

Public Communication Strategy up to 2023

The objective of communication with the public

The objective of communication with the public is to inform the domestic and foreign public about the activities within the competence of the regulatory body and to build public confidence in the activities of the Nuclear Regulatory Authority of the Slovak Republic (UJD SR) providing up-to-date, factual and comprehensible information and being open and transparent.

Strategy to achieve the objective

1. To present UJD SR as an objective, independent and expert-based source of information while creating conditions for transparency and openness in communication with public and providing up-to-date, useful, understandable, objective and reliable information on use of nuclear energy for peaceful purposes and on safety of nuclear installations in Slovakia.
2. To raise public awareness of the activities and the mission of UJD SR and participate on creating a favourable opinion of UJD SR as a professional and reliable regulatory body that is credible source of information.
3. To promote mutual communication with the public as a basic principle of contemporary communication with the public.
4. To support the public involvement into the decision-making process of UJD SR, except for the decisions on issues identified as classified information, sensitive information or trade secrets.
5. To ensure effective communication among supervisory authorities on the national level in order to provide public with coherent information.
6. To maintain a regular dialogue with Members of the Parliament and with representatives of the central governmental bodies.
7. To improve communication with local administration. Focus mainly on proactive communication with inhabitants of the vicinities of nuclear power plants (NPP Bohunice and NPP Mochovce).
8. To maintain long-lasting positive public relations.
9. To ensure and maintain formal, professional and factual communication with supervised entities at the official level.
10. To enhance cooperation and communication with universities, scientific and academic communities, non-governmental organisations and other professional organisations in order to exchange information, to improve mutual understanding and to enhance awareness of these organisations about UJD SR activities as a regulatory authority over the nuclear safety.

11. To devote permanent attention to informing media and publishing of accurate and precise information.
12. To communicate with international community on bilateral and multilateral level (international organizations, foreign partner organizations, citizens) on regular basis.
13. To provide UJD SR employees with the timely information continuously.

Means to achieve the strategic objective

Branding and building of positive opinion on UJD SR in the form of:

- strengthening of public awareness of the independence of UJD SR in the decision-making process in the field of nuclear safety,
- maintaining of continuous and reliable communication,
- actively informing the public and the media about the latest events, its development and providing information available to UJD SR,
- planned and continuous improvement of the public information process,
- increasing the level of public understanding of matters related to the state supervision over the safety of nuclear installations.

Encouraging public education with the aim of strengthening the level of public knowledge in the communicated area by:

- preparation and issuing of annual reports,
- organizing seminars and discussions with students and teachers, media representatives and other general public on the peaceful use of nuclear energy,
- publishing of educative information on UJD SR website,
- preparation of information materials about UJD SR activities (brochures, DVD, leaflets),
- publishing of articles in thematic periodicals,
- organizing discussions, public hearings and round tables with the general public.

Regular communication with the media on important events in connection with nuclear safety and on important activities of UJD SR by:

- preparing press releases,
- providing statements of UJD SR and interviews with UJD SR representatives,
- networking and maintaining contacts with media,
- organizing press conferences on current events and activities of UJD SR and on nuclear safety issues in nuclear installations in SR.

Improving communication and informing of inhabitants of the vicinity of nuclear power plants through:

- organizing meetings with representatives of local governments and general public,
- participation to sessions of Civic information committees,
- participation to public events in the region,
- organizing lectures and face to face discussions.

Maintaining of regular communication with international community in order to exchange good practices through:

- participation in international activities, workshops, trainings and technical meetings,
- organizing bilateral meetings,
- organizing “ad hoc” meetings on specific topics.

Provision of technical means enabling modern methods of communication with the public (e.g. social media).

Provision of continuous update of the UJD SR website, increasing the volume and level of informative and educational content.

Harmonization of public communication policy with international development of information on nuclear safety of nuclear facilities and implementation of good practice in this field.

Organizing or ensuring the participation of designated employees of UJD SR in trainings in strengthening of communication skills and other skills so that they can effectively meet UJD SR communication goals.

Ensuring the maintenance and enhancement of the knowledge level of UJD SR employees and their information through:

- intranet,
- organizing periodical meetings,
- strengthening of mutual exchange of information and experience.

Regular evaluation of effectiveness of communication strategy.

Regular elaboration of communication plans and activities to achieve the objectives.

The Principles of communication with the public

Openness and transparency - Information related to nuclear safety is available to the public; open communication with the public, media and regulated entities, as well as with the international community is ensured. Information is clear, logical and easily available.

Credibility – UJD SR presents serious efforts and willingness to serve the public and all concerned. UJD underlines importance to information being accurate, science-based and based on verifiable facts.

Impartiality – The basis for the decision-making of the UJD SR are objective facts, unbiased evaluation of all the information that is sufficiently substantiated. The information must be independent of the interests of stakeholders and must be based on objective facts.

Clarity – The information is given in simple terms. The complex questions are compacted into simple and clear main ideas, possibly adapted to the target group.

Timeliness - Provided information is current, prompt and released at the right time.

Continuity - Communication with the public is continuous and proactive.

Target Groups

General public:

- Citizens of the Slovak Republic, mainly those from regions with nuclear installations
- Representatives of state administration in SR
- Representatives of local governments
- Professionals at home and abroad
- Educational institutions – teachers & students
- Professional groups and institutions
- Embassies of SR abroad
- Foreign embassies in SR
- State regulatory bodies abroad
- NGOs (non-profit organizations, civic associations, youth associations, business associations, trade unions...)

Media:

- News correspondents
- National and regional Radio & TV broadcasting companies
- Public service Radio & TV on behalf of RTVS
- News agencies
- News websites

Stakeholders

Employees of UJD SR

Bratislava, 8 January 2019

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Chairperson