



## PIME AWARD 2009 Candidate



# NUCLEARELECTRICA

Nuclearelectrica's *Welcome a tree in your family* campaign was a corporate social responsibility campaign that aimed, above all, to teach children about the importance of environmental responsibility and sustainability, the need to save energy and how to better manage household waste. It also aimed to increase the "green areas" around Cernavoda NPP. Another objective of the campaign was to communicate how Cernavoda NPP is itself a model for good environmental husbandry and for the safe and efficient handling of radioactive waste.

**The main component of the campaign was the planting of trees by an army of children, with the presence of local authorities, teachers, parents and the media.** Each child then assumed responsibility for looking after that tree. The main message was that children should take pleasure in protecting and promoting the environment and spread the message to others. A variety of written and visual communications tools, primarily aimed at children, were used to convey the main messages.

Once again a full range of communications tools and techniques were exploited to drive home the message.

