

# OSART Good Practices

## CORPORATE FUNCTIONS

### Communication

#### Borssele, Netherlands

Mission Date; 1-18 Sep., 2014

Engagement of own employees in the performance of internal and external communication / virtual tour on the organisations website

- DEVELOPMENT OF COMMUNICATION TOOLS.

EPZ consult staff for suggestions or new tools for communication, as they know best where improvement is needed in the communication on the shop floor to develop their engagement.

On safety communication a working group, which consists of representatives of several departments “It is your safety too!” comes up with suggestions for the communication of actual safety themes (e.g. special toolbox presentations, articles for the internal magazine, illustration for the screens). An example is the short movie about Nuclear Safety, which marked the start of the yearly outage and was highly appreciated by employees.

- CONDUCTING INTERNAL & EXTERNAL COMMUNICATION.

EPZs Communications department uses only EPZ’s own employees in all internal and external communication tools. In this way the tools are recognizable for EPZ staff, the public and interested parties. The use of pictures of colleagues creates both engagement with their colleagues and pride. Employees can show their contribution to a corporate culture

- THE ORGANISATIONS WEBSITE INCLUDING FACT SHEETS AND VIRTUAL TOUR.

Organisations website offers a virtual tour with plant pictures and pictures of their own employees. EPZ website is open for questions from the public, which are promptly addressed with reliable, factual information in a comprehensible way. EPZ factsheets and illustrations are often used by the media and will be used by the regional authorities for purposes of crisis communication.