HoNESt
History of Nuclear Energy and Society
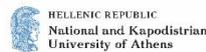
SCIENCE

ENERGY

ENGAGEMENT

FUTURE

SOCIETY

D1.4 Dissemination Plan

Month 1

PARTNERS

PROJECT COORDINATOR:

Universitat Pompeu Fabra Barcelona

PROJECT PARTNERS:

University of Antwerp

UAB Universitat Autònoma de Barcelona

uclan University of Central Lancashire

HELLENIC REPUBLIC National and Kapodistrian University of Athens

Ciemat Centro de Investigaciones Energéticas, Medioambientales y Tecnológicas

UNIVERSITY OF COPENHAGEN FACULTY OF HUMANITIES

Deutsches Museum

DIALOGIK

EHU Europos humanitarinis universitetas

TU/e Technische Universiteit Eindhoven University of Technology Where innovation starts

Friedrich-Schiller-Universität Jena

SWEDISH DEFENCE UNIVERSITY

GRE

KTH

LUT Lappeenranta University of Technology

upna Universidad Pública de Navarra Nafarroako Unibertsitate Publikoa Public University of Navarre

UPMC SORBONNE UNIVERSITÉS

The University Of Sheffield.

SCIENCE MUSEUM

spi Sociedade Portuguesa de Inovação

CONTENTS

1. Introduction

1.1. Objective

This document was developed as part of the project HoNESt – History of Nuclear Energy and Society, a project funded by Horizon 2020 (H2020). This document is the Communication plan of the project, which forms Deliverable 1.6 of Work Package 1 (WP1) – Management and coordination structure and procedures.

WP1 – Management and coordination structure and procedures – foresees to guarantee a fluid and efficient communication between partners, preserving the quality of the results according to the objectives of the Call. Moreover, it guarantees the successful and a broad dissemination effort in order to ensure the desired impacts and it coordinates and manages the legal, financial and administrative aspects of the consortium.

This document is also closely linked with WP6 – Dissemination and Engagement – which will disseminate research findings back to stakeholders and the public, discuss the implications of the results with these groups, and refine the outputs to provide relevant policy options. This is in line with the call and the ambitions of Horizon 2020:

- Objective 1: to present and discuss research findings, in particular key mechanisms of nuclear-societal relations to key stakeholders (industry, associations, policy-makers, civil society). The goal is to engage stakeholders in exchanging views, promote mutual learning and provide stakeholders with instruments to enhance the way nuclear energy and other high technology can be implemented in the future in a democratic manner.
- Objective 2: to inform about the research project and disseminate its findings to the general public, including scientists and businesses. The goal is to enable them to benefit from these insights, with a view to improving the relations of innovative, in particular nuclear, technology with civil society.

This document outlines the overall strategy of major components of the HoNESt project, namely:

- Stakeholders
- Methodology
- Communication Channels and Tools
- Visual identity
- Monitoring and Impact

2. The project

HoNESt (History of Nuclear Energy and Society) involves an interdisciplinary team with many experienced researchers and 24 high profile research institutions. HoNESt's goal is to conduct a three-year interdisciplinary analysis of the experience of nuclear developments and its relationship to contemporary society with the aim of improving the understanding of the dynamics over the last 60 years.

HoNESt's results will assist the current debate on future energy sources and the transition to affordable, secure, and clean energy production.

Civil society's interaction with nuclear developments changes over time, and it is locally, nationally and transnationally specific. HoNESt will embrace the complexity of political, technological and economic challenges; safety; risk perception and communication, public engagement, media framing, social movements, etc. Research on these interactions has thus far been mostly fragmented.

The consortium will develop a pioneering integrated interdisciplinary approach, which is conceptually informed by Large Technological Systems (LTS) and Integrated Socio-technical System (IST), based on a close and innovative collaboration of historians and social scientists in this field.

HoNESt will first collect extensive historical data from over 21 countries. These data will be jointly analyzed by historians and social scientists, through the lens of an innovative integrated

approach, in order to improve our understanding of the mechanisms underlying decision making and associated citizen engagement with nuclear power.

Through an innovative application of backcasting techniques, HoNESt will bring novel content to the debate on nuclear sustainable engagement futures. Looking backwards to the present, HoNESt will strategize and plan how these suitable engagement futures could be achieved.

HoNESt will engage key stakeholders from industry, policy makers and civil society in a structured dialogue to insert the results into the public debate on nuclear energy.

2.1 Aims

The objective of HoNESt is to identify the factors underlying the societal perception of nuclear developments and how these factors are inter-related. At the same time, it intends to characterize the range of mechanisms used historically by industry and policy makers to engage with society on the nuclear issue by assessing any evidence of the effectiveness of the different approaches in order to provide recommendations on the relative effectiveness of such mechanisms and their context dependency.

The central objective of HoNESt is to identify and analyze the core explanatory factors of societal interaction with nuclear applications, based on the historical experience. This interaction – described in what follows as 'nuclear-societal relations' – includes three closely interrelated components:

- **Perception**: It is crucial to identify and assess the importance of the factors underlying the societal perception of nuclear developments.
- **Civil society's engagement with nuclear energy**: Such perceptions crucially motivated civil society's varying engagement with this technology (from tacit support to active opposition). It is important to consider that citizens and civil society groups also played an active role in engaging with the technology.
- **Policy-makers' and industry's engagement with civil society**: This is the main focus of the study: How did industry and policy makers – among other relevant actors – try to engage citizens and civil society? The goal here is to examine the effectiveness of the different mechanisms and

instruments used to engage with society, in order to arrive at recommendations for an affordable, secure, and clean energy production.

2.2 Consortium

HoNESt Consortium comprises 23 institutions belonging to 16 countries. The joint experience of the consortium experts allows extending the research to 21 national case studies, plus the role of multilateral institutions dealing with the implementation of nuclear energy in the World and in Europe.

The Consortium matches the project's objectives by providing the local, the national and the international perspectives. Clarifying the context within which certain decisions regarding nuclear power were made, identifying the factors which influenced projects' success or failure in gaining engagement of the civil society and ultimately, help improving communication and interaction with civil society for the benefit of all public and private stakeholders concerned, requires the combination of the three levels. No national research project could in isolation achieve such objective without taking into account the international and comparative perspective. The need for international perspective is clear when the stakeholders in many occasions were beyond the boundaries of each of the nations (the reactor building companies for instance). Geopolitics and international economics played a role as much as local communities regarding nuclear decisions. Bringing a pan-European consortium, with the addition of the major supplier of nuclear technology in the early days of the industry, the United States, provides the widest possible perspective – from local to international.

The HoNESt partners will provide sufficient evidence for the social scientists in the Consortium to compare and contrast the range of mechanisms industry and policy makers historically used across Europe (and beyond) to engage with society on the nuclear issue; assess any evidence on the effectiveness or otherwise of the different approaches; and provide recommendations on the relative effectiveness of mechanisms (and their context dependency).

Most of the Consortium partners have collaborated before in large research projects such as "*Going Critical: the comparative history of nuclear energy*", "*Tensions of Europe*", and "*Pachelbel*". This previous experience set the basis for continuing efficient collaboration in HoNESt.

3. Methodology

The methodology used for the development of HoNESt's communication plan reflects the purpose for which it was designed. Above all, this plan is a practical tool to be used by all partners to develop their individual and collective activities efficiently and contribute to the global objective of the project. Therefore, the development of this plan involved interaction with all partners. The main steps for the development of the communication Plan include:

Table 1 - Steps for the development of HONEST Communication Plan

Who	When	What
SPI	Kick Off meeting (Month 1)	Presentation of initial ideas and proposed next steps
SPI	Month 1	Development and provision of the updated Dissemination plan
All partners	Month 2	Provide suggestions for stakeholder database, news in social media, website
SPI + all partners	Month 7 Month 13 Month 19 Month 25 Month 31 Month 36	Update of the Communication Plan (every 6 months)
SPI + all partners	Month 12 Month 24 Month 36	Annual dissemination report
SPI	Month 8	Development of Dissemination and Communication Plan

SPI, in coordination with UCPH, is responsible for the overall provision of the deliverables and milestones for WP6 including:

- Development of the Dissemination and Communication Plan
- Dissemination tools
- Feedback tools
- Interactive tools for dissemination and engagement

Each partner will support this provision and successful dissemination and exploitation by having a deep understanding of the individuals and institutions that should be enrolled in the project and of the best approach to do this. In addition, most of the partners have access to relevant networks that can be used to disseminate and exploit project results.

This document is to be updated regularly, so partners will be requested to send information about the next planned activities and results of the activities carried out.

4. Project stakeholders

When examining the expected results of the project, it becomes clear that the target group consists of various types of stakeholders with different interests in the project. The stakeholders will also differ depending on its level in society (local, regional, national, European, international).

In the following section of the document, the plan to develop the Stakeholder Database is described.

4.1 Stakeholder database

The first aspect to develop is the definition of the sections to include in the Stakeholder Database. The suggestion presented to the consortium was to include the following fields:

a) Name
b) Surname
c) Position
d) Area of expertise (still to be defined with partners)

e) Organization

f) Type of organization

g) Website

h) Country

i) E-mail

j) Contact

k) Age – for statistical purposes

l) Gender – for statistical purposes

The second aspect is to set up the database on the website which is being developed by the design team at SPI.

To populate the database SPI, together with all partners, will search for relevant contacts and institutions in the field of nuclear energy and societal engagement as well as look for academic institutions, published papers, policy statements, NGOs, researchers, social media, news articles. A template email will be prepared to be send to all the identified contacts. Moreover, it will be published information on the newsletters, site, social media and other tools to attract interested stakeholders.

Table 2 - Project target groups

Stakeholder groups
Academia
Policy think tanks
Industry
Consultancies
Advocacy Organizations
NGOs
CSO
News organizations

Each of the above groups will benefit from the project in different ways, and will have different dissemination and exploitation tools and activities to reach them in the project.

In addition, Table 3 presents the networks and projects, in which HoNESt partners are involved, and how it is thought that HoNESt will exploit the contacts with these networks.

Table 3 - Relevant networks

Relevant networks and projects		
Network	Coverage	Potential synergies with HONEST
Going Critical: the comparative history of nuclear energy	Research in Nuclear History	Insights from Nuclear Research more broadly, network for additional research cooperation and dissemination
Tensions of Europe	Research in History of Science, Technology and Infrastructure in Europe	Project presented and discussed at Tensions of Europe Conference, Sept. 2015, Stockholm
Pachelbel	Engagement research	Learning from experience of engagement in other policy areas, overlapping stakeholders and methods

More network and projects will be added to the table and the dissemination strategy. Partners will also provide inputs to this with their knowledge of relevant initiatives.

5. Communication and dissemination

This section aims to identify the activities and outputs that are part of the various WPs which are considered to be relevant to disseminate to the outside world. In this sense, dialogue between partners (especially WP leaders) will be crucial in the project in order that activities and results of all relevant WPs are communicated to the public through WP6.

To carry out the dissemination and exploitation actions in a systematic way in the right time, to the right target group, through the right channels and transmitting the correct messages, regular contact between project partners will be necessary through email, teleconference calls and tools such as Trello.

5.1. Visual identity

Visual identity is the image of the project and is the first impression stakeholders receive from HoNESt. The results developed so far include:

Project logo

Project document templates:

The logo is visible on all communication and dissemination items and is the main visual identity component of the project. The logo is visible on all materials related to the project.

5.2. Dissemination tools

In this section, an overview of the different dissemination tools is described. All the dissemination tools will be provided in English. However, should a certain tool be deemed more beneficial to be in one of the partners' languages, partners have the flexibility to translate as they find suitable.

Website

A website is being developed, which disseminates the project findings to the wider public, both during but also beyond the lifetime of the project, making the website both a dissemination and exploitation tool.
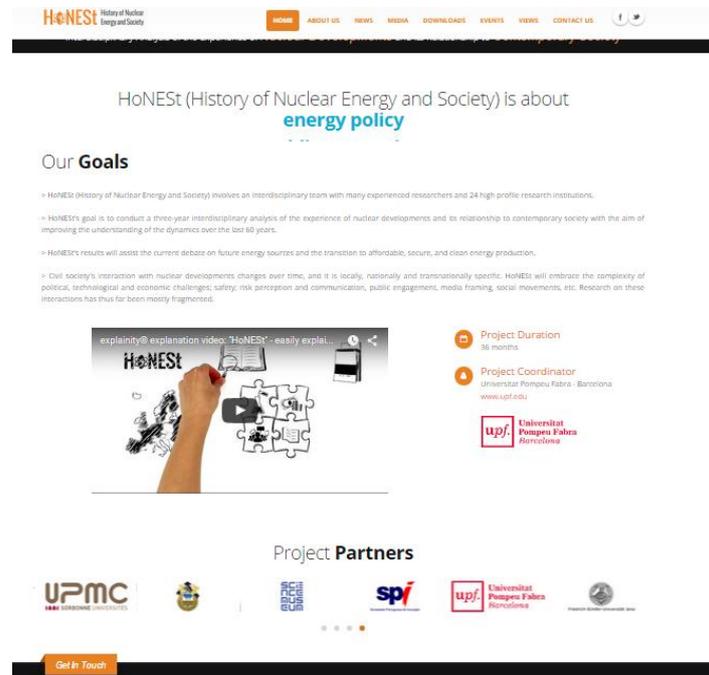
The project website has the following headings:

- About us
- News
- Media
- Downloads
- Events
- Views of the consortium
- Contact us

The website – available at http://www.honest2020.eu/ - is linked to Facebook, Twitter and Academia. The website is currently under construction.

Below is a print screen of the front page of the website is provided:

Promotional materials

Together with the website, the promotional materials are crucial to disseminate the project. These materials include brochures as well as leaflets. To date, SPI has developed a roll up to present at the Kick Off Meeting which will be used for other conferences and sessions in which HoNESt partners will be present.

Below is a print screen of the roll up is provided:
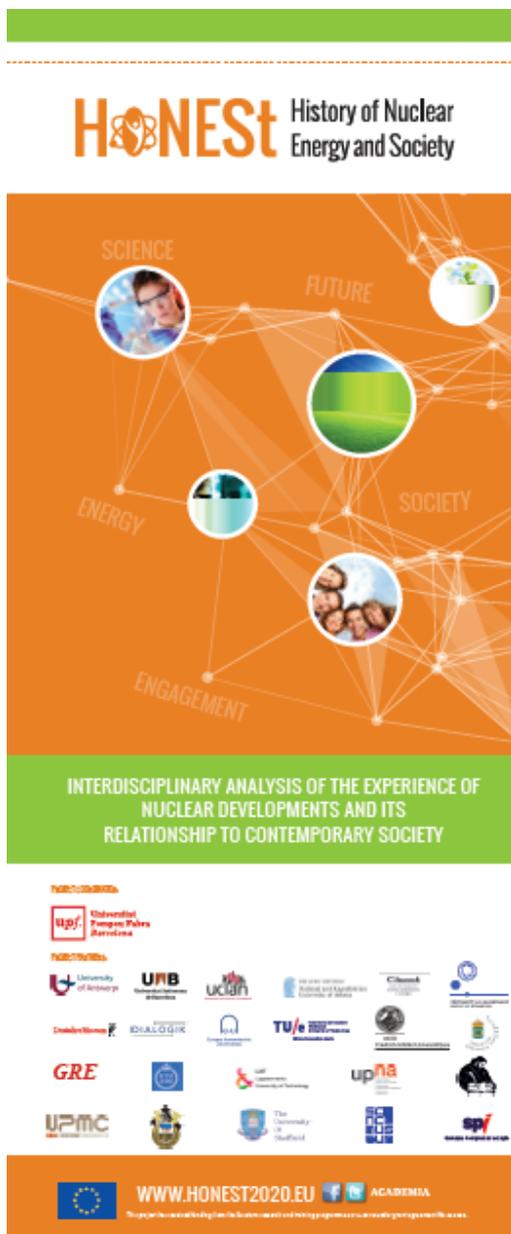
Project newsletters

As additional dissemination tools, newsletters and press releases will be produced during the lifetime of the project. It is suggested that the newsletters are published in six months-intervals. This newsletter will be issued in different versions, geared towards the different stakeholder groups. The newsletter will contain only headlines and HTML links, so that the full news items

and background information can be accessed via the web. This will also allow HoNESt to evaluate newsletter readers' preferences data, in order to improve our communication.

A template for the newsletter is being developed by SPI, so the visual image of the project is maintained and it will be easy and quick to insert the technical content. The newsletters will also be sent to relevant stakeholders and will be designed in a way that they can be easily printed and distributed in the events. It is suggested that the content includes information about the project, highlights of the project results and calls for action. It will also disseminate other relevant initiatives.

Social networking tools

A Facebook page has been created named *Honest - History of Nuclear Energy and Society*. This tool permits a high level of engagement from the wide community of Facebook stakeholders relevant for the project.

The page is available at: https://www.facebook.com/Honest-History-of-Nuclear-Energy-and-Society-703632933070854

The project also has an account on Twitter, where relevant tweets will be posted by all partners. This social media platform will again increase the visibility of the project and its results. The project can also 'follow' other initiatives on Twitter and thus create synergies and share information.

The twitter profile can be accessed at https://twitter.com/HoNESt_2020

Moreover, to target scholarly networks, as well as to flag and disseminate publications, HoNESt is also present on Academia.edu:

http://upf.academia.edu/HoNEStHistoryofNuclearEnergyandSociety

Podcasts

HoNESt will produce a regular podcast (eight issues) to offer comprehensive and accessible information about the project, its challenges and intermediate and final findings in an audio-format, including interviews, for the large community of online audio users.

Interviews for the first podcast were recorded at the Kickoff Meeting in Brussels in September, and the first issue – produced by a professional podcaster – will go online in early November 2015.

Videos

HoNESt will produce three kinds of videos: three animated "Explainity" videos to present the project's goal and the underlying problems, intermediate, and final findings; a "faces of the project" video, and a final documentary of the central dissemination and engagement event in Brussels.

The first animated video about the goals and methods of the project was presented at the KOM and is already available at the project's website and on Youtube: https://www.youtube.com/watch?t=1&v=Qx2dkAAGHBU

Scientific publications

It is expected that as results and outcomes are developed, partners will publish scientific publications. These are most important for the dissemination and exploitation of project results. These will target especially academia members, researchers and professionals from the three areas of relevance. Examples of relevant scientific journals are identified in Table 4. The table will be updated throughout the project, as more journals are deemed relevant and identified.

Table 4 - Examples of scientific journals

Interdisciplinary Journals	Disciplinary Journals	Journals relevant for HoNESt target groups
Journal of Common Market Studies	Environment and History	ASME Journal of Nuclear Engineering and Radiation Science
Journal of European Public Policy	Contemporary European History	Annals of Nuclear Energy
Historical Social Research	Journal of Economic History	Energy Policy
History Today	Business History	Energy Journal
Mobilization	European Review of Economic History	Journal of Environmental Economics and Management
History and Technology	British Journal of the History of Science	
Interdisciplinary Journals	Disciplinary Journals	Journals relevant for HoNESt target groups
Journal of Common Market Studies	Environment and History	ASME Journal of Nuclear Engineering and Radiation Science
Journal of European Public Policy	Contemporary European History	Annals of Nuclear Energy
Historical Social Research	Journal of Economic History	Energy Policy

Meetings, seminars and conferences

The HoNESt partners will also take part in international and local conferences/meetings outside the project in order to disseminate the project and raise attention around HoNESt findings. For the next update of dissemination and communication plan, a list will be presented of activities in which project partners participated or are planning to participate in the near future, and where HoNESt project will be disseminated.

As of now, two panels by HoNESt members have been accepted for the European Social Science History Conference to take place in March/April 2016. See excerpt from the programme on the following page

Thursday 31 March 2016 8.30 - 10.30

M-5 - HEA05a : History of Nuclear Energy and Society I: Nuclear Power, International Organizations and Anti-nuclear Movements in a Comparative and Transnational   Perspective
Aula 10, Nivel 1

Networks: History of Science & Technology , Health and Environment   Chair: Albert Presas I Puig

Organizer: **Jan-Henrik** Meyer   Discussant: M. del Mar Rubio-Varras

Christian Forstner: Transnational Reactions: How International Organizations Perceived National Anti-Nuclear Protests and Responded to Them

Arne Kaijser: Explaining the Rise and Fall of Anti-nuclear Movements: the Case of Sweden

Karena Kalmbach: How to Compare National Debates on Nuclear Power?

Jan-Henrik Meyer: Challenging the Ultimate Resource. Reviewing Social Movement Approaches to the Nuclear Energy Conflict in a Historical Perspective

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Thursday 31 March 2016 11.00 - 13.00

M-6 - HEA05b : History of Nuclear Power and Society II: How to Research Societal Perceptions of and Engagement with Nuclear Energy in a Historical and Interdisciplinary   Perspective
Aula 10, Nivel 1

Networks: History of Science & Technology , Health and Environment   Chair: Karena Kalmbach

Organizer: **Jan-Henrik** Meyer   Discussant: Arne Kaijser

Karl-Erik Michelsen: Democratic vs. Non-democratic Technology: Social Perception and Engagement with Nuclear Energy in Democratic and Non-democratic Regimes during the Early Phase of the Cold War (1955-1970)

Albert Presas I Puig: Methodological Reflections on the Historical Experience with Nuclear Energy

M. del Mar Rubio-Varras, Joseba della Torre: History of Nuclear Energy and Society: the Role of Economic History Clarifying the Context within which Certain Decisions were made

John Whitton, Ana Prades, Matthew Cotton, Wilfried Konrad, Josep Espluga & Ioan Parry : The Theoretical, Methodological and Epistemological Challenges of the Multi – Disciplinary History of Nuclear Energy and Society (HoNESt) Research Project

6. Monitoring

The main objective of monitoring and evaluation is to quality assure the project as a whole and the individual work packages and activities.

The project has an overall evaluation strategy to ensure the above mentioned quality, however a separate monitoring for dissemination and communication is vital as the impact of those activities contribute to the successful implementation of the project. It is important that this evaluation is carried out on a continuous basis to ensure:

- An effective impact assessment and update or redefinition of dissemination and exploitation activities;
- Ensure the quality of the dissemination and exploitation carried out.

Measurement of impact is a tool to ensure that the project objectives are being accomplished through a selection of tailored activities. Impact with regard to dissemination and exploitation can help the partnership to understand the reach and sustainability of the project's results. Furthermore, the impact can also be used to measure and assess the promotion activities in terms of their relevance, quality, and promotion channel.

Impact is often measured through indicators; both quantitative and qualitative should be considered for the activity/action.

A suggestion of indicators is included below:

- Number of total visits to website
- Number of distributed brochures
- Number of leaflets produced
- Number of leaflets distributed
- Number of subscribers to project mailing list
- Number of newsletters distributed

- Number of press releases published
- Number of articles published
- Number of Facebook and Twitter likes/follows
- Number of views on Youtube
- Number of people reached by podcasts
- Number of members in project stakeholder database
- Number of scientific papers published
- Number of posters published
- Number of participants in webinars and workshops
- Level of satisfaction of participants in the planned project events
- Number of relevant events that partners participated in
- Number of inquiries received
- Number of synergies with other initiatives