



## PIME AWARD 2009 Candidate



## EDF

EDF's *Women of Cattenom NPP* initiative combined both external and internal communications components in a **campaign based on a photo exhibition created by a well-known professional photographer**. The campaign achieved widespread local and regional press coverage.

From an external communications perspective the campaign aimed to promote to a wider public - via local and regional media - the vital contribution that the 106 women working at Cattenom NPP make to the success of the plant and, by implication, to the wider community. The photo exhibition and the media coverage that it attracted ensured that the event got excellent exposure. Since the idea has now been taken up by two other plants in the region, the external impact of the event has been amplified. This has helped the image of the plant with a wider public and also that of EDF as an employer.

From an internal communications perspective, the campaign was promoted with all staff thanks to coverage in EDF's internal newsletter and publications nationwide and via the intranet. This instilled a greater sense of belonging for Cattenom staff (not just the women who took part) and was a useful motivational tool. The campaign also helped to alter the accepted view of women in a male-dominated working environment. Once again it positioned EDF as a good and appreciative employer.

Here are some of the photos and press coverage of the campaign.

