

Communication & Dissemination Plan

Deliverable 5.2

Project acronym: RADIUM

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Introduction

Investing in nuclear energy entails ensuring protection of people and environment. This is particular true for Belarus that, due to Chernobyl disaster, was highly affected by radiation exposures in terms of human lives, nature and socio-economic development. Given its modest natural resources, Belarus decided to invest in nuclear energy to secure sustainable energy and reduce energy import dependence, thus becoming a newcomer country in the nuclear industry. RADIUM project replies to the Belarusian energetic priority and to the consequent need to meet high safety standards to prevent the negative impact of nuclear technologies on people and environment.

Therefore, major efforts must be directed at disseminating the nuclear knowledge gained during the project and gathering students, academics, practitioners, experts and policy-makers dealing with radiation protection and nuclear safety to establish new and facilitate existing cooperation with industrial partners, authorities, institutes and centres active in this domain.

This task could be tackled only on the basis of systematic communication and dissemination activities conducted by all RADIUM partners allowing to maximize the impact of project results and ensure their sustainability, influence policies and practices, as well as raise awareness of both policy makers and broad public on European standards in Radiation Protection and Nuclear Safety Culture. Joint efforts however should be based on commonly shared strategies and tools gearing to the above mentioned objectives.

Therefore, this Dissemination & Communication Plan presents the methodology, tools and channels to be used by all RADIUM partners while carrying out dissemination activities to promote the project and its deliverables to target groups. The document also includes the project visual identity, templates, as well as rules and procedures related to communication and dissemination management.

Dissemination activities are described in the original project proposal (pages 49-53) and compose a dedicated work package (WP), namely the WP5 Dissemination & Exploitation. Thus, the initial vision of WP5 serves as a starting point for designing the present Dissemination & Communication Plan developed by UNIBO and BSU, respectively the coordinating institution and the WP5 leader of RADIUM project.

1. About RADIUM

1.1. Aims & Objectives

The RADIUM project **aims** at the development and optimization of higher education in Belarus in the field of Radiation Protection and Nuclear Safety Culture (RP&NSC). The main objective is the creation of a modular master program that meets the latest international standards, the EU best practices and the requirements of the new standards of higher education of the Republic of Belarus.

The project's **specific objectives** are:

1. Developing a **new modular Master degree program** in Radiation Protection and Nuclear Safety Culture, delivered by the Belarusian RADIUM partners, which meets the requirements of the labour market for the rapidly development of nuclear industry in Belarus;
2. Creating **innovative educational content** supported by RADIUM **laboratories** to ensure advanced level of training in radiation safety and the development of nuclear safety culture in the society;
3. Forming **competences of graduates** in the field of nuclear knowledge by introducing new methodologies into the curricula and educational programs in close collaboration with EU Universities, using ICT and



research-based learning methods, networking with industrial, scientific and governmental stakeholders.

To reach these objectives, a set of tasks and activities is envisaged by the project work plan. Partners carried out a research in National Nuclear Safety Standards, Labour market needs & Educational proposals in the domain; consulted different stakeholders across the country to discover effective solutions to establish new and facilitate the existing cooperation between academia and stakeholders. They will also organize a National conference to share the results of the analytical phase and present the **Policy paper on promoting Radiation Protection and Nuclear Safety Culture education in Belarus based on European Union best practices and international standards**, key deliverable of Work Package (WP) 1. The Policy Paper lays the foundations of the RADIUM Master degree program in Radiation Protection and Nuclear Safety Culture.

Knowledge transfer activities for the Belarusian personnel (key deliverables of WP2) are at the core of the project: 4 study visits to EU HEIs are planned, focusing on Chemistry and Physics, Radioprotection, Nuclear Safety and EHEA principles of course design. The latter is targeted at academic coordinators of the future RADIUM Master at each of BY HEIs.

The knowledge and skills acquired during the trainings at the partner EU HEIs will allow Belarusian universities to develop a Bologna driven **curriculum** (key deliverables WP3) of the RADIUM Master program supported by innovative technology-enhanced and research-based teaching & learning materials that will meet the requirements of the International Atomic Energy Agency (IAEA). The European experience shall also help setting up the network of **modern laboratories** (key deliverables WP3) – a unique infrastructure to support teaching and research activities of students, create opportunities of internationalization of curricula and classrooms.

The launch of the **RADIUM Master** (Key deliverable WP4) is planned for September 2022. First intake of students will benefit not only from teaching and researching environment and infrastructure but also will have an opportunity to gain first-hand experience from EU visiting professors, carry out foreign internships, participate in study visits to Belarusian Nuclear Plant, develop practical skills within the Winter School, study visits to Polesky Radio-Ecological Reservation, as well as during the work placement periods offered by RADIUM EU partners and stakeholders.

Therefore, the set of dissemination and communication activities (deliverables of WP5) is considered as a key-instrument for the deliverables' production in terms of visibility and target attainment.

To sum up, the core results which form an integral part of Policies and Strategies to promote RP&NSC education in Belarus are:

- ✓ **Policy paper** on promoting Radiation Protection and Nuclear Safety Culture education in Belarus based on European Union best practices and international standards – a detailed investigation on the specific needs of Belarusian Higher Education Institutions (HEIs) and development of an educational policy in training specialists for the Nuclear & Radiation protection sector
- ✓ the **series of Round Tables with stakeholders, Public seminars & National Conferences** - aiming at establishing a platform for discussion and interaction between academic world and nuclear industry, collecting proposals and ideas



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regarding the competences required by the labour market and respective curriculum, teaching & learning activities and laboratory assignment allowing to form the required competences, disseminating information about modern developments in the area of Radiation Protection and Nuclear Safety Culture;

- ✓ **Survey of EU best practices in RP&NSC** – realized through both desk-research and study visits to EU partner HEIs aiming at transferring the know-how, improving technical and academic skills of teaching staff in the field of nuclear safety, research, and innovation policies as well as raise awareness and understanding of Bologna principles and tools, namely the ECTS, ENQA standards in Quality assurance, academic mobility and internships.
- ✓ **RADIUM Master program** – the innovative & interdisciplinary academic program targeted at students from all country regions and delivered jointly by 6 universities in Belarus. The RADIUM Master is constructed to meet the requirements of and being accredited by IAEA. RADIUM Master graduates are expected to be considered as a highly qualified specialists of the Nuclear and Radiation Protection sector of the Republic of Belarus.
- ✓ **RADIUM labs** – a network of laboratories created at each of Belarusian HEIs-RADIUM project partners which compliments each other and offer unique teaching, learning and research opportunities for RADIUM Master students, academic staff and researchers.
- ✓ **Cooperation with Nuclear industry** – a set of collaborative actions with national Nuclear Industry entities (Belarusian Nuclear Station, Republican Center for Positronic emissions tomography-PET Center, Unitary Enterprise "ATMOTEX", Scientific and Engineering Centre for Nuclear and Radiation Safety, Department of Nuclear and Radiation Safety of the Ministry for Emergency Situations of the Republic of Belarus, State Production Association of the Electric Power Industry "Belenergo", regional factories & enterprises, etc.), as well as international stakeholders (IAEA, CHERNE, STAR-net, Internet-Reactor laboratory project, etc.) aiming at forming an academic-industry community of "promoters" of RP&NSC education in Belarus and abroad.

1.2. Expected impact

At the national level, the project aims at:

- ✓ introducing Master level education in RP&NSC in Belarus and involving the Universities that have not previously participated in the implementation of the National Program of training specialists for Nuclear Energy (funded by the Belarusian Government);
- ✓ strengthening regional cooperation of HEIs and companies in the field of RP&NSC;
- ✓ creating a network on Radiation Safety issues in Belarus;
- ✓ increasing the understanding of nuclear safety culture in Belarusian society.

At the University Level, the project aims at:

- ✓ enhancing competences of university staff and research infrastructure enabling further promotion of RP&NSC education;
- ✓ development of modern curricula and bilingual teaching materials within the 3 educational modules "Nuclear



Physics and Chemistry”, “Radiation Protection”, “Nuclear Safety Culture” and their implementation in Belarusian universities via ITC-based Learning Management System (LMS);

- ✓ involving the Belarusian Universities in the European Educational Network on Nuclear and Radiological Protection (CHERNE).

1.3. Consortium

The project involves partners from EU and Belarus which all possess with necessary competences in the RP&NSC and have unique expertise in different topics of project domain thus enabling to complement each other, as well as bringing region-specific approaches to teaching and researching, collaborating with stakeholders, liaising with international partners.

Full partners:



Partner (P) 1 - Alma Mater Studiorum - Università di Bologna / UNIBO (Bologna, Italy)

The UNIBO has a long tradition in the nuclear sciences, starting with the specialization school in nuclear engineering of the early 60's, followed by the full 5-year nuclear engineering program by the second half of that decade. Through the 80's, Bologna has been the leading Italian University in reactor physics. The Department of Industrial Engineering comprises competences in all areas of nuclear interest: from nuclear plant, to reactor physics, to radiation protection, to medical and industrial applications of radiations. It is responsible for the M.S. program in energy and nuclear engineering.

As coordinating institution, UNIBO carries out the overall coordination of project activities. At the same time, as a leading Italian University in reactor physics, UNIBO shall offer its unique expertise to assist BY HEIs in the design of the RADIUM Master and in the set-up of RADIUM laboratories. The UNIBO will be also hosting a 3-days training targeted at RADIUM Master coordinators on EHEA principles. In the framework of WP5 Dissemination, the UNIBO is considered as a main communication & promotion point with EACEA.



P 2 - Belarusian State University / BSU (Minsk, Belarus)

The BSU, a leading national university in both the general status and the project domain expertise, is responsible for coordinating the project on the national level. It tackles the issues of project national approval & registration in Belarus as well as manage annual reporting to the Ministry of Economy of Belarus on behalf of all BY project partners. Being involved in the implementation of the National program of training specialists for Belarusian Nuclear Industry, the BSU has established very close relations with industry representatives, governmental bodies and international community. Therefore, its main task is to ensure a broad involvement of stakeholders on the national level. The



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RADIUM Master network program will be managed by BSU, including acceptance of applications, coordination of teaching & learning process, organisation of extra-curriculum activities (Internships & study visits) and diplomas' award. It will also manage the centralized tender for purchasing the equipment for RADIUM labs.

The BSU, being a leader of the WP5 Dissemination, is responsible for development of methodology (Communication & Dissemination Plan) as well as tools (project web-site, Social media accounts, Newsletter, etc.) and will be coordinating activities of all project partners aimed at promoting the project and its' deliverables to target groups on the National level.



P3 Universitat Politècnica de València / UPV (Valencia, Spain)

The UPV has high expertise in the project area. The Chemical and Nuclear Engineering Department supports teaching in 2nd & 3rd cycles offering advanced training courses such as Energy and Sustainable Development, Nuclear Technology; Radioprotection, Nuclear Safety, Nuclear Reactor Operation and Advanced Nuclear Power Plants. It is also runs the Master degree program "Industrial Safety and Environment" that will enable BY HEIs to learn both the Nuclear Safety-related expertise and best practices in organizing and performing a high excellence Master degree program. The UPV is responsible for managing the Quality Assurance (WP6), reviewing modules-related study materials, providing expert support in transferring the knowledge via participation in all project activities and hosting 5 days training seminar on Nuclear Safety within the WP2.



P4 Universiteit Hasselt / UHASSELT (Hasselt, Belgium)

The UHasselt is a young, innovative and civic university with a broad international network and which participates actively in research and education projects at European and international levels. It is one of the only 2 universities in Belgium offering a Master in Nuclear Engineering Technology in Flemish language. It is a founding member of the CHERNE network and currently a partner in a number of Erasmus+ project in the area of radiation protection and radio-ecology. The UHasselt will contribute to the knowledge transfer on each stage of project implementation. It will organize a training on Radiation Protection within the WP2. Being a founding member of the CHERNE, the UHasselt will ensure project promotion on international level using the opportunities of that network.



hochschule mannheim

P5 Hochschule Mannheim University of Applied Sciences / HSMA (Mannheim, Germany)

The HSMA is one of the largest universities of applied sciences in the Germany. Close working contacts with industry as well as professional associations and cultural institutions represent a



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breeding ground for internationally acclaimed research and development activities. The HSMA's Institute of Physical Chemistry and Radiochemistry has emerged from a Nuclear Institute founded in 1971. It offers a wide range of education and research in Radiochemistry and Radiation Protection. As registered Radiation Protection School it offers licensed Radiation Protection Courses. One of the Institute's members is personal founder of CHERNE but institutional membership was granted in 2017. Since then, a summer school on radionuclide production has been organized. All above mentioned capacities make HSMA very relevant to offer the necessary expertise and demonstrate best practices to Belarusian partners. HSMA will host a 5-days training workshop on Chemistry and Physics within the WP2.



P6 Belarusian State University of Informatics and Radio Electronics / BSUIR (Minsk, Belarus)

The BSUIR is national leading educational institution in ICT, electronics, telecommunications, and micro- and nano electronics. BSUIR provides training on the Bachelor, Master and Doctoral / Post-Doctoral Levels in Russian and English on the basis of 9 faculties, 32 academic departments, R&D Unit, Institute of Information Technologies, 2 affiliated entities: Minsk Radio-engineering College, computer Systems Institute as well as its branches in the CSI campuses in Boston and Chicago. The latter ones are offering blended programs which combine full-time and e-learning in English. The BSUIR is taking part in Belarusian share of project activities and in terms of dissemination is responsible for communications with respective stakeholders based on the current methodology.



P7 Polotsk State University / PSU (Novopolotsk, Belarus).

The PSU is one of the top 10 Universities in Belarus in such fields as research, innovations in higher education, internationalisation, and strong relations with business environment and society. PSU has a number of campuses in the key cities of Vitebsk region: Novopolotsk, Polotsk and Mezhdurechye. It has two academic departments which to be involved in RADIUM project: the Department of Physics and Energy and the Electronic Engineering Department. Both departments have capacities and expertise in training students in the fields of Energy, Green Energy, Electronic Engineering, Radiation and Nuclear Physics. The departments are involved in research and teaching on the Bachelor, Master and PhD levels. The both departments carry out joint research into the development of plasma sources of charged particles -electrons and ions, producing simulations for radiation protection designs, alternative energy sources and nuclear safety and risk management. The PSU is taking part in Belarusian share of project activities and in terms of dissemination is responsible for communications with respective stakeholders in the Vitebsk region.





Polesky State University

P8 Polesky State University / PolesSU (Pinsk, Belarus)

The PolesSU is an innovative type founded in 2006 and located in the heart of the Polesye region of Belarus. PolesSU provides training on the Bachelor, Master and PhD levels. The university is the creator of the innovative and industrial cluster in the field of biotechnologies and "green economy" for scientific, technical, innovation and business activities which was registered on EU cluster platform in 2018. PolesSU is a classical-type university and consists of 5 faculties including 13 training, scientific and industrial research laboratories, a publishing center.

The university structure includes the Scientific and Technological park Polesye. The PolesSU is taking part in Belarusian share of project activities, it will be also responsible for organization of study visits to Polesky Radio-Ecological Reservation. In the framework WP5 Dissemination the PolesSU is responsible for communications with respective stakeholders based on the current methodology.



P9 Francisk Skorina Gomel State University / GSU (Gomel, Belarus)

The GSU is known for its high educational potential being one of the largest research and development, academic and cultural centers of the Republic of Belarus. It is located in the south-eastern part of Belarus in the capital of the Gomel region, the area which was very much affected by the Chernobyl disaster. Being a classical university the GSU is offering academic programs in both sciences and humanities on the Bachelor, Master and Doctoral / Post-Doctoral Levels. The GSU has in its structure the Research Institute of Physic-Chemical studies, since 2006 the Center for Collective Use on Environmental Monitoring and Study of the Composition and Properties of Matter (CCU "Isomer") has been functioning as a part of four research laboratories: "Physical chemistry and technology of micro- and nanoscale systems"; "Physics and chemistry of polymers"; "Monitoring of ecosystems" and "Mass spectrometric analysis". The Center is fitted with unique scientific equipment, employing highly qualified specialists conducting research work. The GSU has 14 research laboratories engaged in scientific research work in various fields of knowledge, including the international Chinese-Belarusian scientific laboratory for vacuum-plasma technologies. The GSU is taking part in Belarusian share of project activities and as a leading university in the region it is responsible for promoting the project results among the respective stakeholders.





P10 Yanka Kupala State University of Grodno / YKSUG (Grodno, Belarus).

The YKSUG is a major regional university of a classical type which is considered as a complex integrating all academic activities and infrastructure. It is located in the Western Region close to the Belarus Nuclear Station. YKSUG offers academic programs via 15 faculties, 72 departments and 4 colleges on all levels of higher education as well as train doctoral and post-doctoral students. The YKSUG has up-to-date analytical equipment for carrying out different kinds of research. Each year more than 200 scientific projects are carried out at the university, 60% of them has practical goals. Over 140 projects of young researchers win on Republican Scientific Work Contest each year. Research results are used in industry sector, more than 1000 articles are being published in around 600 foreign and local peer-reviewed scientific journals including top-rated publications from Scopus and Web of Science data bases.

The YKSUG is taking part in Belarusian share of project activities. Due to it location it is responsible for organizing the visit of RADIUM Master students to the Belarusian Nuclear Station during the 3rd of project implementation. What relates to the WP5 Dissemination it will be responsible for constant communication with local stakeholders aiming at promoting the project results in the Grodno.

Associated partners

Besides full partners, RADIUM Project also involves a number of the so-called associated partners, which are considered as representatives of a large group of stakeholders and society at large. Depending on their function, they will offer traineeships; advise in the development of curriculum (WP3) and educational multimedia programs and virtual reality; collaborate on accreditation (WP4).

The following associated partners involved in the project.

- ✓ Westinghouse Electric Germany GmbH (Germany).
- ✓ SCK-CEN (Belgium).
- ✓ Ministry of Education of Belarus (Belarus).
- ✓ ConstFlash Brand "AR.TEAM" (Belarus).



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2. Terms of References

2.1. Objectives of Dissemination & Communication

Promoting the RADIUM project results is of paramount importance for ensuring its impact at institutional, regional, national and international levels. Thus, the aim of RADIUM Communication & Dissemination Plan is to specify the communication and dissemination activities and their frequency, during and beyond the project life cycle, to establish qualitative and quantitative indicators as well as to define the communication levels.

The RADIUM Communication & Dissemination Plan also identifies the interests and needs of direct and indirect beneficiaries, known as target groups. Based on that analysis, the plan develops a set of the most effective and appropriate communication and dissemination channels enabling to reach out the target audience and make them able to use the project results in full.

The overall goal of RADIUM communication and dissemination activities is promoting the project and its results at all levels (i.e. institutional, regional, national and international) and making the project achievements visible and accessible for all target groups concerned, thus ensuring the sustainability of project results and their use during and after the project life-cycle.

In order to reach this goal, the following actions are envisaged:

- ✓ Defining the target groups and their interests and needs in RADIUM results, as well as their specific features of involvement into the public communication processes
- ✓ Selecting the most effective and appropriate channels and communication tools for targeted audience
- ✓ Developing a methodology to reach out the targeted audience including the levels and frequency of communication activities
- ✓ Creating unique & viewer-friendly project visual identity enabling all partners to carry out communications under the same rules and standards
- ✓ Establishing the system of communication management ensuring close cooperation between partners and uniting their communication & dissemination efforts

2.2 Target Groups (TGs)

TG1. Naturally, **students** are among the direct beneficiaries of RADIUM project, as the initial mission of any university is to serve the intellectual needs of people.

This Target Group can be divided into 2 categories:

- 1) Students-RADIUM applicants
- 2) Students-RADIUM "friends" (all levels including PhD) currently pursuing education and/or carry out research in the RADIUM-related fields of study who might be interested in RADIUM results.

TG2. Another important target audience is university **professors and researchers**, who can apply the acquired new methodologies and European best practices in their teaching and learning activities thanks to ad hoc trainings, connection with international academicians and stakeholders and innovative laboratories set-up.

TG3. Policy makers are the third target group representing 2 sub-groups.



Public authorities, first of all represented by the Ministry of Education which is involved in the project as associate partner and, given its role, will be evaluating all project deliverables and their compliance with the national requirements and legislation, and promoting the project results to other HEIs in the country. National Institute for Higher Education – analytical and methodological think-tank of the Ministry of Education which carries out development of policies and procedures in management of educational program. This group also includes the National Academy of Sciences, the Ministry of Energy, the Ministry of Emergency Situations, regional authorities, radiation controlling and monitoring bodies. Representatives of public academic associations, such as the Republican Physical Society and the Republican Chemical Society are also considered as a policy makers in the sphere of teaching and research over the thematic areas of their interests.

Industry representatives are also considered as stakeholders which influence policies and strategies in the sphere of Radiation Protection and Nuclear Safety Culture. They include RADIUM graduates potential employers, Including key players such as Belarusian Nuclear Power Plant (NPP), Republican Centre for Positronic emissions tomography (PET-Center), Unitary Enterprise “ATMOTEX”, Scientific and Engineering Centre for Nuclear and Radiation Safety, Department of Nuclear and Radiation Safety of the Ministry for Emergency Situations of the Republic of Belarus, State Production Association of the Electric Power Industry “Belenergo”, regional factories & enterprises. These companies and enterprises might cooperate with RADIUM partners to carry out research and development (R&D) projects on the basis of the RADIUM Labs Network. Given the paramount importance of this target group for both the Belarusian HEIs and the project sustainability, the current Communication & Dissemination Plan also envisages an ad-hoc section to identify local and regional nuclear industry stakeholders per each RADIUM Belarusian Partner, thus ensuring the direct communication and deep their involvement in the project activities during and beyond its life-time.

TG 4. Finally, there are 2 important TGs interested in RADIUM project long term impact of assuring a safe use of nuclear power in Europe on the basis of Nuclear Safety culture in the Belarusian society. On the national level, such target audience is represented by the **NGOs** active in the field of RP&NSC, former residents of Chernobyl, disaster contaminated territories, and the **society at large**, all those who have interests in raising awareness in RP&NSC, understanding the related EU standards, rules & procedures applied in emergency situations.

TG 5. International stakeholders are represented by diverse community of scholars and experts belonging to international organizations and academic association & networks, such as IAEA and its affiliates, CHERNE, STAR-net, Internet-Reactor laboratory project participants, to mention a few.

The summary of TG analysis is presented in the table below.

Target group analysis:

| Index | TG description | Needs & demands |
|-------|--|--|
| TG1 | Students-RADIUM “friends” | Interests in RADIUM Master program and internships; demands for innovative educational laboratories. |
| | RADIUM prospective and enrolled students | |



| | | |
|-----|--|---|
| TG2 | Teaching staff and researchers | Interests in Policies and Teaching & Learning methodologies, sharing knowledge and experience, knowing European best practices in the domain to increase professional competences; interests to attend RADIUM public events to establish new contacts, etc. |
| TG3 | Policy makers - public authorities | Interests in Policies and teaching & Learning methodologies as well as in European best practices in the domain. |
| | Policy Makers - industry representatives | Demands to employ specialists in RP&NSC; interests in collaborating with RADIUM partners to carry out R&D projects. |
| TG4 | NGOs and society at large | Interests in raising awareness in RP&NSC, understanding the EU standards in the field, rules & procedures applied in emergency situations. |
| TG5 | International stakeholders | Interest in RADIUM project overall impact, especially to assure safety use of Nuclear power in the Europe on the basis of Nuclear Safety culture formed in the Belarusian society |



2.3 Identification of Target Groups' contact details

In order to ensure constant and systematic communication with target groups and their deep involvement with RADIUM project, partners shall manage the list of contact of entities (companies, organizations, etc.) belonging to the respective target group in their area of work.

Such lists shall be formed and updated during the whole project life-cycle as an indicator of the activities envisaging interaction with stakeholders, namely: activity 1.1. Desk research on Data Collection; 1.2. Carry out round tables with participation of stakeholders; 2.1. Organisation of National Conference; 3.5. Launching tender procedures to equip laboratories; 3.6. Organisation of seminars to present educational content to stakeholders; 4.1.-4.4. Implementation of RADIUM Master program.

The structure of TG contact list is provided below.

| # | Entity name | Representative name and occupation | Contact details (email) | HEIs initiating communication |
|---|--------------------------------|--|--|-------------------------------|
| <i>Example of managing the TGs contact list by partners</i> | | | | |
| 1 | Belarusian Nuclear Power Plant | Levon Avetisyan, head of nuclear safety department | levinbox@yandex.ru | BSU |
| 2 | Unitary Enterprise "ATOMTEX" | Valery Kozhemiaklin, director | director@atomtex.com | BSUIR |
| ... | ... | ... | ... | ... |

The TGs contact list is managed by the university concerned via the SharePoint file: [SharePoint > 3. Implementation > WP5 > Target Groups.xlsx](#)

TGs have to be informed by the university that contacted them about RADIUM achievements, events and news via e-mail containing a links to project web-site and Social Media.

2.4 Dissemination Channels & Tools

In order to ensure that Communication & Dissemination activities reach the targeted audience, the current Plan includes, but is not limited to, a list of the most effective and appropriate communication & dissemination channels and tools suitable for the RADIUM project.

In fact, the communication and dissemination activities are effective only if realized constantly and in a peer-to-peer form by all project partners.

2.4.1. Project Web-site

The project web-site has two key aims:

1. being the only verified and updated information source about project
2. being an accessible showcase of project achievements and results for all the above-mentioned target groups. Hence, its structure and functionality shall be user-friendly as per the Technical requirements & specifications set out in the sub-contract with the web-master hired by BSU.



Besides uploading the project-related information and its key results, the main focus shall be given to managing the news section of the web-site to stimulate interest about the project itself and partnership, as well as increase users' traffic, thus allowing to assess the coverage and engagement of stakeholders into the communication.

The web-site URL <https://radium.by> and the domain name, as well as hosting services, for the project implementation period are provided by the subcontracted web-master. The CMS used to manage the web-site allows multi-users management.

In order to ensure the results' availability after the end of the project implementation period, the BSU will manage its hosting.

Web-site languages are English and Russian where the former is considered as a primary version and the latter is secondary, e.g. firstly information is posted in English and after translated into Russian and uploaded to the respective section.

The **texts** of the website's static sections shall be first placed on the SharePoint common folder in the "Web-site architecture" file and, after approved by the Project Manager, uploaded to the web-site by the BSU Communication Manager. Similarly, the news should be, first, saved in the corresponding folder, and then uploaded according to the above-mentioned procedure.

2.4.2. Project-related web-pages on partners' institutional web-sites

RADIUM presence in the internet is enhanced by project-dedicated web-pages on partners' institutional web-site. Such pages shall contain basic information about the RADIUM project in the national languages and English, namely: objectives, expected results, relevance to the national strategies and programs, consortium, link to the RADIUM web-site and Facebook page.

RADIUM web-pages aimed at attracting university students and staff (TG1) and making them further engaged with the project communications.

2.4.3. Project Facebook page

RADIUM Facebook account <https://www.facebook.com/radiumeducation/> aims at reaching out all TGs and boost their engagement within the project. Given the international nature of this social media, as well as of the project, this page is the primary source of information for a broad public– at national (involving the TG4 representatives) and international level (reaching out the international stakeholders (TG5)). Therefore, the language of RADIUM Facebook page is English, while translations is freely offered by the media into the national languages.

Since RADIUM Facebook page aims at complementing the project website and enhancing its visibility, the posts, whenever it is possible, should re-direct to the web-site to increase the users' traffic.

The Facebook page will help forming the community of students, academicians, officials, employers, experts etc. who are interested in RADIUM project and its outcomes. Creating such a community is important in terms of quality: it enables to constantly verify the project progress with TGs' expectations and to boost project sustainability, as it helps sparking the interest of employers, experts, policy-makers and RADIUM Master potential students.

2.4.4. Institutional social media

RADIUM web-site and its official Facebook page's performance is to be enhanced via diverse linkages with institutional & personal social media accounts. The former are managed by institutional PR offices, and project team members are strongly recommended to establish substantial relations with



respective communication managers at their home institutions and sharing the project main achievements via these channels; the latter are managed by persons concerned and enable running every-day peer-to-peer dissemination on the basis of personal commitments. Partners shall choose the appropriate language of posts, considering their institutional policy and their own expertise in foreign languages.

2.4.5. Dissemination during events

RADIUM project must be always “in the public eye”. Events thematically linked with the project and either organized at the partner institutions or attended by partners shall be considered as a tool to disseminate project information and its achievements. Therefore, project teams are encouraged to take advantage of these opportunities by proposing RADIUM-related topic to the event’s agenda or mentioning the project in their reports or presentations, whenever possible.

2.4.6. Ad-hoc dissemination events

RADIUM envisages a number of activities entailing interaction with stakeholders and shall be considered as Dissemination events.

The first dissemination event has been linked to the **Round tables (A.1.2.)** and took place in spring 2021. It is planned to have regional meetings with stakeholders in order to discuss the requirements & constrains in training specialists in RP&NSC, to disseminate information about the project and opportunities arising from its implementation, to gain the support and get inputs from national and regional stakeholders in designing the RADIUM Master Program.

In order to increase the interest among companies and authorities, a **National Conference (A.2.1.)** is planned to be organized in April 2022. The National Conference was conceived as middle step toward launching the Master program and therefor shall unite representatives of all TGs identified in the present Dissemination & Communication Plan.

When the curriculum of RADIUM Master program as well as the educational content are ready, the project workplan foresees a series of **local information seminars** aiming at presentation of RADIUM Master to stakeholders (**A.3.6.**). Such seminars are planned for June 2022 and aim to foster sustainable connections with stakeholders and arrange internships and employment opportunities for RADIUM Master students and graduates.

To attract students, a **RADIUM Master enrolment campaign** is foreseen in spring 2022 (**A.4.1.**). Since this campaign is of paramount importance, all project partners are expected to make vigorous efforts to present the RADIUM Master and its advantages to the respective TGs. This promotional campaign could be arranged through a set of measures such as Open Days for prospective applicants and future employers, virtual visits to the RADIUM labs, any kind of interest-attracting contests, info-session in classrooms, distribution of printed materials.

At the end of the project, a **close-out meeting** has been planned (**A. 7.4.**). Besides the administrative and management purposes, the event shall have a public dimension with open sessions and presentations of archived results. Significant importance has to be devoted to the feedbacks of RADIUM Master students enabling to evaluate the quality of studies and promote the training program among the next generations of students. Students’ positive reviews will be published on the project web-site.

2.4.7. Promo materials

To support event-based dissemination a set of promotional materials is to be published, both as e-version and paper-based version. Project



budget envisages the subcontracting costs for graphic design and printing the outputs for dissemination and exploitation.

The Following promotional materials are to be designed and published:

1. **Posters** (A3 format) to be affixed on the information boards in the deans' offices, corridors, class rooms and laboratories (approx. 10 items to each partner);

2. **Roll-ups** banner stands, 80cm wide to 200cm 200 cm height allowing to be used in any space, class-room, conference room etc. (1 item per each HEI, i.e. 10 items);

3. **Leaflets** – A4 size paper folded to create multiple pages and tending to have both written content and images (approx. 100 items per partner)

4. **Video materials** – a short promotional clips targeted at potential RADIUM students and employers presenting the Master program, study and research facilities as well as teaching staff.

5. **RADIUM Master program brochure** (8-10 pages book (e-version – in the form of “flipbook”) containing information about the project, consortium, Master program objectives, expected learning outcomes, curriculum + extracurricular activities, admission requirements, students mobility, contacts of academic coordinator at Belarus HEIs, etc.) The booklet will be used during the 4.1. enrolment campaign. Approx. 50 items per partner).

6. **Handbook on the RADIUM project** – e-publication which is targeted at HEIs in Belarus and abroad, outside the consortium, describing the methodology of developing and implementing the network-based international Master degree program and aimed at supporting repeatability of the RADIUM project at other HEIs.

7. **Conference and Seminars** participant's kits (folders, pens and notebooks, containing project logo) approx. 80 items for BSU to support A.3.2, 20 per each BY Partner (in total 120 items) to support A.3.6., 80 items to support A.7.4. for the hosting institution. .

2.4.8. Academic publications

There are 2 groups of RADIUM academic publications:

1. publications of key deliverables, i.e. the Policy Paper, and teaching materials, Conference proceedings, etc.
2. articles published by project team members as a results of participation in conferences and seminars.

If the former ones are published on a centralized basis and stored among the reporting documents, the latter are published by the respective conference board and therefore the author shall provide a link to the article and store a copy in the project repository.

2.4.9. RADIUM presence at EACEA official web-site

According to the EACEA rules, all Erasmus+ CBHE projects must upload the results to the [Erasmus project results platform](#). The results have to be uploaded by the end of the project and validated by the EACEA officer. Once validated, no further changes are possible. Therefore it is extremely important that all RADIUM outputs are well documented, have user friendly design based on the visibility rules presented below.

3. Visual Identity

3.1. Project titles, acronym, registration requisites

Full official name in English: **EU best practices-based education in Radiation Protection and Nuclear Safety Culture for the Belarusian Academia.**



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Full official name in Russian: **Обучение на основе передового опыта стран ЕС в области радиационной защиты и культуры ядерной безопасности для белорусского академического сообщества**

Project acronym: **RADIUM**

EU Project ID: 609721-EPP-1-2019-1-IT-EPPKA2-CBHE-JP

Belarus registration number: 2/20/001095 of 27.07.2020

3.2. Erasmus+ visibility rules

Please use only this variations of logo:



All projects publications have to contain **the following acknowledgement and disclaimer formula:**

Acknowledgement

RADIUM is an Erasmus+ Capacity Building in Higher Education (CBHE) project funded by the European Commission and managed by the European Education and Culture Executive Agency (EACEA).



Disclaimer The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

3.3. Partners' logos

HEIs' logos must follow the institutional guidelines therefore only **OFFICIAL** logo must be used for dissemination purposes. Therefore, all partners have to upload their official logo to the common SharePoint folder: *SharePoint > 3. Implementation > WP5 > Logo > Partners Logos.*

3.4. Copyright & personal information

To ensure the copyright compliance, all the dissemination and communication materials, either online or hard-copy format, partners must provide only original photos (i.e. those taken by their institutions) or protected by copy-right if the non-commercial use by third-parties is allowed.. RADIUM project follows the standards of personal data protection. Therefore, as a general rule, before publishing personal photos, the permission of the person concerned must be obtained by the respective institutional and/or project communication manager.



3.5. Typography

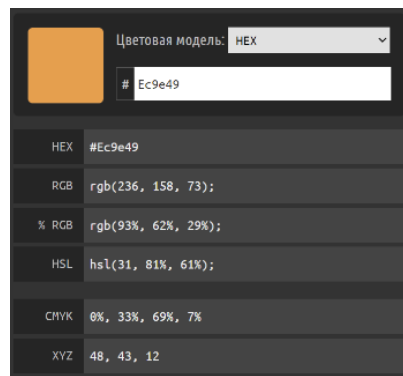
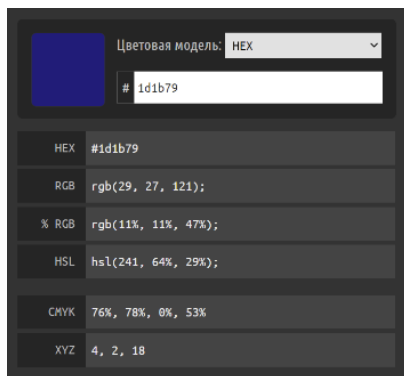
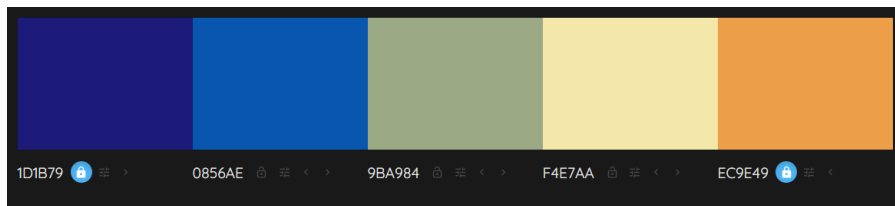
Fonts to be used:

- ✓ Montserrat – to be used in the project web-site
- ✓ Segoe UI (with all styles: light, normal, bold, etc.) – to be used in preparation of all materials (see 2.4.6.)

The font's size could be adjusted according to the needs, however, it is recommended to stay in the 11pt.-14 pt. size corridor. There are no restriction to the use of bold or italic, but the use of both types at the same time is not recommended. It is recommended to have all headings written in bold.

3.5. Colour schemes

To ensure a correct use of the project visual identity, all partners should follow the following RGB colours codes:



These colours codes have to be used in all dissemination and communication materials. Nevertheless, partners can use the colours of their institutions in the title page of their presentations, if required by their institutional regulations.

4. Dissemination management



4.1. Communication and Networking Working Group

In order to manage communication and dissemination activities an ad-hoc Communication and Networking Working Group (C&N WG) have been established. UNIBO coordinates the C&N WG in close cooperation with BSU that, as leader of the WP5 Dissemination &Exploitation, is the operational arm of the C&N WG activities. Each partner nominates a “communication manager” to join the C&N WG. The C&N WG carries out tasks independently once the instructions are received. The members mutually inform on tasks progress while the groups’ coordinator informs the SC of the main findings.

Composition of C&N WG

| HEI | Communication manager | E-mail |
|---------|------------------------|--|
| UNIBO | Paola Di Marzo | paola.dimarzo3@unibo.it |
| BSU | Mariya Makarova | makarmy@bsu.by |
| UPV | José Felipe Villanueva | jovillo0@upvnet.upv.es |
| UHASS | Wim Eerdeken | wim.eerdeken@uhasselt.be |
| HSMA | Lotte Lens | l.lens@hmt-mrn.de |
| BSUIR | Pavel Gletsevich | gletsevich@bsuir.by |
| PSU | Dmitry Okunev | d.okunev@psu.by |
| PolesSU | Vitali Cheshchevik | cheshchevik.v@polessu.by |
| GSU | Mikhail Moskvichyov | mikmoskv@gmail.com |
| YKSUG | Alesia Belko | belko_al@grsu.by |

C&N WG members’ key responsibilities are the following:

- managing their institutional RADIUM-related pages, Social Media and local dissemination events
- providing the WP5 Dissemination &Exploitation leader (BSU) with inputs and links about RADIUM-related and Erasmus+ news and events for RADIUM project website and social media (Facebook page)
- strengthening the project network and visibility
- controlling whether the materials for meeting and activities developed by their institutions meet the requirements of the present Dissemination &Communication Plan
- verification of information published on the project web-site which is related to their own institutions (sections “Consortium”, “Contacts”, “RADIUM Labs” etc.)
- providing reports on dissemination activities carried out by their institutions in accordance with the requirements set out by the present Dissemination &Communication Plan.

The Communication Manager of BSU monitors the working group activities and posts the news on the web-site and social media.



4.2. Communication Schedule and related monitoring

The frequency of on-line communication is established as follows:

- ✓ one Facebook post per week on RADIUM activities and/or RADIUM-related news such nuclear energy, nuclear waste management, radiation protection etc.
- ✓ minimum one RADIUM-related news per month

The links to news and/or texts for Facebook posts have to be saved in "RADIUM_articles database" excel file, stored in the common folder on SharePoint (*Project RADIUM - Partners_LMST_SC\3. Implementation 609721 - RADIUM\WP5 - Dissemination and Exploitation*)

| RADIUM Project - Communication and Dissemination Da | | | | | | | | |
|---|--|---|----------------------|-------------|-----------------------|------------------------------|---------------------------------|---|
| Calendar | Topic | Link to the article | Written by | Proposed by | Scheduled/To schedule | To publish on RADIUM website | To post on RADIUM Facebook page | Text for FB post |
| 01_09.04.2021 | RADIUM roundtables | http://gsu.by/ru/node/4257 | GSU - RADIUM partner | GSU | Scheduled | No | Yes | GSU hosted a round table on the RADIUM project "Training based on the best practices of the EU countries in the field of radiation protection and nuclear safety culture for the Belarusian academic community" of the Erasmus + program. The round table was attended by representatives of P.O. Sukhomel branch of the University of Civil Protection of the Ministry of Emergency Situations of Belarus, the Institute of Radiobiology, the Republican Center for Hydrometeorology, Control of Radioactive Contamination and Environmental Monitoring, JSC "Gomel Meat Processing Plant" and other enterprises. More information on the university website: http://gsu.by/ru/node/4257 |
| 12_16.04.2021 | Video on Nuclear power for effective decarbonization | https://www.youtube.com/watch?v=qdmTFOkH5E8&t=16s | IAEA | UNIBO | Scheduled | No | Yes | is it possible to combine a growing demand for energy with duty to tackle the climate crisis? Yes, if we produce the 90% electricity by low carbon sources by 2050. Nuclear power part of the solution. energy&climatechange#nuclearpower&id=7 |

The aim is twofold:

1. having a repository for online posts, easy accessible by all partners and manageable by the communication manager of WP5 leader, responsible for their publications
2. monitoring if all partners contribute to the above-mentioned tasks and, consequently, if the costs claimed for these activities are justifiable

Once a news is proposed, BSU communication manager should be informed by a notification e-mail and the RADIUM project manager should be in copy.



Conclusions and reminders

Only systematic and constant communication and dissemination activities carried out by all RADIUM partners allow to attain the maximum impact of project results and ensure sustainable relations with stakeholders. Each Communication manager of partner HEIs should do his/her best to make his/her institutional project team aware of the plan's rules and adhere to its principles.

RADIUM project is an opportunity to increase institutional and individual international and communicative competences.

The communication manager should:

- know the project activities, either ongoing or planned, to provide related info for the RADIUM communication channels (the concept, on-going activities and future plans)
- provide news on the project-related topics for the RADIUM Communication channels
- translate, when requested, the above-mentioned communications by using a register language that suits the audience and the used channel
- identify specific needs /interests and contacts of TGs
- monitor that his/her institution follows the methodology and instructions presented in this Dissemination & Communication Plan

All partners, and especially communication managers, should always bear in mind that the final outcome of communication and dissemination activities is the creation of RADIUM project community: creative union of university students, teachers, researchers, as well as external stakeholders (employers, businessmen, policy-makers, international partners) which foster sustainability of project results. Therefore, managing the institutional list of TGs on a daily base and during the project events is extremely important.

All partners, and especially communication managers, are encouraged to take advantage of the following, but not limited to, dissemination channels:

- ✓ RADIUM web-site, by providing the content for the news section (through the above-mentioned database) and paying attention to the sections dedicated to their own institutions
- ✓ RADIUM-related web-pages at HEIs web-sites, by managing and/or updating the content in Russian or Belarussian to attract students and academics, national and regional stakeholders. The main info-page about the RADIUM project has to be translated in English
- ✓ RADIUM Facebook account, by providing the content (through the above-mentioned database), "liking" and sharing the posts in personal wall, groups and other social media pages and/or accounts
- ✓ Institutional social media, by obtaining support from the institutional Communication office to share all RADIUM related news

Promotional materials and pictures during dissemination events to ensure project visibility during any kind of events.

All the templates for the agenda, reports and other documents have been developed by the leader of RADIUM Quality Assurance (WP6, UPV) and they follow the visual identity guidelines, including the typography, of this Dissemination and Communication Plan.





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