

# Information and Communications

Nuclear energy decision making and stakeholder participation need to be based on knowledge and understanding. The NEA seeks to provide member governments and other interested parties with a large array of information resulting from the Agency's activities, thereby enhancing awareness and understanding of the scientific, technical and economic aspects of the nuclear option.

## Highlights

- Numerous activities were carried out in conjunction with the celebration of the NEA's 50<sup>th</sup> anniversary and the publication of the Agency's first *Nuclear Energy Outlook*.
- Overall, the Agency produced 51 publications in 2008, of which 16 were put on sale and 35 were distributed free of charge.
- Six press releases were issued on a diverse range of topics.
- NEA information and publications stands were organised at five international conferences.

The NEA is an intergovernmental agency specialised in studying the scientific, technical and economic aspects of nuclear energy. It strives to provide high-quality, factual information in a timely manner to member countries, as a complement to national energy analyses. Through a varied information and communications programme, this information is also made available to other interested parties wishing to learn about nuclear energy's multiple aspects and the results of the Agency's work. NEA activities cover the full range of the fuel cycle and consider future technological developments. All these activities are reflected in the Agency's large selection of publications and reports.

## Public affairs and relations with the press

The Agency responded to a steady volume of media inquiries and organised a number of interviews. Journalists' subjects of interest included nuclear energy in Europe; the UK decision on nuclear power; uranium supply; the nuclear incidents at the Krško nuclear power plant in Slovenia, at the AREVA facilities in Tricastin, France, and at the Vandellós nuclear power plant in Spain; nuclear energy prospects in the Middle East; and the Agency's *Nuclear Energy Outlook* (NEO).

In addition to responding to media inquiries, the Agency issued six press releases during the year. They covered the new phase of the Multinational Design Evaluation Programme (MDEP), the launch of the 2008 edition of the "Red Book" (*Uranium 2007: Resources, Production and Demand*), the 50<sup>th</sup> anniversary of the OECD Halden Reactor Project, the publication of *Nuclear Energy Data 2008*, the 50<sup>th</sup> anniversary of the NEA and the launch of the *Nuclear Energy Outlook* (NEO). The latter two were the object of specific media events (see pages 10-11 for further details).



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NEA 50<sup>th</sup> anniversary. Above: A. Gurría, OECD Secretary-General, and M. ElBaradei, IAEA Director-General. Below: partial view of the participants at the special anniversary session.

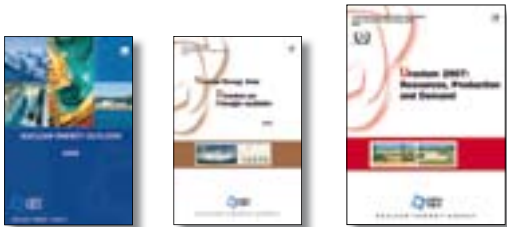
A new service was launched for journalists in 2008, providing online, password-protected access to selected publications on sale via the NEA website. This measure was undertaken to improve the speed of service, cost-effectiveness in terms of distribution and outreach. Journalist

copies of the *Nuclear Energy Outlook* provided through this service were downloaded 583 times.

As in previous years, articles on nuclear energy continued to be authored by members of the NEA secretariat for the trade press.

## Publications

In 2008, the Agency produced 51 publications, of which 16 were put on sale and 35 were distributed free of charge. The list of these publications is provided on page 44. Best sellers included the *Nuclear Energy Outlook* (NEO); *Uranium 2007: Resources, Production and Demand*; *Nuclear Energy Data 2008*; and the *Nuclear Law Bulletin*. All free reports published by the NEA are made available in pdf format on the NEA website. Executive summaries of the *Nuclear Energy Outlook* were also provided free of charge on the NEA website in ten languages. These summaries have been downloaded 6 700 times thus far (including 2 700 times in Italian, 1 800 in English and 500 in Japanese). Further details about the *Nuclear Energy Outlook*, which represented a major Agency-wide effort, are available on page 11.



*NEA News* is the Agency's specialised journal, published in English and French, which strives to keep NEA correspondents and other interested professionals abreast of significant findings and advances in the Agency's programme of work. It provides feature articles on the latest developments in the nuclear energy field, as well as updates on NEA work, news briefs, and information about NEA publications and forthcoming events. In 2008, a special 50<sup>th</sup> anniversary issue was prepared, including the reproduction in full of the NEO Executive Summary. *NEA News* is available free of charge on the Agency's website at [www.nea.fr/html/pub](http://www.nea.fr/html/pub).

## Internet-based communication

The NEA website continues to play a crucial role in disseminating the work of the Agency. Website traffic persisted in its steady growth during 2008 with, on average, over 3 200 people using the site's services each day. The areas that attracted the most visitors were the Data Bank, nuclear science, nuclear safety, publications and radiological protection. The most accessed reports in the course of 2008 concerned *Nuclear Energy Today* (39 000 downloads); *Externalities and Energy Policy: The Life Cycle Analysis Approach* (31 000 downloads); *Chernobyl: Assessment of Radiological and Health Impacts* (28 000 downloads); and *Nuclear Electricity Generation: What Are the External Costs?* (25 000 downloads).

The number of individual subscriptions to the Agency's monthly electronic bulletin reached nearly 7 900 subscribers by the end of the year. Distributed free of charge, the bulletin includes monthly updates on important NEA activities and newly released reports. A sign-up form is available at [www.nea.fr/html/signon.html](http://www.nea.fr/html/signon.html).

Online interaction with NEA delegates continues to expand. Most NEA committees and their working groups use some form of electronic communication, such as dedicated download areas, e-mail discussion lists or online collaborative work spaces to support their work; many now use several.

The Delegates' Area on the NEA website also continues to provide an important service for many NEA committees and working groups. This section of the website provides authorised users with OECD official documents, information on forthcoming NEA meetings, contact details for other committee members, as well as access to the presentations and background notes prepared for the Steering Committee policy debates.

## NEA visibility in international fora

NEA information and publications stands were organised at five international conferences in 2008. These included:

- OECD Forum 2008 (June, Paris, France);
- International Conference on the Physics of Reactors – PHYSOR'08 (September, Interlaken, Switzerland);
- Decommissioning Challenges: An Industrial Reality? (September-October, Avignon, France);
- 10<sup>th</sup> Information Exchange Meeting on Actinide and Fission Product Partitioning and Transmutation (October, Tokai-Mura, Japan);
- UN Framework Convention on Climate Change, 14<sup>th</sup> Conference of the Parties (December, Poznan, Poland).

Some 1 500 reports were distributed in conjunction with these events. The NEA was also active in co-sponsoring a number of international conferences. Of particular note were the 11<sup>th</sup> International Conference on Radiation Shielding (ICRS-11) held in April in the United States; the International Conference on Radioecology and Environmental Radioactivity held in June in Norway; the PHYSOR'08 conference held in September in Switzerland; the Decommissioning Challenges: An Industrial Reality? conference held on 28 September-2 October in France; and the TOPSAFE 2008 International Topical Meeting on Safety of Nuclear Installations held in October in Croatia.

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