

**PIME 2009**

**Edinburgh**



**WOMEN**

**OF**

**CATTENOM**



**EDF  
Cattenom  
Nuclear  
Power Plant**



# Cattenom Nuclear Power Plant & its women...



## Context :

Some 228 EDF & Service Providers' women employees work permanently at the EDF Nuclear Power Plant of Cattenom - 17% of the total



## Idea of the Press Department :

To offer a great moment of conviviality to the women employees only



# Women of Cattenom : a successful charm offensive



## Details of the operation

- The female employees of EDF and service suppliers all received an invitation from the Press Department to a photographic session
- The photos were individuals, in black&white, 1950s-style and set against the backdrop of various places in the plant
- The photographer, Jacques Schneider, is passionate about the industrial world



A talented photographer, a hairdresser and a make-up artist in order to offer a real moment of relaxation and well-being !





## A successful charm offensive



### Aims of the operation :

- To honour the women working on the site of the Cattenom Electricity Producing Nuclear Power Plant
- To develop conviviality on the site, particularly to organise a number of special events to coincide with existing festivals – a moment of relaxation and well-being too
- To increase the number of women employees on the site and to attract young women to technical jobs and particularly those in the nuclear domain

## A successful charm offensive



The results :

- 106 women entered into the game !
- 18 hours of shooting
- 2500 negatives



Some photos



Some photos





Some photos





Some photos



# A successful charm offensive



A number of media supports :

- Design of 4 posters, displayed throughout the plant

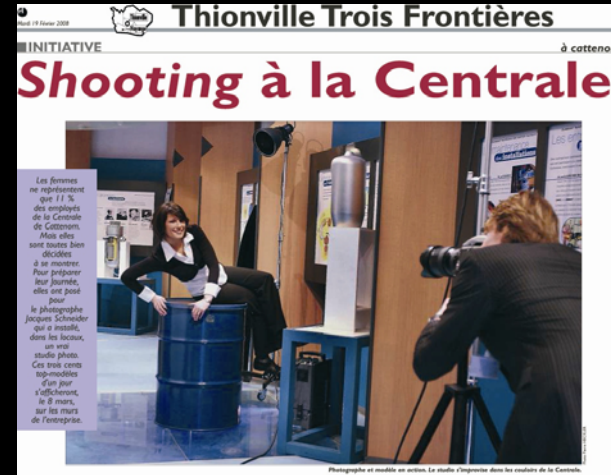


# A successful charm offensive



A number of media supports :

- A video clip
- Several articles in the press



- A stand made specially for an EDF competition





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