



IAEA

60 Years

Atoms for Peace and Development

Nuclear Communicator's Toolbox

Technical Meeting on Stakeholder Engagement in Decision-Making

IAEA Headquarters, Vienna, Austria

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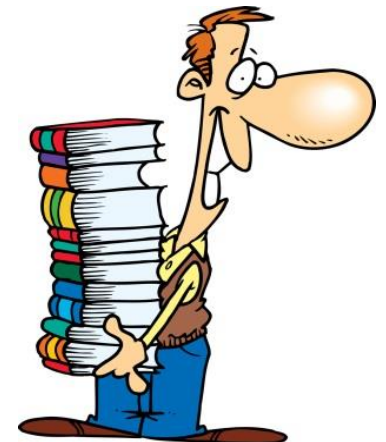
Waste Technology Section

Division of Nuclear Fuel Cycle and Waste Technology

International Atomic Energy Agency

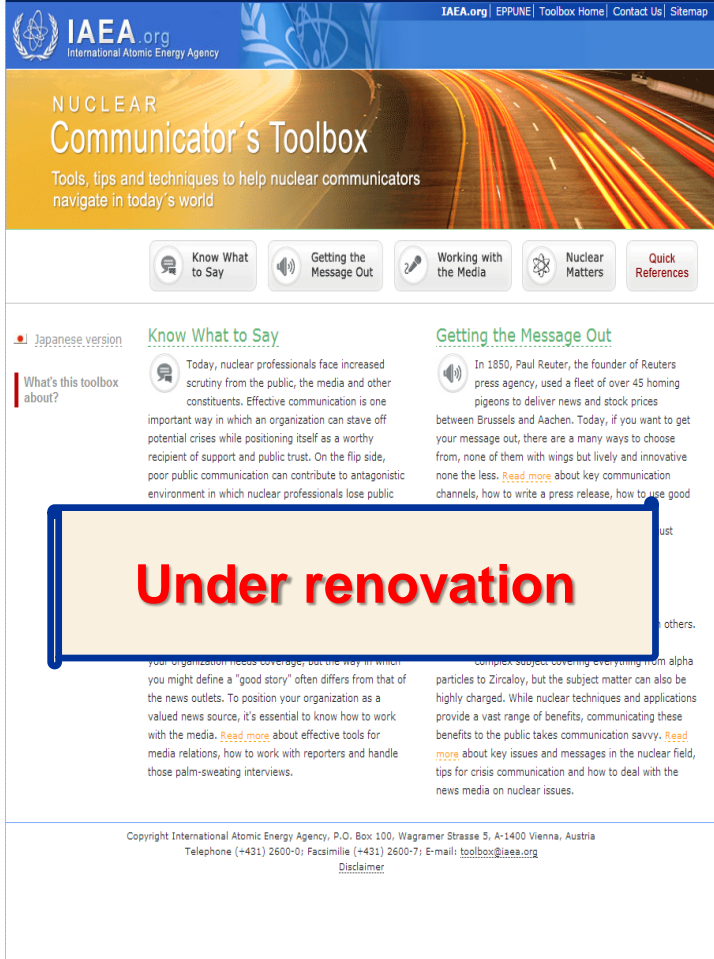
Content

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Nuclear Communicator's Toolbox (Old)

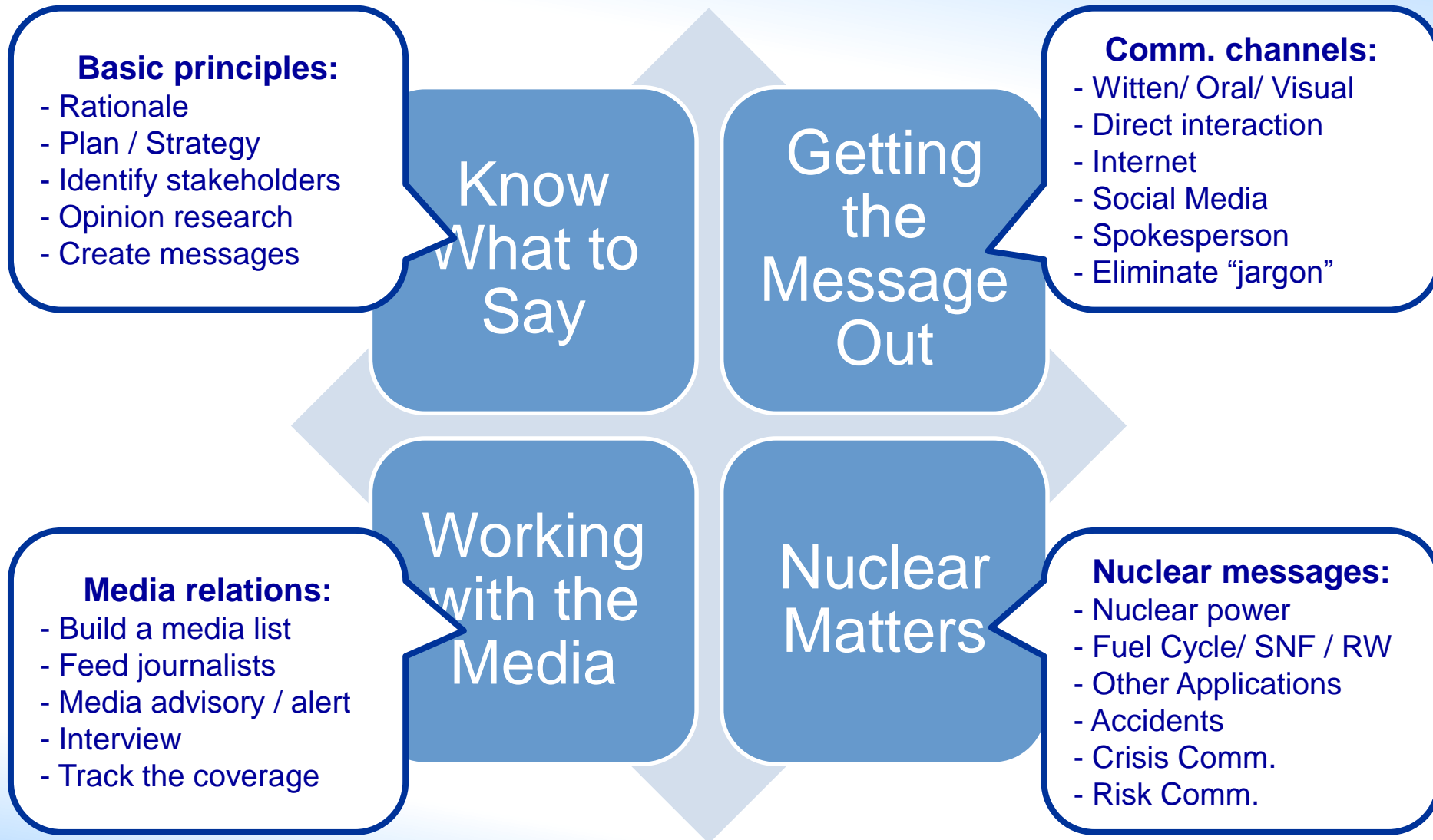
- Living repository: guides, tools, techniques sources and solutions.
- Topics: nuclear power development, nuclear fuel cycle, radioactive waste management...
- Also: nuclear technology applications, crisis communication, risk communication...
- Created in 2007.
- **Now under renovation.**



The screenshot shows the IAEA Nuclear Communicator's Toolbox website. At the top, there is a navigation bar with the IAEA logo, the text 'IAEA.org International Atomic Energy Agency', and links for 'EPPUNE', 'Toolbox Home', 'Contact Us', and 'Sitemap'. Below the navigation bar is a large banner image of a road at night with light trails, with the text 'NUCLEAR Communicator's Toolbox' and 'Tools, tips and techniques to help nuclear communicators navigate in today's world'. Below the banner are five buttons: 'Know What to Say', 'Getting the Message Out', 'Working with the Media', 'Nuclear Matters', and 'Quick References'. The main content area is divided into two columns. The left column has a link for 'Japanese version' and a section titled 'Know What to Say' with a sub-section 'What's this toolbox about?'. The right column has a section titled 'Getting the Message Out'. A large red 'Under renovation' banner is overlaid on the main content area. At the bottom of the page, there is a copyright notice: 'Copyright International Atomic Energy Agency, P.O. Box 100, Wagramer Strasse 5, A-1400 Vienna, Austria. Telephone (+431) 2600-0; Facsimile (+431) 2600-7; E-mail: toolbox@iaea.org. [Disclaimer](#)'.

<http://www.iaea.org/nuccomtoolbox/>

Overview of old Toolbox



Nuclear Communicator's Toolbox (New)

- Basic principles, approaches, strategies, plans, tools and channels for communication and stakeholder involvement.
- Basic facts in easy-to-understand language about nuclear technologies and applications.
- Platform linking to other sources of information.
- **Integrated in IAEA website.**

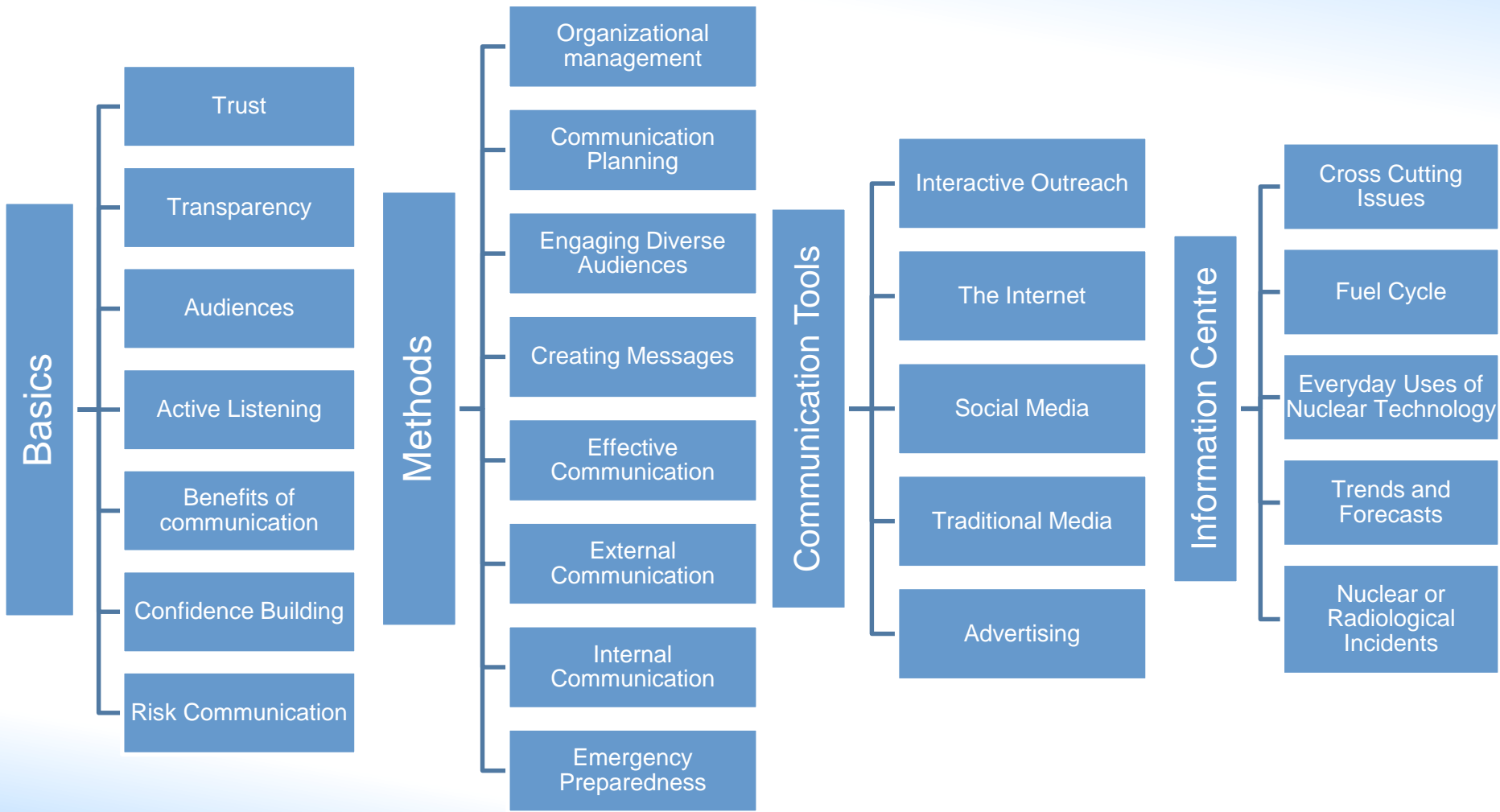


Target users of new Toolbox

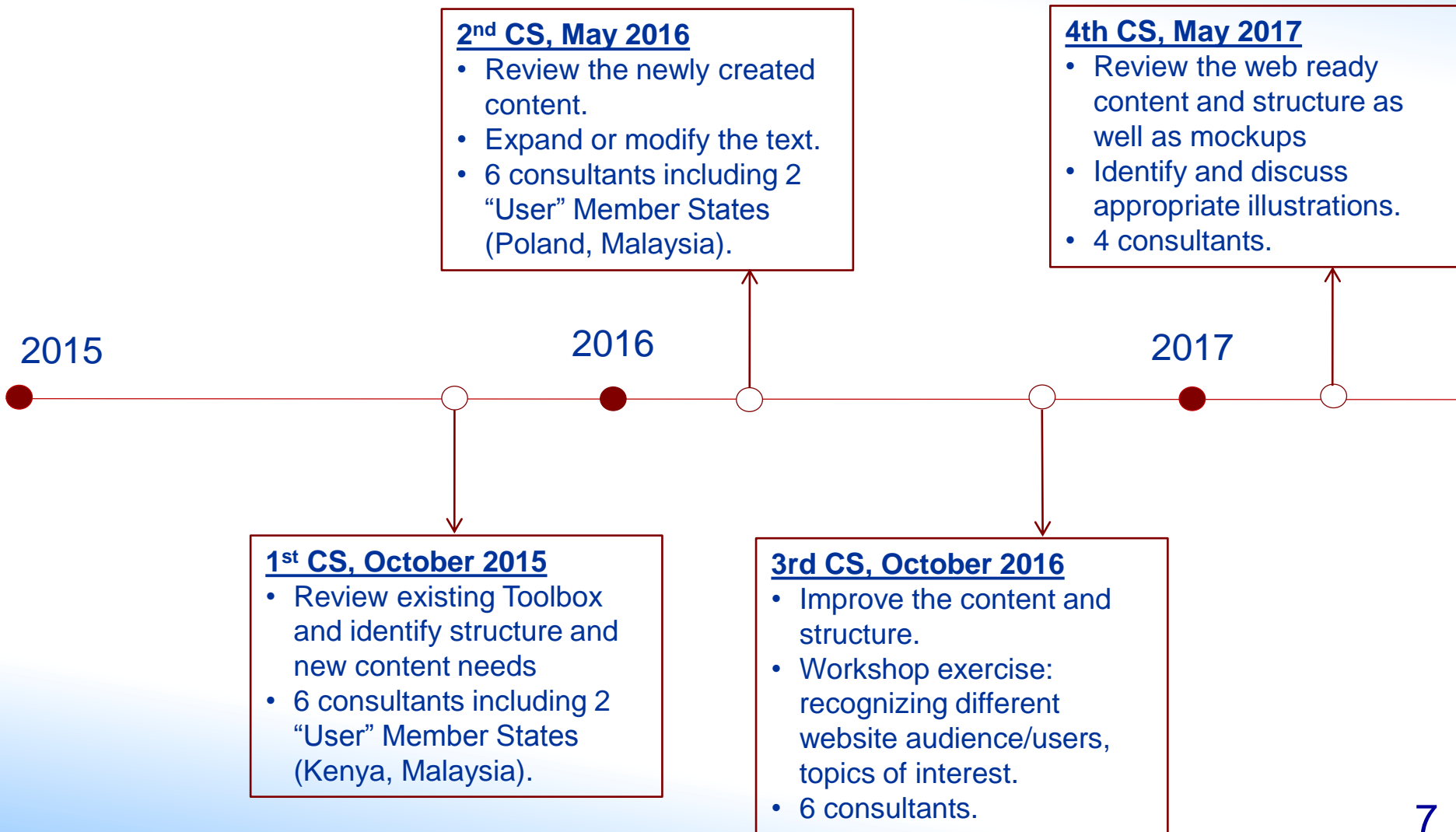
- **Communication professionals** or those who are responsible for communication, but with limited knowledge about nuclear technologies.
- **Nuclear experts**, but with **limited communication** expertise / experience.
- **Experienced nuclear communicators** to obtain factual information about nuclear technologies or to start (or re-start) communication and stakeholder involvement activities.
- All others who are interested in **nuclear communication**.



Contents and Structure of new Toolbox



Work history



More thoughts

- **One-house / one-voice**
 - In-house review through coordination and cooperation
- **Attract users**
- **Keep updated**
- **Increase collection**
 - Topics / Contents / Practices / Case studies / Templates / Examples
- **Way forward**
 - 3Q 2017: Web development
 - 4Q 2017: Launch the new Toolbox





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Thank you!

