



**Deliverable 1.11**  
**EURAD Dissemination and Communication Strategy**  
Work Package 1

The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847593.



**Document information**

Project Acronym	<b>EURAD</b>
Project Title	<b>European Joint Programme on Radioactive Waste Management</b>
Project Type	<b>European Joint Programme (EJP)</b>
EC grant agreement No.	<b>847593</b>
Project starting / end date	<b>1<sup>st</sup> June 2019 – 30 May 2024</b>
Work Package No.	<b>1</b>
Work Package Title	<b>Programme Management Office</b>
Work Package Acronym	<b>PMO</b>
Deliverable No.	<b>1.11</b>
Deliverable Title	<b>EURAD Dissemination and Communication Strategy</b>
Lead Beneficiary	<b>Andra</b>
Contractual Delivery Date	<b>3</b>
Actual Delivery Date	<b>17/02/2020</b>
Type	<b>Report</b>
Dissemination level	<b>PU</b>
Authors	EURAD Programme Management Office

**To be cited as:**

(2019): EURAD Dissemination and Communication Strategy. Final version as of 06.02.2020 of deliverable D1.11 of the HORIZON 2020 project EURAD. EC Grant agreement no: 847593.

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**Acknowledgement**

This document is a deliverable of the European Joint Programme on Radioactive Waste Management (EURAD). EURAD has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847593.

Status of deliverable		
	By	Date
Delivered (Lead Beneficiary)	Andra	26/11/2019
Verified	PMO	10/12/2019
Reviewed	Bureau	20/12/2019
Reviewed	CSOff	19/01/2020
Reviewed and Approved	General Assembly	06/02/2020
Submitted to EC	Coordinator	17/02/2020

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## 1. Aim of this document

### 1.1 Introduction

The distinction between the terms communication, dissemination and exploitation is presented in the EURAD Grant Agreement (No. 847593) where the obligations are listed, see also *Figure 1 – Contractual obligations for dissemination and communication* and *Figure 2 – Communication/Dissemination/Exploitation Definitions* below.

The dissemination obligations concern the obligation to publicly disclose the results from the project and is often related to the scientific activities of making research results known:

*Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).*

The communication obligations are extended to promoting not only the results but also the project to a wider audience, thereby going beyond the project’s own community:

*The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.*

A third, important goal is related to the use (exploitation) of the results of which the dissemination strategy is a prerequisite for the exploitation plans developed during and after the project.

By signing the EC Grant Agreement, EURAD participants have agreed to:

- **Promote the action and its results**, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner (Article 38 of the Grant Agreement) ;
- **Disseminate results** — as soon as possible — through appropriate means, including scientific peer-reviewed publications (Article 29 of the Grant Agreement)
- **Ensure open access** (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results (Article 29 of the Grant Agreement)
- **Take measures aiming to ensure ‘exploitation’ of the results** — up to four years after the end of the project – by using them in further research activities; developing, creating or marketing a product or process; creating and providing a service, or using them in standardisation activities (Article 28 of the Grant Agreement)
- **Acknowledge EU funding** in all communication, dissemination and exploitation activities (including IPR protection and standards) as well as on all equipment, infrastructure and major results financed by the action by using the wording and criteria specified in the Grant Agreement (Articles 27, 28, 29, 38).

*Figure 1 – Contractual obligations for dissemination and communication*

Communication	Dissemination	Exploitation	
<p>“Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”</p> <p>(Source: EC Research &amp; Innovation Participant Portal Glossary/Reference Terms)</p>	<p>“The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.”</p> <p>(Source: EC Research &amp; Innovation Participant Portal Glossary/Reference Terms)</p>	<p>“The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.”</p> <p>(Source: EC Research &amp; Innovation Participant Portal Glossary/Reference Terms)</p>	 <p>Definition</p>
<p><b>Reach out to society and show the impact and benefits</b> of EU-funded R&amp;I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.</p>	<p><b>Transfer knowledge &amp; results</b> with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.</p>	<p><b>Effectively use project results</b> through scientific, economic, political or societal exploitation routes aiming to turn R&amp;I actions into concrete value and impact for society.</p>	 <p>Objective</p>
<p><b>Inform</b> about and <b>promote</b> the project AND its results/success.</p>	<p><b>Describe</b> and <b>ensure results available</b> for others to <b>USE</b> → focus on results only!</p>	<p><b>Make concrete use</b> of research results (not restricted to commercial use.)</p>	 <p>Focus</p>
<p>Multiple audiences beyond the project’s own community incl. media and the broad public.</p>	<p>Audiences that may take an interest in the potential <b>USE</b> of the results (e.g. scientific community, industrial partner, policymakers).</p>	<p>People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.</p>	 <p>Target Audience</p>
<ul style="list-style-type: none"> <li>• Rules for Participants</li> <li>• RIA &amp; IA Proposal Template 2.2 b)</li> <li>• Grant Agreement Art. 38.1</li> </ul>	<ul style="list-style-type: none"> <li>• Rules for Participants</li> <li>• RIA &amp; IA Proposal template 2.2 a)</li> <li>• Grant Agreement Art. 29</li> </ul>	<ul style="list-style-type: none"> <li>• Rules for Participants</li> <li>• RIA &amp; IA Proposal Template 1.1, 2.1, 2.2 a)</li> <li>• Grant Agreement Art. 28</li> </ul>	 <p>Formal Obligations</p>

Figure 2 – Communication/Dissemination/Exploitation Definitions  
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## 1.2 Purpose and scope of this deliverable

The purpose of the **EURAD Dissemination and Communication Strategy** is to establish and agree upon the strategic approach for communication and dissemination about EURAD at programme level, at project (work package) level and at partner levels for the whole duration of EURAD-1.

Since there are numerous overlaps between communication and dissemination in terms of target audiences, key-messages to convey, channels, tools and activities, it is proposed that one single strategy plan covers both communication and dissemination approaches.

This deliverable aims to formalise the dissemination and communication of EURAD’s progresses and results by describing:

- How we plan to maximise EURAD ambitions and expected impacts towards the potential users;

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- How we raise awareness of EURAD and EURAD WPs' activities and results and the value this will bring to all the relevant stakeholders and decision and policy makers in the field of radioactive waste management;
- How we promote the exploitation of EURAD results to further guide R&D policies, strategies and activities in the scientific & technical domains.

Communication and dissemination in EURAD shall pave the way for an effective exploitation of EURAD and EURAD WPs results and findings for participant organisations and key stakeholders.

The communication objective in EURAD is thus to promote the programme and its results and findings for maximum impact, demonstrating how EU-funding contributes to tackling societal challenges [1]. This is achieved by providing targeted information to multiple audiences, including the media and the public in a strategic and effective manner and by engaging key stakeholders in an effective communication process.

The dissemination objective in EURAD is to make results and knowledge easily available to the identified target groups, enabling stakeholders to use the results in their own work. This is achieved by enabling open access to scientific publications, sharing deliverables and outputs.

To further maximise the impact, collaboration with existing initiatives and ongoing EC projects in the fields of RWM is also planned.

The Dissemination and Communication Strategy is done by a threefold approach of making results and knowledge available (dissemination), promoting WPs' results and EURAD programme in general (communication) and engaging stakeholders (collaboration, end-user engagement).

The strategy is to progressively increase communication and dissemination activities as the programme and projects' results appear, moving from creating awareness of EURAD to creating favourable conditions to prepare wider uptake and exploitation of results. Activities are steered by central milestones such as major deliverables and are executed using a variety of methods, including scientific publications, organisation of/participation in conferences, website, newsletters, press releases, articles, posts, calls for proposals, publications etc.

The key-mechanism for exploitation of the results is based on EURAD as a programme as a facilitator for the different EURAD participant organisations to generate the value that they exploit:

- EURAD contributing by developing and making available knowledge, promoting common understanding with respect to decision-making and policy amongst actors across Europe, promoting mobile cross-European expertise, and providing guidance on how to implement R&D programmes and knowledge management;
- National decision-makers making use of EURAD results for avoiding unnecessary delay in establishing and implementing the required policy;
- Industry and other involved actors to implement science and technology in a safe and cost-effective manner, making use of knowledge and expertise available across Europe;

As communication and dissemination activities are part of a continuous process, this deliverable shall be annually revised. The annual revision shall notably take into account actual dissemination and communication activities carried out over the past 12-months and reported to EC as part of the annual periodic reports.

### 1.3 Structure of the deliverable

The deliverable is structured in 6 sections. [Section 2](#) identifies the targeted audiences for dissemination and communication activities. [Section 3](#) highlights EURAD's vision, goals and areas of impact as our key messages for communication and dissemination. [Section 4](#) establishes the right activities, channels and tools for dissemination and communication. EURAD's visual identity is presented in [Section 5](#). Finally [Section 6](#) provides information about the follow-up and monitoring of dissemination and communication activities.



## 2. Target audiences

The target groups for EURAD dissemination and communication activities are:

- **Radioactive Waste Management Community –**  
 Professionals (experts, early career scientists/ engineers, students in PhD) working in:
  - Waste Management Organisations (WMO) – having ultimate responsibility for the implementation of geological disposal (which includes the management of a supporting RD&D programme), and for some the wider remit of RWM (including waste characterisation, treatment and packaging).
  - Technical Support Organisations (TSO) - carrying out activities aimed at providing the technical and scientific basis for supporting the decisions made by a national regulatory body. As safety cases for waste processing, storage and geological disposal develop, so does the safety case review and independent scrutiny responsibility by regulatory organisations in the framework of the decision-making process. This requires specific skills from the regulatory expertise function undertaken by safety authorities, regulators, and their technical support organisations (TSOs); and
  - Nationally funded Research entities (RE) - working to different degrees on the challenges of RWM including disposal (and sometime in direct support to implementers or WMOs or TSOs), under the responsibility of Member States. This includes national research centres, some research organisations and some universities that could also be funded by other sources. RE's provide scientific excellence and leading-edge research on basic components and generic processes in relation to the management of radioactive waste, and therefore represent a large proportion of the contributions to EURAD.
  - Waste Owners/Producers - with a pre-disposal waste management remit are engaged via the Nuclear Generation II & III Association (NUGENIA). Although not direct contributors or participants of EURAD, continued engagement via dissemination and consultation will ensure NUGENIA and their dedicated R&D on nuclear fission technologies and predisposal activities, will set a foundation for future collaboration in projects influencing the wasteform for final disposal. Waste Producers and Waste Management Organisations /Implementers at a national level are often well-connected and have existing cooperation activities that should support the integration of Waste Producers RD&D needs (that impact disposal), via the WMOs. Waste Producers are often responsible for contributing to financing of disposal facilities.
- **Civil Society Organisations involved in EURAD;**
  - Local, national, European NGOs who are involved in RWM activities at the EU, national or local level.
- **National Policy and Decision-makers:**
  - Programme Owners  
 Usually ministries, national/regional authorities or private organisations in charge of setting-up and thereafter administrating the national programme for RWM.
  - Regulators
- **European Commission**
  - DG RTD
  - DG ENER
- **International organisations**
  - International Atomic Energy Association (IAEA)
  - Organisation for Economic Co-operation and Development – Nuclear Energy Agency (OECD/NEA)
- **Broad academia and research sector;**
- **Industry;**
- **Public at large;**
- **Media.**

### 3. Key messages

#### 3.1 EURAD overview

For more than 40 years, considerable scientific and technical knowledge has been acquired in Europe in the field of radioactive waste management (RWM), in particular for deep geological disposal. This has supported countries to progress towards licensing of geological disposal facilities (e.g. Finland, Sweden and France) and contributed to the progress of numerous Member States' disposal programmes. RD&D efforts will continue to be necessary to:

- Develop, maintain and consolidate knowledge throughout the stepwise development, operation and closure of disposal facilities and make this knowledge available to all end users;
- Ensure optimisation of waste management routes and of disposal solutions;
- Address evolving regulatory concerns;
- Bridge the risk of shortage of the skilled, multidisciplinary human resources needed to develop, assess, license and operate facilities for RWM ; and
- Help in gaining and maintaining public confidence.

Recently, the EC has promoted a step-change in pan-European research cooperation between EU Member States' (MSs) National Programmes by strongly recommending the establishment of inclusive European Joint Programmes (EJP) of collaborative research in Europe.

Based on the positive achievements of the JOPRAD feasibility study of creating such an EJP in the field of RWM, the European Joint Programme on Radioactive Waste Management (EURAD) was developed and submitted in 2018, positively evaluated early 2019 and officially launched in June 2019.

EURAD brings together 51 organisations across 23 EU Member States (MSs) and associated countries willing to share a Vision, Strategic Research Agenda (SRA) and Roadmap and positively supporting its implementation. Those organisations in EURAD have received a mandate by their official National Programme owner for RWM and fall into three categories of actors; (i) Waste Management Organisations (WMO) whose mission covers the management and disposal of radioactive waste, (ii) Technical Support Organisations (TSO) carrying out activities aimed at providing the technical and scientific basis for supporting the decisions made by a national regulatory body and (iii) nationally funded Research Entities (RE) which are involved in the R&D of RWM, under the responsibility of MSs. EURAD also aims to meaningfully interact with key stakeholder groups: Civil Society Organisations, Waste Owners/Producers and International Organisations (such as IAEA and NEA).

The concept of EURAD is to generate and manage scientific and technical knowledge to support EU MSs with their implementation of the Directive 2011/70/Euratom, and more specifically with the development and implementation of their national RD&D programmes for the safe long-term management of their full range of different types of radioactive waste, taking into account the different magnitudes and stages of advancement of national programmes.

The scope of EURAD's SRA covers joint research and knowledge management activities on pre-disposal (waste characterisation and processing (treatment/ conditioning/ packaging) and interim storage) and disposal (primarily geological disposal and also other types of disposal) of the full range of radioactive waste.

EURAD's Vision and SRA are being deployed through 5-year implementation phases broken down into a set of Work Packages. To deliver against EURAD's objectives, four different types of activities have been adopted: RD&D, Strategic Studies, Knowledge Management and Coordination/Dissemination.

The first implementation phase (EURAD-1) started at the launch of EURAD in June 2019 and will last until May 2024. In addition to the 51 mandated organisations, EURAD-1's Work Plan (7 WPs of RD&D, 2 WPs of Strategic Studies; 3 WPs of Knowledge Management and one WP of Coordination/Dissemination) also involves over 50 organisations participating as Linked Third Parties to mandated actors.

## 3.2 EURAD ambition

The ambition of EURAD is to establish an inclusive, transparent, leading edge scientific and goal oriented, entirely new approach on European collaboration towards safe and timely implementation of radioactive waste management. This will, foster mutual understanding and trust between Joint Programme participants as well as other stakeholders.

A cornerstone is the development of a robust and sustained **state-of-the-art science and technology programme**, established to complement national R&D programmes, and to carry out activities of high common interest between WMOs, TSOs and REs where there is added value at the European level.

EURAD shall allow improved integration of the fundamental scientific understanding for all concepts related to the safe and environmentally sound disposal of long-lived radioactive waste and spent nuclear fuel in geological disposal sites within Europe, including corresponding pre-disposal activities. It supports research needs of advanced and early stage programmes and assures access to advanced research infrastructure for coordinated implementation within scientific excellence and leading edge research on basic components and generic processes and their couplings and upscaling, oriented towards site-specific complex systems understanding of long-term repository evolution and safety. The EURAD Strategic Research Agenda describing research needs of high common interest between EURAD participant organisations, contains a broad spectrum of scope and prioritised activities that will lead to an improved scientific basis for geological disposal, and the safe treatment, packaging and storage of radioactive waste across Europe.

As disposal programmes across Europe advance, and move from conceptual studies to industrialisation and operations, research will continue. Given the inherent long timescales involved, with both licensing of a facility (decades), and the operation of facilities up to closure (centuries), scientific understanding will evolve and technology will advance. It is therefore necessary that any waste management programme remains founded at any given moment on rapidly evolving leading edge science. Our research approach will enable programmes to cope with this fast evolving scientific and technological landscape, regardless of stage of advancement, and allow the waste management concepts to remain credible and strongly efficient throughout the very long phase (>30 yr) between siting and closure of a repository.

As part of EURAD-1, seven RD&D projects are to be implemented aiming i) to improve long-term modelling and assessments through multiscale approach and process integration (ACED project); ii) to improve understanding of the role of organics (CORI project) ; iii) to improve understanding of the upscaling of THMC modelling for coupled hydro-mechanical-chemical processes in time and space (DONUT project); iv) to quantify long-term entrapment of key radionuclides in solid phases as input to reactive transport models also considering the influence of redox (FUTuRE project); v) to increase understanding and predictability of gas migration in different host rocks (GAS project); vi) to improve THM description of clay-based materials at elevated temperatures (HITEC project) and vii) to reduce uncertainties in spent fuel properties in predisposal phase (SFC project).

Beyond the state-of-the-art, an important, novel and ambitious component of EURAD is to **consolidate efforts across Member-States on Knowledge Management** – this includes access to existing Knowledge (State-of-Knowledge), guiding the development of capability in line with core competencies (Guidance and Training), and improving access to quality tools, resources and communities of practice to share and learn from each other (Dissemination).

As radioactive waste management programmes across Europe are varied, particularly with respect to their level of advancement, a key consideration is ensuring that the right knowledge is available to the right people at the right time. Therefore, within the Joint Programme, we plan to use the Roadmap that has been established to provide a framework for mapping Knowledge requirements at different stages of a waste management programme. It is intended that the Roadmap will serve as a key tool for identifying, structuring, prioritising and managing all Knowledge Management activities in the Joint Programme. This will include future expansion with the required competencies in relation to what is

needed to support disposal programme implementation, so that it may be used to determine critical training and guidance needs and as a tool for managing people development. This will enable EURAD Knowledge Management efforts to focus initially on the most critical Knowledge required for Early Stage Programmes (i.e. State of Knowledge, Guidance and Training to support Programme Managers working in support of a National Programme that is at an early stage of development with respect to implementing radioactive waste management).

In addition to generating and managing expertise and scientific-technical knowledge, EURAD will **elaborate upon complex issues and identify new and emerging ones by bringing together all interested actors to jointly conduct Strategic Studies**. Strategic studies are initiated in order to agree upon needs for future activities, including further specific thematic studies or RD&D. This may also be referred to as ‘think-tank’ activities to determine if there is a RD&D need on an emerging issue, if there is a need of a position paper or if it is considered mature and suitable for knowledge management activities.

As part of EURAD-1, there is one Strategic Study on the understanding of uncertainty, risk and safety amongst different actors, including how uncertainty transforms into risk, and how this translates into “safety” for different actors. This Strategic Study contributes to a common understanding of these phenomena amongst the different actors, including identifying research and innovation that could further bring forward this area.

Another Strategic Study is elaborating upon the need for research and innovation in order to deal with all the different types of waste in Europe, also “exotic” ones for which there is presently no mature solution available. One specific aspect within this study is research needs for dealing with small national inventories, where existing solutions may be inadequate and/or prohibitively expensive, and rely on human and financial resources found in countries with larger programmes. By these initial Strategic Studies, EURAD meets the expectation of extending the areas of activities to identification of research and innovation needs well beyond the community addressed in former EURATOM framework programmes, namely the strong community of advanced programmes developing geological disposal for spent fuel and high-level waste.

EURAD intends to maintain and **deepen the interaction/cooperation with Waste Producers and International Organisations** (IAEA and OECD-NEA).

The greatest asset of EURAD is the many decades of RWM experience, talent and knowledge held within EURAD community of actors. Operating now as a Joint Programme, we are able to better harvest this shared knowledge to help orientate our future research and training priorities, and to structure the transfer of knowledge between programmes and to the future generations.

### 3.3 EURAD expected impacts

EURAD will generate and manage knowledge to support EU Member-States with their implementation of the Directive 2011/70/Euratom ([Waste Directive](#)), and more specifically with the development and implementation of their national RD&D programmes for the safe long-term management (including disposal) of their full range of different types of radioactive waste. More specifically, EURAD will:

1. **Support compliance with European regulations** – by supporting Member-States in implementing RD&D, developing skills and providing for transparency in order to develop solutions for their radioactive waste (see, Waste Directive articles 8, 10 and 12.1(f));
2. **Support passive safety of radioactive waste** – by contributing to the responsible and safe management of radioactive waste in Europe, including the safe start of operation of the first geological disposal facilities for high-level and long-lived radioactive waste / spent nuclear fuel as well as improvement, innovation and development of science and technology for the management and disposal of other radioactive waste categories;

3. **Help to gain or maintain public confidence and awareness in radioactive waste management** - by fostering transparency, credibility and scientific excellence;
4. **Support radioactive waste management innovation and optimisation** – by supporting the development of solutions for different waste streams and types and continuously improving and optimising waste management routes and disposal solutions, including identifying needs specific to small inventory programmes with their particular challenges with respect to access to critical mass of expertise and developing appropriate disposal options;
5. **Contribute to addressing scientific/technical challenges and evolving regulatory concerns** – by prioritising activities of high common interest, and creating conditions for cross fertilization, interaction and mutual understanding between different Joint Programme contributors and participants;
6. **Enhance knowledge transfer to early stage programmes** – by providing an opportunity for less advanced programmes, and in particular those in an early stage of geological disposal programme implementation, to benefit from the cross-European integration in radioactive waste management;
7. **Foster efficient use of the RD&D resources at the EU level** - by sharing and advancing existing knowledge, facilities and infrastructure rather than repeating and duplicating efforts; and
8. **Foster a better transfer of knowledge across generations of experts** – by helping to bridge the risk of shortage of the skilled, multidisciplinary human resources and critical infrastructure needed to develop, assess, license and operate RWM facilities, in view of the long lead-times and the intergenerational operational time-spans.

## 4. Dissemination and communication channels

A wide range of activities, channels and tools can be used specifically or commonly for communication and dissemination purposes. The different activities/channels/tools are listed and briefly described in Section 4.1. Section 4.2 provides for each activity/channel/tool indications whether it serves dissemination and/or communication and/or exploitation purposes and which targeted audience they are suitable for.

### Displaying EU funding

All communication and dissemination activities will acknowledge support of the Horizon 2020/Euratom programme by displaying the EU emblem and by including the following text: *This project has received funding from Euratom research and training programme 2014-2018 under grant agreement N°847593.*



EU high-resolution emblems can be found here

[https://europa.eu/european-union/about-eu/symbols/flag\\_en#download](https://europa.eu/european-union/about-eu/symbols/flag_en#download)

## 4.1 Communication & Dissemination activities, channels and tools

### 4.1.1 EURAD Strategic Research Agenda and Roadmap

EURAD Strategic Research Agenda and Roadmap are great assets for communication and dissemination of EURAD. They are both living documents that will evolve during the implementation of EURAD-1.

- EURAD Strategic Research Agenda (SRA)

The EURAD SRA is one of the EURAD Founding Document and provides a description of scientific and technical Domains (and Sub-Domains), as well as enabling Knowledge Management, Strategic Studies and other Cross-cutting Activities of common interest for cooperative work within EURAD implementation phases.

EURAD SRA is a dynamic and living document that shall be updated periodically in order to integrate outcomes of EURAD RD&D activities as well as any emerging collaboration needs identified by the EURAD participant organisations.

- EURAD Roadmap

The EURAD Roadmap is a representation of a generic radioactive waste management programme that shall enable users and programmes to 'click-in', and access existing knowledge and active work or future plans in EURAD and elsewhere. The content is focused on what knowledge, and competencies (including infrastructure) is considered most critical for implementation of RWM, aligned to the EURAD Vision.

If done correctly, the EURAD Roadmap shall communicate well why different activities are supported and prioritized by different programmes according to their phase of implementation, radioactive waste inventory, geology, disposal concept, and national policies. A key part of this narrative is signposting to existing knowledge, guidance and training – both existing within EURAD community and elsewhere.



The Roadmap shall allow to identify gaps in knowledge and competencies needed individually by each of the member states to take action accordingly. This gap analysis will also support the future orientation of joint activities.

A User Guide shall be developed with the aim to describe the structure of the EURAD roadmap and the variety of ways it can be used to communicate, disseminate and support our work.

Once mature, it may be considered to develop an improved file format with improved user interface and records management functionality.

#### **4.1.2 EURAD events**

- EURAD Annual Conference

A total of five EURAD Annual Conferences will be organised throughout the course of EURAD-1 in order to communicate EURAD goals and expected impacts, to disseminate EURAD activities, findings and results, as well as to exchange ideas, challenges and approaches. EURAD Annual Events shall also be a forum for exchanging the scientific and technical basis, the objectives, scope, work planning and achievements with civil society organisations and their representatives.

Within EURAD-1, the plan is to organise five Annual Conferences as follows:

- **First Annual Conference** shall be organised between month 12 and month 15;
- **Second Annual Conference** shall be organised between month 24 and month 27;
- **Third Annual Conference** shall be organised between month 36 and month 39;
- **Fourth Annual Conference** shall be organised between month 48 and month 51;
- **Fifth Annual Conference** shall be organised between month 57 and 60.

The Annual Conferences are open to all target audiences as identified in Section 2. These events shall be announced on the EURAD website as well as through specific e-mailing.

- EURAD Trainings

In the EURAD work programme, it is planned to develop a diverse portfolio of tailored basic and specialised training courses under the umbrella of a “School of Radioactive Waste Management” and a training mobility programme, taking stock of and building upon already existing initiatives (i.e. past EC projects, IAEA and NEA) and creating new initiatives to bridge identified gaps. The end-users of these trainings are defined as professionals and potential new professionals at graduated and post-graduated level from EU and non-EU countries, and in particular the next generation of experts. EURAD trainings and mobility programme are strong channels to disseminate results that emerge throughout EURAD work packages in a targeted manner.

#### **4.1.3 Participation to external events/conferences/workshops**

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

This shall be done through:

- ✓ Presenting EURAD results and achievements at scientific conferences/ workshops /forums addressing the scientific expert community;
- ✓ Presenting EURAD objectives, scope, work programme and main achievements at events where broader stakeholder community and/or decision-makers are present, with the aim of providing confidence in the scientific and technical basis and enhancing awareness of the well-founded progress in the field and its time-horizons;

- ✓ Presenting and promoting EURAD goals and results within the broader context at events of inter-European and international platforms, organizations:
  - Implementing Geological Disposal Technology Platform (IGD-TP);
  - Sustainable network of Independent Technical Expertise for radioactive waste disposal (SITEX);
  - Nuclear GENERation II & III Association (NUGENIA);
  - IAEA International Atomic Energy Association (IAEA)
  - Organisation for Economic Co-operation and Development – Nuclear Energy Agency (OECD/NEA)
  - Etc.
- ✓ Exchanging the scientific-technical basis, objectives, scope, work plan and achievements with civil society and their representatives, resulting in out-reach beyond the expert community to these key actors for advancement of national programmes and for policy decision making.

Non-exhaustive list of external events:

- Annual Waste Management (WM) Conference
- Conference on Clays in natural and engineered barriers for radioactive waste confinement (Clay conference)
- EURADWASTE
- European Nuclear Energy Forum (ENEF)
- IGD-TP events (Exchange Forum, etc.)
- International Conference on Nuclear Engineering (ICONE)
- IAEA Events
- OECD/NEA events
- NUCLEAR
- NUGENIA events
- SITEX events
- National and local events
- Etc.

#### 4.1.4 EURAD website

The **EURAD website** [www.ejp-eurad.eu](http://www.ejp-eurad.eu) provides initial information on EURAD Vision, Roadmap, Strategic Research Agenda, EURAD participants for a wide audience. The website is regularly updated with on-going activities (Work Packages), public reports/deliverables, publications, upcoming events such as EURAD Annual Events, scientific/technical workshops organised within the different WPs, as well as training/mobility programme.

The EURAD website is structured as follows:

- Homepage
  - Highlighted news
  - Direct access to EURAD Founding Documents (Vision, SRA, Roadmap, Deployment Plan)
  - Direct link to participants
  - Next events
  - Latest Publications
  - Contact
- About EURAD – short description of EURAD and link to the list of participants;



- Implementation – description of the types of activities (RD&D, Strategic Studies, KM, Interaction with Civil Society and description of each Work Package;
- News – list of published news;
- Events – list of past and upcoming events;
- Publication – list of publications (Founding Document, Deliverables, Dissemination documents, documents of interest, etc.);
- Link to the Working area (Projectplace);
- Search tool ;
- Footer: sitemap + contact + links towards social media accounts

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

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

The website is administered by the Coordinator (Andra) with inputs from the Programme Management Office, Work Package Leaders, Participants.

Each work package shall contribute to feed the EURAD website with news about their work package (issue of an important deliverable, reach of an important milestone, training/event related to the WP).

#### **4.1.5 Other websites**

- EURAD partners' websites

EURAD participant organisations are encouraged to provide EURAD-related information on their own website and to provide a link towards the official EURAD website.

- EC website

Some relevant news may also be published on the EC website. This shall be directly discussed with EURAD EC Policy Officer.

- IGD-TP and SITEX websites

Some information, news and announcements can also be relayed through IGD-TP and SITEX websites.

#### **4.1.6 Scientific peer-reviewed publications – open access**

Unless it goes against their legitimate interests, each EURAD participant organisation must as soon as possible disseminate its results by disclosing them by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications.

**Peer-reviewed scientific open access publications** in internationally recognized scientific journals (see non-exhaustive list below):

- Journal of Geotechnical and Geoenvironmental Engineering;
- Journal of Computational Physics;
- Sedimentary Geology;
- Journal of Nuclear Materials;

- Science of Total Environment;
- Electrochimica Acta;
- Materials chemistry and Physics;
- Applied Clay Science;
- Engineering Geology;
- Journal of Geochemical Exploration;
- International Journal of Geomechanics;
- Journal of Chemical & Engineering Data;
- International journal of rock mechanics and mining sciences;
- Environmental Science & Technology;
- Applied Geochemistry;
- Physics and Chemistry of the Earth;
- Journal of Hydrology;
- Environmental Modelling & Software;
- Journal of Geosciences;
- Journal of Hazardous Materials;
- Computers and Geotechnics;
- Etc.

The European Commission promotes the overall concept of Open Research by supporting open access in its framework programmes, aiming to improve science and innovation in the public and private sectors. By making project results and data accessible to all societal actors, other researchers, innovators and the public, they can find and re-use these for their own specific needs. In this way further research is encouraged, novel solutions can be found, and complex challenges can be tackled. It's about making research outputs more transparent and their use more efficient [2].

Each Horizon2020 beneficiary must ensure open access to peer-reviewed scientific publications relating to results of the project. It is not, however, an obligation to publish and does not override any prior decisions to seek IP protection.

- Self-Archiving > GREEN Open Access

The final peer-reviewed publication is deposited in an online repository of choice, often after an embargo period set by the publisher. Beneficiaries must ensure open access to the publication within a maximum of six months (twelve months in the social sciences and humanities).

- Open Access Publishing > GOLD Open Access

Publication in Open Access journals. Open access to the peer-reviewed publication is provided immediately, often by paying a fee to the publisher. Note that a copy of the publication still needs to be deposited in a repository.

Open access costs are eligible for funding, if they fulfil the general eligibility conditions specified in the Grant Agreement.

#### **4.1.7 EURAD e-Newsletter**

A bi-annual newsletter is published on the website and sent to EURAD dissemination contact list and aims to keep all interested parties informed on the activities and findings of EURAD, including technical projects (work packages), past and upcoming events, publications, etc.

- EURAD e-newsletter issue 1 shall be published at Month 7-9
- EURAD e-newsletter issue 2 shall be published at Month 13-15

- EURAD e-newsletter issue 3 shall be published at Month 19-21
- EURAD e-newsletter issue 4 shall be published at Month 25-27
- EURAD e-newsletter issue 5 shall be published at Month 31-33
- EURAD e-newsletter issue 6 shall be published at Month 37-39
- EURAD e-newsletter issue 7 shall be published at Month 43-45
- EURAD e-newsletter issue 8 shall be published at Month 49-51
- EURAD e-newsletter issue 9 shall be published at Month 55-58
- EURAD e-newsletter issue 10 shall be published at Month 60+1 – 60+3

#### **4.1.8 Social networks**

Social media allow to reach a wide — but also targeted — audience and can be used for both communication and dissemination purposes [3]. EURAD shall use Twitter and LinkedIn social media. The EURAD Twitter and LinkedIn accounts shall be administrated by Andra, as Coordinator. EURAD contributors are also encouraged to tweet/post using relevant hashtags such as #EURAD, #radioactivewaste, #geologicaldisposal, #EURATOM, #Horizon2020, #EUcollaboration etc.

The following types of content shall be shared through LinkedIn/Twitter: EURAD Annual Events, workshops, publications (scientific and non-scientific publication), issue of deliverable/newsletter. Information of interest can also be shared, notably from international organisations (IAEA, NEA)/European networks (IGD-TP, SITEX, NUGENIA, etc.) / national programmes.

- Twitter - [https://twitter.com/EJP\\_EURAD](https://twitter.com/EJP_EURAD)

Tweet posts shall be used to share short comments (+ photos, URL) about publication of a deliverable, EURAD events/workshops that can instantaneously reach a large audience or retweet any content of interest for EURAD community.

- LinkedIn - <https://www.linkedin.com/showcase/ejp-eurad>

LinkedIn shall be used as a networking tool to interact with individuals (professionals)/groups and to share and disseminate information about EURAD results, events, relevant information.

#### **4.1.9 Press releases**

A series of press releases will be produced to be published in local newspapers, as well as in specialised magazines and online media. They shall be used to announce important news about EURAD.

#### **4.1.10 Information material**

Communication tools, such as flyers, brochures, posters, rollups, synthesis, videos etc. that may be displayed and/or distributed during workshops, conferences or congresses, and/or published on EURAD website shall also be developed to support any communication/dissemination activities.

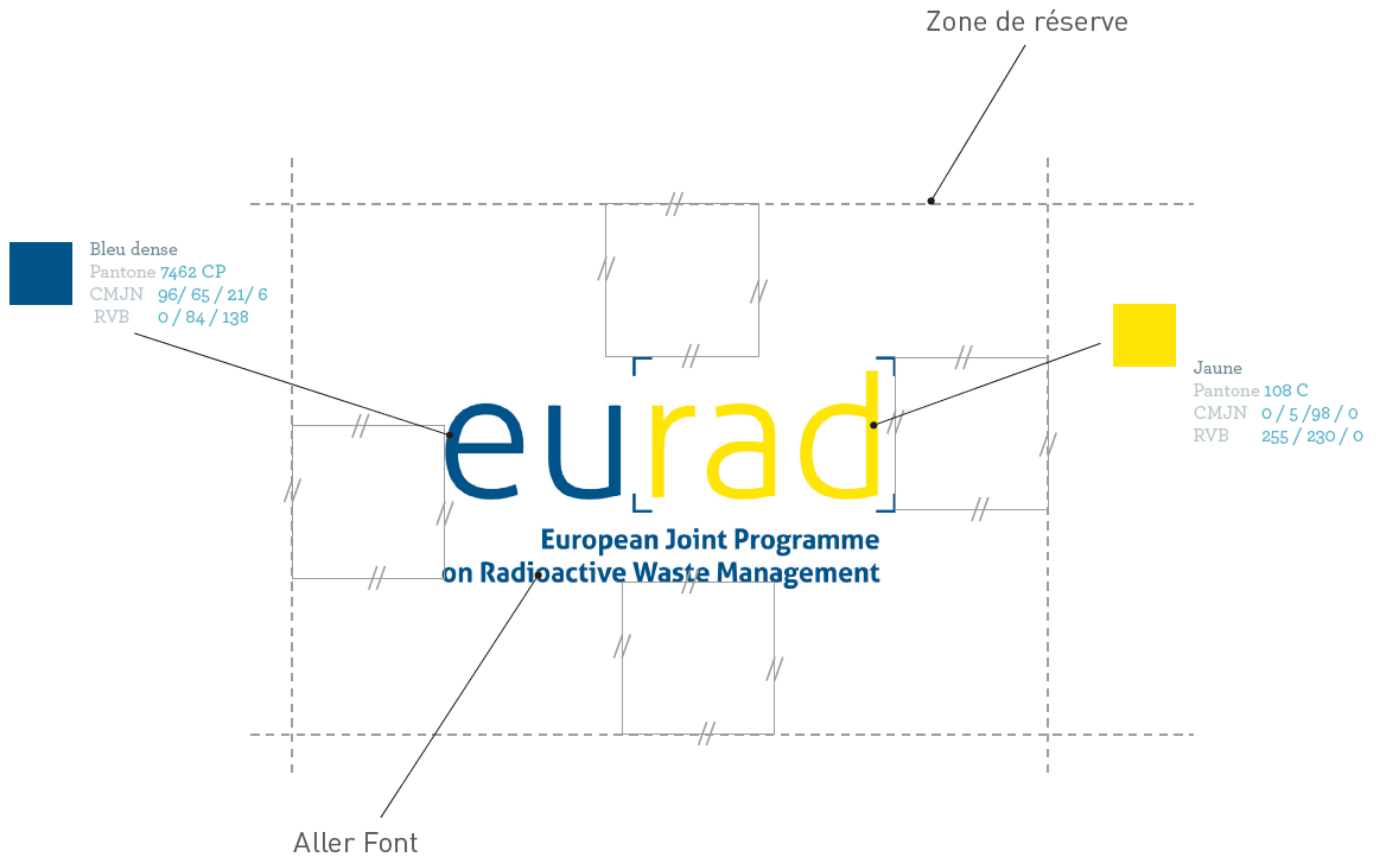
## 4.2 Channels/tools/activities vs. Target audiences

The table below provides an overview of the planned activities for dissemination and/or communication and the targeted audiences.

	Communication	Dissemination	Target Audiences (organisations)										
			EURAD Consortium (WMO, TSO, RE)	Scientific community at large (incl. non-EURAD WMO/TSO/RE)	Regulators	Waste Owners/Producers	International organisations (IAEA, NEA)	European networks (IGD-TP, SITEX, NUGENIA, etc.)	Decision-Makers (MS, Programme Owners)	European Commission	CSOs involved in RWM field	Public interested in RWM issues	Media
EURAD SRA and Roadmap	X	X	X	X	X	X	X	X	X	X	X		
EURAD Annual Event	X	X	X	X	X	X	X		X		X		
EURAD Trainings		X	X	X	X	X							
Participation to a scientific conference/workshop		X	X	X			X	X					
EURAD Website	X	X	X	X	X	X	X	X	X	X	X	X	
Scientific peer-reviewed publications		X	X	X			X	X					
Non-scientific Publications	X		X	X	X	X	X		X		X	X	
E-Newsletter	X		X	X	X	X	X	X	X	X	X	X	
Social Media	X	X	X	X	X	X	X	X	X	X	X	X	
Press release	X												X

## 5. Visual Identity

### 5.1 EURAD Logo

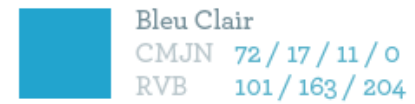
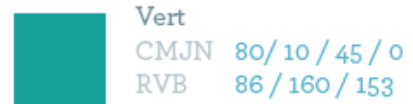


## 5.2 Colours

### Main colours



### Secondary colours



## 5.3 Graphic motifs



## 5.4 Pictograms



Networking



Interaction avec la société civile



Formation



Etablir des guides



Recherche et développement



Transfert de connaissances



Knowledge management



Organisme de gestion des déchets



Organisme d'experts

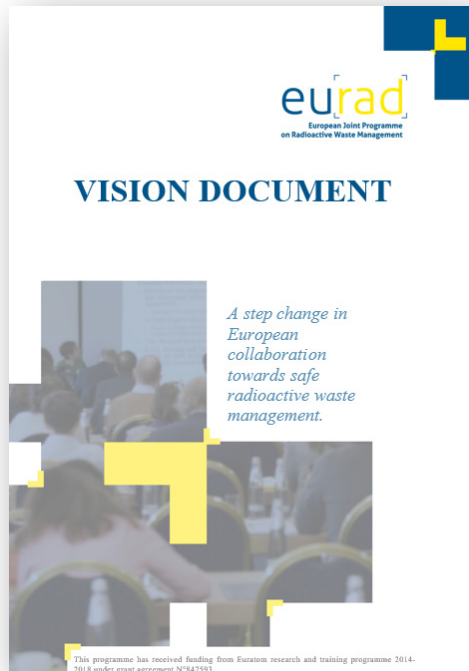


Organisme de recherche

## 5.5 Official presentation template



## 5.6 Technical publication template



## 5.7 Save the Date





## 6. Follow-up of dissemination/communication activities

All communication/dissemination activities performed within EURAD shall be regularly reported to EURAD General Assembly and to European Commission.

A follow-up table for dissemination/communication is regularly updated and available for EURAD participant organisations on Projectplace.

No	Type of activities	Main Leader (=Name of the organization)	Title	Date	Place (place, organisation) or publication	Audience						Size of audience	Countries addressed
						Scientific Community	Industry	Civil Society	Policy makers	Medias	Other		
1	Press release	Andra	La Commission européenne retient le programme de recherche EURAD sur la gestion des déchets radioactifs	01/03/2019	<a href="http://www.andra.fr">www.andra.fr</a>					x		-	France
2	Participation to a Conference	Andra	European Joint Programme on Radioactive Waste Management	4-7/06/2019	EURADWASTE'19, Pitesti, Romania	X	X	X	X	X		500	global
3	Participation to a Conference	IRSN	EURAD -ROUTES - Strategic Study WP – Waste management routes in Europe from cradle to grave	13/11/2019	SAMIRA Workshop, Brussles, Belgium	X			X				
4	Website	Andra	EURAD website	01/12/2019	<a href="http://www.eurad-ejp.eu">www.eurad-ejp.eu</a>	X	X	X	X			web	global
5													
6													
7													
8													
9													
10													

DOI	Type of publication*	Repository Link	Link to the publication	Title *	Authors *	Number, date or frequency of the Journal/ Proceedings/ Book	Title of the Journal/ Proceeding s/Books series/Book (for book chapters)	Relevant Pages	ISBN	Publisher *	Place of publication *	Year of publication *	Is this publication available in Open-Access, or will it be made available?*	Is this a peer-reviewed publication ?*	Is this a joint public/ private publication ?*

## References

- [1] Communicating EU research and innovation guidance for project participants [\[Link\]](#)
- [2] IPR Helpdesk guide on Making the Most of Your H2020 Project. Making the Most of Your H2020 Project. Boosting the impact of your project through effective communication, dissemination and exploitation [\[Link\]](#)
- [3] Social media guide for EU funded R&I projects [\[Link\]](#)