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PEBS

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COMMUNICATION ACTION PLAN

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Dissemination Level		
PU	Public	PU
RE	Restricted to a group specified by the partners of the [acronym] project	
CO	Confidential, only for partners of the [acronym] project	

[PEBS]



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1. Introduction

1.1 Purpose

This document presents the PEBS Communication Action Plan (CAP) and serves as deliverable D5-2. It highlights communication actions already identified, such as main communication materials (website, project presentation) and events involving external participants (see Appendix A); but also draws a framework to identify potential future actions.

This first version of the CAP focuses on proposing guidelines on main communication activities and principles under PEBS project. However, communication objectives and activities may change as the project evolves and more detailed intermediate results are made progressively available, it is also important to keep some flexibility in this plan.

Therefore, the CAP will be updated as necessary:

- During the entire project, partners will keep the Coordinator informed on planned dissemination activities (publications, presentations, etc.), which will be listed for discussion at the next Annual Project Meeting (see “Appendix A – intern”);
- “Appendix A – extern” indicates actions also related to the public
- A list of all realized communication actions will be included in this document (see Appendix B).
- To the extent possible, these communication actions will be assessed once a year to evaluate their impact (audience composition, website visitors, type of events, number of publications, etc.).

1.2 Key messages

What do we want to say and how? These questions are the core of a communication strategy.

What is the specificity of PEBS project?

PEBS provides information regarding mid/long term performance of technical barriers under different THMC loads which includes both lab tests and related numerical methods for extreme long term forecasting of relevant phases of the radioactive waste disposal process.

The PEBS project will now provide a common understanding, a shared international view and an internationally accepted method of how to calculate the performance of technical barriers of a HLW repository.

Why?

To understand long term performance of technical barriers to transfer this knowledge to licensing and regulatory processes finally to satisfy policy and public. To increase the confidence in the safety of radioactive waste disposal in the post-closure phase.

Why now?

In some countries there is an intensive discussion on the use of nuclear power and the implementation of a final repository. International accepted methods can help to put the discussion about final disposal on a more objective footing. The earlier the better.

Who are we and who are we talking to?

We are talking to all people (2), (3).

PEBS is a consortium of organizations involved in the planning and realization of a safe disposal of radioactive waste. Our audience is everybody (waste management organisations, regulatory authorities, researchers, universities, public) interested in the long term safety of radioactive waste.

Audience: (1) **RE** = Restricted to a group specified by the Consortium (including the Commission Services)
 (2) **PU** = Public, with registration
 (3) **PU** = Public

1.3 Target audiences

Where appropriate, actions aiming at communicating with actors beyond the research community will be identified, to help spread awareness, in particular where research and its outcomes may have broader socio-economic or political implications.

Communication needs to be adapted to the audience, who has to be clearly identified at early stages of the project. Conversely, expectations and needs expressed by the audiences have to be analysed and taken in account.

Interactions with stakeholders are part of the core of PEBS project. WP5 will be partly dedicated to the organisation of a workshop involving other THMC and modelling projects and experts. A final conference will be organised at the end of the project towards a wide audience.

Thus, target audiences can be basically divided in three main groups (without being exhaustive at this stage):

- 1)** Scientific and technical stakeholders (WMO, RTD projects, universities, Master and PhD Students, engineering companies, international experts, IAEA, NEA, EC,...) will be identified by PEBS partners from the beginning of the project. The

focus of the proposed workshop proposed for May 2011 and 4th quarter of 2013 is on Regulatory Authorities. The audience of the targeted “Bentonite Workshop” and lab course proposed for October 2012 will be addressed to the above stakeholders plus industry and bentonit producers.

- 2) It is up to all partners of PEBS to identify Regulatory Authorities as participants of the two mentioned “Closed Shop Workshops”. WP 5 will ask the members of the PEBS HLEC to support this identification.
- 3) A specific point of communication is directed to Japan and China. Especially with China an exchange of information regarding e.g. production and use of bentonite, test facilities such as mock ups and use of codes is addressed.
- 4) Specific attention will be paid to make sure our research and communication actions do not interfere with communication plans and any other activity from the concerned national waste management agencies as regards to the issue of deep geological disposal.
- 5) The public audience at large (experts, policy makers, local authorities, citizens, etc.) is targeted by the website and the Final Conference.

1.4 Development of a corporate identity

One of the first steps taken by PEBS partners to promote and raise awareness of its existence is the design of a professional logo by which the project can be easily identified. It also allows more visibility and homogeneity of communication activities.

This logo should appear on the website, in all front pages of reports, deliverables, documents, PowerPoint presentations, etc. linked to PEBS project.



Figure 1: PEBS Logo

1.5 Obligations towards the European Commission

Dissemination materials produced by the project (publications, website, etc.) also need to contain the following specific sentence:

“The research leading to these results has received funding from the European Atomic Energy Community’s Seventh Framework Programme (FP7/2007-2011) under grant agreement 232598”.

The European flag (figure 2) and the Euratom Programme logo (figure 3) should also be included in dissemination materials on front pages/back pages of documents produced by PEBS partners.



Figure 2: EU flag



Figure 3: EURATOM Logo

2. Website and Internet presence

The PEBS project website

www.PEBS-eu.de

is the primary information source. For internal matters a separate communication platform is implemented

https://pebs.bscw.de/bscw/bscw.cgi/206?client_size=1142x588

BGR is the lead partner of this task and thus is in charge of the website design, the technical aspects, and updating.

2.1 Public area of the website

The public area of the PEBS website is being developed at the beginning of the project. Partners will be involved in providing content as for instance organisation’s presentations, logos, etc. The website remains a flexible tool and content and structure may evolve if necessary.

The website will be updated frequently (in principle, as further results become available for public dissemination) in order to keep the public informed on progress made in the project and to disseminate the publicly available part of the scientific results. At the end, key results such as the identification of various monitoring contexts, the presentation of objectives and strategies, the results of local experiments in stakeholder engagement, or the analysis of various monitoring scenarios will be made available to the public domain, via publication on the PEBS website and the publication of the final report.

2.2 Internal and Restricted Communication Platform

Each partner has been provided a user name and a password to access the internal Communication Platform. This tool will be the main support of internal communication between partners.

2.3 Link exchange

An easy way to increase the visibility of the PEBS website is to promote the project in other websites.

When the public part of the PEBS website will be available, partners will be invited to include a link referring to www.PEBS-eu.de on their organisation's websites. This collaborative work will generate additional traffic and interest on PEBS project website.

3. Communication materials

3.1 Project presentation

A project presentation has been produced at the beginning of the project to be published by the EC in "Euratom FP7 Research & Training Projects", volume 3.

This document will be updated during the project in order to include progress made in the project and results.

3.2 Figures

Figures (pictures, drawings, schemas, etc.) should be collected on the website (or by one partner) and identified for the use of the project.

To be used on printed documents or multimedia tools, it is important that the original material has the highest quality level. For instance, a picture has to weight at least 1 mega pixel to be used in communication supports.

3.3 Other materials

Different actions can furthermore be taken to disseminate the project. At this initial stage of the project, the consortium efforts are focused on the website, the project presentation, and the RTD workshop involving Regulatory Authorities.

Steering Committee is free to identify other actions listed below, (not exhaustively):

- Press releases to announce events
- Newsletter
- Information brochure
- Posters
- Publications
- Presentation of the project at Conferences
- International Training Courses (ITC)
- E-mailing

Planned actions by consortium partners will be listed as proposed in Appendix B of this document and can be put to discussion before the Steering Committee.

BGR calculated part of the RTD budget for WP5 (dissemination of results). PEBS partner calculated about 10 Staff months for dissemination actions.

4. Events

Different kind of events and interactions with stakeholders will be organised during the project:

- National experiments with stakeholders
- RTD workshop
- Regulatory Authority workshop
- Final Conference.

For each of these events, a specific communication plan (as a particular appendix to this Cap) will be suggested by the lead partners in charge of organising these events, and approved by the Steering Committee.

Elements that will be included in these plans are:

- a concrete planning;
- the coordination of partners participation;
- organize synergies to promote the event.

5. Publications

5.1 Publication of the final results

At this stage, the main publication planned in the PEBS project is the final report. This document will be produced within WP6 on the base of contributions from all WPs and will be available at the end of the project by means of two distinctive formats:

- Final scientific/technical report for dissemination towards the scientific community
- A final report which comprise a final publishable summary report covering results, conclusions and socio-economic impact of the project and a report covering the wider societal implications (see EC Guidance on FP7, paragraph 2.2)

Further valorisation and dissemination of this report will be discussed between the partners towards the end of the project.

5.2 Publication of intermediate results

PEBS will prepare reports and technical information of various types (type PU, public; type RE, restricted; type CO, confidential).

The PROJECT FINAL REPORT¹ and the PEBS FINAL SCIENTIFIC REPORT² will be based on inputs, deliverables, previously produced in RTD WPs. All PU type reports, what also includes intermediate results, will be prepared for down loading at least on the website after their internal validation. The following table gives an overview of some of this deliverables:

Delivery Month	Work Package/Task	Deliverable Name
6	2.3	Feasibility report on GAME mock-ups
6	5	Communication action plan
16	1	List of issues
16	1	List of scenarios and cases to be studies
16	5	Documents of 1st Workshop
18	3.3	Report on the modeling with initially available data
26	5	Documents for Bentonit Training Course
33	5	Documents of 2 nd Workshop
39	2.1	Laboratory infiltration tests report
40	2.3	GAME data analysis report before dismantling
42	2.3.3	Laboratory tests on interfaces report
42	2.2	Final report on the HE-E experiment
42	3.4	Report on testing multiple-continua THC(m) models with lab and large-scale tests
44	2.2.7	Long-term THM tests report
44	2.1	EDZ seismic results
45	2.3	GAME post-mortem analysis report
45	3.1	Interpretation of the final state of the EB experiment barrier
45	3.5	Extrapolation of the models developed to the repository long-term evolution and evaluation of uncertainties
46	2.1	Laboratory "post-mortem" analyses report
47	2.1	EB dismantling (synthesis report)
47	5	Documents of 3 rd Workshop
48	4	Complete report on integration of short-term EBS evolution with long-term safety perspective
48	B	China-Mock-up post-mortem analysis report
48	5	Documents of 4 th Workshop (final Workshop)

¹ See EC Guidance on FP7, paragraph 2.2 (A final report which comprise a final publishable summary report covering results, conclusions and socio-economic impact of the project and a report covering the wider societal implications)

² Final scientific/technical report for dissemination towards the scientific community

Some questions on the publication strategy can be raised:

Should the reports be published only on the website?

→ *The answer is yes (pdf for download)*

Should we also plan for hard copies, etc.?

→ *The answer is no.*

→ *Hard copies will be prepared only for flyers or hand outs at conferences aso.*

Should we publish only final reports or other intermediate results?

→ *Only final reports should be published; internal reports should be downloaded on the restricted area of PEBS website.*

Do they need executive summaries?

→ *The answer is yes. Executive summaries should be short and will be included in the reports.*

Appendix A - Planned communication actions (internal)

Communication activities	Audience	Timing	Responsible Partner	Contributors
1st Annual Project Meeting (Kick-off Meeting)	(1)	April 13 th and 14 th	BGR	All Partners
Exclusive technical excursion addressed to BRIUG	(1)	June 7 th to 10 th 2010	ENRESA	UPC, CIEMAT
1st Cluster-Meeting (WP 2 and 3)	(1)	June 11th, 2010	ENRESA, GRS	NAGRA/CIEMAT
1st Cluster-Meeting (WP 1 and 4)	(1)	October 4th and 5 th , 2010	NAGRA/SKB/ENRESA/BGR	GRS, CIEMAT
2nd Cluster-Meeting (WP 2 and 3)	(1)	January 19 th 2011	NAGRA/SKB/ENRESA	All Partners
3rd Cluster-Meeting (WP 2 and 3)	(1)	May 23 rd and 21 st 2011	NAGRA/SKB/ENRESA/BGR/BRIUG	All Partners
2nd Cluster-Meeting (WP 1 and 4)	(1)	May 23 rd and 24 th 2011	NAGRA/SKB/ENRESA/BGR/BRIUG	All Partners
2nd Annual Project Meeting	(1)	May 25 th 2011	BGR/BRIUG	All partners
Exclusive technical excursion and Lab visit addressed to PEBS team	(1)	May 26 th and 27 th 2011	BRIUG	BRIUG
3rd Annual Project Meeting	(1)	April 2012	BGR	All partnters
4th Annual Project Meeting	(1)	last quarter 2012 or 1st quarter 2013	BGR	All partners

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Appendix A - Planned communication actions (external)

Communication activities	Audience	Timing	Responsible Partner	Contributors
Project presentation	(3)	October 2010	BGR	All partners
Website	(3)	November 2010	BGR	All partners
Newsletter	(3)	periodic	BGR	All partners
Presentation of the Project, its objectives and the management	(3) VDI, IPMA	January, 24 th 2011	BGR	
Presentation at 2012 ANDRA Clay Conference	(2)	2012	?	All partners
Bentonite Workshop	(1) + (2)?	October 8th 2012	BGR	BGR
Bentonite Lab Course	(1) + (2)?	October 9th 2012	BGR	BGR
Bentonite Excursion Part a) and b) plus extensive final discussion	(1) + (2)?	October 10th 2012	BGR	BGR a) S&B Industrial Minerals b) Südchemie
1st Regulatory Workshop	(1)	April 2011	BGR	All partners
2nd Regulatory Workshop	(1)	December 2013	BGR	All partners
Final Conference	(2)	December 2013	BGR	All partners
PROJECT FINAL REPORT and the FINAL SCIENTIFIC REPORT	(3)	April 2014	BGR	All partners

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Appendix B to Communication action plan

Potential communication actions during the months M1-M48

No.	Type of activities	Main leader, Partner name	Title, Name of venue (and *) for agenda)	Date	Place (place, organisation, country code) or publication	Type of audience (and/or number of participants or target group)	Size of audience	Countries addressed
1	Presentation	BGR or ENRESA ??	Waste Management Conference	February 26 th to March 1 st 2012 or March 2013	Phoenix, USA	Scientific community, Industry {professionals from WMOs, research centres and universities		international
2	Presentation	GRS (??)	EUROSAFE	2011 or 2012	Paris Bruxelles (??)			International
3	Presentation		KONTEC	2013	Deutschland			Germany
4	Presentation		IGD-TP	2012		IGD-TP Members		EU
5			SNA-TP					
6							

Partners are invited to suggest dissemination activities in the above table. At this stage, the aim is to identify and collect information on potential communication actions that could be performed and platforms where it could be possible to communicate on the project.

It is important to identify these activities at the beginning of the project as some activities may take time (publications, submission of presentations). It also has to be noted that there is no budget dedicated to these additional activities, thus it is up to partners to estimate their own effort on these activities.