



Contract Number: 653951

Deliverable n°6.1

JOPRAD Dissemination Strategy

Work Package 6

Editors: Marie Garcia
Date of issue of this report: 26/05/2016
Report number of pages: 17
Start date of project: 01/06/2015
Duration: 30 Months

Project co-funded by the European Commission under the Euratom Research and Training Programme on Nuclear Energy within the Horizon 2020 Framework Programme		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the	
RE	Restricted to a group specified by the partners of the JOPRAD project	
CO	Confidential, only for partners of the JOPRAD project	

ABSTRACT:

The JOPRAD Dissemination Strategy is a strategic document establishing the bases for the dissemination of the project activities in order to enhance the impact of JOPRAD and achieve a high-level of engagement. This key deliverable of WP6 summarises the strategy and concrete actions related to the communication and dissemination of the project activities and outcomes. It is the key document of reporting on project progress as agreed with the EC.

RESPONSIBLE:

M. GARCIA, WP6 leader (Andra)

Approbation for submission

This document was approved for submission at JOPRAD Coordination n°3 in May 2016

Content

1.	Executive Summary	4
2.	Project overview	5
3.	Objectives of the Dissemination strategy	7
4.	Target audience.....	8
5.	JOPRAD Visual identity	9
5.1	JOPRAD Logo	9
5.2	Visibility of EU funding	9
6.	Dissemination tools and channels	10
6.1	JOPRAD website.....	10
6.2	Projectplace	11
6.3	Personal communications – email.....	12
6.4	Other websites	12
6.4.1	Partners’ websites.....	12
6.4.2	IGD-TP and SITEX websites	12
6.5	JOPRAD newsletter	12
6.6	JOPRAD public workshops	12
6.6.1	Regional workshop	12
6.6.2	Mid-term workshop.....	13
6.6.3	Programme workshop.....	13
6.6.4	Final workshop.....	14
6.7	Presentation at external conferences and events.....	14
6.8	Printed materials	15
6.8.1	JOPRAD Summary.....	15
6.8.2	JOPRAD Memo for Member States.....	15
7.	Reporting and follow-up of dissemination activities	16
	Appendix I – Dissemination activities follow-up table for EC.....	17

1. Executive Summary

The JOPRAD Dissemination Strategy is a strategic document establishing the bases for the dissemination of the project activities in order to enhance the impact of JOPRAD and achieve a high-level of engagement. This key deliverable of WP6 summarises the strategy and concrete actions related to the communication and dissemination of the project activities and outcomes.

The JOPRAD Dissemination Strategy aims to formalise all communication and dissemination actions planned in the framework of the project, to provide guidelines on the approach and to set out the key dates related to planned events and actions, to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.

More specifically, the Dissemination Strategy defines and identifies:

- Target audiences
- JOPRAD visual identity
- Communication tools
- Dissemination means and channels
- Timing of the dissemination activities

This document will be regularly updated and submitted to EC as an attachment to periodic reports at month 18 and month 30. This document will allow the EC to assess the impact of the project.

2. Project overview

Policy background

The Directive [2011/70/EURATOM](#) (“Waste Directive”) establishing a Community framework for the responsible and safe management of spent fuel and radioactive waste, reaffirms the ultimate responsibility of Member States for management of the spent fuel and radioactive waste generated in their respective countries. This includes establishing and maintaining national policies and frameworks, and implementing the policies by establishing and implementing National Programmes. In this context, Member States also need to assure the necessary resources and the required transparency.

The prime responsibility of the licence holder for the safety of spent fuel and radioactive waste management, under the supervision of its National Regulatory Authority (NRA), is also reaffirmed. Strong provisions are foreseen to assure the safety of spent fuel and radioactive waste management. In addition, the role of the NRA is reinforced and its independency is strengthened. Concerning transparency, Member States are obliged to ensure that the necessary information is made available to workers and the general public, and that the public is given the necessary opportunities to participate effectively in the decision-making process regarding spent fuel and radioactive waste geological disposal in accordance with national legislation and international obligations.

The Directive also has strong requirements concerning Research and Development (R&D) as an integral part of their respective National Programmes. The present project is dealing with R&D in support of Geological Disposal of long-lived and high-level radioactive wastes, elaborating upon the possibility for Joint R&D Programming between the Member States and their different actors.

Scope and objectives

The ultimate goal of this project is to prepare a proposal for the setting up of a “Joint Programming on Radioactive Waste Disposal”. Such Joint Programming would bring together at the European level, those aspects of R&D activities implemented within national research programmes where synergy from Joint Programming is identified. The aspects of R&D activities brought together concern geological disposal of spent fuel and other high activity long lived radioactive waste, including waste management aspects linked with their disposal and accompanying key activities (Education and Training, as well as Knowledge Management). So it is understood that the project will embrace all research-relevant issues and not be restricted to any particular sub-area. The added value of the project is that it (i) enables “programme owners” and “programme managers” in the Member States to determine on a qualified basis to which extent the benefits from joining efforts in Joint Programming will outweigh potential drawbacks, and if Joint Programming is implemented (ii) cross-European joint R&D carried by all key actors with all the benefits in effective use of resources, high-quality top R&D results, and in particular broad acceptance of the scientific-technical basis for implementing Geological Disposal

At the highest level, “the programme owners” are the ministries in charge of the setting up of the national programmes. In this project, where it is considered the technical part of the research and development programme associated with the national programme, the “programme owners” and “programme managers” are nationally mandated actors of research (“mandated actors”). They are financing and operating R&D on radioactive waste management, including geological disposal, in their

respective countries. There are three categories in this project: (i) Waste Management organisations¹ (“WMOs”), (ii) Technical support organisations² (“TSOs”), and (iii) nationally funded Research Entities³ involved in the R&D of radioactive waste management, including geological disposal (Research Entities).

The three steps of the project

Considering the central role of the governmental body to implement the Council Directive (2011/70/Euratom) in their respective countries, the first step of this project will be, in collaboration with European Commission (EC), to engage in discussion with Member States representatives in order to clarify the organisation of their national R&D.

The second step will be to identify existing (or developing) research programmes or research agendas that could contribute to the identification of common scientific objectives and activities as well as specific aspects that the “mandated actors” would like to develop in the Joint Programme.

The third step will be to draft the joint “Programme Document” that should be the technical background of the Joint Programming. The “Programme Document” will comprise programmes focused on key priorities of WMOs, TSOs, and of other public programmes led by Research Entities whose priorities according to a national context may not be oriented towards immediate implementation but of longer term perspective beyond 2025 (referring to the [IGD-TP’s SRA](#)).

In order to prepare the implementation of this Joint Programming, a study will be carried out. The study will comprise of three aspects:

- One dealing with the evaluation of the potential commitment (finance and in-kind) in a JP of the mandated actors;
- One dealing with the guidelines for the governance of the JP. The governance should reflect expectations of different actors, while taking into account the expectations of the Civil Society; the balance between the mandated actors’ needs within the JP should be consistent with the efforts provided by the participants;
- One dealing with the legal scheme of the JP and especially: the legal status of all the organisations part of the JP, the commitments of the parties (in-kind and financial resources) and the legal binding documents to be prepared between on one hand the EC and on the other hand the participants (programmes owners and programme managers).

The consortium and duration

The consortium set up for this project comprises implementers and consultants heavily involved in the IGD-TP (Andra, RWM, SURAO, MCM) together with representatives of the SITEX Project (IRSN, Bel V, CVREZ, Mutadis), a national Research Entity (CNRS) and JRC. In order to guarantee its efficiency, the size of this group has been minimised; each participant will liaise through the existing structures with

¹ The WMOs are represented in the JOPRAD project through the IGD-TP (www.igdtp.eu) which is the body in charge of coordinating RD&D needs of the implementers at the European level

² The TSOs are represented, in the JOPRAD project through the SITEX project. The term « Technical Support Organisation » has to be interpreted as a generic term referring to organisations fulfilling an « expertise function » as defined by SITEX members, i.e. carrying out activities aimed at providing the technical and scientific basis for notably supporting the decisions made by the national regulatory body.

³ Research Entities may be research agencies, research institutes, universities, programs ... Their needs are addressed in this project through the CNRS.

all the other similar actors that may be part of the JP. However, participation in the JOPRAD project does not imply commitment of the participant or its member state to joint programming.

This project will last 30 month with a hold point after 15 months.

Outcomes of the project

The outcomes of the project will be:

- A preliminary evaluation of a potential in-kind and financial commitment of Member States through their identified mandated actors,
- A “Programme Document” consisting of large programmes focused on key priorities of WMOs, TSOs side and Research Entities. In addition, the “Programme Document” may integrate the various needs whatever the time scales for implementation,
- A “Report” comprising a proposal for the implementation of this Joint Programming including the legal framework, the Terms of Reference, the rule of procedures and the bylaws.

At the end of the project, the ministries, the potential JP participants and EC will decide if they want to move forward for a JP.

3. Objectives of the Dissemination strategy

The JOPRAD Dissemination Strategy has two levels of objectives – one, internal and the other, external.

The internal objective of the JOPRAD Dissemination Strategy is to provide the JOPRAD consortium with an effective and efficient blueprint to follow in disseminating the work and outcomes of JOPRAD.

The external objective of the JOPRAD dissemination strategy is to widely disseminate about the aims of the project, the status of preparatory discussions and the outcomes of all activities undertaken within JOPRAD. A wide dissemination will stimulate discussion and help engaging the potential “programme owners” and “programme managers” in any future Joint Programming on Radioactive Waste Disposal (ministries in charge of the setting up of the national programmes, nationally mandated actors of research financing and operating R&D on radioactive waste management: Waste Management organisations (WMOs), Technical support organisations (TSOs), and nationally funded Research Entities (Research Entities). The objective is also to reach stakeholders from the Civil society in order to involve them in the decision-making processes and at the same time in the definition of research key objectives.

This dissemination activities will rely on the participants and in particular, IGD-TP members, SITEX members and JRC-ITU.

The dissemination will be particularly focussed on participation in workshops in the EU whenever decision-makers for policy (e.g. on the Waste Directive and R&D programmes -such as at ministerial level, funding agencies) are present.

4. Target audience

JOPRAD dissemination activities will be mainly targeted decision-makers for policy on the radioactive waste management and other stakeholders in Europe. More specifically, the dissemination activities should help in engaging Members States not yet involved in the discussions on the implementation of a Joint Programming, especially new Member States with less advanced programmes. Target audiences can be listed as follow:

- Potential “programme owners” and “programme managers” of a Joint Programming on Radioactive Waste Disposal:
 - o Ministries in charge of setting up the national programmes;
 - o Waste Management Organisations (WMOs)
 - o Technical support organisations (TSOs)
 - o Research entities (research agencies, research institutes, universities, etc...)
- European platforms in the field:
 - o IGD-TP
 - o SITEX
- The nuclear fission community through the existing platforms:
 - o SNETP
 - o ETSO
 - o Melodi
 - o ...
- Other platforms dealing for instance with education and training (ENEN)
- European Commission (including Euratom delegates)
- Public at large at European, national and local level (experts, policy makers, local authorities, local public and local information/advisory groups, etc.)

5. JOPRAD Visual identity

5.1 JOPRAD Logo

A number of suggestions for the project logo were developed by JOPRAD partner SURAO. After a few iterations with the Project Steering Committee, two possible designs were presented to JOPRAD Consortium, the final logo was selected by vote. It represents ease (of use), participation (being connected), and outreach (spreading the seeds) and has a light and dynamic look and feel.



Full logo with text



5.2 Visibility of EU funding

According to Grant Agreement Article 38 PROMOTING THE ACTION - VISIBILITY OF EU FUNDING 38.1 Communication activities by beneficiaries, "The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner."

All communication and dissemination activities will acknowledge support of the HORIZON2020 Euratom programme by displaying the EU emblem and by including the following text: *This project has received funding from Euratom research and training programme 2014-2018 under grant agreement No 653951*".



EU high-resolution emblems can be found here

<http://europa.eu/about-eu/basic-information/symbols/flag/>

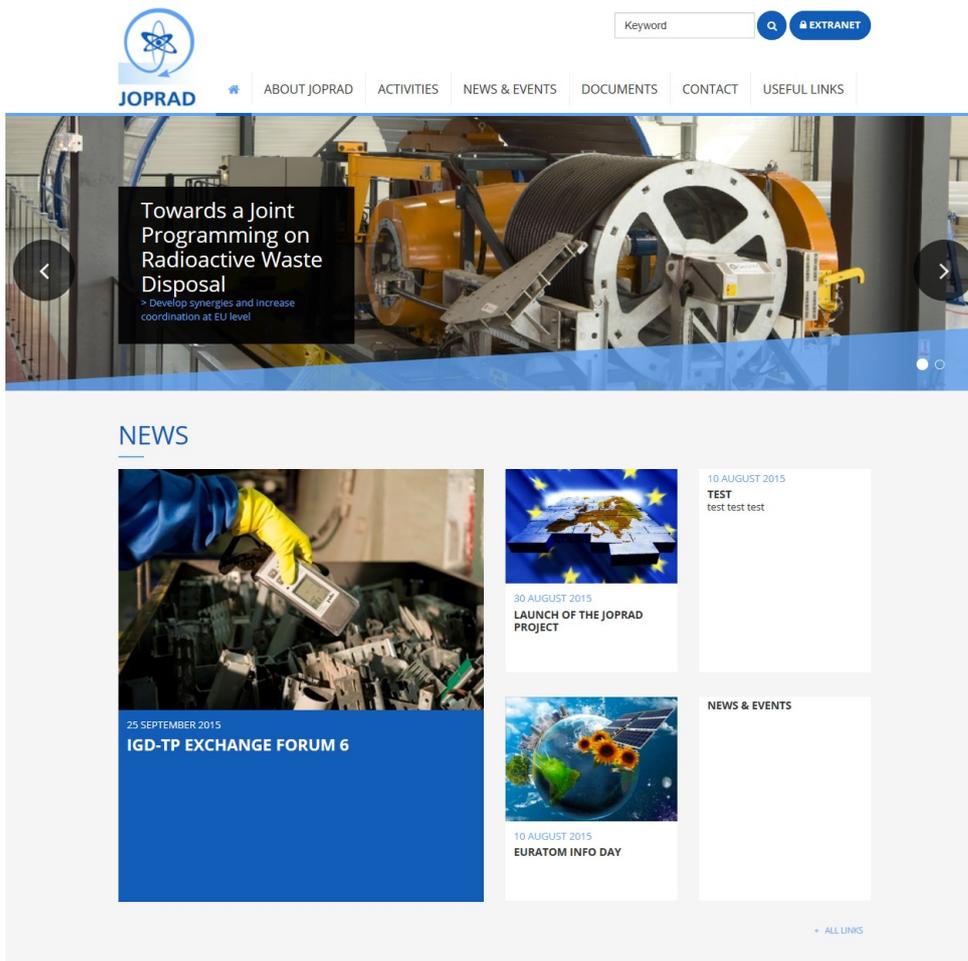
6. Dissemination tools and channels

The dissemination of the activities, results and outcomes of the JOPRAD project will take several forms and use a variety of media, which are described below.

6.1 JOPRAD website

Website: www.joprad.eu

A dedicated JOPRAD website provides initial information on the JOPRAD project (presentation, scope, partners, work packages, etc.) for a wide audience. The website is regularly updated with on-going activities, public reports, publications, etc. Events (workshops, conferences) will also be publicised on the website.



EVENTS AND ANNOUNCEMENT

COORDINATION MEETING 2
24 september 2015
The JOPRAD coordination meeting 2 will be held on 24 September 2015

IGD-TP EXCHANGE FORUM 6
3-4 November 2015
The 6th IGD-TP Exchange Forum (EP6) will be held on November 3-4, 2015 in London UK, at The Thistle Marble Arch hotel.

EVENT 3
18 December 2015
text text text text text text text text text text

+ ALL EVENTS

RECENT DOCUMENTS

JOPRAD SUMMARY

JOPRAD MEMO

JOPRAD PRESENTATION

The JOPRAD website is structured as following:

- Homepage (news, coming events, latest documents...)
- About JOPRAD
 - o Rationale & Objectives
 - o JOPRAD Consortium
 - o Other involved parties
- Activities
 - o WP2 Engagement and commitment of Member States
 - o WP3 Basis for the Programme Document
 - o WP4 Production of the Programme Document
 - o WP5 Preparation for implementation
- News & events
- Documents
 - o JOPRAD Deliverables
 - o JOPRAD publications
 - o JOPRAD presentations
 - o Other documents of interests
- Contact
- Useful links

The JOPRAD website is designed to be informative with clear language to ensure wide communication with all categories of stakeholders and wide audience.

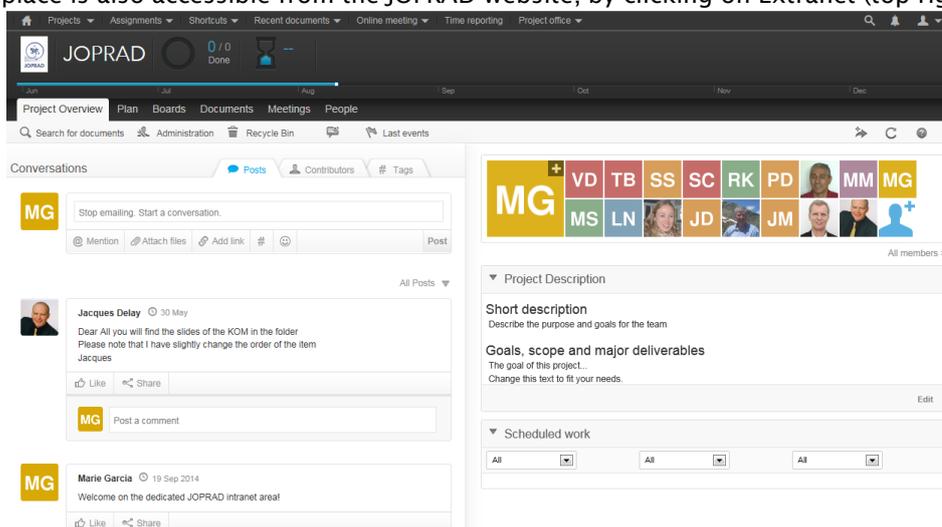
Website hits, page views and deliverables/documents' downloads will be monitored in order to measure the impact of the website.

6.2 Projectplace

Projectplace is a web-based project management tool (Extranet) which provides secure document storage and sharing. This tool is used for the internal purpose - to ensure the JOPRAD project management; all members of the consortium have an access to Projectplace - but also for external purpose - the potential mandated actors and Civil Society representatives that will be involved in the JOPRAD discussions will have a specific access to Projectplace.

URL: www.projectplace.com

Projectplace is also accessible from the JOPRAD website, by clicking on Extranet (top right)



6.3 Personal communications – email

One of the primary means of potential JP actors will be by email. Email will be a primary means of engaging potential actors in a joint Programming.

6.4 Other websites

6.4.1 Partners’ websites

Partners are encouraged to publish project-related information (descriptions, news and events, etc.) on their own organisation website, and to provide a link towards the official JOPRAD website.

6.4.2 IGD-TP and SITEX websites

JOPRAD activities and results will also be disseminated through the IGD-TP website (www.igdtp.eu) and newsletters (general information, news and events), as well as SITEX website (<http://sitexproject.eu>).

6.5 JOPRAD newsletter

A JOPRAD newsletter will be edited every 9 months. It aims to keep all interested parties informed about JOPRAD (activities, past events, coming events, news of interest, etc.). The first issue will be published in February 2016 (Month 9). Second issue will be published in October 2016 and the third issue in June 2017.

6.6 JOPRAD public workshops

Workshops are the main dissemination means, at internal and external levels. Internally, consortium partners will regularly organise workshops to discuss and deliberate project related matters and findings (Coordination meetings).

In the framework of WP2, WP3, WP4 and WP5, JOPRAD partners will organise specific workshops to engage discussion with the different stakeholders (WMOs, TSOs, REs, Ministries, Civil Society) to identify R&D aspects that could be part of a Joint Programming on radioactive waste management and to determine the boundary conditions of such a JP. External workshops are also planned to inform, engage and involve a wide range of stakeholders in the definition and the implementation of a JP.

6.6.1 Regional workshop

Regional workshop	
Objective	Inform, engage and involve Member State with less advanced programme in the process of Joint Programming and its preparation through the JOPRAD project.
Date	3-4 February 2016
Venue	Bucharest, Romania
Audience	Ministries, WMOs, TSOs, Res with less advanced programme
Communication tool	a flyer will be developed; the announcement will be published on JOPRAD website (and also IGD-TP/SITEX websites), and disseminated by emails.

6.6.2 Mid-term workshop

Mid-term workshop	
Objective	<p>- To gather all stakeholders (amongst them Ministries) that may be part of the Joint Programming or associated to a programme owner and enabling the involvement of Civil Society in the programme definition. In addition, cross-cutting activities such as Education and Training and future programmes for dissemination will be discussed.</p> <p>- To finalise the outcomes of the project and launch the active phase of writing the “Programme Document”.</p>
Date	7-8 September 2016
Venue	Prague Congress Centre
Audience	<p>all stakeholders (amongst them Ministries) that may be part of the Joint Programming:</p> <ul style="list-style-type: none"> - JOPRAD participants - Potential “programme owners” and “programme managers” of a JP on Radioactive Waste Disposal (Ministries in charge of setting up the national programmes, WMOs, TSOs and Res) - Civil Society Representatives - European Commission
Communication tool	a flyer will be developed; the announcement will be published on JOPRAD website (and also IGD-TP/SITEX websites), and disseminated by emails.

6.6.3 Programme workshop

Programme workshop	
Objective	Present the individual programmes and the “Programme Document”.
Date	to be determined
Venue	to be determined
Audience	<p>all stakeholders (amongst them Ministries) that may be part of the Joint Programming:</p> <ul style="list-style-type: none"> - JOPRAD participants - Potential “programme owners” and “programme managers” of a JP on Radioactive Waste Disposal (Ministries in charge of setting up the national programmes, WMOs, TSOs and Res) - Civil Society Representatives - European Commission
Communication tool	a flyer will be developed; the announcement will be published on JOPRAD

	website (and also IGD-TP/SITEX websites), and disseminated by emails.
--	---

6.6.4 Final workshop

Final workshop	
Objective	Present to all stakeholders including ministries, the project outcomes and discussing the possibility of the implementation of the Joint Programming.
Date	to be determined
Venue	to be determined
Audience	all stakeholders (amongst them Ministries) that may be part of the Joint Programming: <ul style="list-style-type: none"> - JOPRAD participants - Potential “programme owners” and “programme managers” of a JP on Radioactive Waste Disposal (Ministries in charge of setting up the national programmes, WMOs, TSOs and Res) - Civil Society Representatives - European Commission
Communication tool	a flyer will be developed; the announcement will be published on JOPRAD website (and also IGD-TP/SITEX websites), and disseminated by emails.

6.7 Presentation at external conferences and events

Personal contacts and presentations through attendance at relevant workshops, conferences, events are important channels for the dissemination of project results. Networking remains a crucial way to exchange, give information about the project, and keep informed about the latest developments and outcomes.

Non-exhaustive list of European and international events:

List of European and international events:

- IGD-TP events (Exchange Forum, etc.)
 - IGD-TP EF6 – 3-4 November 2015, London, UK
 - IGD-TP EF7 – Autumn 2016, Spain
- SITEX events
- NUCLEAR
- European Nuclear Energy Forum (ENEF)
- EURADWASTE
- IAEA Events

- Conference on Clays in natural and engineered barriers for radioactive waste confinement (Clay conference)
- Etc... (this list will be regularly updated)

6.8 Printed materials

Printed materials, such as flyer, brochures, posters, rollups, factsheets etc. will be produced to provide our audiences with an attractive and written project overview. These materials will be available online (JOPRAD website and projectplace) and displayed and/or distributed during workshops, conferences or congresses.



JOPRAD flyer

A template for presentation is also available on Projectplace:



6.8.1 JOPRAD Summary

Available on Projectplace

6.8.2 JOPRAD Memo for Member States

Available on Projectplace

7. Reporting and follow-up of dissemination activities

All dissemination activities done in JOPRAD will be continuously reported. The list of dissemination activities (see Appendix I) will be regularly updated and available for JOPRAD partners on Projectplace (under WP6 – Dissemination).

This list will also be submitted to EC at month 18 and month 30 as an attachment to the JOPRAD Periodic and Final reports.

Appendix I – Dissemination activities follow-up table for EC



JOPRAD List of Dissemination activities

No	Type of activities	Main Leader	Title	Date	Place (place, organisation) or publication	Audience						Size of audience	Countries addressed
						Scientific Community (higher edu., Research)	Industry	Civil Society	General Public	Policy makers	Medias		
1													
2													
3													
4													
5													
6													
7													
8													
9													
10													
11													
12													
13													
14													
15													
16													
17													
18													