

#### GENIORS

Research and Innovation Action (RIA)

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> Start date : 2017-06-01 Duration : 48 Months http://geniors.eu/

# GENIÖRS

#### Communication and dissemination action plan

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#### GENIORS - Contract Number: 755171 GEN IV Integrated Oxide fuels recycling strategies Roger Garbil

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#### Summary

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU?s Horizon 2020 programme. The main purpose of this deliverable D13.2 is to describe the communication and dissemination strategy of GENIORS, and to give more visibility to the entire process. This document includes a section on the context of the project and identifies the communication objectives, the target groups and the key messages. The document also defines the tools used to communicate with the audience and to disseminate the project?s results. The scope includes all actions taken in and outside the project, in terms of knowledge dissemination and public communication on the project and its results. These communications will be continuously monitored and updated in this document, during the project. The proposed update plan will soon follow.

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#### Research and Innovation action

NFRP-2016-2017-1

## PRELIMINARY DEFINITION OF COMMUNICATION AND DISSEMINATION PLAN

DELIVERABLE D13.2

Version n°1

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#### **DOCUMENT INFORMATION**

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#### HISTORY

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01/12/2017	Chloé Chavardes	Stéphane Bourg	Version 1





#### ABOUT GENIORS

GENIORS – GEN IV Integrated Oxide fuels recycling strategies – aims to improve current recycling of spent nuclear fuel and multiple recycling strategies to be implemented in the 4<sup>th</sup> generation of reactors (expected to enter operation by 2030). Through sound research and an innovative approach, GENIORS is expected to provide the EU with science-based strategies for nuclear fuel management and contribute to its energy independence. In the longer term, the project's results will facilitate radioactive waste management by reducing its volume and radiotoxicity, as well as supporting a more efficient utilisation of natural resources.

Led by the French Alternatives Energies and Atomic Energy Commission (CEA), the GENIORS project gathers 24 partners from across Europe: 10 nuclear research centres, 10 universities, two nuclear operators, one SME, and one technical safety organisation. During 48 months, the consortium's objectives will be to:

- develop scientific knowledge and expertise on nuclear fuel recycling, taking account of waste reduction, environmental parameters and hypothetical accidental operations.
- increase the safety of interim storage installations during normal operations, and in the case of a nuclear accident.
- foster collaboration between all key stakeholders of the European separation chemistry community (researchers, industrials and policymakers)

More information : www.geniors.eu

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#### **SUMMARY**

This Communication and Dissemination Plan outlines all the activities that will be carried out to promote GENIORS during the 48 months of the project. As stated in this document, this Plan will be updated and improved based on the monitoring results collected, in order to reach the objectives that have been set.

#### **KEYWORDS**

GENIORS, nuclear, recycling spent fuel, radioactive waste reduction, radiation and nuclear chemistry, communication, dissemination.





#### INTRODUCTION

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU's Horizon 2020 programme.

The main purpose of this deliverable D13.2 is to describe the communication and dissemination strategy of GENIORS, and to give more visibility to the entire process. This document includes a section on the context of the project and identifies the communication objectives, the target groups and the key messages. The document also defines the tools used to communicate with the audience and to disseminate the project's results.

The communication strategy depends on, and is linked to, **the Project Quality Plan** which is elaborated in WP11 Project Management. It provides guidelines for the management of data results and documents produced in the project. The Project Quality Plan also states the policies regarding the sharing of public data and documents. The objective of the Plan is to establish the measures for promoting the findings during the project's lifetime. It enhances and ensures relevant project information transferability, and considers the restrictions established by the Consortium Agreement.

The scope includes all actions taken in and outside the project, in terms of knowledge dissemination and public communication on the project and its results. These communication actions will be continuously monitored and updated in this document, during the project. The proposed update plan will soon follow.

#### CONTEXT AND OBJECTIVES OF THE PROJECT

Nuclear energy plays an essential role in limiting the EU's greenhouse gas emissions, and contributes to improving the EU energy independence. However, it remains controversial, mainly due to its low efficiency in terms of the amount of uranium mined versus the amount of uranium consumed in an open nuclear fuel cycle (less than 1% is currently used), as well as its social acceptance linked to safety and long-lived radioactive waste management.

How can we turn nuclear waste and spent fuels into a sustainable resource in addition to reducing their volume and radiotoxicity? The GENIORS project will tackle this question through research, chemical processes, and an innovative approach. It will contribute to improving the efficiency of uranium by about 20%, through the recycling of plutonium from the spent nuclear fuel made up of uranium oxide (UOX) into Mixed Oxide (MOX) fuel.

The fourth generation of reactors (GEN IV), which is expected to enter operation by 2030, could also provide a solution for increasing the life-cycle of the uranium used and recycled throughout the nuclear fuel cycle.





Lastly, GENIORS will focus on chemical Partitioning and Transmutation (P&T) operations, with the aim to reduce the amount of highly radioactive elements (minor actinides) contained in MOX fuel.

The key overall objectives of GENIORS are to:

- develop scientific knowledge and expertise on nuclear fuel recycling, taking account of waste reduction, environmental parameters and hypothetical accidental operations.
- increase the safety of interim storage installations during normal operations, and in the case of a nuclear accident.
- foster collaboration between all key stakeholders of the European separation chemistry community (researchers, industrials and policymakers)

#### THE GENIORS BRAND

All of the communication and dissemination tools described in the following section use a consistent brand identity for GENIORS, which matches the image that the project wishes to convey.

In addition all materials, including scientific papers and publications produced by the project, will contain the mandatory EU emblem with the following sentence:



This project has received funding from the Euratom research and training programme 2014-2018 under the grant agreement n° 755171.

Figure 1: EU emblem

#### VISUAL IDENTITY



#### GEN IV integrated oxide fuels recycling strategies

Figure 2: GENIORS logo





One of the first action was to develop the project's visual identity. To build its "brand recognition", a logo was designed in the first month of the project. It is, and will be associated and included, in all documentation (paper or electronic), and promotional materials.

The logo guarantees the identity of the project. To achieve this, several logo versions were designed and examined, with the aim to represent as best as possible the project in the simplest and clearest way.

The GENIORS logo uses a font that evokes technology. The letter O is an arrow that symbolises the idea and concept of recycling, and the colour red was chosen to give the idea of action and dynamism.

In text, the proper form to refer to the name of the project is 'GENIORS'.

#### PROJECT PRESENTATION TEMPLATE

A presentation template was designed and distributed to all the partners within the first months of the project, to continue building the 'GENIORS brand'.

GENIÔRS	Title
Title Sub-title	• Text • Text • Text
This project has received funding from the Estation research and training programme 2014 2018 under grant agreement 1to 750171.	<b>○</b>



#### OTHER CORPORATE MATERIALS

- **Flyer:** a flyer will be designed and distributed at workshops and events organised by GENIORS, as well as in external events. It will include the main message, keywords, consortium members, and the results of the project.
- **Standard presentation:** a standard presentation will be designed and continuously updated to include the achievements of the project, in order to support partners when





they present GENIORS at conferences, events, workshops, meetings with stakeholders...

- Roll-up: a roll-up will be designed to be used at events, conferences...
- **Poster:** a poster will be designed to support the dissemination on the GENIORS outputs. It will be distributed to all GENIORS partners, and available for download on the public website of the project.

#### COMMUNICATION & DISSEMINATION STRATEGY

#### OBJECTIVES

Based on the needs of the project, the GENIORS' main communication objectives are:

- to promote the project's activities and objectives, and contribute to the uptake of its results.
- to support the importance of nuclear fuel recycling and reuse in the nuclear fuel cycle, by highlighting its results.
- to engage in a two-way dialogue with the scientific and separation chemical community, stakeholders (industrials, R&D, regulatory authorities, international networks, partners), policymakers, and the general public.
- to communicate on the GENIORS results and scientific knowledge generated in the project, which will contribute to facilitate radioactive waste management and recycling by reducing its volume and radiotoxicity in Europe.
- to contribute to the social acceptance of nuclear energy and industry in Europe, linked to safety and long-lived radioactive waste management.

#### TARGET AUDIENCES

The main target groups of GENIORS' communication and dissemination strategy are **the stakeholders of the project:** parties involved in research activities on radioactive waste and nuclear fuel recycling, as well as the general public. In the next version of the communication plan, these groups will be further refined into a more specific set of audiences.

Scientific and separation	Scientists and researchers will benefit from the outcomes of the		
chemistry community	project, which will be widely disseminated to increase their knowledge		
	on radioactive waste and nuclear fuel recycling and management.		





Nuclear operators and industrials, and regulatory authorities	Outcomes of the project could impact and influence European and worldwide nuclear operators, industrials and regulatory authorities in the development of new nuclear technologies.
EU and national policymakers	Policymakers represent an important target group, as elements resulting from the project will feed discussion and legislative initiatives on the EU level, with possible new policies on radioactive waste recycling and management, as well as energy independence.
General public	It is important to inform the general public about the research funded by the EU in order to better the lives of European citizens, and to change public perception and acceptance of nuclear as a clean and cost-effective energy.

#### MESSAGES

An initial set of key messages for GENIORS has been developed to educate and inform the target audiences on the project, as well as on radioactive waste recycling and management. Additional tailored messages will be drafted to promote GENIORS in the most effective way.

#### INITIAL KEY MESSAGES

Based on the results and analyses carried out in the project, the messages below will be further refined and developed for each user type (existing, potential, private/public).

Scientific and separation chemistry community	GENIORS will provide new scientific knowledge on radioactive waste and nuclear fuel recycling and management.
	<ul> <li>GENIORS will contribute to define new chemical and technical solutions on radioactive waste recycling and management: multiple recycling of spent fuels, use less natural uranium, and produce less highly radioactive waste.</li> </ul>
	• GENIORS will ensure a more complete and cost-effective control of the production of radioactive waste and nuclear fuel, and their recycling too.
Nuclear operators and industrials, and	<ul> <li>Results generated by GENIORS may open new market opportunities for nuclear operators and industrials.</li> </ul>
regulatory authorities	• GENIORS will introduce new solutions and technologies that are more efficient and cost-effective.





	<ul> <li>Some advancements made in GENIORS could be used in other industries/sectors.</li> </ul>
EU and national policymakers	<ul> <li>GENIORS will reduce the volume and toxicity of radioactive waste and nuclear fuel volume, and promotes its reuse, making nuclear energy more sustainable.</li> </ul>
	<ul> <li>GENIORS will provide scientific, economic and technical strategies to policymakers, facilitating the European management of radioactive waste.</li> </ul>
	<ul> <li>GENIORS will contribute to the implementation of new policies regarding energy that will reinforce the EU energy independence and competitiveness.</li> </ul>
General public	• GENIORS will continue to improve the public perception and acceptance of nuclear industry and activities (economic, societal and environmental considerations on present, and for future generations).

#### **GENIORS DESCRIPTION**

A text describing GENIORS has been drafted in two versions (short and long), to ensure a coherent and common message about the project. This text will be used consistently by all partners in materials dedicated to promoting and communicating on GENIORS.

#### Short version:

GENIORS – GEN IV Integrated Oxide fuels recycling strategies – aims to improve the recycling and multiple recycling of spent nuclear fuel to be implemented in the 4<sup>th</sup> generation of reactors (expected to enter operation by 2030). Through sound research and an innovative approach, GENIORS is expected to provide the EU with science-based strategies for nuclear fuel management, and contribute to its energy independence. In the longer term, the project's results will facilitate radioactive waste management by reducing its volume and radiotoxicity, as well as supporting a more efficient utilisation of natural resources.

#### GENIORS will:

- develop scientific knowledge and expertise on nuclear fuel recycling, taking account of waste reduction, environmental parameters and hypothetical accidental operations.

- increase the safety of interim storage installations during normal operations, and in the case of a nuclear accident.

- foster collaboration between all key stakeholders of the European separation chemistry community (researchers, industrials and policymakers)

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#### Long version:

GENIORS – GEN IV Integrated Oxide fuels recycling strategies – aims to improve the recycling and multiple recycling of spent nuclear fuel to be implemented in the 4<sup>th</sup> generation of reactors (expected to enter operation by 2030). Through sound research and an innovative approach, GENIORS is expected to provide the EU with science-based strategies for nuclear fuel management and contribute to its energy independence. In the longer term, the project's results will facilitate radioactive waste management by reducing its volume and radiotoxicity, as well as supporting a more efficient utilisation of natural resources.

Led by the French Alternative Energies and Atomic Energy Commission (CEA), the GENIORS project gathers 24 partners from across Europe: 10 nuclear research centres, 10 universities, two nuclear operators, one SME, and one technical safety organisation. During 48 months, the consortium will:

- develop scientific knowledge and expertise on nuclear fuel recycling, taking account of waste reduction, environmental parameters and hypothetical accidental operations.

-increase the safety of interim storage installations during normal operations, and in the case of a nuclear accident.

-foster collaboration between all key stakeholders of the European separation chemistry community (researchers, industrials and policymakers)

Visit our website for more information: www.geniors.eu

#### **Content and channels**

To ease the information flow, a simple yet effective process has been set up to allow all partners to collaborate on content creation and relay the information that will be shared through the communication channels described in the next section.



Figure 4: Content information flow





The content generated during the 48 months of the project needs to be communicated through the most effective channels, according to the target audience to be reached and the characteristics of each of these channels. As shown in the graph above, once the information content has been generated, the partners in charge of communication will decide on the timing and channels used to release it.

#### PROJECT WEBSITE

The public GENIORS website was officially launched in August 2017: www.geniors.eu

It will be updated regularly and will promote the project, by playing a key role as the main information point and delivery channel for results and the progress achieved. It will also disseminate the key messages to the target audiences, inform on events, publications or activities of interest to the GENIORS community, and foster participation among the consortium members. This website is the central interactive tool for dissemination: any stakeholder can access it to gain information or contact relevant partners.

The project website will be updated continuously following the editorial rhythm below:

Month	Activity marker
Month 1: 01/06/2017	GENIORS starting date
Month 3: 01/09/2017	Project website delivery and due date
Month 8: 01/02/2018	Scheduled routine website update
Month 12: 01/06/2018	Scheduled routine website update
Month 16: 01/10/2018	Scheduled routine website update
Month 20: 01/02/2019	Scheduled routine website update
Month 24: 01/06/2019	Scheduled routine website update
Month 28: 01/10/2019	Scheduled routine website update
Month 32: 01/02/2020	Scheduled routine website update
Month 36: 01/06/2020	Scheduled routine website update
Month 40: 01/10/2020	Scheduled routine website update
Month 44: 01/02/2021	Scheduled routine website update
Month 48: 01/06/2021	GENIORS ending date

To make available useful and relevant information for online visitors, it was decided that the website should address the needs and questions that would most likely interest external stakeholders or online visitors, such as:

- What the project is about
- What the project is delivering, and why
- Who the partners of the project are
- What the past and present related projects are
- What the latest news and events of the project are
- Where to find more information on the topic or related topics



Three main sections will be used to communicate and disseminate information:

- 1. **Newsroom:** relevant activities, milestones and results of the project will be communicated and disseminated.
- 2. **Events calendar**: list of past and upcoming events, organised within the framework of GENIORS, or by other international organisers.
- 3. **Results:** deliverables and reports produced during the project will be shared and available to download in this section.



Figure 5: GENIORS website

#### SOCIAL MEDIA: TWITTER



Figure 6: GENIORS Twitter account





#### A GENIORS Twitter account was created: @Geniors\_H2020

Twitter will be used as one of the main channels to build the project's community online, and disseminate the project results. The two main objectives set for Twitter are to:

- maintain closer relationships and engage with the target audiences, as well as disseminate scientific knowledge.
- bring the research carried out in GENIORS closer to the general public, and inform them on radioactive waste and nuclear fuel recycling and management, and also potential new policies in this field.

#### MAIN TARGETS

The following targets have been initially identified to follow, retweet, and mention:

- other related EU projects in the nuclear and radioactive waste recycling and management sector
- EU institutions
- associations or clusters in the nuclear and radioactive waste recycling and management sector
- nuclear operators
- nuclear regulatory authorities
- industry in the nuclear and radioactive waste management sector
- policymakers
- influencers in the nuclear and radioactive waste recycling and management sector
- general public

Twitter will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by GENIORS partners or organised by the project, and promote the content generated. The partners involved in the communication activities will closely monitor related content generated by other social media accounts, and support its dissemination.

#### MAIN ACTIONS

The GENIORS Twitter account will be managed daily.

The following objectives have been set:

- at least 1 tweet/retweet per day with content published on the GENIORS website or related stories with appropriate or trending hashtag(s), including the link to the tweeted content.
- reply to users who tweeted or mentioned @Geniors\_H2020.
- follow and engage communication with users who tweet specific words that relate to GENIORS activities.
- track specific words, mentions and trending hashtags to be responsive, efficient and pro-active on the channel. Make sure that the most recent best practices for Twitter are implemented.







#### HASHTAGS

A first list of hashtags related to the GENIORS project has been established, and will be used to increase the project visibility on Twitter:

General	Specific	
#H2020	#Geniorsh2020	
#Horizon2020	#OpenNuclearFuelCycle	
#researcheu	#ClosedNuclearFuelCycle	
#Nuclear	#SustainableResource	
#RadioactiveWaste	#Uranium	
#Recycling	#MOXfuel	
#EUEnergyIndependence	#GEN_IVreactors	
#Radiotoxicity	#P&Toperations	

Instructions on how to maximise the impact of the GENIORS project on Twitter will be shared with the partners.



Figure 7: GENIORS Twitter guide

#### NEWSLETTERS

A total of 4 electronic newsletters are planned to be distributed to the GENIORS community to inform them on the latest achievements of the project, outputs and relevant events. Newsletters will be published on a yearly basis.

The results and statistics will be drawn for each newsletter. Conclusions and possible areas of improvement will also be indicated to help optimise future mailings.





The first newsletter is planned to be available in June 2018 depending on the progress of the project.

#### MEDIA

#### **Press releases**

Mainstream and specialised media will be targeted, and press releases will be distributed to the identified stakeholders to promote the project and raise awareness on the GENIORS project.

#### EVENTS

Speaking or showcasing the project and its results with a stand at specific events will be an important activity in the project to communicate towards key stakeholders. Brokerage meetings in the nuclear energy domain will be proactively attended.

Other forms of participation include:

**EVENT PLANNING & MONITORING** 

**GENIORS** project

- papers and oral presentation in a conference
- posters presentation

An event and conference plan was created to monitor partners' participation and actions in events (see Annex).

GENIÓRS

Event	Actinide separation conference	Pu Future 2018	Global 2019: International Nuclear Fuel Cycle Conference	IEMPT 2019	ATALANTE 2020
Dates	Spring 2018	9-14 September 2018	2019	2019	June 2020
Location		San Diego (USA)			
Description	This annual conference brings together scientists and engineers. They will have the opportunity to present and discuss results from research activities in actinide chemistry, and operating experiences in radiochemical processing.			The Information Exchange Meeting on Actinide and Fission Product Partitioning and Transmutation (IEMPT) 2019 will give experts a forum to present and discuss state-of-the-art developments in the field of Partitioning and Transmutation (P&T). This event is organised by the OECD Nuclear Energy Agency since 1990.	Organised by the French Alternative Energies and Atomic Energy Commission (CEA), the ATALANTE 2020 Conference is an international forum for presentations and discussions on advances for future fuel cycles and waste management.
Website		www.ans.org/mee tings/m_280		www.oecd-nea.org	
Target audience	US-DOE research program	Fuel materials field	Whole fuel cycle including stakeholders	Partitioning and transmutation field	Nuclear chemistry sector

Figure 8: GENIORS event monitoring plan







#### SCIENTIFIC PUBLICATIONS

To ensure a proper and wide dissemination of GENIORS' scientific and technical outcomes, the consortium partners will publish their results in journals and magazines in the nuclear and nuclear chemistry sectors.

A first list of journals has been identified:

- Chemical Communication
- Dalton Transactions
- Solvent Extraction and Ion Exchange
- Progress in Nuclear Energy
- Nukleonika

#### EUROPEAN DISSEMINATION CHANNELS

All of the official EU channels will be used to disseminate GENIORS results. The following official EU dissemination channels will be targeted.

Magazines	Research*eu results	www.cordis.europa.eu/research-eu/home_fr.html
	magazine	
	Horizon – The EU	www.horizon-magazine.eu
	Research and	
	Innovation Magazine	
Portals	CORDIS	www.cordis.europa.eu/home_fr.html
	Horizon 2020	www.ec.europa.eu/programmes/horizon2020/en/newsroom
	newsroom	

#### COLLABORATION WITH OTHER PROJECT

Coordinated actions will be organised with the INSPYRE H2020 project and determined during the GENIORS project:

• INSPYRE (2017-2021): investigations on fast reactor MOX fuel to support the European Sustainable Nuclear Industrial Initiative (ESNII) reactor prototypes.

#### **KEY PERFORMANCE INDICATORS (KPIs)**

Work Package 13 aims at delivering information and communicating on the results of the project, its activities and achievements to targeted audience groups. We have selected KPIs



to be able to adapt the content and overall communication and dissemination strategy, to best respond to the group's expectations.

Channels	Target groups	KPIs		
Website	Scientific community	Number of page views		
	Nuclear operators and industrials	•	Average time on page	
	EU and national policymakers	•	% of new sessions	
	General public			
Social media:	Scientific community	•	Number of followers	
Twitter	Nuclear operators and industrials	•	Number of retweets	
	EU and national policymakers	•	Number of mentions	
	General public			
Newsletters	Scientific community	•	Number of subscribers	
	EU and national policymakers			
Media	Scientific community	•	Number of mentions in the	
	Nuclear operators and industrials		media	
	EU and national policymakers	•	Number of articles published	
	General public		about GENIORS	
Events	Scientific community	•	Number of attendees	
	Nuclear operators and industrials			
	EU and national policymakers			
Publications	Scientific community	•	Number of papers published	
EU channels	Scientific community	Number of mentions		
	EU and national policymakers	Number of articles published		
			about GENIORS	

#### CONCLUSION

The GENIORS Communication and Dissemination Plan will be updated regularly. Its content and structure may evolve if necessary. The main objective is to maximise the impact of the project and boost the awareness on the results and milestones to be accomplished during the project. Other communication materials (flyers, posters...) will be prepared and disseminated during the project.

#### ANNEX

• Event planning and monitoring table

### EVENT PLANNING & MONITORING GENIORS project

### GENIÖRS

Event	Actinide separation conference	Pu Future 2018	Global 2019: International Nuclear Fuel Cycle Conference	IEMPT 2019	ATALANTE 2020
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Description	This annual conference brings together scientists and engineers. They will have the opportunity to present and discuss results from research activities in actinide chemistry, and operating experiences in radiochemical processing.			The Information Exchange Meeting on Actinide and Fission Product Partitioning and Transmutation (IEMPT) 2019 will give experts a forum to present and discuss state-of-the-art developments in the field of Partitioning and Transmutation (P&T). This event is organised by the OECD Nuclear Energy Agency since 1990.	Organised by the French Alternative Energies and Atomic Energy Commission (CEA), the ATALANTE 2020 Conference is an international forum for presentations and discussions on advances for future fuel cycles and waste management.
Website		www.ans.org/mee tings/m_280		www.oecd-nea.org	
Target audience	US-DOE research program	Fuel materials field	Whole fuel cycle including stakeholders	Partitioning and transmutation field	Nuclear chemistry sector