

PIME 2013 Award

Robert Leclère, Chairman of the PIME Award Jury



PIME Award

- The **PIME Award** highlights how results-oriented communications can provide added value to your business.
- The **PIME Award** for Communications Excellence aims to recognise the achievements of professional communicators in the nuclear sector who have successfully connected with their audiences, helped to dispel myths and misinformation about nuclear energy and enhanced the image of the whole nuclear sector.



The earlier winners of the PIME Award

- 2012 NNRG & JRC, The Netherlands
- 2011 Belgian Nuclear Forum, Belgium
- 2010 Atomexpo JSC, Russia
- 2009 Belgian Nuclear Forum, Belgium
- 2008 COVRA, The Netherlands
- 2007 British Energy, UK
- 2006 CEZ Group, Czech Republic
- 2005 Hungarian Young Generation Network, Hungary



Shortlisted candidates for the PIME 2013 Award





Belgian Nuclear Forum

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.





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.





Forsmark NPP

“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.

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.





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 multi-channel, 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 is up to you to decide
who should be
the PIME 2013 Award winner!**



