



Atomic Energy of Canada Ltd.

AECL's campaign shows how a focused and integrated communications campaign can help to re-establish trust and rebuild confidence in a corporation that has been forced to shut-down part of its operations and, as a result, taken a hit to its reputation. Regular, transparent and factual communications, a broad range of tools targeted at different audiences (including videos, a news update service, press materials, online broadcasts and employee-oriented intranet communications) and a combination of internal and external communications techniques, enable AECL to go further than simple "reputation management and recovery" to communicating proactively and forcefully about its values, its technical expertise and its corporate responsibility.





ANDRA

The simple concept behind ANDRA's campaign is to create a pedagogic internet site aimed at the general public (in particular young people), alongside its institutional website. The campaign's main objective is to dispel some of the common myths regarding radioactive waste and its storage and to emphasise to the public that safe and effective solutions for storing waste safely *do* exist – and that ANDRA is putting them into action. The new website, whose credibility is endorsed by a reputable partner - the Paris Science Museum - features simple and clear didactic information about radioactive waste and its management. The tools used include press materials, a special issue of *L'Actu*, a newsletter aimed at young people, a presentation booklet and promotion of the campaign at ANDRA's public information centres. Simplicity is beauty.





AREN/ROMATOM/SN Nuclearelectrica SA

The main objectives of the *Talk N' Future* campaign, which is run jointly by AREN, ROSATOM and Nuclearelectrica, are to educate the general public about nuclear energy, to generate a broad dialogue on key nuclear issues and to increase public acceptance in support of Romania's new build project. A range of tools tailored to suit various audiences (children, students, academia, national authorities, decision-makers and the general public) are used. Drawing and essay writing competitions use fun and creativity to articulate simple messages about the benefits of nuclear energy. A series of information films broadcast on national TV and a travelling "caravan" take the messages nationwide, reaching other target audiences and helping to sustain the dialogue.

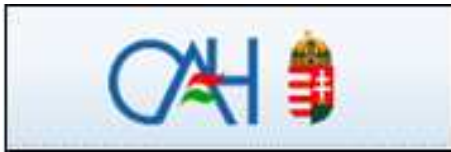




Belgian Nuclear Forum

The central focus of this campaign is to sensitise young people to the benefits of nuclear energy, to show how its multiple applications positively impact upon our lives and to generate a lively dialogue to combat young people's scepticism about nuclear energy. Among the strategic elements are: using the Rock Werchter pop festival to reach out to a captive audience and using Miss Belgium as a media-friendly advocate. Innovative concepts, like the "recharge wall" and the "measure-your-own-radioactivity-level" initiative, support the strategy. Snappy promotional gifts and a fun and interactive approach speak young people's language and provide a comprehensive communications mix that punches home key messages about nuclear energy's security of supply, climate change and competitiveness credentials.





The Hungarian Atomic Energy Authority

The HAEA's campaign is part of a comprehensive public information strategy aimed at increasing the Authority's visibility as a reliable source of information, informing the public about nuclear safety, building a relationship with the media and NGOs and attracting young people to a career in the nuclear field. It's all about using direct contact and open dialogue to increase people's knowledge about nuclear energy. The main targets are students and teachers, but the events are open to everyone. An array of seminars, Open Door days, TV interviews, public debates, activities aimed at journalists and a detailed website, provide a comprehensive mix of tools. It is a bold attempt by the HAEA to take the debate to the public, especially when you consider what the public often thinks about state-run institutions.

