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Public Communication Strategy until 2028

Public communication objective

The aim of public communication is to inform the domestic and foreign public about developments in the field of competence of the supervisory authority and to build public confidence in the activities of the Nuclear Regulatory Authority of the Slovak Republic (ÚJD SR) through timely, objective and comprehensible information and two-way open communication.

Strategy to achieve the objective

1. To present the ÚJD SR as an objective, independent and professionally competent source of information, creating conditions for transparency and openness of information to the public and ensuring up-to-date, valuable, comprehensible, objective and truthful information to the public on the uses of nuclear energy for peaceful purposes and on the safety of nuclear facilities in the SR.
2. To deepen public awareness of the activities and mission of the ÚJD SR and to contribute to the formation of a favourable opinion of the ÚJD SR as a professional and reliable state nuclear safety regulator, which is a credible source of information, preferably used in a crisis situation.
3. Strengthen the credibility of the ÚJD SR as an independent and professionally reliable supervisory authority, thereby removing barriers to effective communication and enabling better management of dissenting or divergent views, particularly in important decision-making processes or in the event of a crisis.
4. To produce and develop effective, professional and credible communication and through it to eliminate the negative impact of conspiracies, hoaxes and misinformation on the public perception of information on nuclear safety and nuclear installations.
5. Participate in strengthening cybersecurity to protect and secure communicated information in cyberspace.
6. Promote open two-way communication as a fundamental principle of modern public communication and a proven method of maintaining positive public relations.
7. Promote the process of informed public participation in the decision-making process of the ÚJD SR with the exception of decision-making on issues designated as classified information, sensitive information or trade secrets.
8. Pay sustained attention to media reporting and the fairness of published information.
9. Maintain regular communication with parliamentarians and representatives of central government bodies.
10. Improve communication with local government and local authorities. Increase focus on proactive communication with citizens at nuclear power plant sites (NPP Jaslovské Bohunice, NPP Mochovce).

11. Regularly interact with the international community (international organisations, partner foreign organisations, citizens) at multilateral and bilateral levels.
12. Strengthen cooperation and communication with universities, the scientific and academic community, non-governmental organisations and other professional organisations in order to exchange information, improve understanding and mutual awareness of the work of the Nuclear Regulatory Authority as a regulatory authority.
13. Ensure effective communication between regulatory authorities at national level in order to provide coherent information to the public.
14. Ensure and maintain formal, professional and factual communication with supervised entities at an official level.
15. Ensure regular awareness of the employees of the ÚJD SR, maintain a high level of internal communication within the vertical and horizontal organisational structure and promote internal identification of employees with the shared values of the institution.

Means to achieve strategic objective

Branding and building a positive view of the ÚJD SR in the form of:

- Strengthening public awareness of the independence of the ÚJD SR in the decision-making process in the field of nuclear safety,
- maintaining continuous and credible communication,
- actively informing the public and the media about the latest events, their development and providing information available to the ÚJD SR,
- planned and long-term improvement of the public information process,
- improving the level of public understanding of matters relating to the state supervision of the safety of nuclear installations,
- developing a credible and neutral communication strategy that minimises the negative effects of conspiracies and misinformation,
- enhancing cyber security and the integrity of communicated information.

Promoting public education to strengthen the public's knowledge level in the communicated area, in the form of:

- publishing and distributing annual reports,
- organising seminars and discussions with students and teachers, media representatives and other members of the public on the peaceful uses of nuclear energy,
- publication of educational information on the websites of the ÚJD SR,
- preparation of information materials on the ÚJD SR (bulletins, DVDs, leaflets, ...),
- publication of articles in thematic periodicals,
- taking part in discussions, public hearings and round tables with the public.

Regular communication with the media on important events related to nuclear safety and on the activities of the ÚJD SR in the form of:

- preparation of press releases,
- providing ÚJD SR opinions and interviews with the ÚJD SR representatives,
- establishing and maintaining contacts with the domestic media,

- organisation of press conferences on current events and activities of the ÚJD SR, and on nuclear safety issues of nuclear facilities in the Slovak Republic.

Improving communication and information for the public living in the vicinity of nuclear power plants through:

- organising and attending meetings with local government representatives and the public,
- attending meetings of Citizens' Information Commission,
- participation in public events in the region,
- lectures,
- personal interviews.

Maintaining regular communication with the international community for the exchange of good practices through:

- participation in international activities and training
- active participation in relevant working groups of international organisations,
- organising bilateral and multilateral meetings,
- organising "ad hoc" meetings on selected issues.

Provision of technical facilities to enable the use of modern means of communication with the public (e.g. use of social media communication).

Ensuring the continuous updating of the website of the ÚJD SR, increasing the amount and level of informative and educational content, including making available and regularly updating open datasets.

Harmonisation of the public communication policy with international developments in nuclear safety information for nuclear installations and implementation of good practice in this area.

Organising or arranging for designated employees of the ÚJD SR to participate in training to enhance their communication skills and abilities so that they can effectively meet the communication objectives of the ÚJD SR.

Ensuring the maintenance and improvement of the knowledge level of the ÚJD SR staff and their information through:

- Intranet sites,
- organising regular staff briefings,
- strengthening the mutual exchange of information and experience.

Periodical evaluation of the effectiveness of the communication strategy.

Regular elaboration of communication plans and activities to meet objectives.

Principles of communication with the public

Openness and transparency:

Nuclear safety information is made available to the public and open communication is ensured with the public, the media and supervised entities, as well as with the international community. Information shall be clear, logical and easily accessible.

Credibility:

The ÚJD SR presents its earnest efforts and willingness to serve the public and all stakeholders. It attaches importance to information being accurate, professionally based and based on verifiable facts.

Impartiality:

The basis for the decision-making of the ÚJD SR is objective facts, an unbiased assessment of all information that is sufficiently substantiated. The information must be independent of the interests of the stakeholders and based on objective facts.

Clarity:

The information is presented in simple terms. Complex issues are condensed into simple and clear main ideas, or tailor-made to the target group.

Timeliness:

The information provided is timely, responsive to the situation and published at the right time.

Continuity:

Communication with the public is continuous and pro-active.

Communication target groups

Public:

- the population of the SR, in particular the population of regions with nuclear installations;
- representatives of the public administration in the SR;
- representatives of local public administration and local authorities;
- holders of licences for activities in the field of peaceful uses of nuclear energy;
- the professional public, including the professional public abroad;
- educational institutions – teachers and students of primary, secondary and higher education institutions;
- professional interest groups;
- Embassies of the Slovak Republic abroad;
- foreign embassies in the Slovak Republic;
- state supervisory authorities abroad;
- NGOs and other (non-profit organisations, civic associations, youth associations, business associations, trade unions....)

Media:

- press correspondents (printed newspapers, magazines and other periodicals)
- national and regional television
- public radio and television
- press agencies
- Internet news portals

Stakeholders

ÚJD SR staff