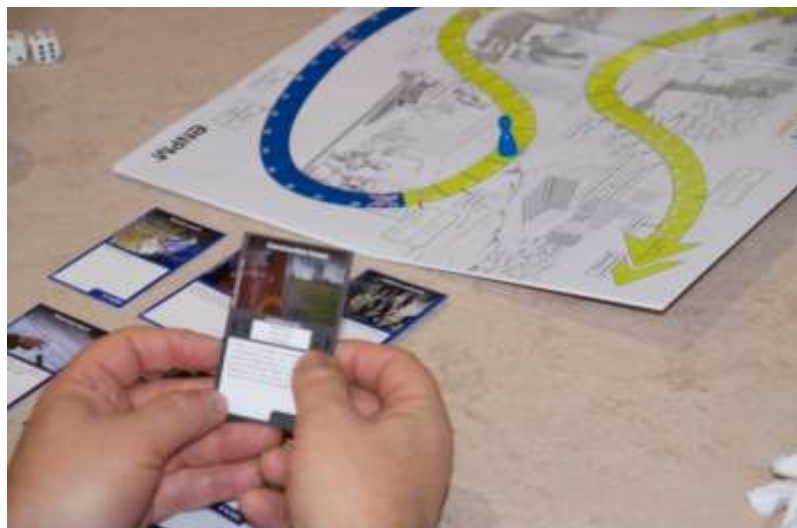




## The PIME 2015 Award for Communications Excellence: Short-listed candidates



The educational combined with the entertaining. This EDF communications campaign is a perfect example of how 'edutainment' provides a didactic, interactive and fun way of communicating the real issues, challenges, and benefits of nuclear new build. Using a board game to teach nuclear professionals about what is required to successfully manage a new build process is an original and - judging by the positive reactions of those who have played the game - highly effective approach. The key campaign messages are clearly and effectively articulated. These include the need to involve stakeholders more actively in the debate in order to raise awareness and increase acceptance of nuclear new build. In addition, the campaign sells to managers who might not be well versed in front-line communications the value of the communications function. It is a simple, innovative and engaging campaign whose success can easily be measured.





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When a nuclear plant ceases operating this does not mean that its lifetime has come to an end...far from it. This is the clear message to emerge from this campaign carried out at the Jose Cabrera NPP Visitor Centre in Zorita, Spain. By stressing that decommissioning is an integral part of the life of an NPP the campaign reinforces the message that decommissioning is a long-term process that involves a large number of specialised jobs with specialised skills, and by so doing keeps the NPP very much at the heart of the socio-economic life of the local community. It also helps to debunk myths about the dangers associated with dismantling radioactive equipment and materials. The campaign uses an extensive range of communications tools and methods to reach various audiences, including a virtual reality interface, audio-visual elements, group sessions, extensive press coverage, etc. This is a classical campaign that communicates about a subject that is not often broached







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Slovenské Elektrárne is an Enel Group Company

Not just a Visitor Centre but a nuclear museum that traces the story of nuclear energy from the Big Bang to the 21<sup>st</sup> Century...that is the proud boast of the brand new Energoland Visitor Centre at Mochovce, Slovakia. And it is hard to argue with them. This is a comprehensive and engaging story that clearly shows how nuclear energy has always been at the heart of human existence and always will be. It conveys a strong sense of story; a journey that will never end; a 'new dimension for knowledge'. Visitors to Energoland, under the expert guidance of a virtual guide, appropriately called Gaia, uses the latest state-of-the-art, interactive edutainment tools to appeal to a young, knowledge thirsty and technology-savvy audience. This is definitely not your average Visitor Centre.





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Using communications to restore the trust of Japanese citizens - and the international community - in nuclear energy after the disaster at Fukushima was the obvious but daunting mission of TEPCO. But how could such a mega task best be achieved? The campaign's messages promote greater transparency and openness, the need to learn the lessons of the past, effective listening, proactivity, humility, and stakeholder engagement as the best means of achieving success. It's all about restoring trust and belief in Japan's nuclear industry through a comprehensive communications approach. This requires a considerable culture change. One important component of this campaign is the internal communications effort – TEPCO personnel needed to have its morale and belief restored, and to re-establish its role as ambassadors of nuclear energy. Another one is reaching out to the larger international community for best practice and help. A wide range of communications tools, especially harnessing the power of media and social media, are used to articulate the key messages and favourably influence public opinion. No stone is left unturned. The 'measurability' of the campaign's result is impressive too.





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This campaign has a fresh, enthusiastic and personal approach that helps it reach a range of target audiences and to speak to them in a clear and engaging language – their language. It ‘creates a relationship with its audiences. By reaching out to schools, using the summer to communicate in a relaxed setting, and playing the science and technology card, it communicates a strong case in favour of nuclear energy and articulates clear messages about the benefits it brings to Argentina. A palpable feeling that there is a bright new nuclear future for the country courses through the campaign. It also has a strong didactic core, with its ‘campagna educativa 2014’ component. A broad range of tools, as well as good media and social media coverage, create an extensive and well-rounded campaign that says a lot to a lot of people.

