



## The PIME 2014 Award for Communications Excellence: Short-listed candidates



### FUNDACJA FORUM ATOMOWE

Simplicity, clarity of message and accessibility are the key with the Polish Atomic Forum's Atomic Bus Mobile Laboratory communications campaign. The core objective is to take the key messages and facts about the peaceful applications of nuclear technology to as broad a cross section of Polish citizens as possible. Those citizens need as much information about nuclear as possible because their country is going nuclear for the first time. This new departure provides a blank communications canvas and the campaign exploits that opportunity by combining a wide range of interactive and didactic communications tools, including practical 'edutainment' experiments, written and audio-visual information, the harnessing of the power of both social media and traditional media, an exhibition that encourages debate, etc.

The main message is very clear: nuclear energy will impact positively on Polish citizens' quality of life while at the same time helping to mitigate the effects of climate change. The Atomic Bus Mobile Laboratory campaign is a cost effective communications initiative that makes hands-on and interactive learning about nuclear a fun experience. It has easily measurable results and offers an excellent opportunity for recruiting the young talented individuals that will drive Poland's nuclear industry in the future.





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### Belgian Nuclear Forum

The core concept behind the Belgian Nuclear Forum’s awareness raising campaign is to give citizens a better appreciation of the vital contribution that nuclear energy to their daily lives by giving nuclear a human face. Firstly, the campaign emphasises how the varied applications of nuclear technology play a major role in people’s lives at all levels, contributing directly to quality of life and to the protection of the environment. Secondly, the human face is provided literally by the eloquent personal testimonies of individuals who work in the different sectors related to nuclear research and industry. Real people with a real story to tell communicate their passion, personal commitment and dedication to their jobs. But for them it’s more than just a job; it’s a career. Ordinary citizens can identify with and relate to them.

The simple messages that the Belgian Nuclear Forum’s campaign articulates are reinforced by the use of a range of communications techniques and channels, including extensive use of social media, the effective targeting of the press, the poriginal print campaign and fact-finding tours of Belgian nuclear facilities. The *Twitter* activity and the impressive increase in web traffic that the campaign has achieved further illustrate, in an easily measurable way, how important social media are if you really want to reach out to a larger and more diverse audience – and speak their language. Giving nuclear a human face makes it more relevant to people.





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### EDF Energy

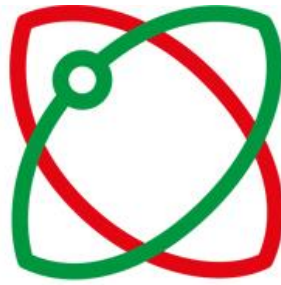
The UK's nuclear renaissance has provided an unrivalled opportunity to promote the key messages about nuclear, such as safety, security of supply, climate change, the socio-economic benefits, etc. This EDF Energy campaign exploits that unique communications opportunity. The opening of seven new or refurbished Visitor Centres required a major rebranding exercise. This facts-based and didactic 'Exploring Electricity' campaign sets out to do just that. The 'branded tours' concept spotlights to the local communities concerned the existing competence and future potential of nuclear energy. The campaign, which emphasises openness and transparency post-Fukushima, targets people from secondary school age upwards. It dispels the myths and misinformation surrounding nuclear and sets the record straight with simple facts.

The key to the campaign's success is providing a consistent learning experience in a language that everyone can understand. This is done by mobilising a range of interactive and educational tools. The EDF Energy Visitor Centres provide a stimulus for community relations by engaging local stakeholders in the nuclear debate and raising awareness of the benefits of nuclear energy. The campaign is a recruitment clarion call that trumpets a key message – a career in an industry with a future is a career with a future.





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مؤسسة الإمارات للطاقة النووية  
Emirates Nuclear Energy Corporation

### Emirates Nuclear Energy Corporation

The United Arab Emirates (UAE) have invested considerably in a nuclear future. Matching the scale of their ambition required a massive recruitment effort, especially one aimed at young Emiratis. This process of 'emiratisation' lies at the heart of the *Energy Pioneer's* communications campaign because the country has no nuclear history or indigenous reservoir of nuclear experts from which to draw.

The overall objective is clear: to raise awareness about nuclear energy among the local population in order to position the nuclear industry as the industry of choice for ambitious Emiratis. The Emirates Nuclear Energy Corporation (ENEC) targeted Emirati high school students, teachers and influencers with a communications strategy that combined educator awareness programmes, traditional media relations and a dynamic social media campaign. The scholarship programmes that ENEC has been offering for four years has also attracted an impressive number of undergraduates and graduates.

The clear sense of vision, focus and energy of the campaign are tangible. ENEC commissioned a survey to find out what had motivated Emirati students to follow ENEC's nuclear scholarship programme. The results of the survey, backed up by the evidence provided by the extensive social media activity and press coverage, underlined how a good communication campaign with clear messages can help fuel a sustained recruitment drive.





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### URENCO

The objective of URENCO’s ‘Powerful Facts’ campaign was to ‘simplify the broader nuclear narrative and generate an open and accessible discussion about nuclear energy’ with a broad range of audiences. The repackaging of core messages as ‘Powerful Facts’ makes that narrative less complex and more focused. The campaign’s simplicity and directness, with its emphasis on how nuclear is part of our lives and a crucial component of the energy mix make for a powerful communications strategy.

The advertisement format uses simplified and eye-catching graphics. It adopts a ‘one bite-sized message per ad’ approach (the messages relate to security of supply, climate change mitigation, multiple applications of nuclear technologies, etc.) and the constant repetition of the slogan ‘Now that’s a powerful fact’ provides the necessary repercussive effect.

This simpler and broader narrative represents a break from traditional, more complex industry campaigns. This more ‘populist’ approach, backed up by core print copy and social media components, helps the campaign strike a chord with a wider audience. The internal communications component provided via URENCO’s intranet and company newsletter adds an extra corporate dimension by enhancing employees’ understanding of what the company stands for and by increasing their sense of pride at working for URENCO.

