





Finnish energy Industries, Finland

Exposing the myths and misconceptions that surround nuclear energy is a constant challenge for nuclear communicators. Young people need the facts and informing them in an interactive and didactic way about radiation and nuclear energy is the main objective of this Finnish Energy Industries communications campaign, *Ydinasiaa* ("Core information materials"). It targets secondary school science teachers in Finland. Using the latest IT and social media technology and tools, like the 3-D virtual world of *Second Life*, teachers can communicate with young people in an environment they are familiar with and in a language they master. It's all about teachers and science working together as advocates of the truth.









MVM Paks Nuclear Power Plant, Hungary

A communications campaign based on a one-channel approach, with a simple and clear structure and strong core messages can have as much of an impact as a more multichannel, multimedia campaign. This is the approach adopted by the Paks NPP in Hungary in order to regenerate its official *Facebook* page and, as a result, reach out to a larger audience for whom today's social media is a natural habitat. By communicating the core messages of "clean", "safe" and "green" via *Facebook* the campaign raises awareness among a broader and more media-savvy audience of the benefits of nuclear energy in general, and the contribution of the Paks NPP in particular. It also illustrates how a zero budget campaign can successfully exploit the viral nature of social media. And the results are easily measured.

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Forsmark Nuclear Power Plant, Sweden

"Safety first and always" is the strong central message of this communications campaign run by Vattenfall's Forsmark NPP. The campaign shows how international cooperation and the sharing of expertise are crucial to maintaining an NPP's excellent safety record – any NPP's. It targets both internal and external audiences: firstly, it encourages employees to strive to achieve "international excellence in nuclear safety". Secondly, by promoting the pooling of international expertise, it helps reinforce the company's safety culture with a broader public a culture based on achieving the highest possible safety standards. The concept is simple and multilingual and can easily be adopted by any utility around the world. And sharing communications experience with fellow professionals is exactly what PIME is all about.











The Belgian Nuclear Forum, Belgium

Online chats, live Q&A sessions, a dedicated *Twitter* page, public information booths and multimedia campaigns are among the range of communications channels and tools used by this bilingual campaign created by the Belgian Nuclear Forum. Its main objective was to take the debate about nuclear energy and nuclear technology to as wide an audience as possible and by so doing provide the facts so that citizens can make an informed opinion on nuclear energy. Its emphasis on a "nothing to hide" transparent dialogue with the public and the provision of instant feedback on sensitive and controversial questions highlighted the Belgian nuclear industry's commitment to communicating openly and without constraint about nuclear energy and to making it more of a "front of the mind issue" than a "back-of-the-mind" one.

