



***High-Performance Advanced Methods and Experimental Investigations  
for the Safety Evaluation of Generic Small Modular Reactors***

***Research and Innovation Actions***

**Horizon 2020, Topic NFRP-2019-2020-05:  
Support for Safety Research of Small Modular Reactors**

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**– Deliverable –**  
***D6.3: Project Corporate Identity  
and communication tools***

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**Summary**

This deliverable describes the corporate identity that was developed for the McSAFER project and the communication tools for engaging with targeted audiences.

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**McSAFER** – Contract Number: 945063

High-Performance Advanced Methods and Experimental Investigations for the Safety Evaluation of Generic Small Modular Reactors.

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Distribution to the partners will be through the project SharePoint.

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## 1. Introduction

The promotion of the project and its results by providing targeted information for multiple audiences is an obligation set out in article 38 of the Grant Agreement. To fulfil this obligation, the McSAFER project has implemented a cohesive communication strategy to ensure a wide promotion of the project, its activities and results and to create awareness about the needs for establishing state-of-the-art methods for safety demonstration of small modular reactors (SMRs) complementary to the traditional ones.

The communication strategy is part of the wider plan for the dissemination and exploitation of results (PDER) that will be elaborated in D6.1. This document will give a general overview of the communication strategy and the selected communication tools.

## 2. Communication strategy

The McSAFER project has identified clear objectives and the targeted audiences in its communication strategy:

- **General public (e.g. citizens, media):** The objective is to create an overall awareness in the society of the importance for safety research of small modular reactors.
- **Scientific community in the field of SMR and reactor safety:** The objective is to showcase the results of the project, encourage scientific knowledge transfer, support new collaborations and increase scientific exploitation in SMR and reactor safety.
- **National, EU and international projects related to McSAFER:** The objective is to identify synergies, encourage knowledge exchange as well as collaboration and to support larger dissemination of the project results.
- **Regulatory bodies and policy makers:** the objective is to advertise the project results and highlight the impact of the safety evaluation of SMRs.
- **Industrial stakeholders (e.g. reactor manufacturers and operators):** The objective is to advertise the results of the project and to promote commercial exploitation.

The project partners are aware that communication activities are an important factor in (i) promoting EU-funded research, (ii) increasing the visibility of the research and its impact, (iii) spreading the gained knowledge and (iv) attracting potential end-users. All partners will contribute to the communication efforts by involving their own communication channels (websites, newsletters, social media, etc.) to increase impacts.

To reach its communication goals, the project has set up various tools to communicate with targeted audiences. The impact and effectiveness of the communication strategy and the tools will be continuously monitored and (if needed) adapted.

## 3. Project Corporate Identity

A project specific corporate identity is an effective tool to allow a rapid identification of the project. All communication and dissemination activities will be made in line with the created corporate identity. A guideline for the implementation of the corporate identity is available for all partners via the project SharePoint.

A **project logo** was developed at the start of the project and is a visual continuation of the McSAFE project logo. It uses clear and simple elements that connect to the original logo.

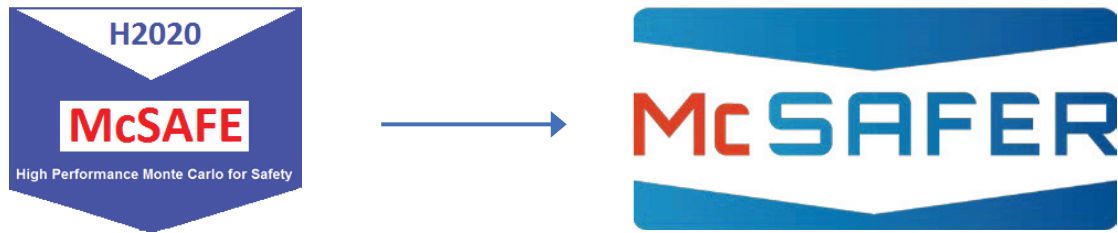


Figure 1: Logo of the McSAFER project

Complementing the project logo, a project-specific **colour palette** was created that combines two muted blue tones with a red accent colour.

To further strengthen the cohesive representation and recognition of the project, several **templates** were created in line with the corporate identity. This includes templates for deliverables, milestone reports, meeting minutes, presentation slides, posters and the newsletter. The templates are available for all partners via the password-protected SharePoint.

## 4. McSAFER Communication Tools

### 4.1. Website

The McSAFER website is a major external communication tool for the project and is the main entry point for all targeted audiences. The goals of the website are:

- Promoting the project
- Showcasing the results of the project
- Informing the targeted audience about the project goals, objectives, research focus, results, events and publications
- Maximising the impact of the research

Since the website targets all identified audiences, it was set up to appeal to the scientific as well as the non-scientific target groups. The design is user-friendly and contains information about the project, the partners, news and publications.

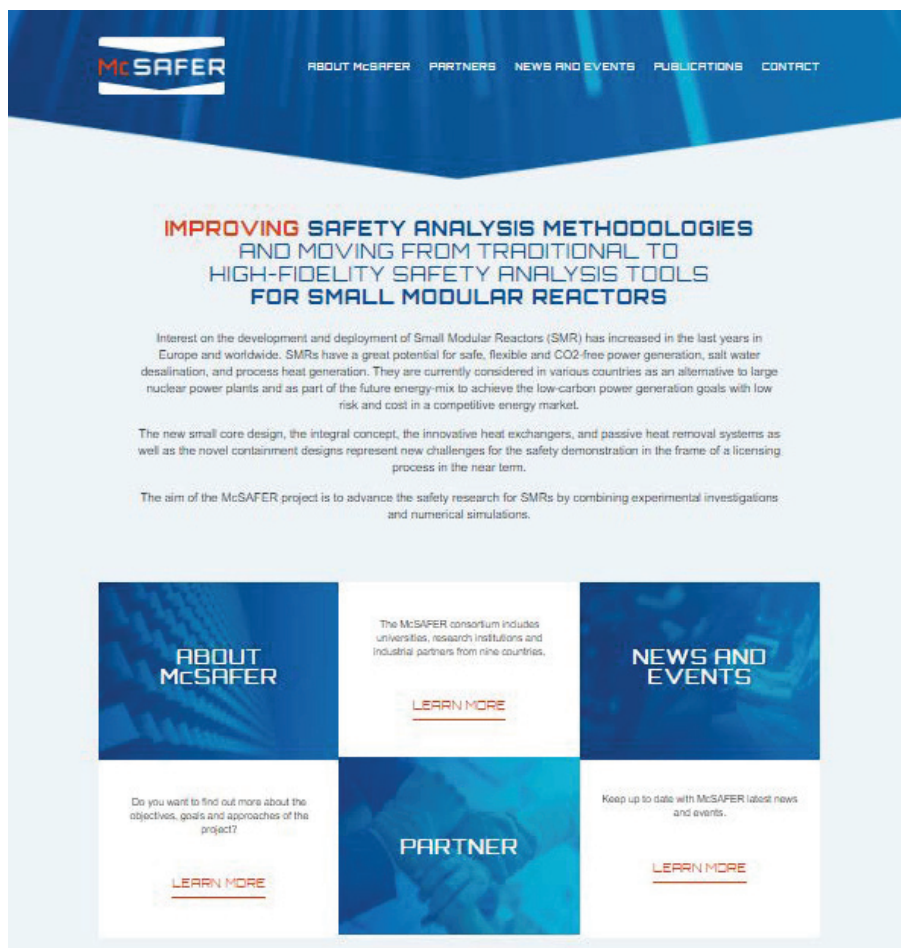


Figure 2: Screenshot of the McSAFER website

Additionally, users have the opportunity to sign up for the McSAFER newsletter and to contact the project directly via a contact form. To increase the reach of the project website and other communication tools, the partners are encouraged to provide links to the McSAFER website on their institutional websites and communication channels (e.g. newsletter, social media, etc.).

The website was set up in December 2020 and it is available under [www.mcsafer-h2020.eu](http://www.mcsafer-h2020.eu). It is mainly managed and regularly updated by the Project Management Office of the McSAFER project, but all partners have contributed content and will continue to do so.

The impact of the website will be measured via number of site visits and page view.

## 4.2. Print materials

A project flyer as well as a poster and a roll-up will be produced and disseminated. The leaflet and poster will contain general information about McSAFER and will be used for presenting the project at various events targeted for the scientific as well as non-scientific community.

## 4.3. Newsletter

A project newsletter will be distributed to the subscribers at least once a year. It will include information about the project in general, its progress and achievements and current activities (e.g. publications, events, etc.). Subscription to the newsletter is available through the McSAFER website where downloadable versions will also be provided. To ensure compliance with national and



European data protection regulations, the newsletter uses a double-opt-in method and each newsletter contains an unsubscribe option.

The target audience of the newsletter tool are:

- Regulatory bodies and policy makers
- Technical and scientific organisations related to nuclear safety and security
- Scientific community in the field of SMR and reactor safety
- Industrial stakeholders (e.g. reactor manufacturers and operators)

The impact of the newsletter will be measured via number of subscribers and downloads/views.

#### **4.4. Media relations**

The McSAFER partners plan to publish at least two press releases during the project to promote the project, its results and events to the larger scientific and industrial community as well as the general public. To reach national and international stakeholders, members of the press will be invited to key events.

The impact of the actions will be measured via online views of media releases.

#### **4.5. Events**

All partners are encouraged to participate in national and international scientific conferences, workshops, exhibitions and other events.

The target audience of this communication tool are:

- Regulatory bodies and policy makers
- Technical and scientific organisations related to nuclear safety and security
- Scientific community in the field of SMR and reactor safety
- Industrial stakeholders (e.g. reactor manufacturers and operators)

The impact of the activities will be measured via event related publications, number of attendees and media reach.

#### **4.6. Publications**

Evaluation via readers, subscribers

Academic publications are a key channel to communicate about the project in general and its goals, approaches, tools and results in particular. To ensure a high quality and consistent dissemination towards the scientific community, the McSAFER project has issued project-internal publishing guidelines. The guidelines contain information about open access publishing, the McSAFER internal approval process and a list of journals relevant to the project topics.

The target audience of this communication tool are:

- Regulatory bodies and policy makers
- Technical and scientific organisations related to nuclear safety and security
- Scientific community in the field of SMR and reactor safety
- Industrial stakeholders (e.g. reactor manufacturers and operators)