SNETPFORWARD Dissemination and Communication Plan aligned with SNETP Communication Strategy

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Abbreviations and acronyms

Acronym	Description
EC	European Commission
EC-JRC	European Commission Joint Research Centre
EERA	European Energy Research Alliance
EERA JPNM	Joint Programme on Nuclear Materials of the European Energy Research Alliance
ENEF	European Nuclear Energy Forum
ENEN	European Nuclear Education Network
ENIQ	European Network for Inspection & Qualification (NUGENIA Technical Area 8)
ENS	European Nuclear Society
EPRI	Electric Power Research Institute
ESNII	The European Sustainable Nuclear Industrial Initiative
ETIP	European Technology & Innovation Platform
EUFN	European User Facility Network
EURADOS	European Radiation Dosimetry Group
EURAMED	European Alliance for Medical Radiation Protection Research
GB	Governing Board
INPA	International Non-Profit Association
MELODI	Multidisciplinary European Low Dose Initiative
MoU	Memorandum of Understanding
NC2I	The European Nuclear Cogeneration Industrial Initiative
NERIS	European Platform on preparedness for nuclear and radiological emergency response and recovery
NGO	Non-Governmental Organisation

NUGENIA	Nuclear Generation II & III Alliance
OECD	Organisation for Economic Co-operation and Development
R&D&I	Research, Development & Innovation
SET Plan	Strategic Energy Technology Plan
SRIA	Strategic Research & Innovation Agenda
SNETP	Sustainable Nuclear Energy Technology Platform
SOIP	Open Innovation Platform
TA	Technical Area
WNA	World Nuclear Association

Executive Summary

This document outlines a clear, comprehensive and multiannual communication strategy for the SNETP Association. The document presents the association and the context in which it operates, identifies SNETP's communication objectives and target audiences, develops the association's vision, mission and key messages, identifies content ideas and communication channels, sets out an action plan and defines performance indicators to track and measure success.

SNETP main communication objectives are to showcase the association's support to nuclear energy research, increase awareness and visibility of the association among international and European nuclear and non-nuclear stakeholders, widely promote SNETP's and its projects activities, achieve greater engagement of the nuclear R&D&I community to speak with one voice, and position nuclear as a clean, safe, reliable and sustainable energy source. SNETP communication actions target its members, nuclear stakeholders worldwide, policy makers and regulators and the general public using a wide variety of channels and tools, such as SNETP website, social media channels, newsletter, events, etc.

This document will be updated as necessary based on the evolving context and the results obtained with the communication actions.

1. Introduction

SNETP is an international association established to support and promote the safe, reliable and efficient operation of Generation II, III and IV civil nuclear systems. Recognised as an ETIP by the European Commission, SNETP promotes and supports research and innovation in nuclear energy in a context of transition to low-carbon energy to meet the European Green Deal targets.

1.1 Context and objectives of the SNETP Association

The SNETP platform was established in September 2007, with the support of the European Commission, to promote and coordinate research in the nuclear fission field. The platform was founded on three pillars: NUGENIA, NC2I and ESNII.

On 22 May 2019, the SNETP platform and the NUGENIA association merged to create a single international association (SNETP AISBL) to strengthen the positioning of nuclear energy R&D&I on fission technologies. The SNETP association has over 110 members (December 2022 data), including industry representatives, research and technology organisations, academia, technical and safety organisation, NGOs, as well as non-governmental bodies.

1.2 SNETP partners and ecosystem

The SNETP Association interacts strategically and technically with many European and international stakeholders (networks, institutions, etc.). The SNETP communication strategy takes into consideration the trends and activities performed by the different stakeholders within its ecosystem.

SNETP engages in formal interactions (through mandates, memoranda of understanding (MoU), and agreements on cooperation) and informal interactions (e.g., digital meetings, mutual invitations to events, organisation of joint events, sharing of information and contribution to joint position papers, etc.) with these stakeholders.

Concerning formalised interactions, SNETP has signed MoUs with the International Atomic Energy Agency, the Joint Programme on Nuclear Materials of the European Energy Research Alliance (EERA JPNM), the Finnish R&D national programme SAFIR and the European Radiation Protection Research Platforms (MELODI, EURADOS, NERIS, ALLIANCE, MENA). The SNETP Association also collaborates informally with institutions and organisations such as the Organisation for Economic Co-operation and Development (OECD), the European Commission Joint Research centre (EC-JRC), the Electric Power Research Institute (EPRI), the European Nuclear Education Network (ENEN), the World Nuclear Association (WNA), the European Energy Research Alliance (EERA), the European Nuclear Energy Forum (ENEF), Energy Europe, ENS, etc.

With the aim of communicating effectively and with a single voice, SNETP will reach out to organisations like Nuclear Europe, European Nuclear Society (ENS), European Nuclear Education Network (ENEN), national nuclear societies or WNA to establish a collaborative relationship on communication activities. A first meeting with Nuclear Europe took place in 2022 to explore and identify areas in which to collaborate and coordinate.

The status of interactions with different types of stakeholders are regularly evolving. To monitor them closely SNETPFORWARD has made available the project document "Monitoring of SNETP interactions".

1.3 SNETP project portfolio

SNETP has developed an Open Innovation Platform (SOIP) that acts as an online collaborative tool for the SNETP community to share R&D&I project ideas. If the scope of the project idea shared by an SNETP member is linked to the strategic orientations (roadmap, vision report or similar) of one of the SNETP pillars (NUGENIA, ESNII, NC2I), SNETP can award a written recognition of the project idea maturity in the form of a label issued by SNETP governance. Projects that received the SNETP label are considered from that moment on part of the SNETP portfolio.

One of the main purposes of SNETP outreach activities is the dissemination of the results of SNETP labelled projects. Below is a non-exhaustive list of communication actions that SNETP carries out to promote its portfolio projects:

- Creation of projects factsheets and posters as promotional materials to communicate about labelled projects. SNETP then uses these materials in different events such as the SET-Plan or the International Conference on Nuclear Power Plant Life Management.
- Featuring the labelled projects on its Project Portfolio page on the website. Each project page contains the project factsheet, as well as a direct link to the project website and social media accounts.
- News and events of portfolio projects are included in SNETP quarterly newsletters. Labelled projects are contacted to gather relevant information for the SNETP community.
- Regular communication campaigns under the #SNETPportfolio hashtag are launched on SNETP social media channels to promote its project results.

Several actions will be added to this list in the near future to ensure more efficient and coordinated efforts:

- Creation of a Communication Task Force gathering all nuclear projects labelled by the Association with a two-fold objective: keeping all projects up to date regarding SNETP activities, events and vice versa, and communicating jointly and consistently on new developments in the nuclear energy field. Communication Task Force meetings will be held every month. Q1 2023 meetings have been scheduled for 26 January, 26 February, 26 March and 26 April.
- An online editable calendar will be shared with all Communication Task Force members to the sharing of information on upcoming events in the nuclear energy field.
- A SNETP Communication Toolkit will be developed to help SNETP labelled projects communicate about the Association and the fact that they are part of its project portfolio. The Communication Toolkit, planned for 2023 Q1 will include ready-to-use materials, such as visuals for social media.
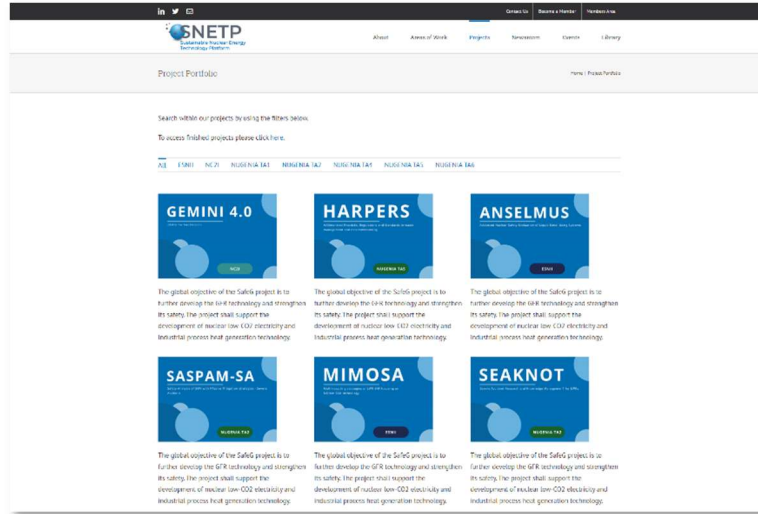
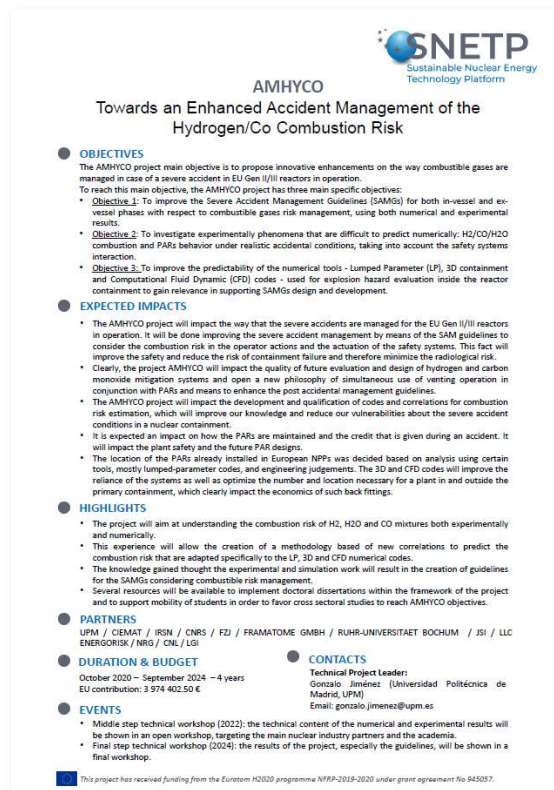*Figure 1: SNETP project portfolio page on the website*

Figure 2: Example of a SNETP labelled project factsheet

2. SNETP communication strategy

2.1 Objectives and impacts

SNETP main communication objectives and expected impacts include the following:

Objectives	Expected impacts
SNETP in general • Showcase SNETP's support of nuclear energy research to improve the safety and sustainability of nuclear reactors • Increase awareness and visibility of SNETP's role among international and European nuclear and non-nuclear stakeholders	**SNETP in general** • Increased public awareness of SNETP's role • Efficient communication of SNETP relevant position papers and decisions widely or to a targeted audience, in support of SNETP governance • Innovation in nuclear energy widely showcased
SNETP interactions • Produce reference documents (e.g., SRIA) on the state of R&D&I in Europe and position papers on important developments in the nuclear field • Support smooth interactions with SNETP counterparts at the EU level	**SNETP interactions** • Contribute to the shaping of European energy policies • Facilitated interactions and coordination with SNETP counterparts (European associations, regulators, institutions, etc.)
SNETP members • Achieve greater member engagement of the nuclear R&D&I community to speak with a single voice	**SNETP members** • SNETP members aware and involved in the Association activities • More newsletter subscribers & followers of SNETP social media accounts
SNETP activities & project portfolio • Widely promote SNETP activities, as well as members and labelled projects' actions	**SNETP activities & project portfolio** • More outreach achieved for SNETP R&D&I projects & members • Increased visibility of SNETP events and partner events • Highlight innovation carried out by labelled projects
SNETP & General Public • Disseminate knowledge about nuclear energy to the general public and contribute to build a positive perception of nuclear energy's contribution to the energy mix and environmental challenges • Position nuclear as a clean, safe and sustainable energy source	**SNETP & General Public** • SNETP educational campaigns presenting nuclear energy as a clean and resilient power source reach a wide audience • Important/interesting news in the field of nuclear energy and R&D&I are widely shared and well understood by the public

Table 1: SNETP communication objectives and expected impacts

2.2   Target audience

SNETP target audiences are identified in the table below:

Target audience	Description
1. SNETP members	Industry representatives, technical safety organisations, research institutions, academia, non-governmental organisations and national representatives, SME's…
2. Nuclear stakeholders in the EU and worldwide	International organisations, the nuclear industry and the scientific community
3. Policy makers and regulators	EU policymakers and national regulators
4. General public	Citizens, students, members of NGOs, professionals from related industries, etc.

Table 2: SNETP target audiences

2.3   Key messages

A list of key messages has been developed in the table below. These messages will be further refined if needed, based on the continuous monitoring made by the SNETP Secretariat.

Target audience	Key messages
SNETP members	• SNETP is the only European wide association dedicated to collaborative nuclear research. • All major European R&D organisations (industry, research centres, technical safety organisations, universities, NGOs, etc.) involved in nuclear are members of the association. Various events are organised, and online tools are deployed to facilitate collaboration of the community on new projects proposals (e.g., SNETP Forum, SNETP Open Innovation Platform). Since its creation in 2007, the SNETP Association has supported discussions on approximately 300 project ideas. • SNETP's "European Technology and Innovation Platform (ETIP) status" provides visibility to the Association, as well as privileged access to relevant high-level managers within EU institutions, international organisations and member states. When writing the EC Euratom calls, the SNETP Strategic Research & Innovation Agenda (SRIA) is usually consulted and referred to by the EC.
Nuclear stakeholders worldwide	• SNETP defends the nuclear research community interests at European level and helps it speak with one voice. • SNETP has three pillars: NUGENIA, ESNII & NC2I • The Nuclear Generation II and III Alliance (NUGENIA) is dedicated to the research and development of nuclear fission technologies, with a focus on Generation II & III nuclear plants. It provides a scientific and technical basis

	for the community by initiating and supporting international R&D projects and programmes. • The European Sustainable Nuclear Industrial Initiative (ESNII) focuses on industrial initiatives aiming to demonstrate Gen-IV technologies with closed fuel cycles, to exploit the full potential of nuclear energy ensuring best use of uranium resources and waste minimisation. • The Nuclear Cogeneration Industrial Initiative (NC2I) focuses on innovative and competitive energy solutions for the low-carbon generation of heat and electricity, and hydrogen production, based on nuclear energy.
Policy makers and regulators	Climate change • Nuclear energy can play a part in tackling against climate change as it is crucial in avoiding carbon dioxide (CO_2) emissions • Nuclear energy significantly contributes to enhancing the sustainability of Europe's energy mix as one of the largest low-carbon energy sources and as a competitive electricity generation source with a secure fuel supply. • Nuclear provides the largest share of low-carbon electricity in the EU (about 49%, December 2022 data).[1] • By 2050, more than 80% of electricity will be coming from renewable energy sources. Together with a nuclear power share of ca. 15%, this will be the backbone of a carbon-free European power system.[2] • Europe has acknowledged that nuclear energy contributes to a sustainable energy mix by listing it as one key low-carbon technology in the Strategic Energy Technology Plan. Nuclear energy has also been included in the EU Taxonomy. • Nuclear energy is therefore considered key for the EU to reach its objective to fully decarbonise its energy supply and achieve net zero by 2050. A safe, competitive, flexible and reliable energy source • Nuclear energy's research and innovation potential can contribute to improve its performance, efficiency, safety and sustainability. • Nuclear is innovating to decrease costs, to increase the efficiency of intermittent energy sources, and to produce clean hydrogen, heat and electricity 24/24, 7 days a week.
General public	• Nuclear is critical to reducing greenhouse gas emissions and meeting the Paris Agreement objectives. • Nuclear is a safe, competitive, flexible and reliable energy supplier.

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[1] Nuclear Europe's online electricity generation tool: https://www.nucleareurope.eu/project/low-carbon-electricity-generation/
[2] A Clean Planet for all, European Commission, 2018.

	• SNETP's overall goal is to enhance the safety of nuclear fission by supporting further technological development. • Nuclear energy is not only used to generate electricity. It has many alternative uses, such as desalination and heat production for industrial and residential purposes, medical applications, food and agriculture, etc.

Table 3 SNETP key messages per target audience

3. Strengthening of SNETP communication strategy via OFFERR and SNETPFORWARD

3.1 OFFERR

3.1.1 Objectives

OFFERR will support the SNETP Association in establishing an operational scheme facilitating access for R&D experts to key nuclear research infrastructures through the channelling of financial grants provided by the Euratom programme.

OFFERR will thus create the *European User Facility Network – EUFN* and launch calls with several cut-off dates during its lifetime, making it possible to apply several times during the implementation of the project. OFFERR partners will work together with SNETP to launch the first call early 2023.

3.1.2 Tasks

The communication tasks carried out by OFFERR will focus on the promotion of the calls to access the European User Facility Network (to be launched in M12 with cut-off dates every six months). This will include the following activities:

- Addition of information on OFFERR and its initiatives (EUFN, forum, call platform) on the SNETP website.
- Creation of an online call portal on the SNETP website to facilitate the submission of applications
- Announcement of OFFERR calls through SNETP channels (newsletter, newsflash, social media, website, etc)
- Organisation of an informative webinar for interested applicants
- Gathering of statistical data for each call (number of applications received, budget requested, geographic balance) to use it for the promotion of the call on SNETP channels
- Promotion of the scientific outcomes of OFFERR selected projects through all SNETP communication channels

OFFERR communication activities will be closely coordinated with SNETP communication activities to ensure coherence and avoid duplication of efforts.

3.1.3 Visual identity

A logo for the OFFERR project was created in July 2022. It includes a transparent blue circle, a microscope as well as the stars used in the SNETP logo. The project name appears under the logo as well as "European User Facility Network". The purpose of this logo is to highlight the link between the project and the SNETP association, but also to underline its focus on R&D&I. This is why the SNETP logo colours have been used in the OFFERR logo as well as the microscope which represents research.

The OFFERR logo has been derived in a variety of colours to make easier its inclusion in different communication materials.

Figure 3: OFFERR logo

A deliverable template using the visual identity was also created to ensure consistency in project documents.
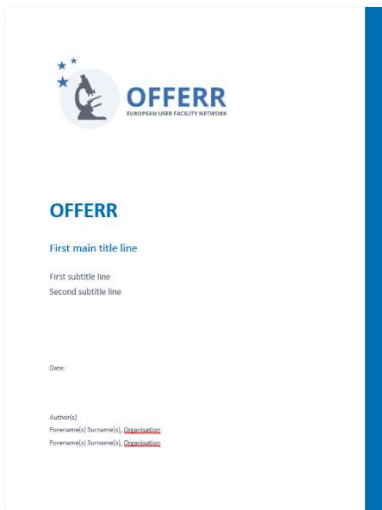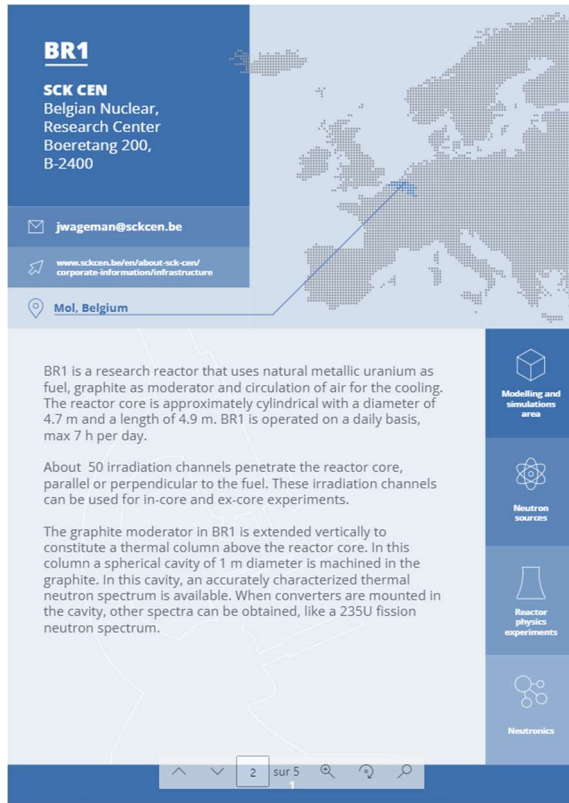

Figure 4: OFFERR deliverable template, aligned with SNETP visual identity

3.1.4 European User Facility Network Brochure

A brochure presenting the 100 facilities within the OFFERR project is being developed and will be issued early 2023. The screenshot of the first draft displayed here will be fine-tuned to incorporate the feedback received by consortium partners.

The brochure will contain the following key information on each of the facilities:

- Facility name
- Facility picture
- Facility logo
- Company responsible for the facility
- Facility location both written and located in a map
- Contact email
- Website
- Description of the facility
- Fields in which they are active

Figure 5: First draft of the European User Facility Network brochure, final version will be circulated end of January 2023

3.1.5 Webpage

The OFFERR webpage, launched in 2022 on the SNETP website, describes the project, outlines its objectives and introduces the partners.

This page will be the entry point to the European User Facility Network once the facilities brochure is ready.
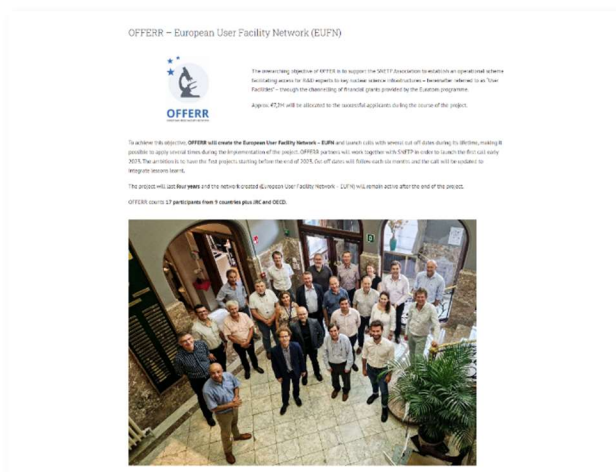

Figure 6: OFFERR page on the SNETP website

3.2 SNETPFORWARD

3.2.1 Objectives

SNETPFORWARD will allow SNETP to strengthen its position into the European nuclear and non-nuclear research ecosystem by:

Among other objectives, SNETPFORWARD will ensure that nuclear fission remains EU's largest, secure, competitive, flexible and reliable supplier of low-carbon electricity together with renewables. It will also explore alternative nuclear applications such as hydrogen production for instance and will be developing new cross-cutting technologies, processes and synergies with new designs. This includes small, modular and advanced reactors with the potential to close the fuel cycle, digitalisation, artificial intelligence, new manufacturing routes, harmonisation of codes and standards. Finally, SNETPFORWARD will focus on key enablers to deliver the IWG ambitions: EU high quality skills and competences, R&D infrastructures, knowledge management and international cooperation.

3.2.2 Tasks

SNETPFORWARD communication actions will be carried out in coordination with SNETP's communication strategy. The project communication tasks include the following:

- Promotion of the call for studies of added value to SNETP on the website and via SNETP communication channels
- Update of the SNETP website to include non-labelled nuclear projects as "associated projects" in the SNETP portfolio webpage and creation of the corresponding factsheets
- Communicate on public deliverables and other project results on SNETP regular channels
- Creation of a specific page on the SNETP website gathering relevant training produced by Euratom funded projects based on inputs provided by the respective project coordinators
- Creation of a visual database to be reused in SNETP future strategic documents

3.2.3 Webpage

This page is dedicated to presenting the SNETPFORWARD project as well as giving updates on the project. The page includes a description of the project, its duration and how it will support SNETP's activities.
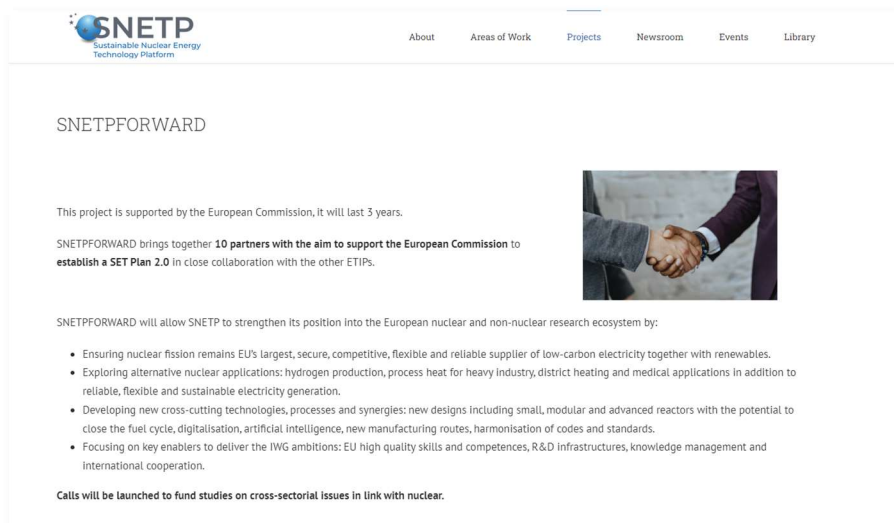

Figure 7: SNETPFORWARD page on the SNETP website

4. Visual identity

4.1   Logos

SNETP's visual identity was updated in 2020 to better reflect SNETP values, show coherency with its pillars, have a more modern look and remain attractive to members and prospect members.

The SNETP logo was revamped to show the association's role in fighting climate change. In this sense, the circular shape's original colour was replaced with a blue colour to better represent the Earth. The SNETP Secretariat also used a grey colour for the word SNETP and changed the font to the non-serif font Monserrat.

Additionally, ESNII, NC2I and NUGENIA logos were adapted to align with the upgraded visual identity. All pillars' logos now have the same circular shape as SNETP but in a different colour. In the case of the pillars the circular shape is in orange to represent atoms. Each logo's original colour (green for NUGENIA, blue for ESNII and turquoise for NC2I) was adapted to make the logos brighter and more appealing.

The Transition SNETP Executive Committee adopted the logos in May 2020.

Figure 8: SNETP logo

Figure 9: NUGENIA logo

Figure 10: ESNII logo

Figure 11: NC21 logo

Additional logos were created for two NUGENIA technical areas:
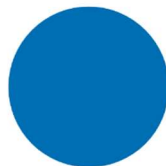

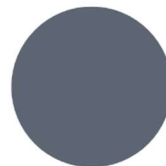*Figure 12: NUGENIA Technical Area 8 logo*

Figure 13: NUGENIA Technical Area 2 logo

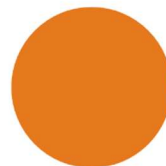## 4.2   Colours

HEX #006eb2
CYMK: 80%, 4%, 50%, 0%

HEX #5d6672
CYMK: 64%, 38%, 49%, 26%

Figure 14: SNETP, SNETPFORWARD and OFFERR colours

HEX #19622d
CYMK: 88%, 99%, 35%, 30%

HEX #e6791d
CYMK: 5%, 95%, 61%, 0%
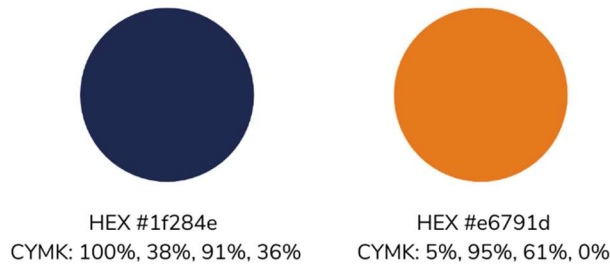
Figure 15: NUGENIA colours

HEX #1f284e
CYMK: 100%, 38%, 91%, 36%

HEX #e6791d
CYMK: 5%, 95%, 61%, 0%

Figure 16: ESNII colours

HEX #339090
CYMK: 76%, 44%, 23%, 6%

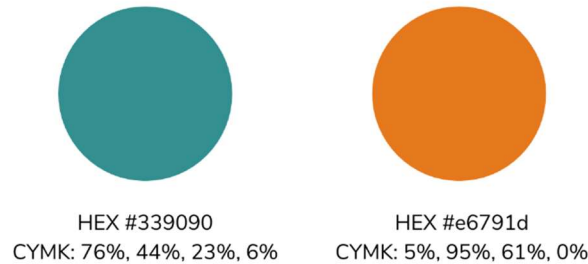HEX #e6791d
CYMK: 5%, 95%, 61%, 0%

Figure 17: NC2I colours

The blue and grey shades will be used for SNETP. Each pillar will have a differentiating colour (green for NUGENIA, dark blue for ESNII and turquoise for NC2I). Orange will be used as a common colour for all SNETP pillars.

For an overview of the Association's visual identity, please see Annex 2 of this document.

4.3   Fonts

The fonts selected for SNETP are the following:

- Logo font: Myriad Pro
- PPT and Word fonts: Calibri
- Website font: PT Sans

4.4   Templates

The SNETP Secretariat created the following Word and PowerPoint templates to ensure a consistent visual identity:

- SNETP and pillars Power Point templates
- SNETP and pillars generic Word document template
- SNETP meeting agenda and meeting minutes templates
- SNETP pillars meeting agenda and meeting minutes templates
- Factsheet template for SNETP portfolio projects
- Template for SNETP reports (e.g., ENIQ reports, …)
- Email signature for SNETP representatives

5. Communication tools

5.1 Website

The SNETP website was launched in 2020: www.snetp.eu. It is the main digital tool for promoting SNETP and includes key information about the association, its objectives and pillars. It is updated regularly with news and events of interest. It also hosts the association's portfolio of labelled projects, as well as information on the OFFERR and SNETPFORWARD projects.
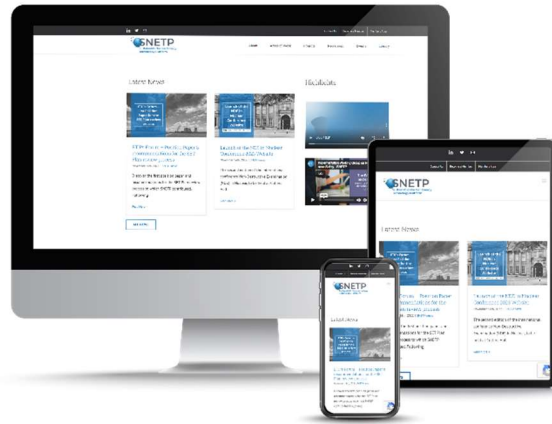
Figure 18: SNETP responsive website

The SNETP website has been structured in the following way:

MAIN MENU

About	Areas of work	Projects	Newsroom	Events	Library
The SNETP Association	NUGENIA	Labelled Projects-Portfolio	News	Events	Documents
Services	ESNII	Project creation	Media	Calendar	Position Papers
Governance	NC2I	OFFERR _ European User Facility Network			Fact & Figures
Members	SNETP Committee	SNETPFORWARD			Repository
					Members Area

Table 4: Website menu

HOMEPAGE

The top of the homepage contains the latest published articles and highlights. A call to action is also present and leads to other news published on the website. A short description of the association is then given including the number of members, countries represented, labelled project ideas and projects. Another call to action leading to the association's dedicated page is also present. There is also a pop up to sign up to the newsletter at the bottom right of the page.

The homepage also describes the SNETP pillars: NUGENIA, ESNII and NC2I. Visitors can access their individual pages to learn more about each pillar.

At the bottom of the homepage there is a banner inviting visitors to become members of the association.
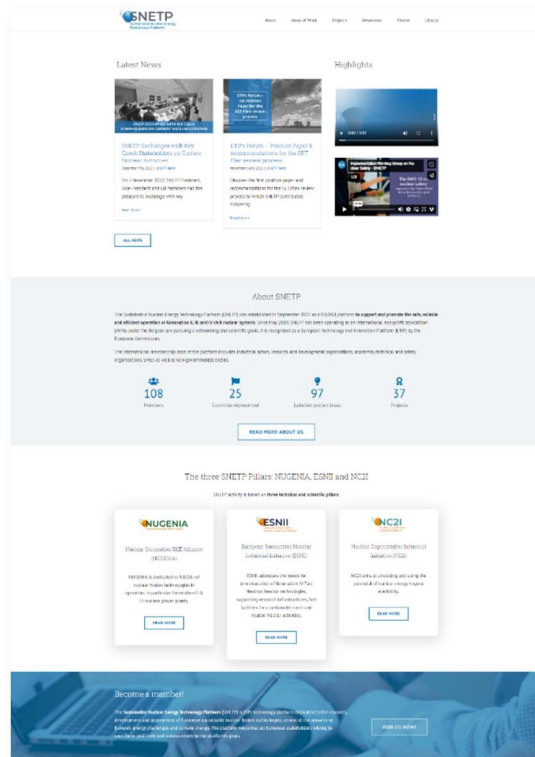

Figure 19: SNETP website homepage

ABOUT – THE SNETP ASSOCIATION

This page contains a brief description of SNETP and its objectives and includes a historical chronology showing the evolution of the Association.
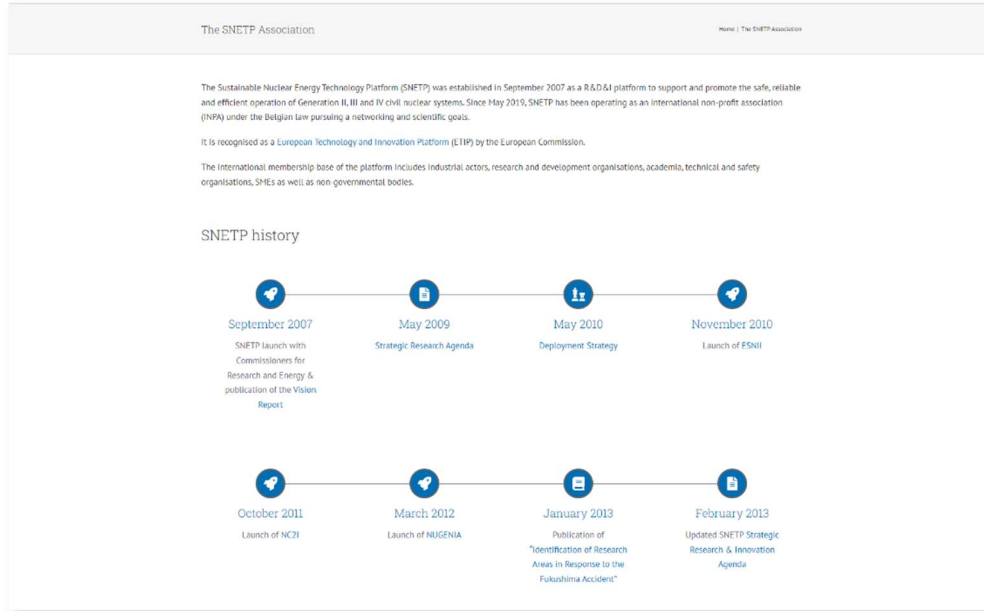
Figure 20: The SNETP Association page

ABOUT – SERVICES

The services page presents the services that SNETP provides to its members highlighting its added value.
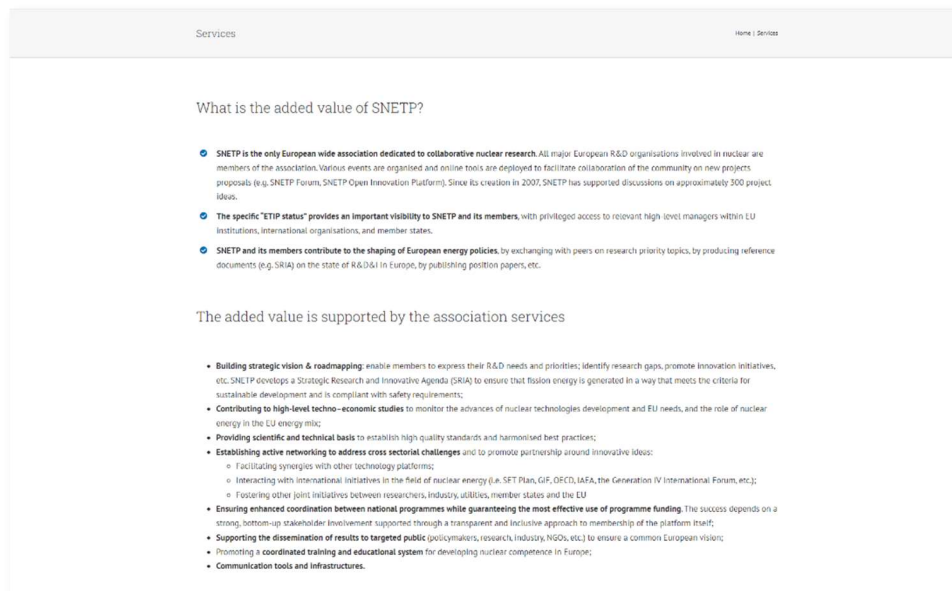
Figure 21: Services page

ABOUT – GOVERNANCE

The governance page presents the various decision-making bodies of the association. A diagram of the association's governance structure is provided, including the General Assembly, the Pillars' chairs, the Presidency, Vice Presidency, General Secretariat and Governing Board. Details of these governance sections are then provided.

Figure 22: Governance page

ABOUT – MEMBERS

The members' page of the website shows the number of stakeholders who are members of the association and the type of organisations to which they belong (industrial actors, research institutions, academia, technical safety organisations, non-governmental organisations, public authorities, etc.).
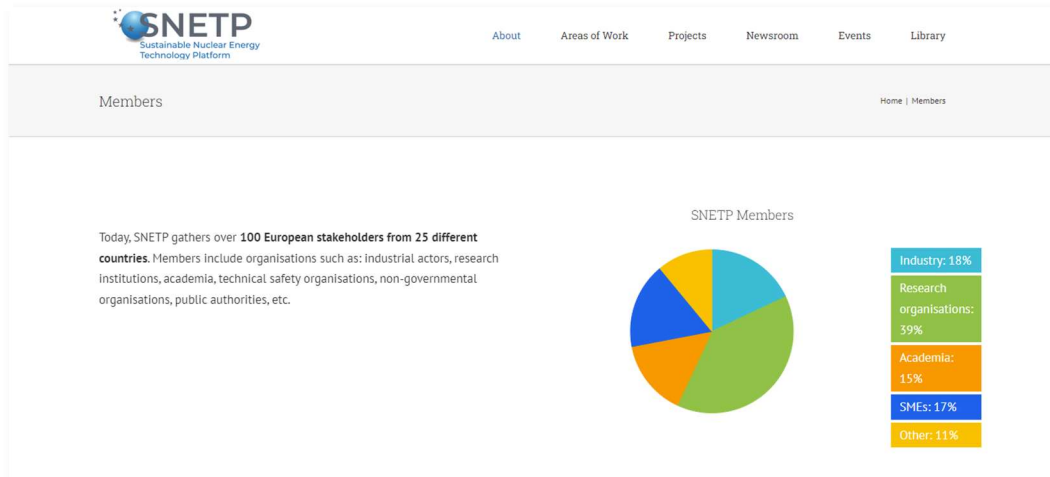
Figure 23: Members page

AREAS OF WORK – NUGENIA, ESNII, NC2I AND SNETP COMMITTEES

The technical work is explained on the NUGENIA, ESNII, NC2I and Committees pages. First a short presentation is given, followed, in the case of NUGENIA, by an introduction to each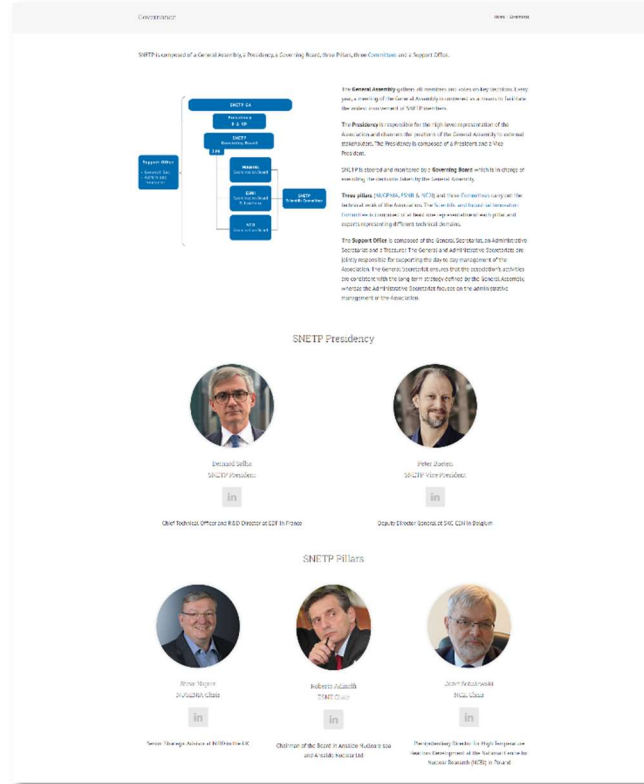 of its technical areas, then the governance of the pillar and finally the relevant documents published. The Committees page presents the three committees of the association: Committee for Scientific and Industrial Innovation, International and European Affairs Committee and Stakeholders Engagement Committee. An individual page detailing the work of the Committee for Scientific and Industrial Innovation is accessible from the Committees page.
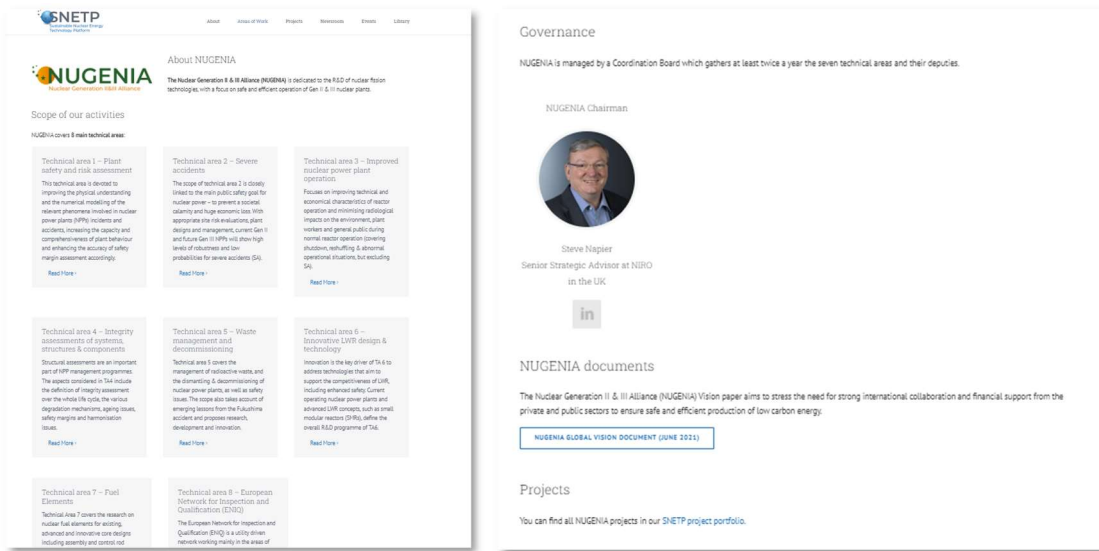
Figure 24: Example of an SNETP Pillar page
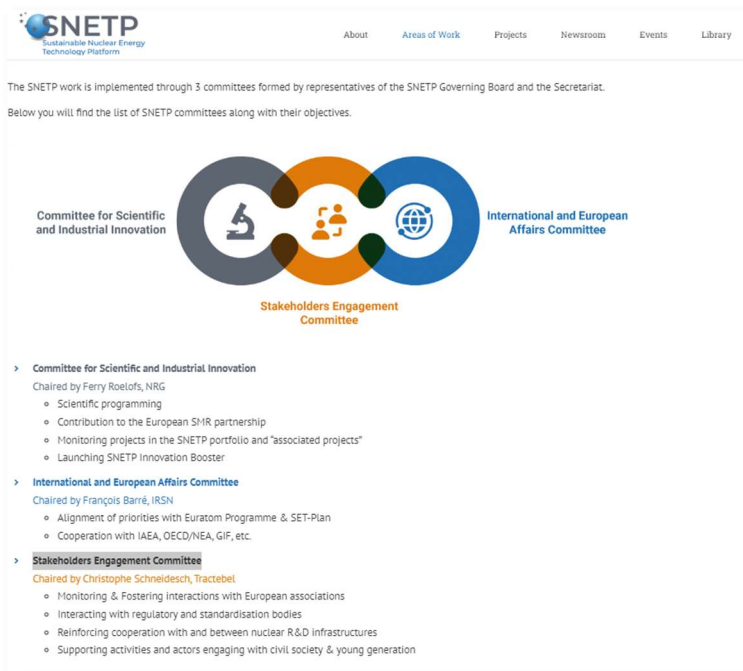
Figure 25: Committees page

PROJECTS – LABELLED PROJECTS PORTFOLIO

Projects having received the SNETP label are promoted under the project portfolio section. Visitors can filter projects by SNETP Pillar. Projects labelled by NUGENIA are listed according to their Technical Area.
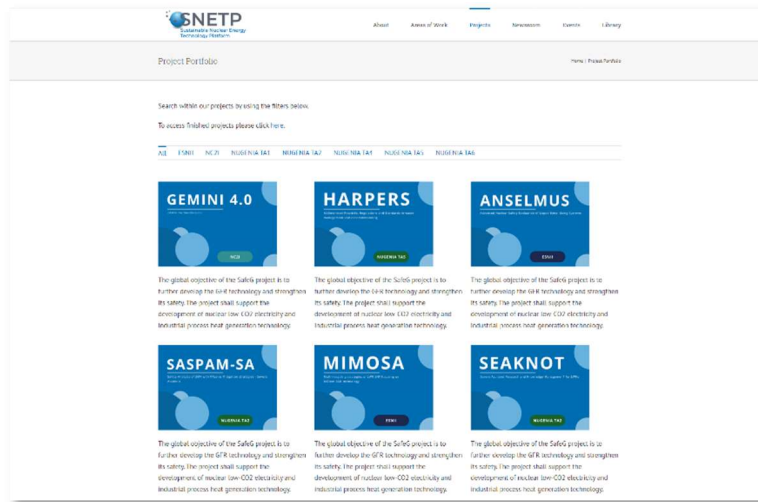
Figure 26: Labelled projects portfolio page

When clicking on a project, a description of its objectives, highlights, expected impacts, duration, budget and partners is given. A downloadable factsheet summarising these facts is also available at the bottom of each project's page.

PROJECTS – PROJECT CREATION

The project creation page is dedicated to the SNETP Open Innovation Platform (SOIP), an online platform for the SNETP community to share information and exchange on R&D&I project ideas. This page contains a direct link to the SOIP portal. An explanation of the SOIP and the various review process steps is also given.
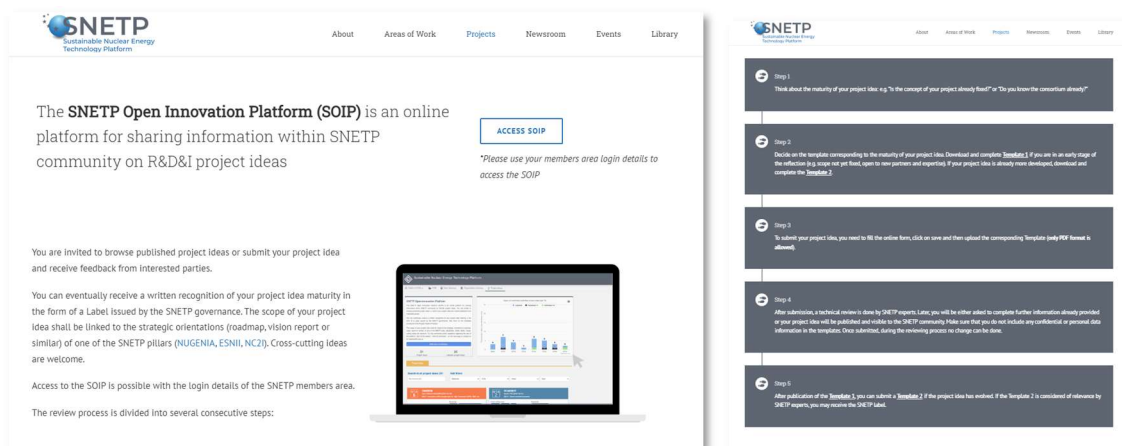
Figure 27: Project creation page

OFFERR – EUROPEAN USER FACILITY NETWORK (EUFN) AND SNETPFORWARD

These pages are explained in section 5 of this document that focuses on these two EU funded projects.

NEWSROOM – NEWS & MEDIA

The SNETP website also contains a section called newsroom where users can consult news, newsletters, press releases, as well as photos and videos.

The SNETP Secretariat publishes articles on the website on a regular basis. The information comes from Google Alerts, RSS and newsletters subscriptions, as well as project portfolio news.
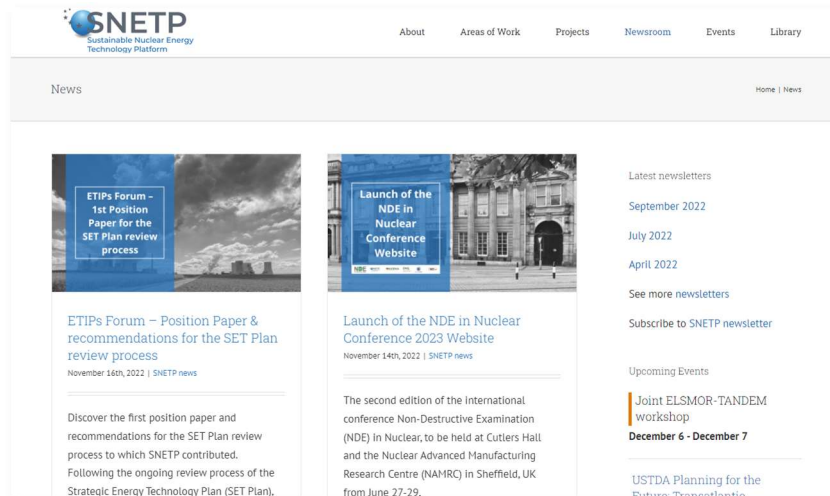
Figure 28: News page

An events section is available to showcase SNETP flagship event: the SNETP Forum and other meetings. The events calendar is also frequently updated to facilitate the promotion of interesting events in the field of nuclear energy.
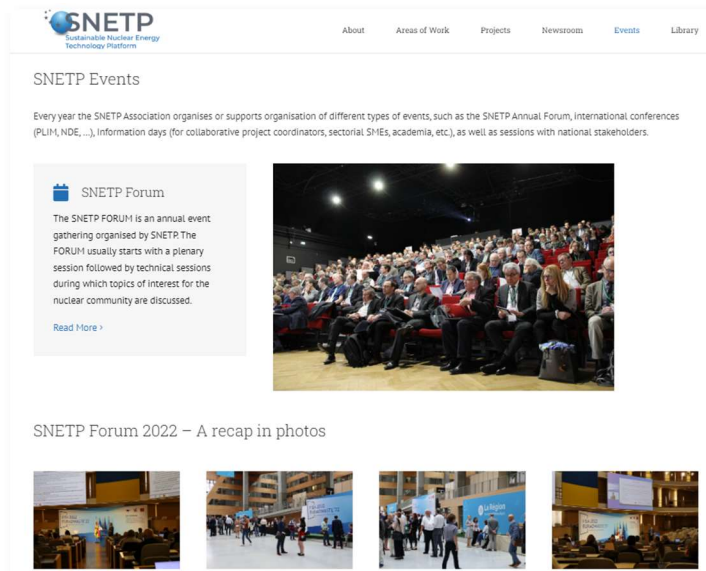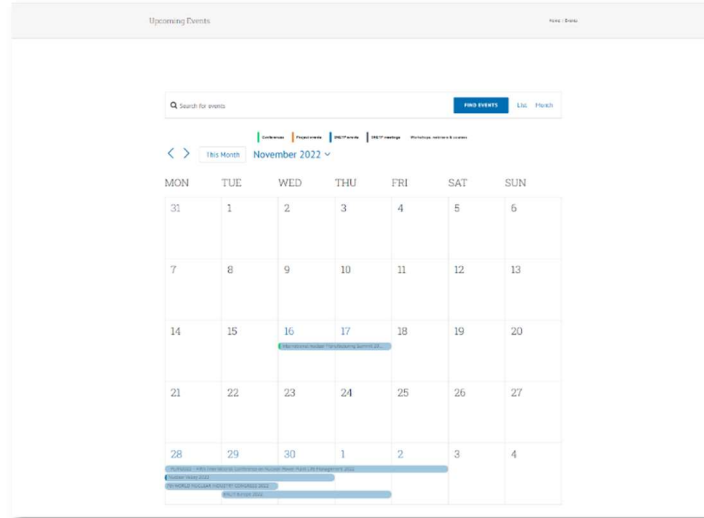
Figure 29: Events section

LIBRARY

Strategic and technical documents, position papers and other useful fact and figures are stored under the library section. The top horizontal menu gives direct access to the Members Area (FLEXX) where members can access shared documents, submit project ideas and search among the member organisations.

Improvements planned for 2023

The SNETP Secretariat has planned a series of changes to the website to better reflect the Association's objectives and work and make it more attractive and user friendly to visitors:

- A call to action will be added on the homepage to invite visitors to discover all SNETP labelled projects.
- The homepage of the website will be redesigned: a banner containing an image, a sentence presenting the Association and a button leading to the SNETP Association page will be added to the top of the page.
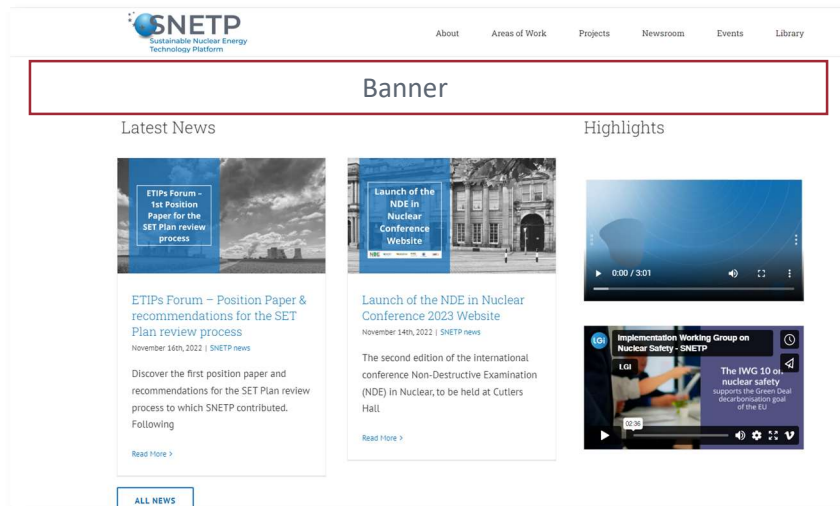
Figure 30: Location of the planned banner on the homepage

- The Pillars pages will also be improved with new content and redesigned to be more appealing.
- The members page will be populated with descriptions from SNETP members. The Secretariat will explore the possibility of adding a map showing where SNETP members are located.
- Addition of temporary call to actions related to the SNETPFORWARD and OFFERR projects
- Updates to the main menu (see table below)

About	Areas of work	Projects	Newsroom	Events	Library
The SNETP Association	NUGENIA	Labelled Projects-Portfolio	News	Events	Documents
Services	ESNII	Project creation	Media	Calendar	Position Papers
Governance + SNETP Committees	NC2I	OFFERR _ European User Facility Network			Fact & Figures
Members	SMR Partnership	SNETPFORWARD			Repository
					Members Area

Table 5: Website menu changes

SNETP website statistics

SNETP website statistics in 2022 (number of users, number of page views and most visited pages):

SNETP website	# Users	# Page views	Top pages	Average time on page	#New visitors
Jan – 14 Dec 2022	20,102	43,304	NUGENIA, project portfolio, ESNII	00:02:02	19,884
Jan – 14 Dec 2021	21,998	52,086	Events, NUGENIA, Nureth event	00:01:18	21,740

Table 6: Website statistics

5.2 Social media: LinkedIn & Twitter

Different social media channels, including LinkedIn and Twitter, are used to communicate about the Association and its project portfolio and reach the different target audiences in an effective and impactful way.

The following audiences are targeted and engaged with across all platforms:

- SNETP members
- Nuclear stakeholders worldwide
- Policy makers and regulators
- General public

A list of hashtags has been compiled and is used to maximise the visibility of the Association on all social media channels. Other specific hashtags will be created for specific communication campaigns.

General	Specific
#nuclearenergy #nuclear	#SNETPpillars
#research #nuclearresearch	#NUGENIA #ESNII #NC2I
#climatechange #lowcarbon	#SNETPportfolio
	#SNETPForum
	#SMR

Table 7: Hashtags to be used on social media

LinkedIn and Twitter are used as the main channels to build a SNETP online community. The main objectives set for LinkedIn and Twitter are the following:

- Build an online presence for the Association and engage with target audiences
- Position SNETP as the reference Association for nuclear research collaboration
- Disseminate SNETP portfolio projects results among the research community
- Present nuclear energy as a safe, competitive, flexible and reliable energy source
- Bring SNETP closer to the general public, journalists and policymakers

SNETP social media accounts are managed on a daily basis. In order to be as responsive, efficient and proactive on the channels as possible, the following actions will be taken:

- At least one tweet/retweet/post shared on a weekly basis
- Reply/Like tweets/posts in which the SNETP Association is tagged or mentioned
- Monitor specific words, mentions and hashtags of interest for the Association
- Follow and engage users who tweet/post content related to SNETP activities

To ensure coherent and consistent communication across social media channels, a social media calendar template (Annex 3) has been created and will be regularly updated to help plan social media work in a more structured way and allow for collaborative work among Secretariat members.

The calendar will contain the list of planned LinkedIn posts and tweets per month organized by theme/type of publication (SNETP pillars news, SNETP position paper, SNETP's participation in events, event of interest, SNETP portfolio project news, etc.). It will also help plan ad hoc social media campaigns, such as SNETP portfolio campaigns.

A Twitter list gathering all nuclear projects belonging to SNETP portfolio will be created under SNETP's profile to increase the project's visibility and make it easier for SNETP to follow their news and events. Another Twitter list of organisations working in the nuclear field and other key stakeholders will also be added to SNETP's Twitter profile.

A new set of visual templates for each type of publication will be designed in 2023. Thus, the audience will be able to quickly identify the type of information contained in each post through the visual element.

A series of optional activities to improve SNETP's social media presence and engage a wider audience in the Association's activities are described in Annex 1.

5.2.1 LinkedIn

SNETP launched its LinkedIn page in June 2019. As of 7 December 2022, the SNETP LinkedIn account has **520 followers**.

The posts that generated the highest number of impressions were the following:

Figure 31: LinkedIn posts that generated the highest number of impressions in 2022

5.2.2 Twitter

SNETP created its Twitter account in July 2014. As of 7 December 2022, the SNETP Twitter account has **295 followers**.

The tweets that generated the highest number of impressions in 2022 were the following:
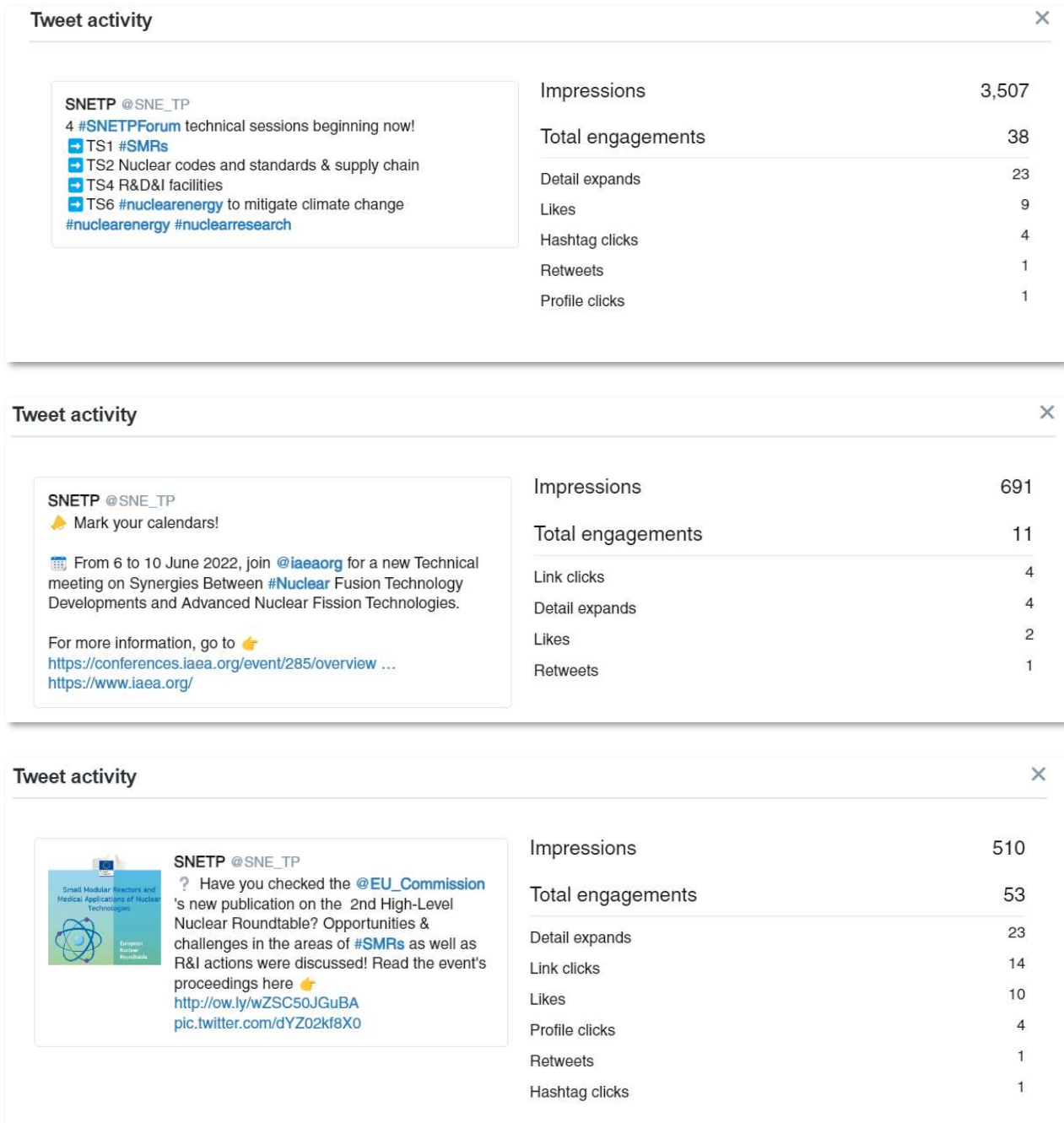
Figure 32: Tweets that generated the highest number of impressions in 2022

5.3   Newsletter

SNETP sends quarterly newsletters every year to inform its members about the latest association news and upcoming events of interest. The frequency of this communication tool may vary to adapt to periods of greater activity. The newsletter is sent via the media@snetp.eu email address and interested stakeholders can subscribe to it via this form (SNETP newsletter is open to non-members). In compliance with the GDPR regulation, every newsletter contains an unsubscribe link at the bottom for users willing to be removed from the mailing list.

The SNETP newsletter has the following structure:

- Editorial: a message by SNETP President linked to current news in the context of nuclear energy and to the Association activities
- Highlights
- SNETP calendar
  - Management meetings
  - Technical meetings
- News from SNETP pillars
- News from SNETP project portfolio
- SNETP members news: this optional section will contain relevant news from SNETP members – the idea is to boost member engagement and increase awareness of members' activities
- News of interest
- Publications of interest
- Events
  - Events SNETP participated in: a section dedicated to showcase the Association's participation in key events, such as PLIM, SET-Plan, etc.
  - Highlighted events: this section will gather events in which SNETP will be involved or events that SNETP sponsors
  - Other events of interest: this section will include relevant events in the field of nuclear energy taking place in the upcoming four months
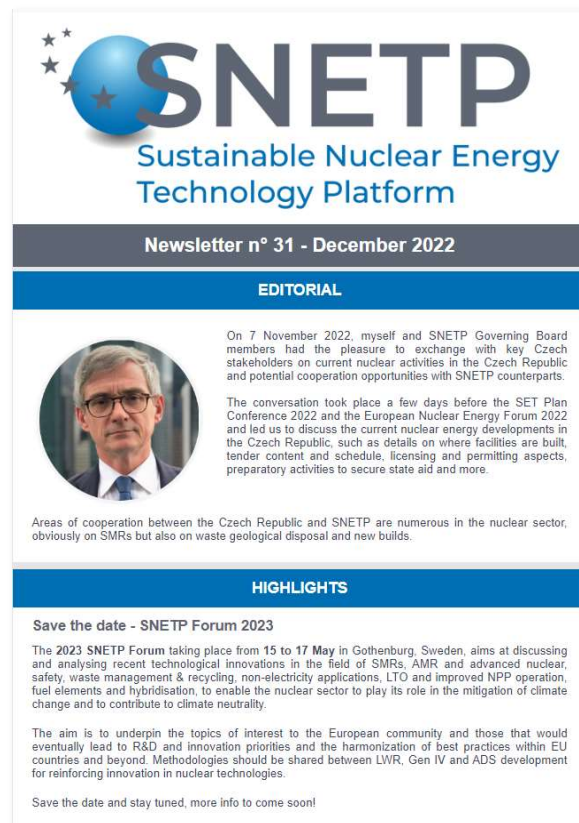
Figure 33: SNETP newsletter December 2022 edition

In 2023 the Secretariat will explore the possibility of featuring interviews to Governing Board members, coordinators of initiatives such as EURAD 2 or PIANOFORTE, EC representatives or SNETP labelled projects coordinators. Additional sections might be added according to specific needs.

All newsletters sent are added to **this page** on the SNETP website.

In order to gather relevant information for the SNETP newsletter, the Secretariat has subscribed the **media@snetp.eu** email address to several nuclear news bulletins. *Please note that this table is included for indicative purposes. You may request an up-to-date list from the SNETP Secretariat.*

Organisation/H2020/ Horizon Europe Project	Newsletter	Link
Nuclear Europe	Nuclear Europe news	**bit.ly/3WbHB3N**
World Nuclear News	WNN weekly/events/press	**https://bit.ly/2zIRly3**
Nuclear Energy Agency (NEA)	NEA monthly news bulletin	**https://bit.ly/3eHBPBm**
New Nuclear Watch Institute	Newsletter	**https://bit.ly/3eBkGsI**
International Atomic Energy Agency (IAEA)	IAEA Newsletter	**https://bit.ly/2U0rxUV**
Sauvons le climat	Informational letter	**https://bit.ly/2XXVHJM**
GO-VIKING	Newsletter	**bit.ly/3FqKyXk**
MUSA	Newsletter	**https://app.lgi-consulting.org/gdpr/index.php?v=26**
STRUMAT	Newsletter	**https://app.lgi-consulting.org/gdpr/index.php?v=30**
ACES	Newsletter	**bit.ly/3WdUjPz**
PREDIS	Newsletter	**https://www.lyyti.fi/questions/de89c956fa**
PLEIADES	Newsletter	**https://app.lgi-consulting.org/gdpr/index.php?v=28**
PuMMA	Newsletter	**https://app.lgi-consulting.org/gdpr/index.php?v=33**
METIS	Newsletter	**https://app.lgi-consulting.org/gdpr/index.php?v=29**

AMHYCO	Newsletter	**https://app.lgi-consulting.org/gdpr/index.php?v=34**

Table 8: List of newsletters SNETP monitors

5.4   Newsflashes

SNETP uses newsflashes to communicate ad hoc news, in particular related to nuclear news in the EU, SNETP position papers, upcoming SNETP events, administrative news, documents for member review, etc.

In the case of administrative information concerning the General Assembly, the Governing Board, etc, newsflashes are sent via the **secretariat@snetp.eu** email address.

5.5   Roll up and stand

Several rollups were created to present SNETP and its pillars at various events. The SNETP rollup presents the association, its vision and values. It also briefly introduces the three pillars NUGENIA, ESNII and NC2I, which are themselves detailed in their own rollups.

In the future, a QR code leading to SNETP project portfolio page will be added to the SNETP roll up so that event attendees can find out more about the Association's labelled projects.

Figure 34: SNETP roll up

Figure 35: SNETP roll up displayed at the SET-Plan Conference in 2022

The ESNII rollup presents the pillar as well as the four technologies the pillar supports. As for NC2I, the rollup presents the pillar and the industries in which it is operating. Finally, the NUGENIA rollup presents the pillar and its eight technical areas.

Figure 36: SNETP pillars rollups

Figure 37: SNETP promotional materials at the PLIM Conference 2022

SNETP also developed a booth, in a much larger format than the rollups, that can be used at the SNETP Forum and key events to present the Association.

Figure 38: SNETP booth and SNETP pillar rollups at the SNETP Forum 2022

5.6   Videos

In 2022 SNETP produced two videos that were used as communication tools:

- **Nuclear Safety Implementation Working Group (IWG) for the SET Plan Conference** taking place on 25 & 26 November 2021
- **A message from SNETP President**: video in which Bernard Salha presents the Association and how it can help address the current energy crisis and introduces the SMR partnership led by SNETP.

Figure 39: Video - A message from SNETP President

Animated videos or simpler videos using the tool Pitchy can be developed on a request basis (see Annex 1: optional activities).

5.7   Slide deck

The SNETP Secretariat developed a PowerPoint slide deck with the most important information about the Association (vision, mission, activities, etc) to help SNETP representatives easily present SNETP and its pillars to an external audience. All speakers that wish to present at an event are expected to use this slide deck to ensure a harmonised and coherent communication strategy.

This presentation will be regularly updated and kept available on the Members Area.
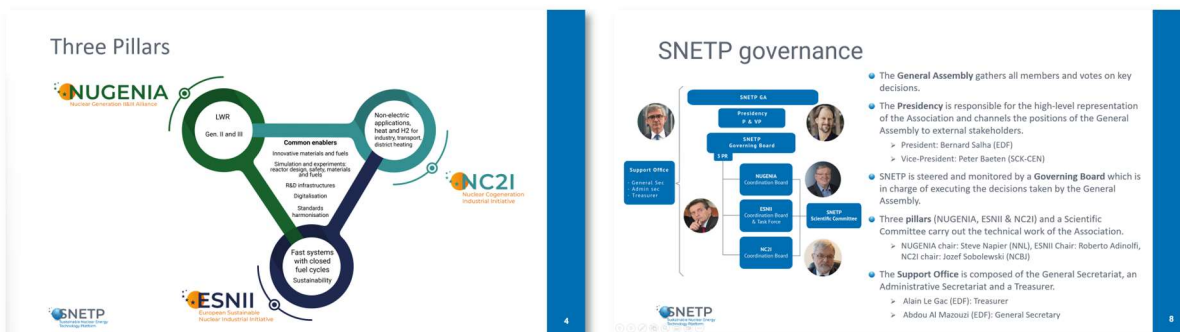
Figure 40: SNETP slide deck screenshots

5.8   Posters and factsheets

To present SNETP labelled projects, the Secretariat has contacted coordinators to gather the key information on the projects. As a result, factsheets (digital & ready to print version) and posters (ready to print version) have been created. Some of the posters and factsheets have already been used at events in 2022, such as PLIM and Nuclear Valley.

Figure 41: MIMOSA project poster and SNETP portfolio factsheets displayed at events

5.9   Press releases

SNETP will produce press releases as often as necessary to announce important developments within the association. These press releases will be sent to a list of specialised media.

Any press release shall be reviewed and formally validated by the Presidency or representatives of the SNETP Governing Board before distribution.

5.10 Publications

SNETP generates the following types of publications:

- Position papers
- Strategic documents: such as the Strategic Research and Innovation Agenda. The latest update of SNETP SRIA was published in July 2021 and is available [here](#)
- Technical reports
- Factsheets

The process of drafting and validating any SNETP publication is defined ad hoc by the SNETP Governing Board.

Any official SNETP publication of SNETP shall receive an ISBN number.

5.11 Events

The SNETP Association organises or supports the organisation of different types of events:

- SNETP Annual Forum
- NUCLEAR DAYS
- International conferences (PLIM, NDE, …)
- Information days (for collaborative project coordinators, sectorial SMEs, academia, etc.)
- Sessions with national stakeholders

Events organised or sponsored by SNETP and events in which the Association participates are promoted through the appropriate channels.

5.11.1 SNETP Forum 2023

The SNETP Forum is an annual event gathering organised by SNETP. It usually features a plenary session, followed by technical sessions during which topics of interest for the nuclear community are discussed.

SNETP Forum is promoted via different communication channels: newsletter and newsflashes, website, social media posts, etc.

To ensure consistent promotion of this SNETP flagship event, the Secretariat will develop a Communication Toolkit for each Forum edition that will include the following:

- Key information about the event
- Short and long description of the event
- Links to existing resources (article on the website, event programme, event registration form, social media posts to be shared/liked, etc.)
- Examples of social media posts to announce the event
- Ready to use visuals for the following social media platforms: LinkedIn and Twitter
- A series of hashtags to be used and a list of organisations to be tagged in social media publications

5.11.2 Participation of the Association in events

SNETP is present at key events in the field of nuclear energy taking place in Europe. In 2022, SNETP representatives were present at the following events:

- 31st International Conference Nuclear Energy for New Europe (NENE) 2022, 12-15 September 2022 in Portorož, Slovenia
- 7th Central and Eastern Europe Nuclear Industry Congress 2022, 12-13 September 2022 in Prague, Czech Republic
- Converging Energy Technologies Conference 2022, 21-23 September 2022 in Oskarshamn, Sweden

- European Technology Innovation Platform (ETIP) Forum, 11 October 2022
- European Radiation Protection Week 2022, 12 October 2022, in Cascais, Portugal
- 5th European Radiation Week, 22-24 November 2022, online
- Set-Plan Conference, 9-10 November 2022, in Prague, Czech Republic
- Enlit Europe, 28-30 November in Paris, France
- 7th World Nuclear Industry Congress 2022, 28th 29th November, in London, UK
- Fifth International Conference on Nuclear Power Plant Life Management (PLIM) Conference, 28 November – 2 December 2022 in Vienna, Austria
- Nuclear Valley, 30 November 2022 in Lyon, France

To decide in the future in which events the Association should have a representative, an online collaborative events calendar will be created and shared with SNETP Governing Board.

The SNETP Secretariat can provide promotional materials, such as rollups, posters and factsheets to SNETP representatives attending an event.

6. Communication activities timeline and validation process

Actions	Inputs source	Final validation by	Due date/frequency
SNETP website news	SNETP General Secretariat members, SNETP Governing Board, SNETP portfolio projects	N/A	2 articles per month
SNETP events calendar	SNETP General Secretariat members, SNETP Governing Board, SNETP portfolio projects	N/A	Whenever there is a new event of interest
SNETP newsletters	SNETP General Secretariat members, SNETP Governing Board, SNETP portfolio projects	Abderrahim AL-MAZOUZI	February April September December
SNETP newsflashes	SNETP General Secretariat & LGI	Abderrahim AL-MAZOUZI	When there is something important to announce
Social media publications (LinkedIn & Twitter)	SNETP General Secretariat & LGI	N/A	Weekly basis (social media will be used for important announcements when needed)
Press releases	SNETP General Secretariat & LGI	SNETP General Secretariat	For important announcements

Videos	SNETP General Secretariat	Abderrahim AL-MAZOUZI	Videos can be produced under request. Time and effort to be foreseen is detailed in Annex 1
SNETP project portfolio Communication Task Force	N/A	N/A	Monthly/Bi-monthly depending on coordination needs
SNETP Forum Communication Toolkit & Promotion		N/A	Communication Toolkit to be prepared three months before the Forum date. Updates will be done closer to the event date.
SNETP participation in events	SNETP General Secretariat, Governing Board, SNETP Committees chairpersons	N/A	SNETP to participate in at least 8 events per year
Activity reports	LGI and SNETP General secretariat	SNETP General Assembly	Once a year
Position papers & Strategic Documents	SNETP General secretariat		On request of EC Consultations. On request of SNETP GB
Labelled projects factsheets	Labelled project coordinators	N/A	SNETP contacts coordinators before the launch of the project to request the information needed
Labelled projects posters	Labelled project coordinators	N/A	SNETP may create project posters for specific events
Strategic Research and Innovation Agenda – Design the document layout	SRIA Task Force	SRIA Task Force	On a request basis, see Annex 1

Table 9: Summary table of communication activities and their timing

7. KPIs of SNETP activities

Channels	Description	Initial target set in 2020	Numbers achieved in 2022	2023 KPIs
Website	Central tool to communicate about SNETP activities	• 25k page views per year • More than 1:30 average time on page	• 43,304 page views • 00:02:02 average time on page	• 50, 000 page views per year • Keep the average time on page over 02:00
Newsletter & newflashes	Four newsletters a year and newsflashes on a need basis	• Reach 860 subscribers	• 1030 subscribers for SNETP newsletter, 806 for NUGENIA, 670 for ESNII & 612 for NC2I as of 19 December 2022	• 1300 subscribers for SNETP, 1000 for NUGENIA, 800 for ESNII and 800 for NC2I
LinkedIn	Build an online community interested in nuclear research	• Reach 50 followers • At least 30 posts shared	• 525 followers as of 19 December 2022 • 69 reposts	• Reach 700 followers • 90 reposts
Twitter	Build an online community interested in nuclear research	• Reach 200 followers • At least 100 tweets/retweets yearly	• 295 followers • 241 tweets/retweets in 2022	• 400 followers • 300 tweets/retweets in 2023
SNETP project portfolio communication Task Force	Recurrent meetings with key people working on SNETP labelled projects to ensure a coherent communication strategy	• New initiative to be implemented as from January 2023	• N/A	• Monthly/bi-monthly meetings

SNETP communication coordination with other organisations (Nuclear Europe, ENEN, ENS)	Recurrent meetings with key people responsible for communication activities at other organisations working in the field of nuclear energy to coordinate efforts and improve reach and efficiency	• New initiative to be implemented as from January 2023	• A first meeting with Nuclear Europe took place in October 2022	• Increased coordination via email. Quarterly meetings will be proposed to the selected organisations
SNETP Forum	Annual event organised by SNETP	• At least 150 attendees	• 250 attendees	• 300 participants • Communication toolkit widely used
Number of events sponsored by SNETP	SNETP sponsors key events each year	• N/A	• 3 to 5 each year	• At least 2 events sponsored
Number of events attended by SNETP	SNETP sends representatives to key events	• N/A	• 11 events attended	• Rollup/stand/factsheets displayed at events

Table 10: SNETP KPIs

Annex 1: SNETP visual identity

Caption

1. SNETP logo
2. SNETP font and colours
3. Use of SNETP visual identity in communication materials
4. SNETP website mockup
5. SNETP Pillars logos
6. Use of SNETP pillars visual identity in communication materials
7. NUGENIA font and colours
8. ESNII font and colours
9. NC2I font and colours

Annex 2: SNETP social media calendar template

The following content planner is being developed to coordinate publication of content on SNETP communication channels. This collaborative editable document will enable the team to plan content for all SNETP platforms by type (external event announcement, SNETP event, labelled project news, newsletter subscription, newsletter edition, news about nuclear energy, etc) and make sure posts cover different topics in a balanced way.

SNETP Content Planner

January 2023

DATE	TYPE	FOCUS	PLATFORM	TEXT LINKEDIN	TEXT TWITTER	VISUAL	HASHTAGS	STAGE	COMMENTS	COMMENTS DATE
	External event announcement	Abstract submission	Website + LinkedIn+ Twitter			Ready		Published		
	SNETP event	Registrations open	Website + LinkedIn+ Twitter			Under development		Under development		
	Labelled project news		Website + LinkedIn+ Twitter							
	SNETP newsletter subcription		LinkedIn+ Twitter							
	SNETP newsletter is out!	Link to NL	LinkedIn+ Twitter + link on the website							
	News about nuclear energy		Website + LinkedIn + Twitter							

February 2023

DATE	TYPE	FOCUS	PLATFORM	TEXT LINKEDIN	TEXT TWITTER	HASHTAGS	STAGE	COMMENTS	DATE

March 2023

DATE	TYPE	FOCUS	PLATFORM	TEXT LINKEDIN	TEXT TWITTER	HASHTAGS	STAGE	COMMENTS	DATE

ABOUT SNETP

The Sustainable Nuclear Energy Technology Platform (SNETP) was established in September 2007 as a R&D&I platform **to support technological development for enhancing safe and competitive nuclear fission in a climate-neutral and sustainable energy mix.** Since May 2019, SNETP has been operating as an international non-profit association (INPA) under the Belgian law pursuing a networking and scientific goals. It is recognised as a European Technology and Innovation Platform (ETIP) by the European Commission.

The international membership base of the platform includes industrial actors, research and development organisations, academia, technical and safety organisations, SMEs as well as non-governmental bodies.

secretariat@snetp.eu   www.snetp.eu   SNETP   SNE_TP