



ROSATOM

STATE ATOMIC ENERGY CORPORATION "ROSATOM"

Communications and awareness raising illustrated by the example of information centers on nuclear energy network

Materials for discussion

Baybakov Alexandr
Deputy general director NPO "NIIC"

November 20, 2014
Ho Chi Minh City, Vietnam

Communications and awareness raising

In implementing communicative strategy “Rosatom” State Corporation uses a wide spectrum of up-to-date forms and methods of work, among them:

1. Network of information centers on nuclear energy
2. Train of innovation
3. Creative project for kids “NucKids”
4. Forum of young energy and technology experts “Forsazh”
5. Work trough the Internet
6. Exhibitions and forums
7. Dialog forums
8. TV programs and popular science films
9. Traditional mass media
10. Industry-related press



Train of innovation



exhibition, which shows basic things about atoms in interactive forms

For example, truck (as movable exhibition) can be arranged



Creative project for kids «NucKids»

78 children from Russia, Vietnam, Turkey, Czech Republic, Belarus, Bulgaria, Ukraine, Hungary participated in the project in 2014



a project designed to create a musical show involving the kids of nuclear industry employees



Forsazh

Rosatom is focused on projects that bring people together, allow them to share experience and upgrade qualification

The main objective of “Forsazh” is creating a comfortable environment where the young employees of energy industry can share experience and information

One of the key directions for Forsazh development is increasing the international sector of work



Goals and objectives of IC network



GOALS AND OBJECTIVES OF INFORMATION CENTERS ON NUCLEAR ENERGY NETWORK:

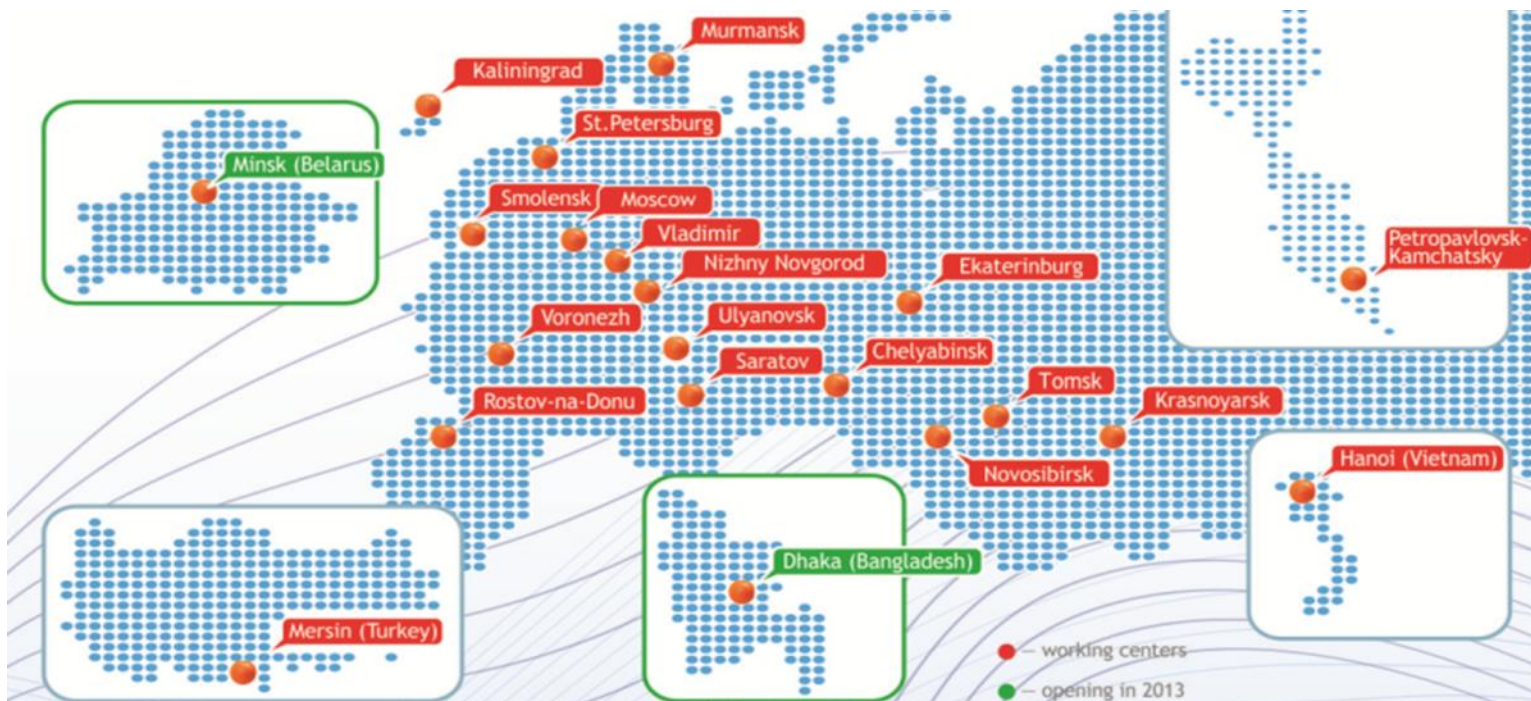
- promoting nuclear energy, science, scientific and technical knowledge;
- increasing the popularity of professions related to nuclear industry among prospective university students;
- destroying negative myths and stereotypes, that shape negative image of nuclear industry by raising the awareness of population;
- forming an expert pool within industry-related community;
- developing international cooperation and projects in the framework of educational programs of international corporations and educational institutions, including Microsoft, "Copernicus" science centre (Poland), Google and etc.;
- developing the unique educative and awareness raising courses and projects for the audience of all ages (pre-school kids, school students, senior students and university students, adults and retired persons);
- forming a permanent loyal audience.

Geography of the project

The first information center was opened **in 2008** in Tomsk. On November 12, 2013 the network of information centers celebrated its **5th anniversary**. Today the network of information centers on nuclear energy operates in **17 Russian regions** and also abroad in Hanoi (Vietnam), Mersin, Istanbul (Turkey) and in Dhaka (Bangladesh). Opening of information center in Minsk (Belarus) is set for the end of 2014.

Target audience of information centers on nuclear energy: school and university students and teachers, families, retired persons. Average visitor turnout of each center: **1500-2000 persons per month**

The key principle of network's operation – **visiting a center and taking part in all projects is free of charge.**



Typical information center



Each information center's area contains two main halls:

- video-room – approximately 120 m², for 40-60 seats, with ceiling height from 4 meters;
- lobby – 80-200 m². with interactive installations.

Information center is an up-to-date high-tech cinema theater equipped by 3-D panorama projection, computer graphics and animation, stereo sound and interactive consoles.

Special video programs are aired on the panoramic screen of over 35 m². They are presented in the form of virtual shows.

Local monitors show supporting information containing simple comparisons easy for lay person to understand.

Interactive installations

There are 2-3
interactive installations
in information centers



International centers

2012 – Hanoi, Vietnam, Hanoi University of Science and Technology

2013 – Dhaka, Bangladesh, Planetarium

2014 – Istanbul, Turkey, Istanbul Technical University

2014 – Minsk, Belarus, Center of Technical Creativity

The centers make use of vivid and understandable images, present the information in the form of a game and by this means the level of content comprehension is increased

The format of the demonstrated programs by itself attracts the active interest of the audience



First international information center in Hanoi today

Today the information center on nuclear energy in Hanoi:

- had over 30 000 visitors since November 2012;
- works with different target audiences (school and university students, nuclear industry experts, journalists, retired persons, representatives of social organizations);
- carries out awareness-raising events (festival of science, lecture course on nuclear matters, events dedicated to memorable dates, trainings on environment protection);
- hosts official delegations.



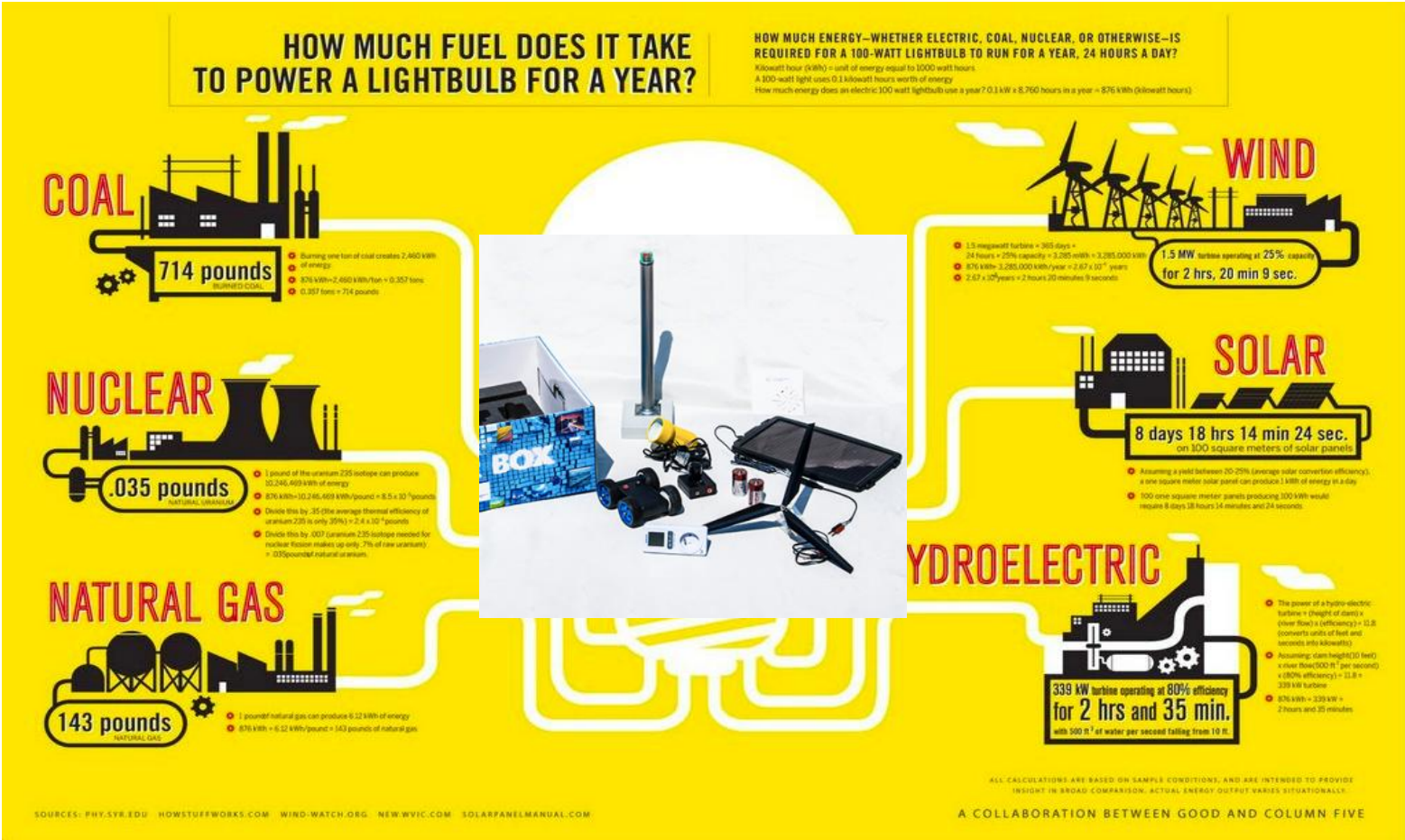
Information centers event content

- Enterprises' job fairs and professional orientation sessions on the area of ICONE (on the large regional platforms with the support of ICONE);
- Open door days of "ROSATOM" State Corporation partner universities on the area of ICONE – universities' themed weeks with lectures, competitions and discussions;
- Laboratories and practical experiments classes (projects at the large city exhibitions, public lectures, city quest maps at museums)
- Working in the area of promoting science and technology (inter-discipline projects with universities, enterprises, large companies)
- PR and marketing strategies contest for events in technology industry ("PR in Rostov city", competition "Tunnel under the Yenisey River" for the best concept of implementation for Mining and Chemical Combine tunnel);
- Computer courses teaching how to use the internet and create websites for elderly people;
- Conferences and meetings for teachers of science and technical subjects, specialists, professional communities' members to share experience;
- Educative tourism (tours to the industrial enterprises for school students and teachers);
- Joint exhibitions and social projects with regional libraries and museums (book fairs and festivals, exhibition of social posters at the libraries, the Night of Museums).

Teacher's Day in the nuclear industry



Sources of energy. Lessons for families with children 7+



Geek Picnic



INNOPROM 2014



SMS to International Space Station



Facts and Figures of IC



- The network of information centers was visited by over **1,2 million of people**, 80% of which were school students. From 2000 to 2300 people visit each center monthly.
- According to the results of the sociological research over **55% of visitors** have changed their attitude towards nuclear energy after visiting a center. **47% of visitors** trust the safety systems of present day nuclear power plants. **77,5% of school students** would like to visit the center again.
- Information centers help to distribute information about nuclear energy in comfortable environment – with parents, peers, teachers. After talking to their kids over **25% of parents** would like to visit the centers again.
- Project of creating information centers was named the best communication project in nuclear industry and won **PIME Award for Communications Excellence** on February 2010 in Budapest. This event was organized by European Nuclear Society in collaboration with IAEA, Nuclear Energy Agency and FORATOM, European Atomic Forum.

6 steps to IC` opening

6 steps to open information center (in brief):

- Choose 3-4 locations in accordance with technical requirement (slide №8)
- Sign Memorandum of Intent with “Rosatom” State Corporation and Agreement on establishment of center between NPO “NIIC” and asset holder of information center’s premises;
- Carry out repairs to bring into compliance with the firm style;
- Organize equipment and exhibits delivery, install unique software and program;
- Start to develop special project activities;
- Open information center.

The network of information centers is ready to share the unique experience of educative and PR activities recognized by the European professional community

Thank you for your attention!