GNSSN Communication Strategy

Connect, communicate and collaborate: a worldwide gateway to help Member States build a smarter, safer planet
Consultancy Summary

From 28 - 30 April, 2014, an 11-member pool of experts met to develop GNSSN Communication Outreach Strategy

- Reviewed/discussed the GNSSN Strategy and Governance documents
- Reviewed/discussed the present status of GNSSN visibility (print/website)
- Identified GNSSN target audiences
- Drafted key messages
- Made recommendations and established requirements for the way forward
- Created draft GNSSN Communication Outreach Strategy
Purpose

- Define communication priorities, objectives, audiences, key messages
- Determine and the outreach channels
- Promote and communicate the GNSSN programme to its key audiences and stakeholders
- Align, modify and coordinate the strategy with the various GNSSN activities
Promoting the GNSSN

Effective Communications can:

- Develop a wider awareness and support for the GNSSN and its Member States (and funding for future projects)
- Foster active engagement and collaboration among all its audiences and stakeholders involved
- Promote the GNSSN business strategy and should be part of the working framework documents
A stakeholder is anybody who can affect or is affected by an organization, strategy or project. They can be internal or external and they can be at senior or junior levels; virtually, anyone who has the power to impact an organization or project in some way.

- Internal stakeholders (i.e., within the Secretariat)
- External stakeholders (primary focus)
- Public and Media Stakeholders
External Stakeholders

- IAEA Member States (109 GNSSN and 162 total IAEA MS)
- Governments Ministries and Permanent Missions *funding mechanisms, decision makers*
- Regulators/TSOs
- Operators/Utilities
- International Organizations (OECD/NEA, European Union (EC), UN)
- International Experts Group
- WANO, ENSREG, WENRA
- INSAG, CSS, NUSSC, WASSC, TRANSSC, RASSC, NSGC
- GNSSN ELEMENTS [Global Networks and Forums, Regional Safety Networks, Member States with National Nuclear Regulatory Portal (NNRP)].
- National points of contact providing GNSSN information to their various organizations
- Technical Universities, Training Centres, Capacity Building Centres (e.g. INSS, ETSON/ENSTTI, EN3S, WNU, I2EN)
External Audience Objectives

- Leverage GNSSN brand
- Encourage all network members to collaborate openly and transparently through information sharing and exchange, fostering active communities of practice—nationally, regionally, globally and thematically.
- Segment messages according to Beneficiaries and Donors
- Determine the key message strategy eventually used for each of the GNSSN major elements.
- Identify expectations and benefits associated with membership to strengthen GNSSN visibility
- Target leadership from GNSSN decision makers in Member States through a focused communications campaign
- Develop a “global” calendar of GNSSN events to determine where and when communication outreach could be provided
Key Messages

- Connect, Communicate, Collaborate—Join the GNSSN Community: the worldwide gateway to nuclear safety and security resources.
- Benefit from the power of partnerships gain knowledge, skills, and competencies in nuclear safety and security, or share your own.
- Maintain the highest standards of excellence in nuclear safety and security by providing or taking training.
- Connect with skilled nuclear safety and security professionals to get what you need or share what you have quickly.
- Expand your knowledge, grow your connections: join GNSSN and its communities of practice in nuclear safety and security.
- Stay current, find out what you need to know—GNSSN helps to save time, money and resources.
- Promote best practices, programmes and expertise to help grow, nurture and build the GNSSN community.
- Membership in the GNSSN helps strengthen nuclear safety and security infrastructures worldwide.
**Communication Tools / Channels**

- Press & media relations
- Web communication and online tools
- Printed outreach products
- Events
- Audio-visual

<table>
<thead>
<tr>
<th>CHANNELS</th>
<th>Training</th>
<th>Conferences</th>
<th>Donor Events</th>
<th>Face-to-Face Meetings</th>
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</thead>
<tbody>
<tr>
<td><em>Mobile Phone Apps.</em></td>
<td></td>
<td>Y</td>
<td></td>
<td>TBD by GNSSN Steering Committee</td>
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<tr>
<td><em>Print / Online</em></td>
<td>Y</td>
<td>Y</td>
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<td>Y</td>
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<tr>
<td><em>Brochures explaining what GNSSN is</em></td>
<td>Y</td>
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<td>TBD by GNSSN Steering Committee</td>
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<td><em>Success stories</em></td>
<td>Y</td>
<td>Y</td>
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<td><em>Video</em></td>
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<td>TBD by GNSSN Steering Committee</td>
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<td><em>Media</em></td>
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<td>TBD by GNSSN Steering Committee</td>
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<td><em>Email</em></td>
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<td>TBD by GNSSN Steering Committee</td>
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<td><em>Website (social)</em></td>
<td></td>
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<td>TBD by GNSSN Steering Committee</td>
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<td>* Based on available resources, time, budget, approvals and clearances.</td>
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* TBD by GNSSN Steering Committee
Evaluation

- Performance metrics to determine the effectiveness of the GNSSN Communication Outreach Strategy
  - Member State feedback, use of services, visits to websites, requests for additional workshops, training, technical meetings that occur as a direct result, and so on.
  - Increased membership, involvement and interest from all stakeholders (internal and external), financial support provided.
  - Increased expert involvement in helping IAEA to further develop GNSSN.
  - Increased media interest, number of journal articles, increased requests for interviews, increased feature stories.
  - Increased public traffic, emails of enquiry, likes on Facebook, increased video traffic, increased tweets.

- Baseline assessment needed
Resources

- Budget
- Equipment
- People
  - Technical officer/Scientific Secretary
  - Communication Advisor
  - Audio and Visual Designers
  - Editor
  - Technical writer/News writer
  - Web designer
  - Web programmer
  - Divisional and Regional points of contact
  - Administrators
  - Steering committee
  - The IAEA Secretariat points of contact for GNSSN, e.g. RCF, GSAN)