28/5/11/0 RGB: 195/221/227 #C3DDE3	CMYK: 4/11/16/0 RGB: 246/230/217 #F6E6D9	CMYK: 0/0/0/100 RGB: 0/0/0 #ffffff

2.3 Fonts

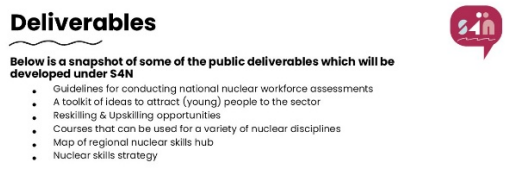
The font defined by the project is: **POPPINS**. All communication tools must use this font.

3 Communication tools

A series of communication tools have been developed for use by the S4N partners. These are summarised below. Additional tools will be developed on a case-by-case basis if and when required.

3.1 Presentation

This template provides not only the visual background for the project, but also basic information to be used when presenting the project. The template allows for the addition of slides depending on the needs and the audience.



3.2 Flyer

The following flyer has been developed. Printed copies are available upon request for distribution at relevant events, meetings etc. it can furthermore be printed inhouse.

3.3 Website

In order to make information about the project available to all stakeholders, a project website has been developed: www.skills4nuclear.eu

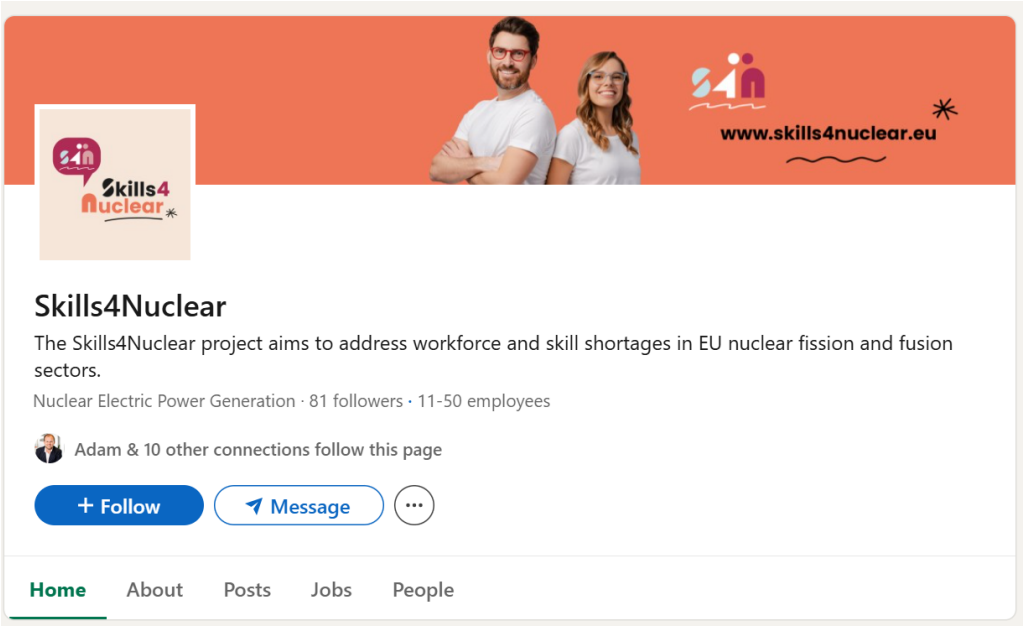
The goal of this website is as follows:

- Provide basic information about the project, what its goals are and what it will focus on
- It will serve as a dissemination tool by communicating S4N news (e.g participation in events), promoting events and hosting the project deliverables
- It will furthermore act as the landing page for the two databases due to be developed by the project

Below are a couple of illustrations from the website.

3.4 LinkedIn

A [LinkedIn page] has been established primarily to promote the project and share recent news.



Partners are encouraged to follow this page and share all articles posted. In order to attract audiences, the following will be added to all posts:

- Linked In handles of all partners
- The following tags: #Skills4Nuclear #S4N #VocationalTraining #Education #Nuclear #Construction #Energy #MedicalApplications #SpaceApplications #Fusion #Fission #skills #upskilling #reskilling #younggeneration #talent #electricity #training #workforce #EUproject #training #150GW2050

3.5 Other communication actions

Partners are encouraged to communicate about the project as widely as possible through their own channels; Examples include:

- Creating a dedicated section on their website with information about the project and a link to the project website
- Including project news in their organisations newsletters (both internal and external)
- Tagging in Skills4Nuclear in their Linked In posts
- Speaking about the project when attending relevant events and meetings
- Sharing information about the project amongst all stakeholders with whom they interact.

4 CONCLUSIONS

This document outlines the initial tools developed by the project and how best to make use of them. Additional tools can be developed on a case-by-case basis.

The document also encourages partners to incorporate information about Skills4Nuclear in their own communication and outreach activities to achieve maximum impact.

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.