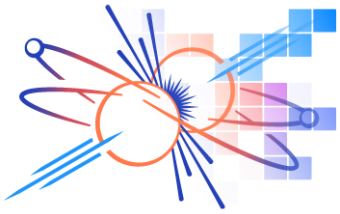

APRENDE

COMMUNICATION PLAN

January 2025

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Document information

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Project Coordinator	Daniel Cano, CIEMAT
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Summary

This Communication and Dissemination Plan outlines the strategy and actions that will be implemented to promote APRENDE and the improvement of nuclear data for safety and innovation during the 48 months of the project. This plan will be regularly updated and improved based on the monitoring results collected, to reach the objectives that have been set.

Keywords

APRENDE, communication, dissemination, awareness raising, nuclear energy, data.

Abbreviations and acronyms

Acronym	Description
WP	Work Package
C&D	Communication and Dissemination

1 Introduction

1.1 Purpose and scope

Communication and dissemination activities are a top priority in European collaborative research projects funded under the European Union's Euratom Research and Training Programme.

The purpose of this deliverable is to describe the communication and dissemination strategy of APRENDE, and to provide greater visibility of the process. This document identifies the communication objectives, target groups and key messages, and defines the tools and channels used to communicate with the audience and to disseminate project results.

The scope includes all actions taken internally and externally of the project in terms of knowledge dissemination and public communication regarding APRENDE and its results. Communication actions will be continuously monitored and updated throughout the duration of the project.

1.2 Partner contributions

LGI leads Public Communication activities for APRENDE. More specifically, LGI focuses on the global communication of the project and its results as well as the dissemination of results and progress to key stakeholders. The communication and dissemination strategy outlined in this deliverable will be followed by all partners.

A summary of partner contributions to this strategy can be found in the table below.

Partner	Contribution
LGI	**Task 6.1 Communication** • Drafting Communication and Dissemination Plan • Designing the project brand (logo and visual identity) • Creating presentation and document templates. • Creating flyer and roll-up (physical and electronic) to promote the project at in-person and online events. • Designing the project website (MS6.2) • Sending four project newsletters (1 per year) • Promoting the project activities via online channels and promoting the participation to events
HZDR, CIEMAT, USE	**Task 6.2 - Proposals for Transnational Access and Education and Training (M1-M48)** • Sharing information on transnational access and education and training activities of young researchers with T6.1 for website promotion • In particular, providing information on the three Calls for Proposals to facilitate their publication on the website
***HZDR**, and CERN, CNRS, CVREZ, JRC,*	**Task 6.3 Access to neutron beam facilities (M1-M48)**

GANIL, HZDR, IFIN-HH, JYU, PTB, USE, UUJYU, PTB, UU	• Sharing information on access to neutron beam facilities modalities with task 6.1 should these need to be featured on the website • Ensuring each successful experiment leads to a publication in a peer-reviewed scientific journal and/or a conference presentation. • Transferring experimental data to the EXFOR database of IAEA, and validated data sets to the NEA data bank.
HZDR, and USE, UPM, CIEMAT	**Task 6.4 Training of early-stage researchers and scientific visits** • Sharing information on scientific visits for early-stage researchers and external senior experts modalities with task 6.1 should these need to be featured on the website • Where possible, each scientific visit should lead to a publication in a peer reviewed scientific journal and/or a conference presentation.
USE and UPM, ESS, HZDR	**Task 6.5 Organisation of two summer schools** • Sharing information on summer schools and access modalities with task 6.1 should these need to be featured on the website • Providing information about each summer school (key takeaways) to support online promotion
CIEMAT, LGI	**Task 6.6 Dissemination and exploitation** • Keeping track of scientific publications and partners' participation to events
All partners	**All partners will contribute to communication and dissemination activities, by:** • Relaying communication and announcements from other tasks and WPs • Providing updates regularly throughout the project to be featured on the website and annual newsletter • Authoring publications • Participating to conferences and events • Disseminating of communication materials and messages • Reporting on their participation to events, publications, and communication activities

Table 1: Partner contributions

1.3 Relation to other activities

The success of the overall communication and dissemination strategy depends on, and is linked to, the work undertaken in all WPs. Communication and dissemination activities will rely on the work of all partners and their collaboration in providing WP6 with information on their activities and in sharing relevant information about the project to their own contacts and networks.

2 Objectives

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the European Union's Euratom Research and Training Programme.

Based on the needs of the project, the APRENDE project's main **communication and dissemination objectives** include the following:

- **Enhance Visibility**: Increase awareness of APRENDE's research and outcomes among target audiences.
- **Engage Stakeholders**: Actively involve key stakeholders in discussions on nuclear data improvements.
- **Support Knowledge Sharing**: Disseminate findings to support innovations in nuclear energy and non-energy applications.
- **Build Capacity**: Foster skills development in nuclear data through training and education initiatives.

3 Communication and dissemination strategy

The overall APRENDE communication and dissemination strategy is based on a series of key messages tailored for specific audiences and comprehensive and consistent project description. Both will be implemented throughout the different channels and tools described in a dedicated section in this deliverable.

3.1 Target audiences

The APRENDE project aims to reach key target groups through its communication and dissemination strategy. Each communication action will be targeted at different levels: local, nationwide, European and global. In the next version of the communication plan, these groups will be further refined into a more specific set of audiences. The relevance and importance of communicating/disseminating to each stakeholder group is summarised in the table below.

Target audience	Relevance
Nuclear Scientists	Nuclear scientists have a direct interest in the project as they heavily rely on data for simulations and modelling. Producing high-quality, accurate data is key to advancing research in a variety of fields related to nuclear science, whether in energy or other applications. Project expected outcomes such as new experimental data, adequate samples, the preservation and consolidation of know-how, new and reliable data evaluations are all useful for the scientific community. All types of nuclear scientists are relevant to the project including: • Nuclear scientists and engineers performing simulations of nuclear reactors or other fuel cycles facilities and activities, • Nuclear or health scientists performing simulations of nuclear treatments or diagnostic for medical applications, • Nuclear scientists and engineers performing simulations to optimize isotope production for medical therapy or diagnosis, • Nuclear scientists developing radiation detectors, nuclear facilities, and various methods to measure, evaluate, or validate basic nuclear data, • Nuclear scientists in environmental or other industries designing or analysing results from radiative tools.
Research organizations, public organizations, technological platforms, and industry using nuclear technologies	All research and industry organisations, technological platforms and public and private organisations using nuclear technologies can benefit from the project. Improved nuclear data will ultimately help make nuclear technologies safer, more efficient and more sustainable for the variety of stakeholders relying on them.
International organisations like OECD-NEA and IAEA	These organisations are responsible for the storage and dissemination of nuclear data, and therefore have a direct interest in the results of the project.

Students and young researchers	Training the next generation of researchers and sharing information with them is essential to transmit the newest knowledge on nuclear data production. It is also a way to ensure that the next generation of scientists becomes familiar with the latest findings. APRENDRE provides several learning opportunities for students including training activities, summer schools, etc.
Policy makers: Governments, EC, Funding Agencies	These stakeholders are the end receivers of the strategic analysis on nuclear data in Europe, and they can inform the design of future policies.
General public	It is important to inform the general public about research funded by the EU, which ultimately aims at improving the lives of Europeans. By producing knowledge on nuclear data accuracy, APRENDE contributes to a safer and more sustainable use of nuclear energy.

Table 2: Relevance of APRENDE outcomes for each target audience

3.2 Key messages

An initial set of tailored messages for APRENDE has been developed to promote the project in the most effective way. Based on the results and continuous analysis made throughout the project, the messages in the table below will be further refined and developed for each user type.

Target audience	Key messages
Nuclear Scientists	• APRENDE will enhance nuclear data accuracy, delivering high-quality experimental results, reliable evaluations, and adequate samples essential for advanced simulations and modeling. • By producing accurate data, the project will help advance research in reactor simulations, fuel cycle optimization, health applications, isotope production, radiation detector development, and industrial applications of radiative tools. • Nuclear scientists across various energy and non-energy fields will be able to benefit from APRENDE's results.
Research organizations, public organizations, technological platforms, and industry using nuclear technologies	• APRENDE's findings improve the safety, efficiency, and sustainability of nuclear technologies, driving innovation in energy, health, and industry. • Organisations involved in isotope production, environmental monitoring, or industrial applications will benefit from improved nuclear data, which enhances the performance, reliability, and impact of their operations.
International organisations like OECD-NEA and IAEA	• APRENDE contributes to global knowledge sharing on nuclear technologies, by providing robust datasets and strategic insights to inform international standards and collaborative research.
Students and young researchers	• APRENDE fosters the next generation of nuclear experts through hands-on training, access to cutting-edge facilities, and mentorship in innovative nuclear research.
Policy Makers: Governments, EC, Funding Agencies	• APRENDE will deliver robust data and strategic analyses to inform safer and more sustainable nuclear policies, which are

	particularly relevant to ensure Europe's future energy production independence. • By addressing gaps in nuclear data and consolidating European expertise, the project supports evidence-based policymaking and future-proof regulations for energy and non-energy applications.
General Public	• Nuclear technologies are critical for clean energy production in the context of climate change, but they are also indispensable in other sectors, such as health, as many medical diagnostic applications and treatments rely on these technologies. • APRENDE contributes to a safer and more sustainable use of nuclear technologies by producing accurate and reliable nuclear data. • APRENDE is funded by the EU. EU-funded research aims to improve the lives of Europeans, ensuring public safety, and a sustainable future for all citizens.

Table 3: Key messages for each target audience

3.3 Timeline

A timeline gathering all key communication and dissemination activities throughout the project has been created and will be continuously updated.

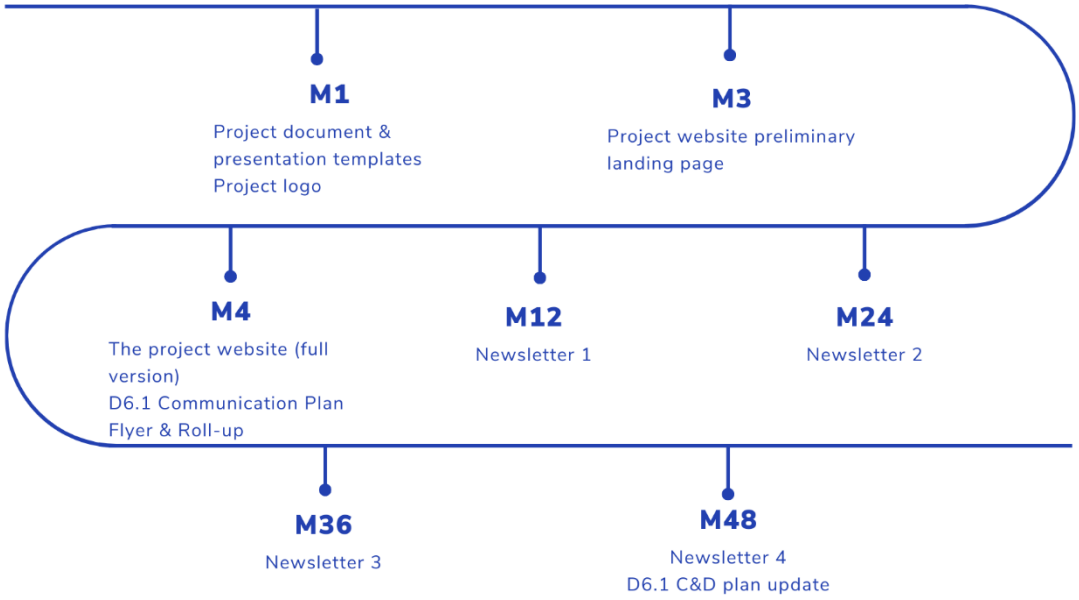

Figure 1: Timeline

4 Management

4.1 Content flow

To facilitate the flow of information, an efficient process has been established to allow all partners to collaborate on content creation and relay the information shared through APRENDE communication channels.

APRENDE uses the email address contact@aprende-project.eu to receive news, announcements, scientific papers, pictures or information concerning partner participation in events related to the project.

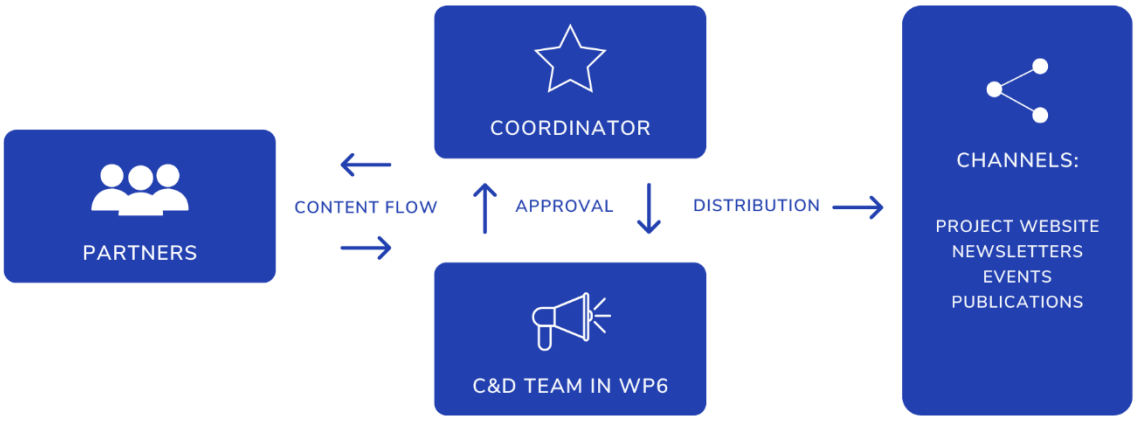

Figure 2: Content information flow

5 Communication channels and tools

This section presents the communication channels and tools used by the project.

5.1 Visual identity

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Figure 3: EU emblem and acknowledgement

All the communication and dissemination tools described in this deliverable are consistent with the APRENDE project's brand identity, which aligns with the image that the project wishes to convey. In addition, all materials, including scientific papers and publications produced by the project, will contain the mandatory EU emblem, acknowledgement and required disclaimer with the sentences above. Moreover, it is important to note that "when displayed with another logo, the EU emblem must have appropriate prominence".

5.1.1 Logo

One of the first communications actions (Task 6.1) was to develop the project's visual identity. To build brand recognition from the very beginning, a logo was designed on time for the kick-off meeting of the project. It is, and will be, associated and included in all paper and electronic documentation as well as promotional materials.

To ensure a strong project identity, several logo versions were designed, analysed and altered to best represent APRENDE in the simplest and clearest way possible.

Description of logo: The APRENDE logo centres on the representation of **nuclei colliding**, reflecting the project's focus on nuclear science. Designed to be **sober, uncluttered, and minimalist**, the logo ensures functionality and recognisability, even at small sizes. The **icon** is paired with the APRENDE wordmark to emphasize clarity and simplicity.

- The visual identity incorporates sub-elements symbolizing the project's impact areas—**energy, health, climate, space, fundamental science, industry, and education**—as complementary parts of the graphic line. These sub-elements are intentionally placed in the background to highlight nuclear science as the primary focus, creating a hierarchy that visually communicates the project's scope and priorities.

- The logo forms the cornerstone of the project's broader **visual identity**, which integrates complementary elements like textual information and technical diagrams to holistically represent APRENDE's purpose and objectives.

Several logo options were designed to offer versatility:

Figure 4: Official logo

Figure 5: Visual identity

In text, the project should be referred to as APRENDE.

5.1.2 Project presentation template

A PowerPoint presentation template was designed and distributed to all partners shortly after the start of the project. Easy to use and versatile, the template adds value to the APRENDE brand and ensures the project's visibility when presented at events or conferences.

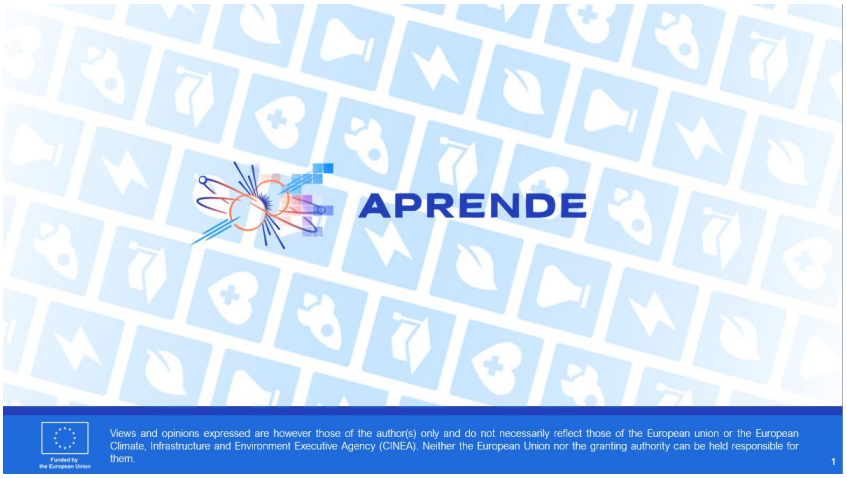

Figure 6: PowerPoint template

5.1.3 Deliverable template

A Word document template was also prepared and shared with all APRENDE partners shortly after the start of the project. Consistent with the APRENDE visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables.

Figure 7: Deliverable Template

Flyer: a flyer will be designed and distributed at workshops and events organised by APRENDE , as well as at external events. It will include key messages, objectives, expected

impacts, consortium members and contact information. The flyer will be printed on demand to avoid waste.

Roll-up: a roll-up will be designed for display at various events and conferences attended by project partners. It will include visual elements that represent the project, a brief summary, consortium members and contact information. The roll-up will only be printed once when the first physical event is confirmed and APRENDE partners will be present.

Other promotional materials: visuals will be created to promote project events, publications and project news across the APRENDE communication channels as needed.

5.2 Project description

A text describing APRENDE has been drafted in two versions (short and long) **to ensure a comprehensive and consistent message about the project**. The project descriptions will be used by all partners in materials dedicated to promoting, communicating and disseminating the results of APRENDE —such as flyers, PowerPoint presentations, and articles published by the partners—and to present the project at events or conferences.

Short version:

APRENDE focuses on improving nuclear decay and reaction data. This data is critical for modelling and simulation tools used in energy (fission, fusion) and non-energy applications such as health, radiation protection, and space research. By addressing key priorities like spent nuclear fuel management, reactor operations, advanced reactors, and safety assessments, APRENDE supports European stakeholders in developing safer and more innovative nuclear technologies. Visit the project website for more information at www.aprende-project.eu

Coordinator: Daniel Cano, CIEMAT

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Long version:

APRENDE focuses on improving nuclear decay and reaction data. This data is critical for the conception, development, optimization, and safety evaluation of a broad range of nuclear energy like fission and fusion, and non-energy applications—such as radiation protection, radionuclide production, health, geosciences, space research, security, and industry.

APRENDE focuses on improving these critical data sets to enhance modeling and simulation tools used by European stakeholders in high-priority application areas. These include all aspects of spent nuclear fuel management, addressing all aspects of its handling and safety; reactor operational characteristics, with a focus on improving reactivity, transients, and safety margins; advanced reactor and fuel cycle development, supporting innovations like Small Modular Reactors (SMRs), GenIV systems, and accelerator-driven technologies; criticality safety and shielding, with the aim of enhancing safety assessment methodologies; and non-

energy applications; advancing radiation protection for medical, industrial, and environmental purposes.

By addressing these areas, APRENDE aims to make nuclear technologies safer, more efficient, and more sustainable, contributing to European leadership in nuclear science and innovation.

Visit the project website for more information at www.aprende-project.eu

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5.3 Online resources

5.3.1 Website

The APRENDE project website is planned to be launched in January 2025: https://aprende-project.eu/. While the website is being built, a landing page was created to ensure basic information and contact details would already be available (see figure below)

The website will serve as the primary information source for the project and will be where most stakeholders will go to find out more about its activities. The design will be intentionally tailored to be accessible and appealing, and aligned with the project's communication objectives to engage stakeholders. Once live, the website will be continuously updated with news, events, communication items, deliverables and results to keep frequent visitors and target audiences engaged.

To make useful and relevant information available for online visitors, it was decided that the website should address the needs and questions that would most likely be of interest including:

- What the project is about
- What the project is delivering and why
- Who the project partners are
- What the latest news and events of the project are
- Where to find more information on the topic or related topics

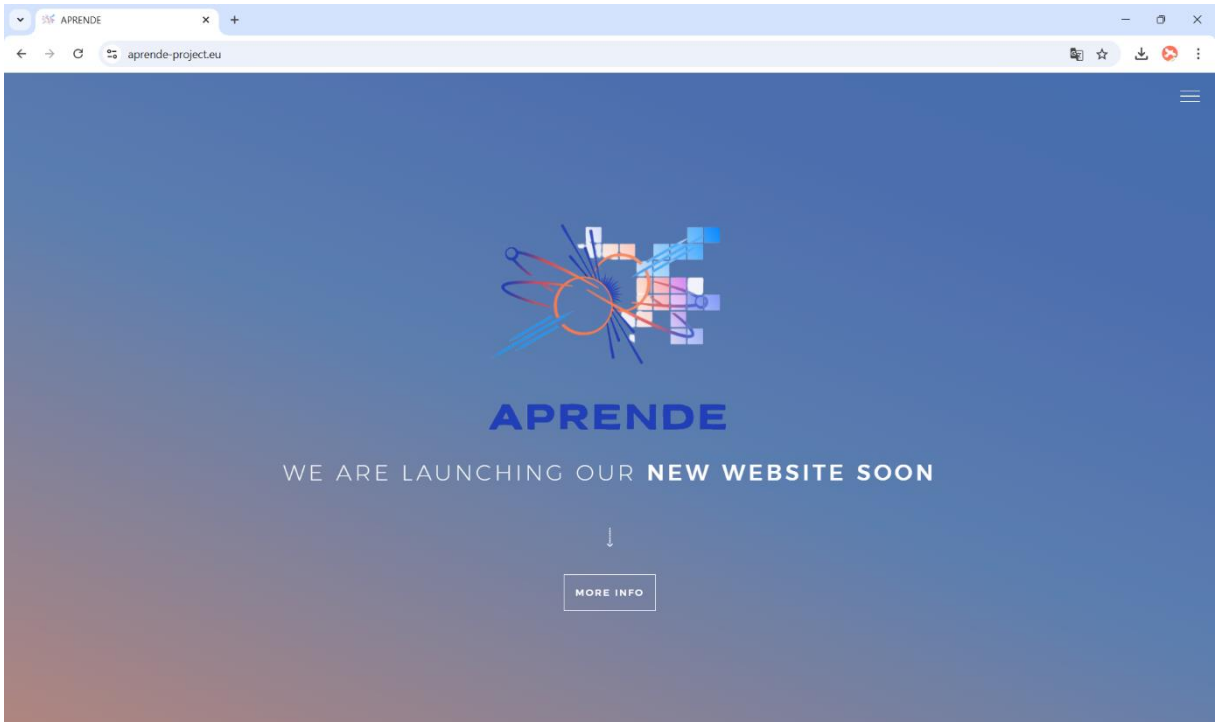

Figure 8: APRENDE online landing page

Browser compatibility: the website will be compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website will be responsive and adjust based on the screen size of the device it is viewed on, regardless of whether the device used it a desktop, tablet or mobile phone.

Monitoring: to understand how the website is used by visitors, IONOS Analytics, or a similar tool will be employed. Upcoming reports will provide insights regarding:

- How many users visit the website
- Which pages are viewed the most
- Where the majority of viewers are located

These results will enable the communication team to adapt its strategy to be more efficient and reach a wider audience.

Three main sections will be used to communicate and disseminate information:

1. **Newsroom:** activities, milestones, results and news related to the project will be featured in articles and posts
2. **Events calendar:** past and upcoming events internal and external to the project will be updated regularly
3. **Resources:** public deliverables and reports, electronic newsletters and all promotional materials produced will be made available for download

5.4 Newsletters

At least 4 electronic newsletters will be distributed over the course of the project, on an annual basis. The newsletters will inform the APRENDE community on the latest achievements of the

project, progress, outcomes and relevant events, conferences and workshops. To develop interest in the newsletter, partners are encouraged to share all relevant information related to the project.

The newsletter will contain different sections, including:

- An editorial written by the coordinator providing an overview of the previous year
- A feature on the results achieved
- A technical update from each work package on progress made
- A recap of the events attended and upcoming events of interest

Results and statistics will be drawn for each newsletter. Conclusions will be drawn and possible areas of improvement will be discussed to optimise future editions.

The first newsletter will planned to be distributed in September 2025, based on the progress of the project.

A subscription pop-up box compliant with GDPR regulation will be added to the website to encourage visitors to subscribe to the newsletter in order to receive the latest project results and achievements.

6 Dissemination channels and content

6.1 Interactions and exchanges with other related projects

APRENDE will aim to foster a close collaboration with relevant networks, clusters, and initiatives at European and national/regional levels to share information and exploit synergies and additional dissemination channels. Several networks, clusters, initiatives, and platforms at the European and national/regional level to establish close collaboration with APRENDE have been identified.

Liaison with the IAEA will be a priority, in particular with the International Nuclear Data Committee, INDC, the Nuclear Data Section and the EXFOR data base. APRENDE also will liaise focus on OECD-NEA, with the Joint European Fission and Fusion nuclear data library – JEFF project, part of OECD-NEA, to make sure that its results receive a priority consideration for inclusion in the future releases of the JEFF library.

Collaboration with European Nuclear Technological Platforms like SNETP and ENEN is also sought to raise awareness of the project activities and results.

6.2 Conferences and events

Presenting the APRENDE results at conferences and having a booth to disseminate the knowledge gained is key to maximising the project's impact. Attending conferences and events also creates the opportunity to engage closely with stakeholders.

The project consortium will attend events that are relevant to the topic and through which target groups can be reached. The interest and readiness of the consortium will be evaluated when determining whether to present at key international events as well as how best to present (public intervention and/or hosting a booth). The most relevant events taking place over a 12-month cycle will be identified and event organisers will be contacted to ensure the project is properly represented.

The APRENDE project has identified several events of interest, including the following:

- Nuclear Data for Science and Technology conference
- WONDER workshop
- Workshop on Elastic and Inelastic Neutron Scattering
- NEA Nuclear Data Week
- NEA WPEC group meetings
- IAEA nuclear data events
- FISA – EURADWASTE 2025
- SNETP annual forum

6.3 European Dissemination Channels

All official channels established by EU institutions will be used to disseminate the project's results. The following official EU dissemination channels will be targeted:

Magazines	Research*eu results magazine	www.cordis.europa.eu/research-eu/home_fr.html
	Horizon – The EU Research and Innovation Magazine	https://horizon-magazine.eu/
Portals	CORDIS	www.cordis.europa.eu/home_fr.html
	Horizon Results Platform	Horizon Results Platform | EU Funding & Tenders Portal

Table 4: EU dissemination channels

6.4 Scientific publications

Several scientific publications will be prepared by lead academic partners involved in the project. These publications will include the main findings of the project's deliverables and will primarily be presented in some of the conferences listed in section 6.2 of this document.

APRENDE will follow an open access policy by providing online access to scientific information that is free of charge to the end-user and that is reusable via platforms such as Zenodo, Open Science Repository and Open Research Europe. In the context of this project, scientific information refers to peer-reviewed scientific research articles, articles, conference papers and research data. The APRENDE project will combine different measures to foster open access to knowledge as much as possible.

Project partners will be encouraged to regularly share information about their scientific publications related to the project. Summaries of these publications will be disseminated on the project website and through the annual newsletter.

Scientific Publications	Link
Nuclear Instruments and Methods	https://www.sciencedirect.com/journal/nuclear-instruments-and-methods
Journal of Instrumentation	https://iopscience.iop.org/journal/1748-0221
IEEA Transactions on Nuclear Science	https://ieee-npss.org/publications/transactions-on-nuclear-science/
Annals of Nuclear Energy	https://www.sciencedirect.com/journal/annals-of-nuclear-energy /
Physical Review C	https://journals.aps.org/prc

Physical Review Letters	https://journals.aps.org/prl/
European Physical Journal	https://www.epj.org/
Nuclear Data Sheets	https://www.nndc.bnl.gov/nds/

Table 5: Scientific Publications

7 Key performance indicators

A set of Key Performance Indicators has been set in the table below to monitor progress of communication and dissemination activities throughout the duration of the project. WP6 will monitor closely the following KPIs and implement any corrective measures needed.

Activity	Description	Target
Public website	General project information, public deliverables, and announcement of relevant events.	5,000 visits by the end of the project
Project newsletters	A yearly electronic newsletter will be issued to the APRENDE community to report on latest activities and news	200 subscribers by the end of the project
Regular inputs to SNETP newsletters	Inputs to the SNETP electronic newsletter to inform the project and SNETP community on the project activities and news (*Subject to validation by SNETP*)	At least 2 contributions to the SNETP newsletters yearly
Articles in scientific journals/PhD and master's theses	Peer-reviewed articles and PhD/master's theses about APRENDE project results	<30 articles <15 PhD theses and masters' theses
Events & Workshops	Participation of partners to selected events to disseminate the project's outcomes	< 25 events conferences attended

Table 6: Key performance indicators

8 Conclusion

The Communication and Dissemination Plan outlined in this document provides a detailed overview of the strategy and actions that will be implemented to promote the APRENDE and its results in an efficient yet impactful way. The plan will be updated and improved based on the monitoring results collected and will be updated at month 48.