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Programme

TRANSAT

Research and Innovation Action (RIA)

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Communication Action Plan

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Summary

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

Approval

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Abbreviations

EC DG RTD	European Commission – Directorate General for Research and Innovation
DoA	Description of Action
ECCP	Electronic Collaborative Content Platform
ExCom	Executive Committee
GB	Governing Board
PMO	Project Management Office
PQP	Project Quality Plan
PR	Periodic report
QA	Quality assurance
WP	Work package
WPL	Work package leader

Summary

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



1 Introduction

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

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

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

2 Context and objectives of the project

Launched in September 2017, the European Horizon 2020 TRANSAT (TRANSversal Actions for Tritium) project will contribute to improving the knowledge on tritium management in fission and fusion facilities. It will aim to address the challenges related to tritium release mitigation strategies and waste management improvement, and refine knowledge in the fields of radiotoxicity, radiobiology, and dosimetry.

The project has three specific objectives:

- Mitigate Tritium release through new technologies
- Improve the management of tritiated waste
- Refine the knowledge on radiotoxicity, radiobiology, dosimetry etc.

The project's outcome is expected to bring new technical knowledge to the fission & fusion community and contribute to building a solid legal, standards, financial framework for dealing with Tritium.

3 TRANSAT brand

3.1 Visual identity



Figure 1: TRANSAT logo



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

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

A more abstract version of the Tritium nucleus made up of one proton and two neutrons was chosen as the main symbol to illustrate the project. Indeed it allows the logo to be easily recognisable and conveys the main field of the project's research. The ring around the top circle symbolises the transversal aspect of TRANSAT.

In addition, the font and colours were chosen to convey the idea of research and technology.

3.2 Project presentation

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

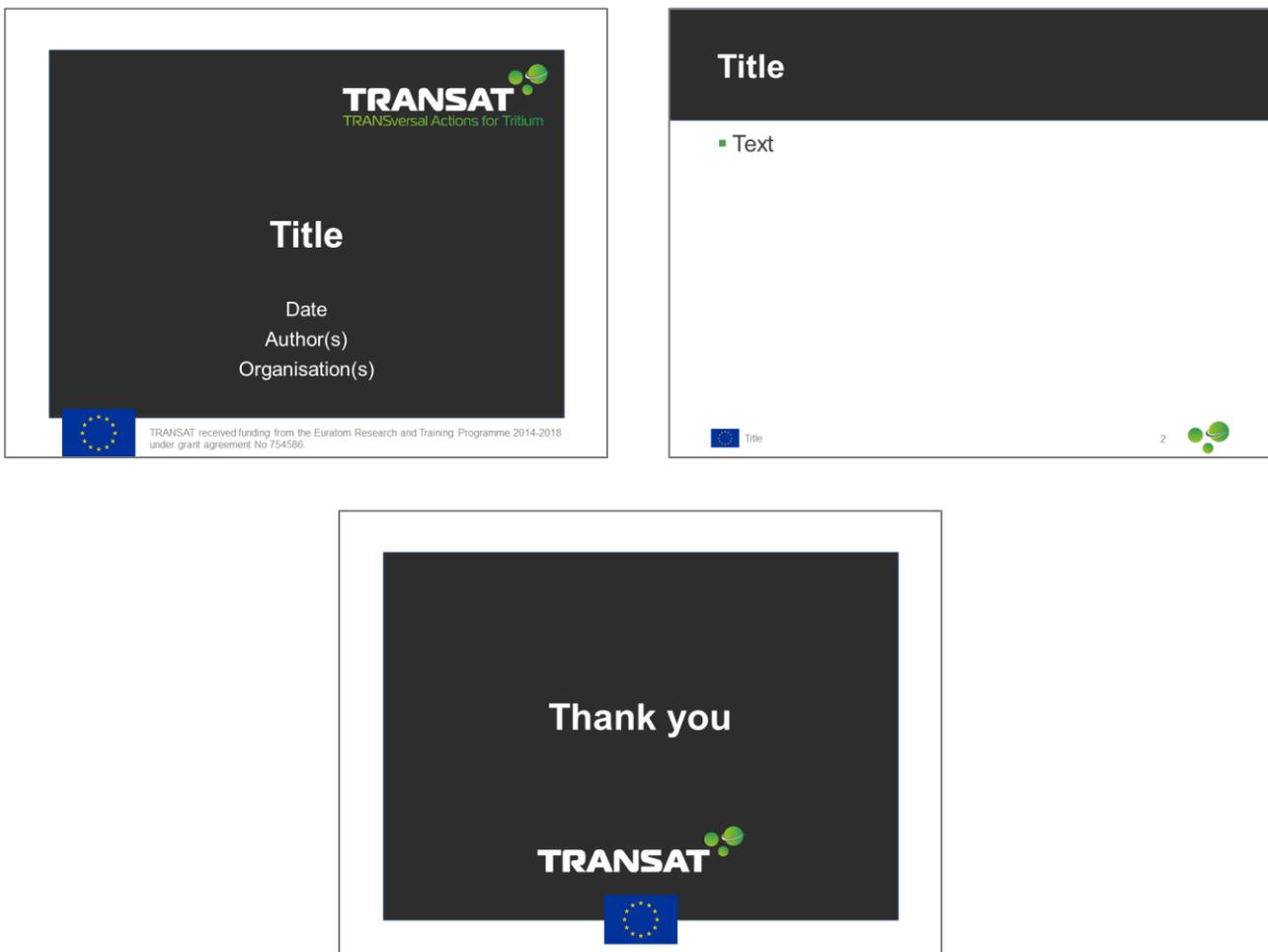


Figure 2: Presentation template



3.3 Other brand material

- **Flyer:** a flyer will be designed and distributed at workshops and events organised by TRANSAT, as well as in external events. It will include the main message, keywords and consortium members of the project.
- **Poster/Roll-up:** a roll-up/poster will be designed to support the dissemination of the outputs generated in TRANSAT. It will be distributed to the project partners, and available for download on the public website of the project.

3.4 Obligations

All materials, including scientific papers and publications produced by the project, must contain the mandatory EU emblem with the following sentence:



This project has received funding from the Euratom research and training programme 2014-2018 under grant agreement No 754586.

Partners can submit articles to peer-reviewed journals or present communications at conferences on the studies they perform in TRANSAT. The sentence below must be used to acknowledge the European Commission's financial support in all publications:

This research is part of the TRANSAT project, which has received funding from the Euratom research and training programme 2014-2018 under Grant Agreement No 754586.

For presentations, it is strongly recommended to use the TRANSAT PowerPoint presentation template. If for some reason this is not possible, the minimum requirements are to use the TRANSAT logo, the European emblem and the acknowledgement sentence above.

4 Communication and dissemination strategy

4.1 Objectives

The TRANSAT communication and dissemination objectives are to:

- To promote the project's activities, objectives and the uptake of its results
- Raise awareness of issues related to Tritium and contribute to the public acceptance of nuclear energy
- To engage in a two-way dialogue with the project's stakeholders and target audiences
- Establish synergies and boost new collaboration with external parties, such as public authorities and international organisations to create a multiplier effect, thus contributing to



knowledge building and best practices diffusion in Europe and beyond, avoiding overlap with different projects.

- Link to the EC's coordination activities on radioprotection, waste disposal management and other fission & fusion R&D initiatives.

4.2 Target audiences

The following audiences have been identified as the main target groups that TRANSAT will be addressing through its communication and dissemination activities.

TARGET AUDIENCES
Research and scientific community
Industry, nuclear waste repositories
Nuclear safety authorities
Policymakers
Higher education, PhD students, post-docs
General public

4.3 Key messages

An initial set of key messages for TRANSAT has been developed to educate and inform the target audiences about the project, its objectives and expected outcomes and impacts. Additional tailored messages will be drafted to promote TRANSAT in the most effective way.

Based on the results and analyses carried out in the project, the messages below will be further refined and developed for each audience.



TARGET AUDIENCE	MESSAGE
<p>Research and scientific community</p>	<ul style="list-style-type: none"> • The TRANSAT project aims at expanding the knowledge on technical solutions to mitigate tritium release. • TRANSAT will provide new ways to investigate tritium management and tritium mitigation strategies. • TRANSAT will allow Europe to stay at the forefront of the research carried out on Tritium.
<p>Industry, nuclear waste repositories</p>	<ul style="list-style-type: none"> • TRANSAT will validate a methodology for the safe dismantling of tritium handling facilities. • The TRANSAT project aims at expanding the knowledge on technical solutions to mitigate tritium release. • TRANSAT will provide new ways to investigate tritium management and tritium mitigation strategies. • Through the development of new confining drums concepts and innovative tritium inventory measurement/assessment methodologies, the TRANSAT project will improve the strategies for the safe management of tritiated waste.
<p>Nuclear safety authorities</p>	<ul style="list-style-type: none"> • Based on the results generated in TRANSAT, the project will make recommendations for the safe dismantling of tritium handling facilities. • Through the development of new confining drums concepts and innovative tritium inventory measurement/assessment methodologies, the TRANSAT project will improve the strategies for the safe management of tritiated waste. • TRANSAT will provide, for the first time, elements of knowledge on the potential effects of tritiated particles on the environment in case of accidental contamination.
<p>Policymakers</p>	<ul style="list-style-type: none"> • Based on the results generated in TRANSAT, the project will make recommendations for the safe dismantling of tritium handling facilities. • Thanks to the research carried out in TRANSAT, recommendations in the field of tritiated waste management will be made, which could lead to new regulation policies. • TRANSAT will improve knowledge on tritium and enhance the regulatory oversight of tritium-related activities. • TRANSAT will provide, for the first time, elements of knowledge on the potential effects of tritiated particles on the environment in case of accidental contamination.
<p>Higher education, PhD students, post-docs</p>	<ul style="list-style-type: none"> • TRANSAT will be providing new knowledge on Tritium to the next generation through summer schools and bringing together the R&D community with the young generation.
<p>General public</p>	<ul style="list-style-type: none"> • TRANSAT aims to make the production of nuclear energy safer and cleaner by providing new knowledge on Tritium.

4.4 Content and information flow

A simple yet effective process has been set up for content creation and information to be shared through the communication channels described in the next section.

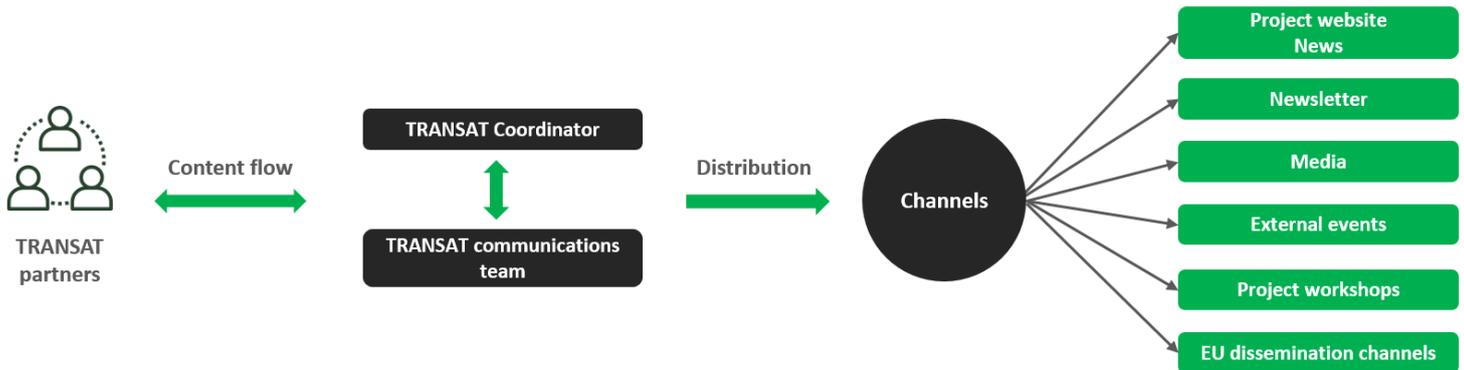


Figure 3: Content and information flow

4.5 LinkedIn

A LinkedIn account was created for TRANSAT to showcase the project's activities and promote its events, workshops and public deliverables.

Articles and news about the project will be published here.

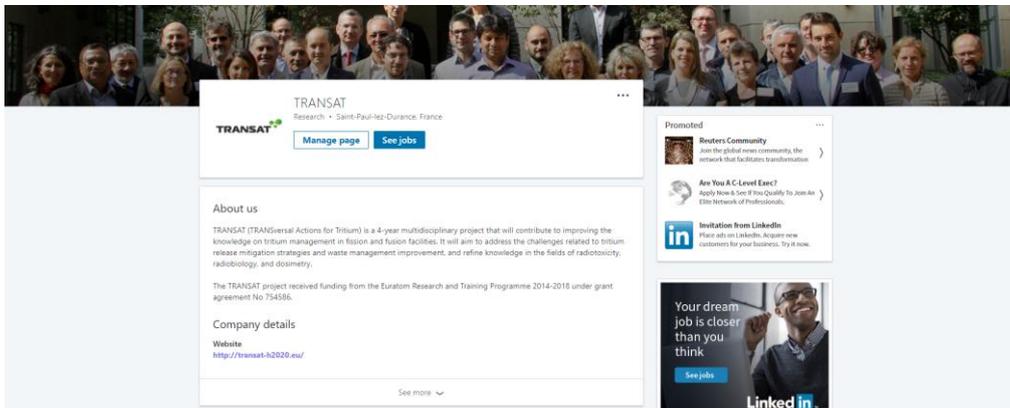


Figure 4: Screenshot of LinkedIn account

4.6 Public website

The TRANSAT public website was designed and developed to serve as a dynamic information and Communication tool, as well as a platform for the project team.

The website URL is: <http://transat-h2020.eu/>

It acts as the main channel for news and updates with the aim to address the key questions that external visitors are expected to have, these include:

- What is the project about?
- What will the project deliver and why?



- Who are the partners of the project?
- What are the main advancements of the TRANSAT project?

The TRANSAT website was officially launched in December 2017. It will be continuously updated and will evolve with the lifecycle of the project, according to the dissemination and communication policy of the project.

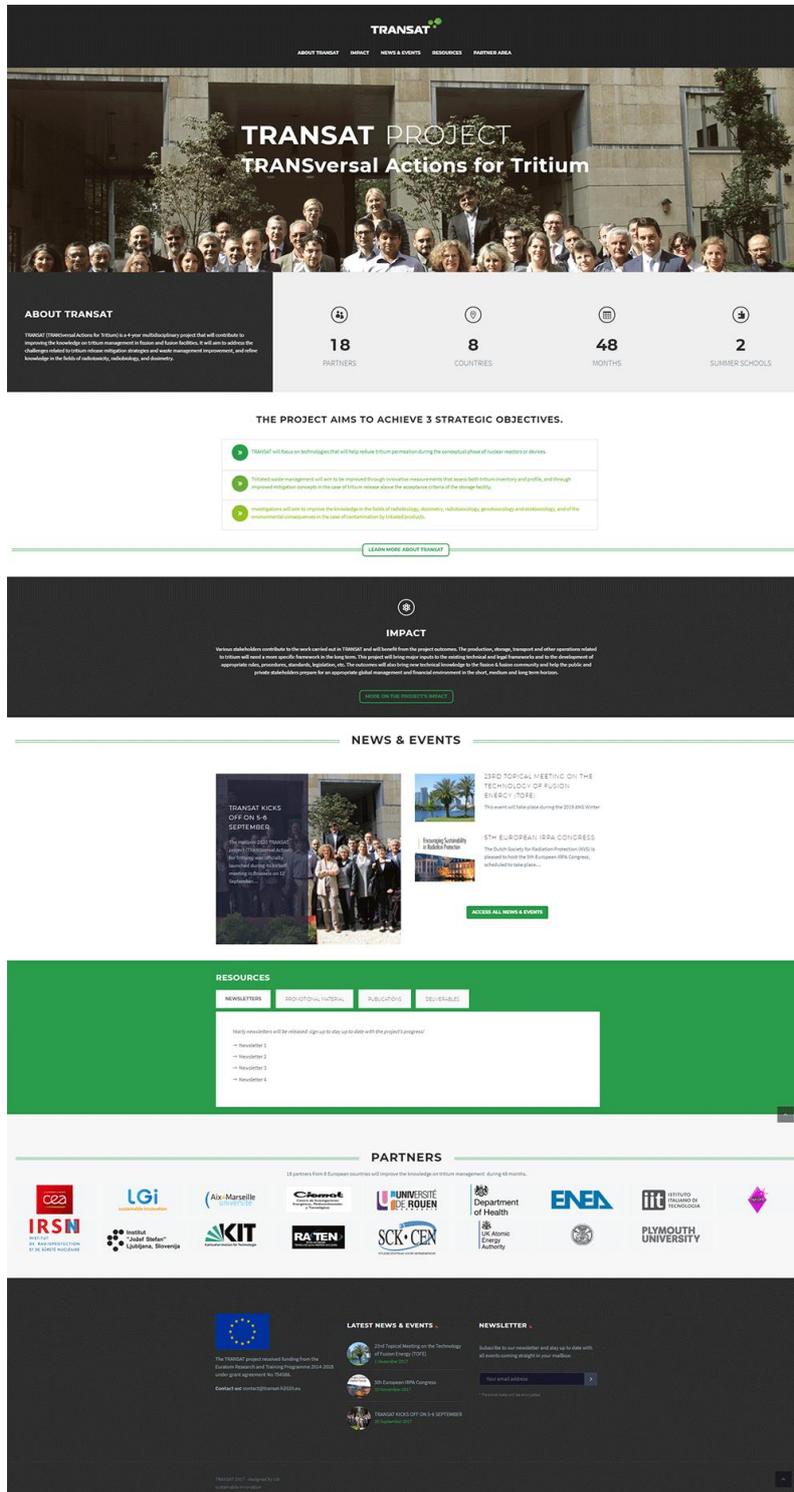


Figure 5: Screenshot of TRANSAT homepage



4.7 Newsletters

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

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

The first newsletter is planned for September-October 2018, depending on the progress of the project.

4.8 Events

Presenting the project's results at events or booking a stand to disseminate the knowledge acquired is a key action in TRANSAT to maximise its impact. It will also help to communicate towards key stakeholders.

As face-to-face communication is the most effective means of communication, the project consortium will attend events that are relevant to the topic and through which target groups can be reached. Attendance at events will be divided among the different project partners.

For more information, please refer to deliverable D5.2 Dissemination and exploitation plan.

4.9 Final conference

A final project event will be organised at the end of the project to disseminate the knowledge acquired and the lessons learned during the project.

All relevant stakeholders will be invited to attend.

4.10 European dissemination channels

The official channels set up by the EU institutions will be used if relevant to disseminate the project's results. The following official EU dissemination channels will be targeted:

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



4.11 Key Performance Indicators

CHANNELS	KPIS
Website	<ul style="list-style-type: none"> • Number of page views • Average time on page
LinkedIn	<ul style="list-style-type: none"> • Number of views/interactions • Number of followers • Number of articles/posts
Newsletters	<ul style="list-style-type: none"> • Number of subscribers
Media	<ul style="list-style-type: none"> • Number of articles published about TRANSAT
TRANSAT final event	<ul style="list-style-type: none"> • Number of attendees
Events	<ul style="list-style-type: none"> • Number of conferences where TRANSAT was presented
Publications	<ul style="list-style-type: none"> • Number of papers published
EU channels	<ul style="list-style-type: none"> • Number of mentions • Number of articles published about TRANSAT

5 Conclusion

The TRANSAT Communication action plan will be updated regularly. Its content and structure may evolve if necessary. Its main objective is to maximise the impact of the project and boost awareness on the results and milestones to be accomplished during the project.