

OSART Good Practices
CORP. COMMUNICATIONS
External communication

CEZ corporate, Czech

Mission Date; 29 Sep.-9 Oct., 2013

Education Program

Description:

CEZ's education program, World of Energy, was awarded a prize by the European Nuclear Society in 2012. Eighty-five per cent of the participating teachers in CEZ's education program when surveyed said that knowledge of students about energy has improved after they became familiar with the materials of ČEZ educational program.

Advantages:

- 1.The program offers internships and opportunities for students and faculty to tour Temelin and Dukovany NPPs.
- 2.The "World of Energy Club" for teachers has over 500 members who share educational information and curriculum.
- 3.Various competitions via social networks (Facebook) are organized to reach out to youth.
- 4.The ČEZ approach of using the latest survey techniques as an evaluative tool for the utility's communication strategy is used to survey participating students and teachers in the education program regularly for effectiveness monitoring.

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Social Media

Description:

CEZ has an impressive seven Facebook pages, three of which have some relationship to nuclear energy. CEZ also has a Twitter profile and many videos on YouTube.

One of the Facebook pages is, "Pro jádro" (For Nuclear). It was launched in 2012. The purpose of the group is to explain the nuclear sector to the public, in particular to young people. In addition, the group discusses the news concerning ČEZ's nuclear power plants. This Facebook page was the principal communication channel of the "ZÓNA 2013" (zone) emergency preparedness exercise held at the Dukovany NPP. Since its launching, "Pro jádro" has acquired more than 16,000 fans.

The Twitter profile has a variety of announcements posted, similar to the Facebook ones, reflecting that an obviously diverse audience follows it.

Advantages:

- 1.The sites provide CEZ active mechanisms for rapid dissemination of information that would be needed in an emergency or crisis.
- 2.The targeted Facebook pages allow CEZ to be continuously engaged in providing clear and consistent information to a variety of stakeholders.
- 3.CEZ, through its Social Media strategy, is transparent, building credibility and has an effective global communication tool with its internet platform.

Strong Stakeholder Involvement

Description:

EDF has built strong relationships with stakeholders and experts through its local, national and international outreach. The utility has a multi-layered stakeholder involvement. On the government level, the utility is actively engaged in stakeholder dialogue with the High Committee for Transparency and Information on Nuclear Safety and the Local Information Commissions surrounding its nuclear facilities.

Within its organization, EDF established regular opportunities for consultation and feedback with international and national stakeholders on its corporate policies and utility activities through panels and councils.

The utility's corporate policy is shaped by national and international energy issues and EDF has reached out to a range of experts to share their perspectives in utility publications and at utility activities. This outreach to an external roster of experts and holding of public discourse has assisted EDF in communicating its corporate vision with its employees. The utility also has an ongoing consultation with the French Nuclear Energy Society, a group of experts familiar with EDF's nuclear facilities.

Benefits:

1. The utility is transparent at every level, from local to global.
2. EDF's stakeholder councils and panels provide the utility with expert consultation on key corporate policies.
3. Discussion by experts on such issues as the European energy policy, electric utilities transition, energy strategy for local communities, climate change, innovation and research.

Results:

As a result of the High Committee for Transparency and Information on Nuclear Safety and Local Information Commission dialogues, the government and the local community is kept informed of the activities of EDF's nuclear facilities.

Additional information reporting pathways (external to internal; corporate and company) are created that promotes discussion of policy on such issues as lifetime extension and decommissioning.

The utility's Health and Energy Scientific Council reached 1.5 million radio listeners in 2013 and 39 million television viewers in 2014 with programs on placing radiation in perspective.

As part of the corporate Health Communication Plan, two NPP sites (Chooz and Civaux) are part of a network of health professionals. The two NPP sites held health conferences on radioactivity. Over 100 people attended each one.

Media Information Campaign: 'At the Heart of Nuclear'

Description:

EDF launched a television educational information campaign centered on nuclear power plants (NPPs). The campaign, 'At the Heart of Nuclear', consisted of nine television short spots spotlighting nuclear safety and the actions done at NPPs to protect workers, the public and the environment. The topics included: independent oversight; environmental measures taken at NPPs; radiation protection; management of fuel; professional excellence through training (simulator onsite); the seismic safety of NPPs; and outage safety actions.

The campaign spots had prime time coverage on television and then replayed on a major news website, where viewers had the opportunity to discuss the topics of the television spots.

Benefits:

The campaign 'humanized' the technology and the industry by visually featuring people who could be neighbors or friends who work at an NPP. The television spots opened up the doors of the nuclear plant to the general public to see what goes on behind the security blockades inside the 'heart' of the plant. EDF, through the television ads, dispelled the stereotypes on nuclear power, and promoted the careers in the nuclear. Shown on the major French media outlets, the campaign generated enthusiasm and pride in EDF employees at the spotlight shown on their work at the NPPs, and the emphasis placed on the importance of their work. The NPP workers featured in the television spots clearly are proud about what they do. The campaign was also broadcast on internal EDF Media.

Results:

The television spots were seen by more than 54 million people.