



The PIME 2012 Award shortlisted candidates



The train of innovations

For the “train of innovations” no place is too inaccessible, no distance too far to cover. This mobile information centre, equipped with the latest interactive educational materials and state-of-the-art display modules, covered a staggering 30,000 km in 2011, bringing key information about the innovativeness of nuclear technology to a broad range of audiences the across the continent of Russia - and beyond. With a strong focus on how learning can be fun, the campaign communicated key messages, in an easy-to-understand way, about how nuclear technology contributes to society and promotes quality of life. It proved an invaluable complement to the network of national information centres that has been set up across Russia, while highlighting the expertise and dynamism of Rosatom.





Women are traditionally considered to be more sceptical than men when it comes to nuclear energy. This WIN (Women in Nuclear) France campaign, which was launched in close co-operation with the French Nuclear Society (SFEN), uses a range of simple and interactive communications tools to reverse the trend and sensitise them to the key applications and benefits of nuclear energy. Card games, a quiz, leaflets, a specially designed web site, simple visuals and posters accentuate the fun of learning and encourage a positive dialogue with women on the key nuclear issues of the day. The campaign also uses schools, job fairs and career recruitment events as a platform for persuading young women to opt for an interesting and fulfilling career in the nuclear sector.





The main objective of the *Forward Thinking* communications campaign run by NRG, the Dutch nuclear research and consultancy group, was to raise awareness among the public and politicians in the Netherlands of the role that nuclear technology plays in people's everyday lives, not just in terms of generating electricity but also by promoting human health and quality of life. The campaign centres on a proactive media strategy that combines an interactive web site, press events, a symposium, information videos and a book celebrating 50 years operation of the High Flux Reactor at the Institute for Energy (part of the European Commission's Joint Research Centre) in Petten. Key messages stress how the production of medical isotopes for treating cancer saves lives, how nuclear energy makes a telling contribution to Europe's low-carbon energy goals and how nuclear facilities are operated to the highest standards of safety. Above all, it shows the human face of nuclear technology.





مؤسسة الإمارات للطاقة النووية
Emirates Nuclear Energy Corporation

Following on from the United Arab Emirates' historic decision to go nuclear, the Emirates Nuclear Energy Corporation (ENEC) launched this broad-ranging communications campaign. At the core of the campaign are information meetings, called ENEC Forums, which were organised to educate citizens about nuclear energy and about how the national nuclear campaign is progressing. The campaign is articulated around four "guiding principles" - transparency and openness, the community comes first, discernible content and continuity and continuous improvement. This proactive community-based approach allows the campaign to reached out to many UAE citizens. Widespread media monitoring, public opinion analysis and a range of documents and audio-visual tools are also core components.





The campaign of the Austrian Nuclear Society (ÖKTG), which is the result of close co-operation with the Austria's Young Generation Network, centres around the recent publication of a book about nuclear energy entitled *What happens when something happens?* The book addresses the entrenched ideological views held by many Austrian citizens and counters the often anti-nuclear stance of the Austrian media. Above all it seeks to present, in a straightforward didactic way, facts and basic knowledge about radiation and nuclear energy, thereby dispelling the myths and misinformation. The book was supported by a public relations campaign on Fukushima that included internet discussion groups and coverage in the daily press.

