

TANDEM

Research and Innovation Action (RIA)

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Communication & Dissemination Plan

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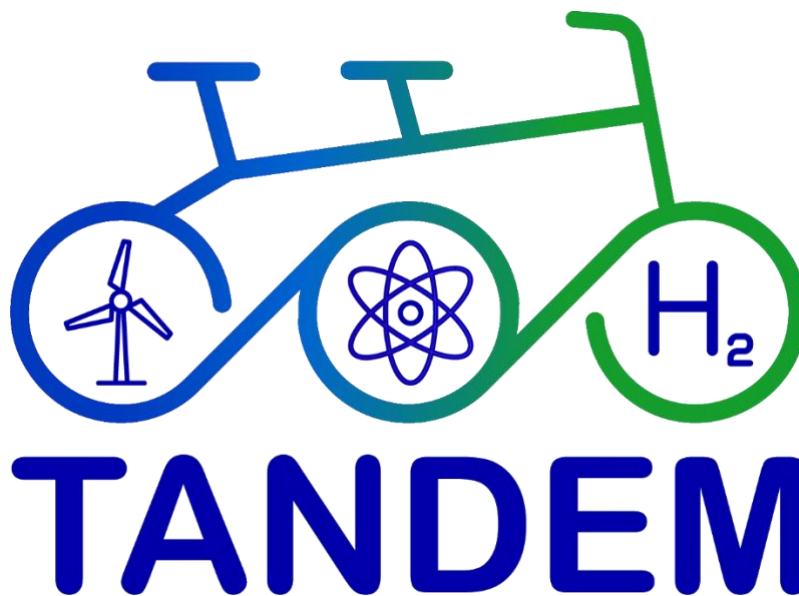
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Summary

This Communication and Dissemination Plan outlines the strategy and actions that will be implemented to promote TANDEM and the concept of the integration of Small Modular Reactors (SMRs) within hybrid energy systems during the 36 months of the project. This plan will be regularly updated and improved based on the monitoring results collected, to reach the objectives that have been set.

Approval

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D5.7 – Communication & Dissemination Plan

WP5 - Task 5.3

22 December 2022 [M4]

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Abbreviations and Acronyms

Acronym	Description
WP	Work Package
KPI	Key Performance Indicator

Executive Summary

This Communication and Dissemination Plan outlines the strategy and actions that will be implemented to promote TANDEM and the concept of the integration of Small Modular Reactors (SMRs) within hybrid energy systems during the 36 months of the project. This plan will be regularly updated and improved based on the monitoring results collected, to reach the objectives that have been set.

Keywords

TANDEM, Communication, Dissemination, Awareness-raising, Strategy

1 Introduction

Before delving into the Communication and Dissemination Plan, we distinguish between communication and dissemination, based on the definitions stated in the EC Research and Innovation Participant Portal.

Communication: “Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.” (Scherer et al., 2018)

Dissemination: “The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.” (Scherer et al., 2018)

Results: they are any tangible or intangible output of the action (such as data, knowledge and information, whatever their form or nature, whether or not they can be protected), which are generated in the action, as well as any attached rights, including intellectual property rights.

Stakeholder engagement: it is the process by which an organisation involves people who may be affected by the decisions it makes or can influence the implementation of its decisions.

Awareness raising: it is a process that seeks to inform and educate people about a topic or issue with the intention of influencing their attitudes, behaviours and beliefs towards the achievement of a defined purpose or goal.

This Communication and Dissemination Plan document is a ‘living’ document and will be updated and modified as the project evolves, depending on stakeholder mapping, project needs, best practices, and feedback.

1.1 Purpose and scope

Communication and dissemination activities are a top priority in European collaborative research projects funded under the Horizon Europe programme.

The purpose of this deliverable is to describe the communication and dissemination strategy of TANDEM, and to provide greater visibility of the process. This document identifies the communication objectives, target groups and key messages, and defines the tools and channels used to communicate with the audience and to disseminate project results towards interested

stakeholders including EU and national policy makers, nuclear regulatory community, sectorial associations, utilities and technological companies (product market), energy-intensive industries, and the scientific community with the goal of raising awareness. This document will also support, facilitate, and monitor dissemination activities including the publication of scientific papers, the participation to conferences/events, the organization of International School and workshops. By establishing and strengthening relationships with other relevant projects (see section 5.1), the communication and dissemination strategy facilitates interaction and information exchange with relevant stakeholders and shows the benefits of the TANDEM outcomes.

The scope includes all actions taken internally and externally of the project in terms of knowledge dissemination and public communication regarding TANDEM and its results.

1.2 Partner contributions

Nucleareurope leads the communication and dissemination activities for the TANDEM project. More specifically, nucleareurope focuses on the global communication of the project and its results as well as the dissemination of results and progress, with the support of CEA, nucleareurope, ENEN and VTT. The communication and dissemination strategy outlined in this deliverable will be followed by all partners.

Task 5.3 of WP5 illustrates the communication and dissemination through communication channels. The Communication and Dissemination Plan (D5.7), project website, and communication materials have been developed in this task. The communication and dissemination of workshops, participation to events, and the International School will be conducted by all partners utilising their networks to encourage as many attendees as possible of the appropriate target audience. Further, contributions will be made to the SNETP newsletter on a bi-annual basis, but also to partners' newsletters if any. Partners are encouraged to contribute to these inputs to ensure active dissemination of TANDEM activities. Finally, contributions by all partners to publications should be encouraged in order to engage target audiences and efficiently disseminate TANDEM results and activities as well as raise awareness on the project and its objectives. It is imperative that all partners who are involved or will be contributing to any event, producing any scientific articles, or publications must make contact with the Task 5.3 Lead: ENEN. Further information on giving notice of planned dissemination activities can be found under section 3.2 of this document.

A summary of partner contributions to this strategy can be found here.

Task 5.3 – Communication & Dissemination Plan (CEA)

Communication and Dissemination Plan with the support of ENEN.

Task 5.3 – Project Website (CEA)

Project specific website

Task 5.3 – Communication Materials (CEA)

Logo

Templates

Visuals

Task 5.3 – Newsletter Contributions (ENEN, nucleareurope, VTT)

Active contribution to selected newsletters and social media by topical articles related to hybrid systems, SMRs, etc. Communication channels of SNETP and Nucleareurope will be used in priority. ENEN will also use its own quarterly newsletter to communicate about TANDEM main achievements.

Task 5.3 – Workshops (ENEN)

Organisation of dedicated-informative workshops to deliver TANDEM outcomes to the general public and key stakeholders. Synergies with other major events will be considered.

Task 5.3 – Publications (ENEN, VTT)

Coordination of publication preparation, with VTT, to centralise and plan the scientific publications by the partners and support the process.

In all TANDEM WPs: Proposal and contribution to TANDEM publications (all partners)

1.3 Relation to other activities

The success of the overall communication and dissemination strategy depends on, and is linked to, the work undertaken in other WPs. Communication and dissemination activities will rely on the work of all partners and their collaboration in providing WP5 with information on their activities and in sharing relevant information about the project to their own contacts and networks.

2 Communication and dissemination strategy

The overall TANDEM communication and dissemination strategy is based on a series of key messages tailored for specific audiences and comprehensive and consistent project description. Both will be implemented throughout the different channels and tools described in a dedicated section in this deliverable.

2.1 Target audiences

The TANDEM project aims to reach key target groups through its communication and dissemination strategy including the scientific community, policy makers, and civil society. Each communication action will be targeted at different levels: local, national, European, and global. A pre-defined list of target audiences can be found below, however, the relevance and importance of communicating/disseminating to each stakeholder group will be part of the stakeholder mapping roadmap in the Stakeholder Engagement Plan (D5.3).

EU & national policy makers (e.g. members of the European Parliament, etc.)

Nuclear regulatory community (e.g. national authorities, WENRA, ENSREG, SMR Regulators' Forum) and Technical Safety Organisations

Sectorial associations (e.g. European Clean Hydrogen Alliance, Hydrogen Europe, European Association for Storage of Energy, COGEN Europe – district/urban heating, Eurelectric etc.)

NGOs & society at large (e.g. WeCare, SNETP, EESC, etc.)

Utilities & technological companies (i.e. grid operators, ENTSO-E, SMR value chain - developers, vendors, etc.)

Energy Intensive-Industries stakeholders (steel, chemical, cement, data centers): e.g. CEFIC (Chemical industry), Eurometaux (non-ferrous metals producers association), EUROFER (European steel association), etc.

R&D teams (e.g. IAEA Coordinated Research Projects, OECD/NEA expert groups, other European projects, etc.)

2.2 Timeline

A timeline gathering all key communication and dissemination activities throughout the project has been created and will be continuously updated (Figure 1).

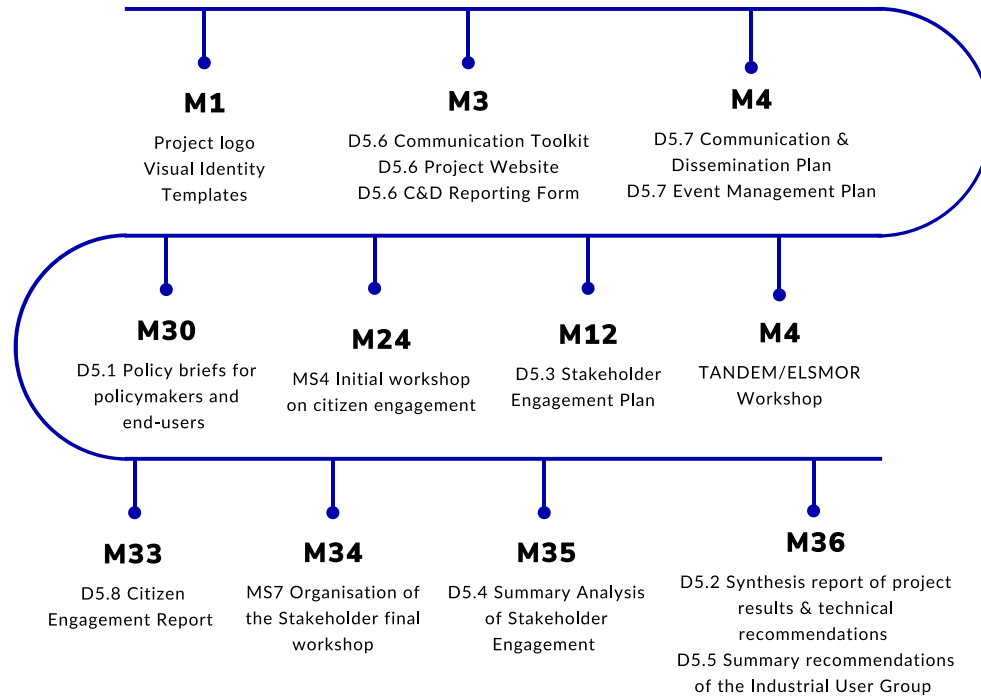


Figure 1: Timeline

3 Management

3.1 Content flow

To facilitate the flow of information, an efficient process (Figure 2) has been established to allow all partners to collaborate on content creation and relay the information shared through TANDEM communication channels.

LGI, CEA, and Nucleareurope use the email address info@tandemproject to manage external queries.

Project partners will communicate on continuous basis within the consortium.

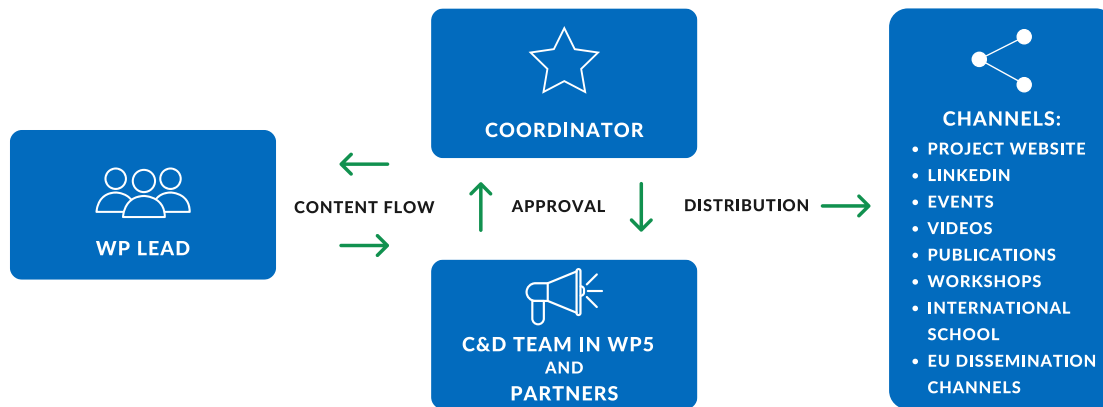


Figure 2: Content Management Flow

3.2 Role and responsibility of partners

To ease the flow of information and simplify the communication process between partners and avoid a conflict of interest within the project, and according to the TANDEM Consortium Agreement, partners are encouraged to inform the consortium of planned communication and dissemination activities (e.g. participation to an event, development or contribution to a publication, participation or development of news or social media, etc). Partners must complete the [Notice of Planned Dissemination Reporting Form](#), an online form that will inform the project's consortium members of any planned communication or dissemination activities that TANDEM project partners intend to contribute to, including information relating to events, publications, news, media, or other information towards communication and dissemination activities. This form will not only inform the consortium of planned communication and dissemination activities but also track and record partner participation to these activities.

Notice of Planned Dissemination
Communication & Dissemination Reporting Form

With this form you can share information with the communication & dissemination team about your participation in a conference/event, the publication of an article/scientific paper related to TANDEM, any news you come across related to the project, or whatever communication activity you are involved in. This form is to be filled in **45 days before** planned submission and will be shared with the Governing Board. If you have any further questions, you can always send us an email at info@tandemproject.com and we'll get back to you!

What kind of information would you like to share?

Please select an option from the following list:

- Participation or organisation of an event
- Participation in activities organised jointly with other EU project(s)
- Non-scientific and non-peer-reviewed publication
- Scientific and peer-reviewed publication
- Issuance of a press release
- News about the project
- Media mention
- Production of a video
- Other

Date of Planned Submission/Activity *

DD-MM-YYYY

Name of person in charge

First Name Last Name

Name of partner(s) in charge *

- CEA
- ANSALDO
- CIRTEN
- POLIMI
- UNIPI
- ENEA
- ENEN
- TRACTEBEL
- EAI
- EDF
- ENERGORISK
- NUCLEAREUROPE
- FORTUM
- GRS
- IRSN
- VIT
- UJV
- EC JRC

Tasks(s) (n.i.)

Enter your answer

Publications
For publications, please indicate the following:

Type of Publication (Scientific paper, PhD manuscript, article, etc) *

Enter your answer

Title of Publication *

Enter your answer

Publication, journal, magazine name

Enter your answer

Link to publication (if available)

Enter your answer

Background knowledge used

Enter your answer

Summary (must enable other partners to check that the content of this dissemination does not affect their rights or interests. It is not necessarily the abstract that will be submitted) *

Summary of publication

Estimated number of people reached

ex: 30

Notes / Further Details

Any additional notes or comments

Share documents, articles, images, etc

Browse Files
Drag and drop files here

The submission of this form displays your participation in a conference/event, the publication of an article/scientific paper related to TANDEM, any news that you come across related to the project, or a communication activity you are involved in to be filled in 45 days before planned submission. This form will be shared with the Governing Board, the Coordinator, PMO, and Work Package Lead for Dissemination.

For any queries, please contact info@tandemproject.com

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Submit

Figure 3: Notice of Planned Dissemination Reporting Form

4 Communication materials and channels

The project visual identity and communication materials (TANDEM website, LinkedIn page, flyer and roll-up) were presented in the TANDEM Communication Toolkit (D5.6).

Several submissions to the relevant electronic newsletters will be made per year over the course of the three-year project. The contribution and input to the SNETP newsletters will inform the nuclear community on the latest achievements of TANDEM as well as its progress, outcomes, relevant events, and workshops. In addition, contributions to partner newsletters, such as nucleareurope and ENEN, will also be utilised to inform the nuclear community about TANDEM and its latest updates and developments.

5 Dissemination channels and content

5.1 Interactions and exchange with other related projects

TANDEM will aim to foster a close collaboration with relevant networks, clusters, and initiatives at European and national/regional levels to share information and exploit synergies and additional dissemination channels which will evolve throughout the project's life. Some illustrations of eventual collaborations are provided below:

On SMR safety, development & licensing, e.g.:

[SNETP NUGENIA Technical Area 6 dedicated to innovative LWR design & technology](#)

[ELSMOR Euratom project](#)

On nuclear cogeneration for electricity and heat production, e.g. [SNETP NC2I](#)

On technical assessments and optimisations of hybrid energy systems, e.g. : [IAEA Coordinated Research Project on technical evaluation and optimisation of nuclear-renewable hybrid energy systems](#)

On techno-economic assessments of energy systems, e.g.: [IAEA Coordinated Research Project for economic appraisal of SMR projects](#)

Other Euratom projects related to nuclear polygeneration, nuclear hydrogen production and Generation-IV Advanced Modular Reactors (respectively [GEMINI 4.0](#), NPHyCO, [ESFR-SIMPLE](#)) have just been launched and TANDEM will propose to collaborate with them.

5.2 Events, Workshops, and International School

Presenting the TANDEM results at conferences and having a platform to disseminate the knowledge gained is key to maximising the project's impact. Attending conferences and events also creates the opportunity to engage closely with related stakeholders.

5.2.1 Events

The project consortium will attend events that are relevant to the topic and through which target groups can be reached. The interest and readiness of the consortium will be evaluated when determining whether to present at key international/regional events as well as how best to present (public intervention and/or hosting a booth). The most relevant events taking place over a 12-month cycle will be identified and event organisers will be contacted to ensure the project is properly represented if needed.

An online Event Management Form, as mentioned in section 3.2, will be created to track and monitor partner participation in international and national conferences.

The TANDEM project has identified several events of interest including but not limited to the following (the below list is intended to be 'tentative' and subject to subsequent updates):

- ENEN General Assembly and ENEN special event,
- NENE conference,
- NESTet Conference,
- IAEA General Conference,
- ICAPP Conference,
- ICONE Conference,
- G4SR Conference,
- Events organized by IAEA, IEA, Nice future, etc.,
- SNETP Forum,
- EU Sustainable Energy Week.

The TANDEM project will hold several Education and Training (E&T) webinars, one International School and workshops. Further details are below.

5.2.2 Webinars

Several E&T webinars will be organised ranging from the basics of the topic (for a target audience without technical background) up to more advanced lectures on modelling tools used in the TANDEM analysis. ENEN will disseminate these actions in advance through its members and social account: LinkedIn as well as ENEN's own social media accounts.

5.2.3 International School

The International School will cover both detected knowledge, skills and competences in the gap analysis and specific project results. Dissemination of the International School will be done well in advance to assure the opportunity reaches the key stakeholders.

5.2.4 Workshops

The TANDEM project envisages to organise several workshops:

- workshops to assess citizen engagement in the selected countries of the partners in WP5. It will also increase the understanding of public about SMR technology and safety as well as energy mix concepts;
- dedicated-informative workshops organized for scientific dissemination (WP5) will be hosted when possible liaising with other events or congresses, one will be dedicated to SMR safety and hybrid energy systems in the first half of the project (also disseminating the TANDEM goals) and the other one will be dedicated to project specific results;
- workshops for stakeholders engagement;
- workshops with the TANDEM Industrial User Group in WP5;
- technical workshops for targeted training scheme in WP6.

A first Joint workshop between both Euratom projects, ELSMOR and TANDEM, was organized on December 6&7 to bring forward the research done during the ELSMOR project and to pass the torch to the TANDEM project. The objective was also to provide an overview of the status of Small Modular Reactor (SMR) development in Europe.

In addition to utilising channels established solely for TANDEM project, the consortium will also use the partners' own channels to aid in the dissemination of the results with the major interest to the public.

The format and logistics of the TANDEM events will depend on the situation surrounding COVID-19. The events are envisioned to either be held physically, online, or hybrid but the partners will be ready to adapt depending on the current situation.

5.3 Scientific publications

Several scientific publications in conferences (see Section 6) and peer-reviewed journals will be prepared during the project. These publications will include the main findings of the project's deliverables.

TANDEM will follow the Horizon Europe [open access policy](#) by providing online access to scientific information.

6 Key Performance Indicators

At the first reporting period, M18, the document will be updated as the results of the strategy will have started to arise and dissemination will have taken place, it will allow a comprehensive update of TANDEM's KPIs and to implement any mitigation measures to adapt the strategy, if required.

Activity	Description	Target
Public website	General project information, public deliverables, and announcement of relevant events.	7,500 visits per year by the end of the project
Bi-annual inputs to SNETP E-newsletters	Inputs to the SNETP electronic newsletter to inform the project and SNETP community on the project activities and news.	At least 2 contributions to the SNETP newsletters yearly
Social media: LinkedIn	To build an online community among nuclear and non-nuclear professionals and raise awareness among followers. To provide online stories on the project context, progress and main results/ achievements.	At least 200 followers by the end of the project At least 30 posts by the end of the project
Webinars	E&T webinars	5
Technical Workshops	Technical workshop shaped to engineers and students involved in education and training activities.	2
External events	Participation of partners to selected events to disseminate the project's outcomes and engage citizens.	At least 10 events/seminars At least one paper accepted: ICAPP annual conference (Advances in NPPs) ICONE annual conference (Nuclear Engineering) G4SR conference (Generation IV and Small reactors) At least one oral presentation per year (3 total):



		Events organized by IAEA, IEA, Nice future, etc (on the role of nuclear energy in climate change mitigation) SNETP Forum EU Sustainable Energy week
Publications	Targeted peer-reviewed journals	At least 1 article accepted: Nuclear Engineering and Design journal International Journal of Energy Research (or Energies)

Table 1: Key Performance Indicators



7 Conclusion

The Communication and Dissemination Plan outlined in this document provides a detailed overview of the strategy and actions that will be implemented to promote TANDEM and its results in an efficient, yet impactful way. The plan will be updated and improved based on the monitoring results collected and the project's evolution. This is considered to be a living document.

8 References

Scherer et al., 2018. Making the Most of your H2020 Project: Boosting the impact of your project through effective communication, dissemination, and exploitation. URL: https://www.kdt-ju.europa.eu/sites/default/files/2018-10/EU-IPR-Brochure-Boosting-Impact-C-D-E_0-1.pdf [Retrieved: 05/12/22].