

# GNSSN Communication Strategy

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



**GNSSN** | Global Nuclear Safety and Security Network

# 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





# 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



# Stakeholder Audiences

*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, IZEN)



# 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

CHANNELS	EVENT TYPES					
		Training	Conferences	Donor Events	Face-to-Face Meetings	
*Mobile Phone Apps.		Y				TBD by GI
*Print / Online	Y	Y	Y	Y		TBD by GI
*Brochures explaining what GNSSN is	Y	Y				TBD by GI
*Success stories	Y	Y	Y	Y		TBD by GI
*Video		Y	Y			TBD by GI
*Media		Y	Y			TBD by GI
*Email	Y	Y	Y	Y		TBD by GI
*Website (social)	Y	Y	Y	Y		TBD by GI
* Based on available resources, time, budget, approvals and clearances.						

# 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)



