



## ENSREG communication strategy

### Background information

One of the key objectives of ENSREG is to improve overall transparency on issues relating to the safety of nuclear installations and effective radioactive waste management.

ENSREG has a long tradition in transparency related-actions:

- a. article 6 of the ENSREG Rules of Procedure (HLG\_p(2011-15)\_76) sets out a series of actions in the field of consultation and transparency;
- b. Working Group on Transparency Arrangements (WGTA) has been established under ENSREG, whose main objective is *'to promote good practice among Member States with regard to openness and transparency and public involvement on issues relating to the safety of nuclear installations'*.

In February 2011, ENSREG adopted general guidance addressed to the nuclear regulatory authorities on principles for ensuring openness and transparency in their communication activities (HLG\_p(2011-14)\_57).

This document was updated in 2019 to reflect new legislation, developments and needs and is now called **Guidance on Openness and Transparency for European Nuclear Safety Regulators** (HLG-p(2019-39)\_165).

The second principle/best practice in the Guidance refers to the development of a policy/strategy on communication *'which clearly sets out the organisation's commitment to open communication and the way in which transparency is implemented'*.

In November 2020, ENSREG adopted a communication policy. It contains three main sections:

- i. purpose;
- ii. communications in practice;
- iii. ENSREG's interaction with stakeholders and national regulators.

The policy constitutes a basis for ENSREG's communication with the public and stakeholders. It has been a step towards ENSREG's ambition to achieve open, effective and transparent communication on the safety of nuclear installations and the safe management of radioactive waste and spent fuel.

Until now, however, ENSREG has lacked a dedicated communication strategy. Given the increasing importance of ENSREG communication needs in the future (e.g. new legislative proposals, topical peer reviews, urgent matters), the WGTA was tasked with drafting a communication strategy.

### Communication strategy design

A communication strategy is a well-planned series of actions aimed at achieving certain objectives through the use of communication methods, techniques and approaches. For ENSREG, the objective of its communication strategy is to ensure that ENSREG has rules in place for its internal communication with the ENSREG members as well as for its external communication with all interested parties and stakeholders.

This ‘communication strategy document’ will be updated according to the ENSREG Working Programme.

### **i. Internal communication**

ENSREG’s internal communication is performed by the ENSREG secretariat. Different issues require the use of different mailing lists with:

- nominated ENSREG members and observers,
- nominated members of each ENSREG working group,
- administrative contact points for ENSREG members (regulators), and
- ENSREG stakeholders.

The ENSREG secretariat keeps the mailing lists up to date. All ENSREG members are transparently informed about ENSREG’s activities. Among other things, this enables the regulators to communicate to their stakeholders about ENSREG activities at national level.

### **ii. External communication**

The ENSREG secretariat also handles external communication. However, the regulators aim at cascading the messages via their respective channels of communication (e.g. on their websites).

Here, there are three categories of communication objectives:

#### **(a) Generic objectives appropriate for ENSREG, including the following:**

- raise public awareness of ENSREG’s activities on nuclear safety management and safe management of spent fuel and radioactive waste;
- apply transparency principles in an exemplary manner; and
- strengthen ENSREG’s awareness of stakeholders’ interests and concerns.

#### **(b) Objectives related to the tasks included in the ENSREG work programme, such as:**

- preparation of the European Commission legislative proposals,
- topical peer reviews,
- stress tests,
- ENSREG conferences,
- specific ENSREG statements,
- other ENSREG activities.

#### **(c) Direct contact between stakeholders and ENSREG**

The ENSREG secretariat serves as ENSREG’s contact point and can be reached via email ([ENER-ENSREG@ec.europa.eu](mailto:ENER-ENSREG@ec.europa.eu)). Depending on the issue in the enquiry, the secretariat answers directly, where necessary with the support of ENSREG’s chair or an ENSREG working group. Otherwise, the enquiry will be passed on to the relevant national regulator or the European Commission, respectively.

To manage the expectations of the person contacting ENSREG, all enquiries receive an automatic reply, as follows:

*We confirm that we have received your message. Every effort will be made to get back to you as soon as possible. Please be advised that more complex enquiries may take some time for us to answer. Requests falling within the responsibility of a national regulator will be passed on to the regulator in question.*

*ENSREG Secretariat*

### **iii. Target audiences**

The main audiences for ENSREG communication activities are:

- regulators, including those from non-EU countries,
- national policy-making bodies,
- local authorities concerned with nuclear facilities on their territory,
- nuclear industry and supply chain,
- NGOs, civil society and the general public,
- media.

### **iv. Approaches**

Taking into account the communication objectives and the audiences, the main opportunities for communicating are:

- public hearings and meetings,
- events such as ENSREG conferences,
- publication of reports, factsheets, leaflets etc.

and the main communication channels are:

- ENSREG mailing lists,
- ENSREG website,
- ENSREG's contact point,
- social media,
- press releases and press conferences.

Any additional methods, techniques and approaches could be based on the items listed under article 6 'Consultation and transparency' of the ENSREG Rules of Procedure (HLG\_p(2011-15)\_76), as well as the principles (best practice) for openness and transparency (HLG-p(2019-39)\_165).

Further, ENSREG relies on communication activities by regulators.

### **v. Available resources**

ENSREG's internal and the external communication is performed by the ENSREG secretariat. In addition, the regulators function as distributors of ENSREG's communication.

### **vi. Design of evaluation/feedback mechanism**

An evaluation process will be proposed in order to gather feedback on the efficiency and impact of the implemented measures, in relation to the objectives set.

It could include:

- satisfaction surveys among ENSREG website visitors and stakeholders;
- feedback questionnaires on specific communication measures, for example ENSREG conference.