



ORIENT- NM

Organisation of the European Research Community on Nuclear Materials

A Coordination and Support Action in Preparation of a Co-Funded European Partnership on Nuclear Materials



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Work Package 5 – Dissemination and Communication

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Dissemination and communication strategy and plan – Update year
1

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Disclaimer

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List of abbreviations

AFCEN	French Association for Design, Construction and In-service Inspection Rules
ASME	American Society of Mechanical Engineers
CEP	Co-funded European Partnership
DONES	DEMO-Oriented Neutron Source
EMCC	European Materials Characterization Council
EMMC	European Materials Modelling Council
ENEN	European Nuclear Education Network
EoCoE	Energy-oriented Centre of Excellence
ESFR II	European Strategy Forum on Research Infrastructures
EU	European Union
EURATOM	European Atomic Energy Community
EUROFusion	European Consortium for the Development of Fusion Energy
FIDES	Framework for In-pile Fuel and Material Irradiation Experiments (NEA initiative)
FORATOM	The European Atomic Forum
GIF	Generation IV International Forum
IAEA	International Atomic Energy Agency
JHR	Jules Horowitz Reactor
KPI	Key Performance Indicator
MS	Member State
MYRRHA	Multi-purpose hYbrid Research Reactor for High-tech applications
NEST	Nuclear Education, Skills and Technology (NEA initiative)
NI2050	Nuclear Innovation 2050 (NEA initiative)
OECD-NEA	Nuclear Energy Agency of the Organisation for Economic Cooperation and Development
SNETP	Sustainable Nuclear Energy Technology Platform
SRA	Strategic Research Agenda
TAG	Technical Advisory Group
TSOs	Transmission System Operators
VHTR	Very High Temperature Reactor
VP	Vision Paper
WNA	World Nuclear Association
WP	Work package

Executive summary

The overall objective of ORIENT-NM is to *explore the possibility and critically assess the added value of establishing a Co-Funded European Partnership (CEP) to support the development of a coordinated pan-European research and innovation programme on nuclear materials*. Therefore, ORIENT-NM has the ambition to connect with diverse stakeholders not only to disseminate the progress of the project but also to actively engage them in order to know their requirements and gather feedback on the different steps and deliverables towards a comprehensive, attractive, and sustainable implementation plan for the future CEP.

For the above reasons, ORIENT-NM is, by nature, a project that strives to reach out to people, inform them, and engage them as a critical factor towards the success of the project. Communication and dissemination activities naturally play an essential role in this respect. Their successful implementation will be vital in achieving the project objectives and increasing ORIENT-NM's impact.

The present update of the communication, dissemination and exploitation strategy and plan has the goal of defining the roadmap for the following year of the project and is an opportunity to adjust the strategy based on an analysis of the progress achieved, lessons learned from the past period, and specific needs that have arisen during the course of the project.

The deliverable keeps its original structure and is divided into five major parts.

The first explains the **strategy** that will be followed throughout the project. The strategy is aligned with the ORIENT-NM overall objective. It elaborates on the target audiences to be addressed and describes communication and dissemination objectives and tools.

Second, a summary of the **key performance indicators (KPIs)** against which the outcomes of this work package are being measured is included. They have allowed monitoring the success of these activities on an ongoing basis. Several of these KPIs are on track, but it is also foreseen that as the project progresses, the communication actions will also follow, and the performance will be further enhanced

Third, this document also indicates the **responsibilities** of all partners contributing to this work package, the distribution of work between the partners, and the obligations to follow.

IPR and data management are addressed in the fourth part.

An update of the **implementation plan** concludes this document. It lays out which tasks and deliverables were executed during the first year of the project, addresses the status of the KPIs and proposes, wherever necessary, additional communication and dissemination actions to support their accomplishment, and provides an overview of the deliverables foreseen for the second year.

1. Strategy

1.1. ORIENT-NM communication and dissemination strategy

The strategy and subsequent activities have been designed to serve the overall project objective:

ORIENT NM seeks to explore the possibility and critically assess the added value of establishing a Co-Funded European Partnership (CEP) to support the development of a coordinated pan-European research and innovation programme on nuclear materials.

More concretely, ORIENT-NM aims at preparing a CEP on nuclear materials, addressing all its aspects:

Produce a single vision and a convincing strategic research agenda (SRA) for nuclear materials until 2040:

- Consistent with national programmes and industrial needs.
- Considering supply chain constraints, standardisation issues, and availability of infrastructures.

Elaborate an efficient CEP governance and legal structure, observant of:

- Decision-making processes.
- Intellectual property issues.
- Promotion of innovation.
- Implementation schemes: quality assurance, SRA updating, and knowledge & data management.

Develop protocols to interact with other relevant stakeholders, including:

- International organisations
- Standardisation bodies & technical safety organisations
- Research communities
- Infrastructure managers
- Industry

The ORIENT-NM dissemination and communication activities contribute to achieving all these objectives. They are transversal components of the whole project and are designed to support the work carried out in the other work packages, make it visible, and guide and increase the project's outreach. More specifically, the following objectives are pursued:

- Raise awareness and increase visibility, ensuring wide dissemination and uptake of results.
- Reach out to different groups of stakeholders to inform and engage them, ensuring a fruitful contribution to ORIENT-NM activities and objectives.
- Support the communication and dissemination activities in other work packages.
- Organise the two key workshops for interaction with the stakeholders.

In order to ensure a streamlined, impactful approach, dissemination and communication activities are coordinated and, to a certain extent, implemented in the frame of a dedicated work package (WP5). The outcome of related activities will be monitored and reflected in this update of the present strategy and implementation plan. Another one is to be released in year 2, in month 25.

The responsibility for leading the efforts dissemination and communication for ORIENT-NM lies with EERA. Thanks to its size, its long-term, deep anchorage in the European energy research community, and its connection to European policymakers, the association has the capacity to give visibility to the project as well as to support the engagement of essential stakeholders. All consortium partners assist EERA in this endeavour. Among others, they will contribute a strong national focus to the activities.

In all communication and dissemination activities, adequate reference will be given to the EU funding received, following the requirements laid down in the Grant Agreement. This means that any dissemination of results and any communication activity related to the action will display the EU emblem and include the following text: “This project has received funding from the Euratom research and training programme 2019/2020 under grant agreement No 899997”.

1.2. Target audiences

Target audiences are the following stakeholder groups:

- Policymakers
- Infrastructure owners/managers
- Industry
- Research communities
- Thematic organisations
- International organisations
- Civil society

In the following sections, targeted ways to approach and engage them are explained in more detail. The tools mentioned under each section are described in detail in the subsequent chapters.

1.2.1. Policymakers

By aiming at the preparation of a CEP on nuclear materials, ORIENT-NM requires to actively engage its stakeholders to know their requirements and gather feedback on the different steps and deliverables towards a comprehensive, attractive, and sustainable implementation plan for the future CEP. Since such a goal requires the backing and substantial financial contributions of EU Member States and the European Commission, national and EU policymakers are one of the most important stakeholder groups to be targeted by ORIENT-NM.

Groups

- National decision-makers (MS)
- EU institutions (European Commission, European Parliament)
- Owners and managers of nuclear (materials) infrastructures

Goals supported

- Involvement in the design of the future CEP through feedback on national programmes, positions, expectations.
- Gather expertise and feedback on key deliverables.
- Convince them about the necessity of a CEP on nuclear materials.
- Get intentions of support to the CEP.

Tools to be used

<ul style="list-style-type: none"> • Targeted questionnaires and factsheets 	<ul style="list-style-type: none"> • Presentation of action at political conferences
<ul style="list-style-type: none"> • ORIENT-NM workshops 	<ul style="list-style-type: none"> • Key ORIENT-NM documents (e.g., critical assessment of the added value of a CEP on nuclear materials; Vision Paper (VP), Strategic Research Agenda (SRA), etc.)
<ul style="list-style-type: none"> • National representatives in TAG as multipliers 	<ul style="list-style-type: none"> • Website
<ul style="list-style-type: none"> • Advocacy activities 	

In order to achieve its objectives in a resource-optimised way, the general design of the CEP on nuclear materials will need interaction with a wider spectrum of stakeholders other than policymakers. These interactions will allow a number of requirements of the CSA to be fully addressed, e.g., aspects of standardisation and design codes, data and knowledge management, safety, and links with fusion materials. More specifically, protocols of collaboration with these stakeholders will complement the SRA. This approach is expected to lead to a comprehensive CEP design that meets all expectations and that strengthens the impact of ORIENT-NM.

In the following pages, details on these target audiences' groups are provided together with the goals of the interaction and the communication tools that will be put in use to achieve the objectives.

1.2.2. Infrastructure owners/managers

ORIENT-NM also needs to actively engage infrastructure owners and managers in the discussion on the designing process of the CEP on nuclear materials, in particular as this CSA will explore the possibility of creating a permanent joint European forum to coordinate nuclear materials infrastructure management.

Groups

- National contact points and decision-makers (MS)
- Research centres (several are already part of the ORIENT-NM consortium)
- Jules Horowitz Reactor (JHR) working groups
- European Strategy Forum on Research Infrastructures (ESFRI) nuclear infrastructures: Multi-purpose hYbrid Research Reactor for High-tech applications (MYRRHA) and DEMO-Oriented Neutron Source (DONES).

Goals supported

- Verify availability to share infrastructures and receive information on future development plans. Identify how the CEP on nuclear materials may support infrastructure development.
- Check the consistency between different Strategic Research Agendas (SRAs) and in general regarding infrastructure features and perspectives.

Tools to be used

<ul style="list-style-type: none"> • Targeted questionnaires and factsheets 	<ul style="list-style-type: none"> • Key ORIENT-NM documents (e.g., critical assessment of the added value of a CEP on nuclear materials; Vision Paper (VP), Strategic Research Agenda (SRA), etc.)
<ul style="list-style-type: none"> • ORIENT-NM workshops 	<ul style="list-style-type: none"> • Website
<ul style="list-style-type: none"> • National representatives in TAG as multipliers 	

1.2.3. Industry

Nuclear industry (reactor operators, designers, materials producers) plays a pivotal role in ORIENT-NM for translating research results into innovative technologies, ensuring European industrial leadership and competitiveness.

Groups

- Nuclear power plants operators
- Nuclear power plant designers and constructors
- (Nuclear) materials manufacturers

Goals supported

- Gather their expertise and feedback on key deliverables.
- Incorporate industrial plans and perspectives.
- Understand materials supply chains.
- Obtain their contribution to standardisation activities.
- Pave the way towards the exploitation of CEP results and new investments.

Tools to be used

<ul style="list-style-type: none"> • Targeted factsheets 	<ul style="list-style-type: none"> • Key ORIENT-NM documents (e.g., critical assessment of the added value of a CEP on nuclear materials; Vision Paper (VP), Strategic Research Agenda (SRA), etc.)
<ul style="list-style-type: none"> • ORIENT-NM workshops 	<ul style="list-style-type: none"> • Existing channels of partners (newsletters, social media)
<ul style="list-style-type: none"> • Industrial representatives in TAG as multipliers 	<ul style="list-style-type: none"> • Website

<ul style="list-style-type: none"> • Presentation of CEP plans at industry-driven events (e.g., FORATOM) 	
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1.2.4. Research communities

ORIENT-NM seeks to secure complementarity, consistency, and commonalities on materials research with nuclear fission platforms and nuclear fusion groups. Moreover, the project will also pursue to explore possible synergies with non-nuclear energy technologies, in view of setting up joint research projects.

Groups

- Nuclear fission platforms (SNETP and pillars)
- Nuclear fusion (EUROfusion)
- Non-nuclear materials and energy technologies (EERA Joint Programmes: e.g., Concentrated Solar Power, Bioenergy, Geothermal Energy, Fuel Cells and Hydrogen)

Goals supported

- Gather feedback and expertise for the SRA.
- Identify commonalities and complementarity of research approaches.
- Develop protocols of interaction.
- Promote the involvement of research associations in the CEP.

Tools to be used

<ul style="list-style-type: none"> • Targeted factsheets 	<ul style="list-style-type: none"> • Presentation of CEP plans at research-driven events
<ul style="list-style-type: none"> • ORIENT-NM workshops 	<ul style="list-style-type: none"> • Participation in workshops, networks, and initiatives (e.g., EERA, SNETP, others)
<ul style="list-style-type: none"> • Existing channels of partners (newsletters, social media) 	<ul style="list-style-type: none"> • Scientific representatives in TAG as multipliers
<ul style="list-style-type: none"> • Key ORIENT-NM documents (e.g., critical assessment of the added value of a CEP on nuclear materials; Vision Paper (VP), Strategic Research Agenda (SRA), etc.) 	<ul style="list-style-type: none"> • Website

1.2.5. Thematic organisations

The project also aims at establishing links and exploring collaboration opportunities with bodies covering aspects such as standardisation, design codes, and assessment procedures that ensure best engineering practices, stringent safety requirements, and cost efficiency. The goal is also to avoid duplication of work in data and knowledge management, while aligning with the general progress in the field.

Groups

- Standardisation and design code bodies. E.g., French Association for Design, Construction and In-service Inspection Rules (AFCEN), American Society of Mechanical Engineers (ASME)
- TSOs and regulatory bodies
- Data and knowledge management networks. E.g., European Materials Modelling Council (EMMC), European Materials Characterization Council (EMCC), European Nuclear Education Network (ENEN)
- Computational networks. E.g., Energy-oriented Centre of Excellence (EoCoE)

Goals supported

- Gather expertise and feedback on key deliverables.
- Receive input on key issues such as standardisation, safety, data, and knowledge management.
- Identify protocols of collaboration with mutual benefit.
- Promote their involvement in the CEP (whenever relevant).

Tools to be used

<ul style="list-style-type: none"> • ORIENT-NM workshops 	<ul style="list-style-type: none"> • Participation in relevant networks and initiatives
<ul style="list-style-type: none"> • Existing channels of partners (newsletters, social media) 	<ul style="list-style-type: none"> • Bilateral contacts
<ul style="list-style-type: none"> • Key ORIENT-NM documents (e.g., critical assessment of the added value of a CEP on nuclear materials; Vision Paper (VP), Strategic Research Agenda (SRA), etc.) 	<ul style="list-style-type: none"> • Website

1.2.6. International organisations

As ORIENT-NM is based on the idea that the design of the CEP needs to proceed interactively, through the dialogue with a wide range of relevant stakeholders, international organisations with interest in nuclear materials should also be targeted during the project in order to guarantee that the European research and innovation in this field is embedded in the global context and aligned with international activities.

Groups

- Nuclear Energy Agency of the Organisation for Economic Cooperation and Development (OECD-NEA), such as working parties, Nuclear Innovation 2050 (NI2050), Framework for In-pile Fuel and Material Irradiation Experiments (FIDES), Nuclear Education, Skills and Technology (NEST), etc.
- International Atomic Energy Agency (IAEA)
- Generation IV International Forum (GIF), particularly Very High-Temperature Reactor (VHTR) materials group

Goals supported

- Ensure consistency with roadmaps, initiatives, projects, programmes, and activities led by these organisations.
- Identify protocols of collaboration for mutual benefit.
- Embed European activities in a global context and disseminate the initiatives beyond European borders.

Tools to be used

<ul style="list-style-type: none"> • Targeted factsheets 	<ul style="list-style-type: none"> • Presentation of CEP plans at relevant workshops, networks, and initiatives
<ul style="list-style-type: none"> • ORIENT-NM workshops 	<ul style="list-style-type: none"> • Bilateral contacts
<ul style="list-style-type: none"> • Existing channels of connection (e.g., MoU between OECD-NEA and EERA) 	<ul style="list-style-type: none"> • Website
<ul style="list-style-type: none"> • Key ORIENT-NM documents (e.g., critical assessment of the added value of a CEP on nuclear materials; Vision Paper (VP), Strategic Research Agenda (SRA), etc.) 	

1.2.7. Civil society

Finally, activities to support opinion making need to be directed towards civil society, as nuclear energy has been facing considerable backlash in many European countries. With the purpose of counteracting this, the potential of a future CEP in nuclear materials and the role of nuclear energy in the fight against climate change will be communicated.

Groups

- Non-governmental organisations
- Citizens

Goals supported

- Contribute to dispel the reservations in the civil society.
- Promote arguments towards a more favourable public opinion.

Tools to be used

<ul style="list-style-type: none"> • Targeted factsheets 	<ul style="list-style-type: none"> • Participation in at least one event more open towards citizen
<ul style="list-style-type: none"> • Vision paper 	<ul style="list-style-type: none"> • Website
<ul style="list-style-type: none"> • ORIENT-NM workshops 	<ul style="list-style-type: none"> • Press releases

1.3. Dissemination

1.3.1. Dissemination objectives

The dissemination activities in ORIENT-NM aim at transferring the knowledge gained and results achieved to the relevant stakeholder groups as defined above. The goal is to enable them to use and take up this information for further maximising the impact of the project and the future CEP.

1.3.2. Dissemination tools

The success of ORIENT-NM depends to a large extent on the successful integration of key stakeholders. Personal contact is very important for this endeavour. In addition, the information to communicate is quite complex and therefore requires explanation. Preference is therefore given to rather traditional, proven ways of reaching the targeted audiences, which could be summarised in a **bilateral approach**, such as (online) meetings and targeted emails, and a **multilateral approach**, such as presentations at third party events and the ORIENT-NM workshops.

Bilateral approach

Whenever appropriate, direct contact with key stakeholders will be sought. Bilateral meetings or written communications, for instance with thematic organisations, will make sure that relevant stakeholders are on board, expert advice is included, and concrete needs are addressed. At the same time, this ensures timely and targeted information of key stakeholders and fosters trustful collaboration. Through direct exchange with them, the attainment of ORIENT-NM objectives can be increased considerably.

Multilateral approach

International Technical Advisory Group (TAG)

The TAG members will be involved in the definition and writing of the SRA, but they are also expected to act as multipliers towards policymakers, industry, and infrastructure owners/managers.

Participation in third-party networks, initiatives, and events

ORIENT-NM consortium members will participate in networks, initiatives, and events organised by third parties as a platform to disseminate information about the project and mobilise the different target groups.

Regarding third-party events, these could be scientific appointments or occasions offered by workshops and meetings organised by other platforms and organisations, for example, FORATOM or NEA, as well as at regular meetings organised by beneficiaries independently of this CSA, such as the annual SNETP Forum, EERA meetings, etc.

Workshops

For effective dissemination, ORIENT-NM will hinge mainly upon two medium-sized to large workshops as a forum for interaction where the wide spectrum of stakeholders as defined above will be invited. These formal instances are two fixed moments around which the dialogue with the targeted audiences pivot and are crucial to foster their commitment with a potential CEP.

In these workshops, the stakeholders will come together to discuss the progress made in each work package, receive input for the development of key deliverables, and later obtain the approval of the final output. More specifically, in the first workshop, the initial drafts of the various output documents will be presented to receive feedback. In the period between the first and the second workshop, the contributions received will be implemented and the documents refined.

The outcomes of both workshops will be summarised in a report that will be made publicly available and disseminated widely. In summary, the direct result of the workshops will be the critical assessment of the added value of a CEP on nuclear materials, based on considerations that do not only concern convenience to face scientific and technical challenges, but also, to the extent possible, socio-economic benefits.

1.3.3. Dissemination of key deliverables

Key deliverables will be disseminated and communicated as described in the following table:

Dissemination deliverable	Task	Main target groups	Key dissemination channels
Critical assessment of the added value of a CEP on nuclear materials	1.3	<ul style="list-style-type: none"> • Policymakers • Infrastructure owners/managers • Industry • Research communities • Thematic organisations • International organisations 	<ul style="list-style-type: none"> • Presentation in one-to-one meetings and/or targeted dissemination via email • Presentation at third-party networks or events • Dissemination through TAG members (multiplying effects) • ORIENT-NM website and newsletters and social media channels of beneficiaries
Vision Paper (VP)	2.2	<ul style="list-style-type: none"> • Policymakers • Infrastructure owners/managers • Industry • Research communities • Thematic organisations • International organisations • Civil Society 	<ul style="list-style-type: none"> • Presentation in one-to-one meetings and/or targeted dissemination via email • Presentation at third-party networks or events • Dissemination through TAG members (multiplying effects) • ORIENT-NM website and newsletters and social media channels of beneficiaries
Strategic Research Agenda (SRA)	2.3	<ul style="list-style-type: none"> • Policymakers • Infrastructure owners/managers • Industry • Research communities • Thematic organisations • International organisations 	<ul style="list-style-type: none"> • Presentation in one-to-one meetings and/or targeted dissemination via email • Presentation at third-party networks or events • Dissemination through TAG members (multiplying effects) • ORIENT-NM website and newsletters and social media channels of beneficiaries

Table 1: Dissemination of key deliverables

1.4. Communication

1.4.1. Communication objectives

Communication activities will complement and reinforce the endeavours undertaken to disseminate the project outputs. They aim at reaching out to the stakeholders as described above, providing visibility to ORIENT-NM, its objectives, methods, and results.

The following tools will be used to inform about the project and promote it.

1.4.2. Communication tools

Communication will make use of multiplying functions wherever possible to maximise visibility and impact. Throughout the project, synergies with the communication channels of the consortium members will be sought.

Communication materials

The following communication materials will be developed and made available to the consortium members:

Logo and visual identity

In order to build up a strong brand with a high recognition factor and to ensure consistent visual communication, an ORIENT-NM logo has been developed, followed by a matching visual identity. The key visual will be used for online and offline communication.

They are complemented by a range of templates that are available for project partners and ensure a unified communication on the project:

- PowerPoint template
- Word template for deliverables
- Word template for milestones
- Word template for agenda
- Word template for meeting minutes

A template for poster and factsheets will also be produced.

Printed materials: roll-up and flyer

Basic printed information material will be developed to support dissemination activities. A project roll-up will be designed and produced to be used at ORIENT-NM events. A general flyer with crucial information will describe the scope and objectives of the project and be distributed at bilateral meetings as well as events.

Support to other WPs for their key deliverables

In line with the communication elements described above, assistance will be provided so that key deliverables are attractive in terms of layout. This concerns the assessment of added value (WP1), the VP and the SRA (WP2).

Moreover, deriving from the VP, the SRA, and some of the documents that will be produced in WP3, factsheets will be created.

Digital communication

Since the work of ORIENT-NM is in continuous development, online tools play a central role in ensuring timely and up to date information, reporting on the development of the project and supporting interaction with key stakeholders. Special attention will be paid to keeping information coherent and exchanging content with the channels of key players in the project. ORIENT-NM will make use of the following online communication tools:

Website

The consortium has set up a dedicated ORIENT-NM website, which will be continuously updated, improved, and promoted throughout the project duration. It presents core information on the project, features project deliverables intended for public dissemination, provides links to key stakeholders, and provides updates on the project's progress. Specific attention has been paid to making the ORIENT-NM website user-friendly and informative. Information provided will be made easy to understand in order to reach a wide audience.

The ORIENT-NM website has been set not only to act as an interface with the external world, but also to support the work of the consortium internally. It has included functionalities like tools for the organisation of events, remote meetings, and remote decision-making processes, as well as for the management of the project in WP6. It incorporates a Gantt chart where it is possible to visualise the evolution of tasks and monitor and approved deliverables and milestones.

The website is making use of the existing platform offered by the EERA-JPNM website.

Newsletters and social media

ORIENT-NM will use existing, established channels of EERA and the other project partners to disseminate information about the project. This includes, e.g., newsletters and social media channels of consortium members. Additionally, ORIENT-NM will aim at publishing articles in third-party newsletters. EERA will provide content to the other consortium partners.

Press activities

To achieve greater dissemination of the activities undertaken in ORIENT-NM, even with the purpose of reaching out to citizens, the consortium partners will aim at ensuring widespread information about the project, its objectives, methods, and results.

Three press releases are envisaged, thereof one at the start of the project, one during its development, and one at the end. They will be written in English, and, whenever possible, they will be translated into the national languages of the consortium members to increase uptake in national media. The translation to local languages and the national dissemination depends on the support received by the relevant partners. The press releases will be disseminated at the European level as well as in the respective countries.

The releases will be written with specific audiences in mind by stressing the importance of materials with a view to innovating and enhancing the sustainability of nuclear energy and the crucial role that this technology plays in the energy mix to reach a low-carbon future in the fight against climate change.

A first database with relevant media outlets at the European level, including mainly daily press and trade magazines, has been established and will be updated for each following press release. For example, at the European level, ORIENT-NM will be targeting the European press, for instance, Science|Business, Euractiv, and Politico.

2. Evaluation of dissemination and communication results

The results of communication and dissemination activities will be evaluated against a set of KPIs as described in Table 2. These KPIs are matched with the defined specific objectives as described under **¡Error! No se encuentra el origen de la referencia.** They will be updated if deemed necessary in order to reflect experiences from the past period and provide steering mechanisms for the upcoming period.

Action	Key objectives	KPI	Target
Workshops	Inform and engage the community; present key findings; gather intelligence and feedback from stakeholders.	# of participants (summing both)	160
Participation in external events	Ensure good visibility in the relevant community.	# of contributions to 3 rd party events	20
Website and social media	Be the hub for communication activities; present the key findings; support project visibility, inform and engage the community; support the visibility.	Sum of: # of key page views and project-related posts # of interactions (shares, likes, retweets, comments)	15,000
Newsletters	Provide an interested audience from all target groups with the latest news.	# of contributions to newsletters of consortium members and third parties	4
Publication of all types	VP, SRA, project reports, conference proceedings, peer-reviewed publications, if any, etc.	# of publications	30
Press releases	Ensure visibility, especially regarding civil society	# of articles following the dissemination of press releases	3

Table 2: KPIs for the evaluation of dissemination and communication results

3. Partners' responsibilities

All consortium members will contribute to disseminating and communicating information about ORIENT-NM under the leadership of EERA aisbl and with efforts according to Table 3.

Partner number and short name	WP5 effort
1 - CIEMAT	3.00
2 - CEA	0.50
3 - CVR	0.25
4 - EDF	1.00
5 - EERA	6.00
6 - ENEA	4.00
7 - JRC	0.25
8 - KIT	0.25
9 - KTH	0.25
10 - NCBJ	0.25
11 - NRG	0.25
12 - SNETP	1.00
13 - RATEN	0.25
14 - SCK CEN	1.50
Total	18.75

Table 3: WP5 efforts of partners

EERA leads the corresponding work package and will be in charge of ensuring implementation of all tasks as described in the Grant Agreement. EERA will provide the project partners with appropriate dissemination and communication materials and inform them about important aspects related to this work package. Spending under Other Direct Costs planned in the scope of this work package are centralised to a large extent at EERA. Costs that are about to occur at project partners must be signalled in advance to EERA. Services must be commissioned respecting the rules laid out in the Grant Agreement and invoices addressed to EERA. Project partners are responsible for informing EERA about dissemination and communication activities at their end as well as the outcome of these activities. Their contribution is especially required but not limited to outreach at national level and for social media and newsletter activities. An active contribution is furthermore expected with regard to the continuous provision of content for dissemination and communication activities – progress achieved within ORIENT-NM, milestones, deliverables intended for public dissemination, etc.

All consortium members commit to disseminating foreground as swiftly as possible and to giving notice to the other partners concerned. All will be using the project logo and the EU emblem with the appropriate acknowledgement of EU funding as described above in all their dissemination and communication activities.

4. IPR and data management

All reports and results developed during the project intended for public dissemination will be made freely available on the website.

ORIENT-NM activities are not foreseen to generate scientific data or other intellectual property. In addition, no peer-reviewed papers are foreseen to come out directly of the project. However, ideas may result from the work that may raise issues regarding the rights of intellectual property. ORIENT-NM is also exposed to research and innovation

by third parties that may bring up similar issues. In ORIENT-NM, a fair and reasonable remuneration is foreseen for having access to other participants' project results for exploitation.

The ORIENT-NM consortium acknowledges that foreground intellectual property generated by a participant and background intellectual property brought into the project by a participant belong to the participant(s) having generated or provided such intellectual properties. It is acknowledged that to allow possible commercial exploitation, the protection of the intellectual property must be duly handled.

Dissemination and use of knowledge generated by ORIENT-NM is governed by the terms of the Grant Agreement and the Cooperation Agreements summarised as follows:

- **Ownership.** Parties that own a result or knowledge will provide adequate and effective protection of the results or knowledge before its dissemination, publication, and exploitation. Access rights to background information and results defined in the Cooperation Agreements include provisions concerning access rights to background and results both for a successful execution of the project and to ensure a wide exploitation of the results.
- **Publication and communication.** Parties will be allowed to publish information on knowledge developed in the project according to the provisions of the Grant Agreement and Cooperation Agreement and provided this does not affect the protection of that knowledge. Any public knowledge dissemination, publication or communication will be communicated in advance within the consortium for approval according to the procedures defined in the Cooperation Agreement.

The activities of ORIENT-NM will involve collecting and handling sensitive data. This includes, but is not limited to, information on R&I activities and personal data. ORIENT-NM will apply strict rules for dealing with this information, respecting the EU's General Data Protection Regulation. Management of foreground will be undertaken in accordance with the EC Grant Agreement and as agreed on in the Cooperation Agreements.

5. Update implementation plan

The first year of ORIENT-NM stretched from October 2020 to September 2021 included. For this first year, the following deliverables and milestones were foreseen and executed. Its implementation and impact is reflected in the current update of the strategy.

Task 5.1: Dissemination and communication strategy and plan

- D5.1 Dissemination and communication strategy and plan (M5)
- D5.4 Dissemination and communication strategy and plan – update year 1 (M13)

With the present document, D5.2 is completed. It will be updated one last time in M25.

Task 5.2: Project identity and communication materials

- D5.2 Templates for deliverables, milestones, presentations, and posters (M3)

Development of a project logo, a key visual, and templates for PowerPoint presentations, Word documents, and posters. It was submitted in due time in December 2020.

- D5.3 Flyer and roll-up (M7)

Development of a project flyer and roll-up in conformity with visual identity rules of the EC. Works on both the flyer and the roll-up will rely on the logo and key visual. The corresponding deliverable was submitted on time.

Task 5.3: Outreach

- MS5.1 Website online (M3)

The project website contains major information on the project's scope, objectives, deliverables, and tools to streamline the internal work of the consortium. The ORIENT-NM website went live already in November 2020.

Task 5.4: Organisation of the workshops with stakeholders

- MS5.2 1st stakeholder workshop (M12).

Given the overlapping of the initial foreseen date with other events and deadlines relevant to the nuclear materials community, the First ORIENT-NM Workshop took place in November 2021 (M14).

5.1. Status report on the implementation and impact of dissemination and communication activities

T5.2: Project identity and communication materials

Logo and key visual

ORIENT-NM logo builds on and reflects the core content of the project. It is based on the name and gives relevance to the letters that correspond to the field concerned by the project, nuclear materials (NM). It also highlights the interconnectedness between the two letters as the project aims at establishing a pan-European partnership on nuclear materials, catalysing Member States' national resources towards consensually defined objectives.



Branded templates

All dissemination materials produced within ORIENT-NM will be designed in line with the visual identity defined. To ensure a consistent look and feel across the project, a series of Word and PowerPoint templates have been produced. They are currently available for partners to access, download, and use in the internal area of the ORIENT-NM website.

PowerPoint template



Word templates

(deliverables, milestones, agendas, minutes)



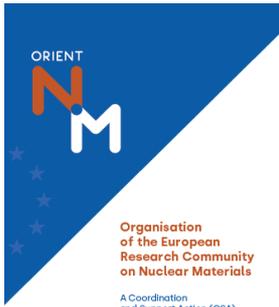
The two items above, namely logo and key visual and branded templates, have been the subject of a deliverable (D5.2) submitted in December 2020. It presented the visual identity of ORIENT-NM and the templates that have been developed and that will be used for the project’s internal and external communications, the delivery of project outcomes, and the reporting to the European Commission.

Flyer

A flyer and a roll-up in line with the ORIENT-NM visual identity rules have been developed. The flyer summarises the main objectives, the structure and modality of the work to be performed, and the expected outcomes. Both pieces were the subject of a deliverable due in Month 7.



Figure 1 - ORIENT-NM flyer



Organisation of the European Research Community on Nuclear Materials

A Coordination and Support Action (CSA) in Preparation of a Co-Funded European Partnership (CEP) on Nuclear Materials

www.eera-jpnm.eu/orient-nm



The project has received funding from the European Union's Horizon programme 2019/2022 under grant agreement No 89997.

Figure 2 - ORIENT-NM roll-up

Other communication materials

ORIENT-NM has already produced additional material to be promoted in third-party's events as well as in the webpages of other project partners.

SNETP Factsheet¹

ORIENT-NM
Organisation of the European Research Community on Nuclear Materials

- OBJECTIVES**
ORIENT-NM seeks to explore the possibility and critically assess the added value of establishing a Co-Funded European Partnership (CEP) to support the development of a coordinated pan-European research and innovation programme on nuclear materials, positively impacting Europe's competitiveness in the nuclear field at world scale.
- EXPECTED IMPACTS**
ORIENT-NM aims at designing a plan for a CEP on nuclear materials in all its aspects.
Why a Co-Funded European Partnership (CEP) on nuclear materials?
Europe aims to be climate-neutral by 2050. The transition towards an economy with net-zero greenhouse gas emissions relies on a secure and sustainable energy supply. Nuclear energy has an important role to play in this regard being the second largest source of low-carbon electricity in the world. Nuclear materials represent a key element for the safety, efficiency, economy, and sustainability of nuclear energy. Hence the importance of establishing an ambitious and coordinated research and innovation EU-wide partnership that catalyses EU Member States' national resources towards consensually defined objectives.
- HIGHLIGHTS**
ORIENT-NM aims at preparing a CEP, addressing all its aspects:
Produce a single vision and a convincing strategic research agenda (SRA) for nuclear materials until 2050.
Considerate safety, environmental, economic, and availability of infrastructure.
Elaborate an efficient CEP governance and legal structure, observation of:
- Decision-making processes;
- Intellectual property issues;
- Protection of innovation;
- Implementation schemes: quality assurance, SRA updating, and knowledge & data management.
Develop protocols to interact with other relevant stakeholders, including:
- International organisations;
- Standardisation bodies & technical safety organisations;
- Research communities;
- Infrastructure managers;
- Industry.
- PARTNERS**
CEMAT / EERA / SNETP / SCK-CEN / VTT / CEA / EDF / KIT / ENEC / NRG / NCBJ / ICH / ENEC / NRG / NCBJ / RATEN / KTH
- DURATION & BUDGET**
October 2020 – April 2023 – 30 months
- EVENTS**
Two main pan-European workshops at fixed moments of the project are at the centre of ORIENT-NM.

This project has received funding from the European Union's Horizon programme 2019/2022 under grant agreement No 89997.

Conference poster: SUSEN 2020 project²

Maria Luisa Fernandez Varoni, Lorenzo Malerba, Jana Kalivodová
lorenzo.malerba@ciemat.es

Objectives
ORIENT-NM seeks to explore the possibility and critically assess the added value of establishing a Co-Funded European Partnership (CEP) to support the development of a coordinated pan-European research and innovation programme on nuclear materials, positively impacting Europe's competitiveness in the nuclear field at world scale.

Expected impacts
ORIENT-NM aims at designing a plan for a CEP on nuclear materials in all its aspects.
Why a Co-Funded European Partnership (CEP) on nuclear materials?
Europe aims to be climate-neutral by 2050. The transition towards an economy with net-zero greenhouse gas emissions relies on a secure and sustainable energy supply. Nuclear energy has an important role to play in this regard being the second largest source of low-carbon electricity in the world. Nuclear materials represent a key element for the safety, efficiency, economy, and sustainability of nuclear energy. Hence the importance of establishing an ambitious and coordinated research and innovation EU-wide partnership that catalyses EU Member States' national resources towards consensually defined objectives.

Partners
CEMAT / EERA / SNETP / SCK-CEN / VTT / CEA / EDF / KIT / ENEC / NRG / NCBJ / ICH / ENEC / NRG / NCBJ / RATEN / KTH

Duration
October 2020 - March 2023 - 30 months

Contact
Project Coordinator:
Lorenzo Malerba (CIEMAT)

Acknowledgement
This project has received funding from the European Union's Horizon programme 2019/2022 under grant agreement No 89997.

To achieve its objective, ORIENT-NM will encourage a dialogue between the research communities represented by the associates and beneficiaries involved in the project, and the Member States, facilitated by the European Commission. Two main workshops at fixed moments of the project are at the centre of this approach.

Input: Questionnaires, Draft documents

Feedback: Expectations, National programmes, Industrial needs

This project has received funding from the European Union's Horizon programme 2019/2022 under grant agreement No 89997.

¹ <https://snetp.eu/portfolio-items/orient-nm/?portfolioCats=47%2C48%2C49%2C50%2C51%2C52%2C74%2C53%2C54>
² https://susen2020.com/download/Poster_11.pdf?3

The project has also produced a poster of its own, based on the content of previous developed pieces.



Figure 3 - ORIENT-NM poster

T5.3: Outreach

Subtask 5.3.1: Website

The consortium has set up a dedicated ORIENT-NM website ([ORIENT-NM website](#)) that presents core information on the project, features project deliverables intended for public dissemination, provides links to key stakeholders, and provides updates on the project's progress. The website also supports the work of the consortium internally, as it has a section that is accessible only to visitors with log-in credentials.



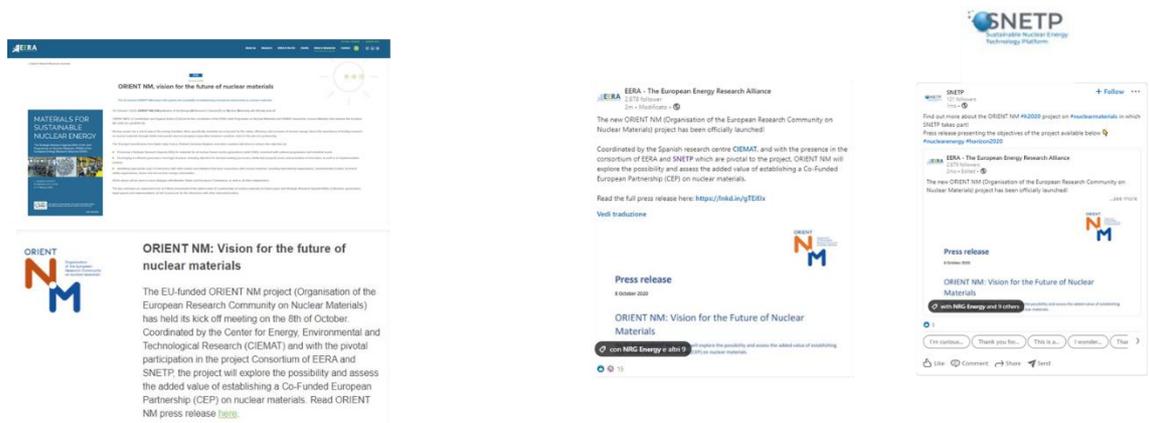
Subtask 5.3.2: Newsletters and social media



EERA has featured articles on ORIENT-NM in three newsletters in 2020 (June, September, November) and two newsletters in 2021 (September and December). The newsletters from 2020 have been sent to 3,000 recipients, while the September 2021 to 4,000 and December 2021 to 5,000, thanks to the increase in subscribers.

Moreover, the project has been promoted and disseminated through EERA social media channels (Twitter and LinkedIn) as well as on SNETP social media channels. Below, key information points per post published on each social media channel (Twitter and LinkedIn) are compiled in Table 4.

VTT, CIEMAT, and CEA have featured ORIENT-NM related content in their intranet, website, and internal monthly highlight, respectively.



Website and social media related KPIs

Website

Unique Visitors: 3133
Total page views: 14539

Documents page views: 5069
Most viewed "Documents" folder: "Deliverable & Milestones" page views: 424

Events page views: 1797
Most viewed event - "1st ORIENT-NM WORKSHOP - 22-23 Nov. 2021" page views: 454

News page views: 360
Most viewed news - "ORIENT NM: Vision for the future of Nuclear Materials" page views: 35

Social media

Number	Dates	Impressions	Engagements	Clicks	Likes	Retweets/Share	Replies	Social Media
1	9 Oct 2020	644	5	3	0	2	0	Twitter
2	15 Dec2020	373	16	11	5	0	0	LinkedIn
3	01 Feb2021	x	6	x	6	0	0	LinkedIn
4	05 Feb2021	419	0	0	1	0	0	Twitter

5	05 Feb2021	828	45	22	22	2	0	LinkedIn
6	01 Aug2021	x	6	x	x	6	0	LinkedIn
7	13 Sept2021	463	1	0	2	1	0	Twitter
8	13 Sept2021	315	9	5	3	1	0	LinkedIn
9	01 Oct2021	x	6	x	6	0	0	LinkedIn
10	06 Oct2021	x	x	x	1	1	0	Twitter
11	11 Oct2021	x	x	x	1	2	0	Twitter
12	17 Nov2021	151	0	0	0	1	0	Twitter
13	17 Nov2021	292	11	3	7	1	0	LinkedIn
14	24 Nov2021	277	3	1	2	0	1	LinkedIn
Total # of interactions								227

Table 4 - Performance of ORIENT-NM posts on EERA's Twitter and LinkedIn channels as well as third parties social media channels

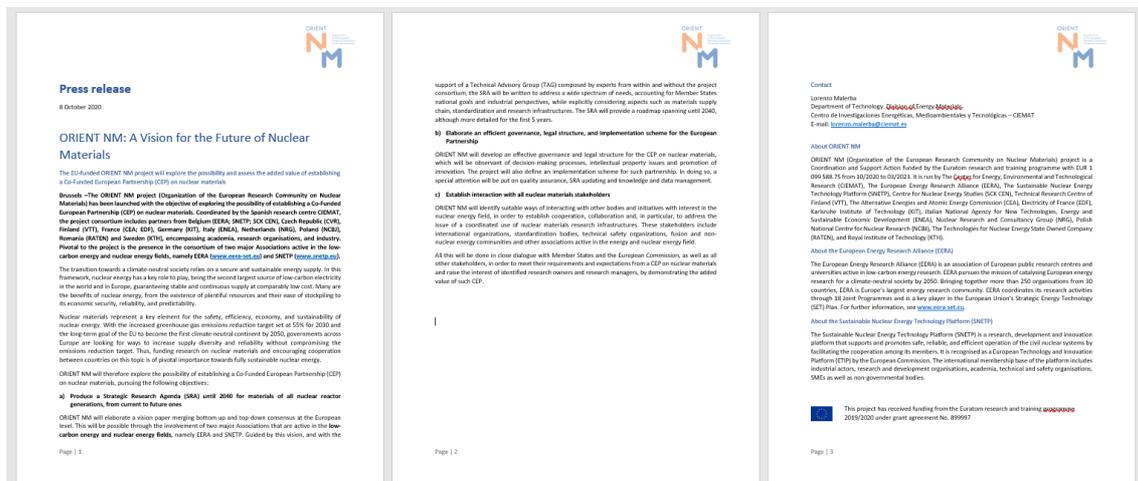
According to the indicators, the website's performance is well on track to achieve the stated indicators. The consortium will continue updating this channel with the relevant events, news, and documents as they become available. Further activity on social media could also be expected as the project progresses and produces more publications.

Newsletters related KPIs

With the numbers described above, ORIENT-NM has already achieved the target foreseen regarding contributions to newsletters of consortium members and third parties. Until now, ORIENT-NM has been featured in five EERA newsletters. Nevertheless, content contribution will continue, and further support will be looked for among other consortium members and their own channels, beyond EERA.

Subtask 5.3.3: Advocacy and press activities

The first press release was disseminated on 8 October 2020. At European level, it was sent to 28 journalists. The press release email had an opening rate of 46,43%, which is above the average for this type of mailing.



Press releases related KPIs

It is expected that by the end of the project, three press releases will be produced and disseminated. At the moment, one regarding the project's kick-off has been released. It is expected that as ORIENT-NM progresses and key documents are produced, a new press release will be the appropriate tool to communicate this achievement broadly.

Subtask 5.3.4: Participation in third-party conferences

ORIENT-NM consortium members have participated in networks, initiatives, and events organised by third parties as a platform to disseminate information about the project and mobilise the different target groups.

Some of the actions that have already taken place are:

- The project coordinator participated at the Conference SUSEN 2020.
- ORIENT-NM participated with a poster at the Conference SUSEN 2020.
- VTT hold a meeting with Finnish stakeholders (i.e., ministry representatives, regulator, and utilities) on 16 February 2021.
- The project coordinator took part at NUGENIA Technical Area 4 Meeting.
- The project coordinator presented ORIENT-NM at an EERA Joint Programme Coordinators meeting on 28 September 2021.

Participation in external events related KPIs

The numbers reached so far indicate that the project is well on track to achieve the set KPIs for this initiative. ORIENT-NM will continue working on expanding its network. Given the specific objectives of this project, the partners are also considering hosting one-to-one meetings with the relevant audiences, specially, Members States and Associated Countries representatives.

Task 5.4: Organisation of the workshops with stakeholders

Date: 22 and 23 November 2021

Format: Online, hosted by the European Energy Research Alliance in Brussels

Aim & outcomes

The two half-days' workshop aimed at discussing the potential goals and impact of a European partnership on nuclear materials and progressing towards a consensus on this item.

The discussion among the stakeholders was based on the first outcomes of the project and the first documents prepared by the ORIENT-NM community. The purpose was to receive input for their further development and improvement by taking into account different visions and expectations.

The workshop thus provided the occasion and the tools to gather information, feedback, advice, and suggestions from all attendees during the various sessions.

A specific deliverable (“D5.5: Public Summary of the 1st ORIENT-NM Workshop”) with the main takeaways will become available, once approved by the European Commission, on the ORIENT-NM website.

In the meantime, as a conclusion of this first broad feedback exercise with the project’s stakeholders, the ORIENT-NM community considers that the input gathered during the workshop is relevant. Besides, it can be effectively used to define the single vision that will guide the elaboration of a consistent European SRA on nuclear materials.

Post-workshop materials

- [Materials and useful links](#)

Participants: ~80

Workshops related KPIs

Following the 1st workshop, the number of participants that took part in the event indicates that the project may be well on track to achieve the set KPIs for this task.



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Ciemat



ORIENT



This project has received funding from the Euratom research and training programme 2019/2020 under grant agreement No. 899997