

“Temelinska Atomiada”

(Atom Olympics) = Olympic Games in Nuclear Power Plant

Event: Visit of famous and popular athletes – members of Czech Olympic team - to the Temelin NPP and organising Temelin Atom Olympics – a competition-entertainment afternoon with many sporting events for children outside the complex of the Temelin NPP and in the information centre.

Date: 21st September 2005.

Participants: Popular athletes, local stakeholders, councillors, mayors, media, the general public and NPP employees. Children from regional schools competed.

Aims:

- to support the positive attitude of the public to nuclear energy and to the presence of the nuclear power plant in the region
- to contribute to the maintenance of the good relations of the operator with local government and with inhabitants
- to “humanise” the term nuclear power. The Czech sporting idols became the natural bearers of the messages intended for the public via the media.
- to entertain children

Communication plan:

Communication before event

- Detailed informing of the region: press release, press conference, posters and invitations.
- Communication with the mass media focussed on sporting, general and life-style media
- Addressing schools, schools chose their competitors who were to represent them at the Atom Olympics
- Details were agreed with the mayors and local representatives

Communication during event

- Competitors visited the nuclear power plant and information centre to gain the information necessary for their role as leaders of the competition teams (and thus indirectly as “promoters of nuclear energy”)
- Transport of journalists from Prague to the venue
- Set up a press centre and to ensure its operation, creation of conditions for getting suitable photographs and gaining enough detailed information
- Autograph signing session of all the important personalities in the Temelin Information Centre.

Internal communication

- employees of the nuclear power plant watched, their children had an opportunity to take part in the Atom Olympics.

Outputs and evaluation:

- 37 ascertained outputs ranging from the national press and regional newspapers to the lifestyle press. Reactions in television broadcasts. The material with the greatest impact was

that accompanied by photographs, for which the Temelín Atom Olympics – full of action situations – provided ideal conditions.

The communication associated with the Temelín Atom Olympics impacted 60 % of the Czech population via the media.

Monitoring analysis: event achieved the basic aims: support for the positive perception of nuclear energy, explaining nuclear energy to the target group of children and youth, promotion of the sponsorship activities of ČEZ in the field of top level sports. In the person of famous personalities, the company ČEZ gained proven allies positively perceived by the public for spreading the philosophy of the maintenance and development of nuclear power.

Not a single doubt was expressed as to the safety of operation of nuclear power plant.

Added value:

- publicity for the sponsorship gift in the value of CZK 20,000 which the organiser gave to the winning team (the primary school in Neznasov) for school equipment.
- the direct contact with representatives of the region, who make no secret of their positive attitude to the presence of the nuclear power station in the region
- the contact with important institutions such as the Czech Olympic Committee.