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Programme

***PUMMA***

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**Communication and Dissemination strategy action plan**

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Authors : Mrs. Carine VALETTE (LGI)

PUMMA - Contract Number: 945022

Project officer: Renata BACHORCZYK-NAGY

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### Summary

This Communication and Dissemination Strategy Action Plan outlines all the activities that will be carried out to promote PuMMA during the 48 months of the project. As stated in this document, the Plan will be regularly updated and improved based on the monitoring results collected, to reach the objectives that have been set.

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### Approval

Date	By
2021-03-19 17:54:39	Dr. Konstantinos BOBORIDIS (EC-JRC)
2021-03-26 15:15:48	Mrs. Nathalie CHAUVIN (CEA)

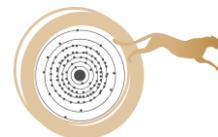
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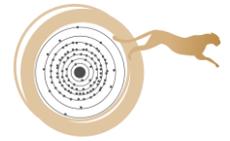
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## Abbreviations and Acronyms

Acronym	Description
ESNII	European Sustainable Nuclear Industrial Initiative
GEN-IV	Generation IV Nuclear Reactors
GIF	Generation IV International Forum
IAEA	International Atomic Energy Agency
MOOCs	Massive Open Online Courses
NEA	Nuclear Energy Agency
Pu	Plutonium
MOX fuel	Mixed-Oxide fuel



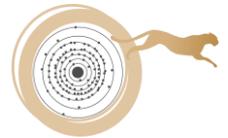
## Summary

This Communication and Dissemination Strategy Action Plan outlines all the activities that will be carried out to promote PuMMA during the 48 months of the project. As stated in this document, the Plan will be regularly updated and improved based on the monitoring results collected, to reach the objectives that have been set.

## Keywords

PuMMA, plutonium management, GEN-IV, fuel cycle, nuclear, power plants, communication, dissemination, exploitation, knowledge transfer.





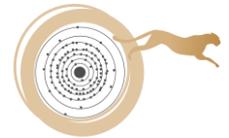
# 1. Introduction

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the European Horizon 2020 programme.

The main purpose of this deliverable is to describe the PuMMA communication and dissemination strategy and the tools that will be used. This document includes a section on the context of the project and identifies the communication objectives, the target groups and key messages.

The scope includes all actions taken in and outside the project in terms of knowledge dissemination and public communication on the project and its results. These communication actions will be continuously monitored and updated in this document during the project.





## 2. Project context and objectives

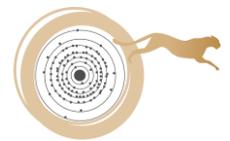
Developing sustainable sources for clean energy production has become a top priority as climate change becomes an increasing threat. Improving the sustainability and performance of nuclear energy production as an efficient clean energy source is therefore crucial, and challenges are many: eventual exhaustion of natural resources required for nuclear energy production, radiotoxicity of waste, lack of recycling, phase-out of nuclear energy, power increase or reactor system transition.

In this context, the PuMMA project aims to define different options for Plutonium (Pu) management in Generation IV nuclear reactors. These reactors provide an opportunity to significantly increase the sustainability and performance of nuclear energy as they enable the recycling of used fuels and boost fuel performance.

Nuclear reactors produce Plutonium, which can be recycled into MOX fuels to maximise its energetic potential, reducing the use of natural resources and the radiotoxicity of waste. Contrary to Generation II and III reactors, Generation IV reactors can support large quantities of Pu and recycle it many times, closing the fuel cycle, and increasing the sustainability of nuclear energy.

The PuMMA project aims to define different options for Pu management in Generation IV nuclear reactors and evaluate the impact of high Pu content on the whole fuel cycle, reactor safety and performance. More broadly, the goal of PuMMA is to conduct research that significantly improves fuel cycle knowledge. This will facilitate Generation IV reactor licensing, inform choices on fuel cycle strategies, and place the EU at the forefront of Generation IV safety standards development while boosting EU technological and industrial competitiveness.

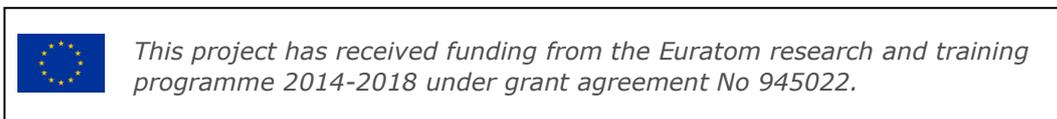




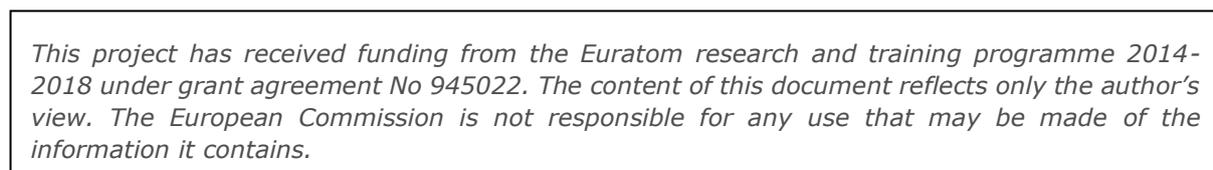
### 3. The PuMMA brand

All the communication and dissemination tools described in the following section use a consistent brand identity for PuMMA, which aligns with the image the project wishes to convey.

Additionally, all materials produced by the project, including scientific papers and publications, will contain the mandatory EU emblem (Article 29.4) with the following sentence:



**Figure 1: EU Emblem**



**Figure 2: EU Disclaimer**

The acknowledgement must also include a disclaimer excluding the EC's responsibility in materials disseminating project results (Article 29.5).

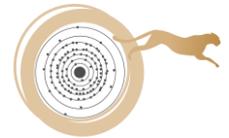
#### 3.1 Visual identity

One of the first actions in the project was to develop the PuMMA visual identity. A logo was designed in collaboration with the project coordinator during the first month to build "brand recognition." It is and will be included in all paper and electronic documentation, tools and promotional materials and will guarantee the visual identity of the project.



**Figure 3: PuMMA logo**

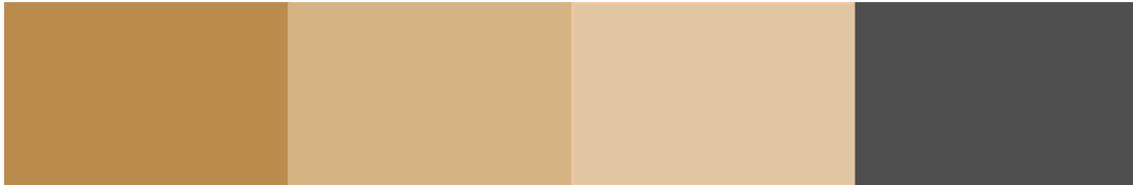
The PuMMA logo was designed with the aim of representing the project as simply and clearly as possible. A puma has been included in the logo to represent the agility objective in plutonium management and as a nod to the name of the project. The logo uses light and dark beige colours which illustrate sobriety and serenity. A tagline has been added at the bottom to inform the audience about the project



main objective. The u in the word PuMMA is in lowercase so that the first two letters of the project name form the plutonium symbol: Pu.

A version without the project tagline has also been created to adapt to other formats.

In text, the proper form to refer to the name of the project is "PuMMA."



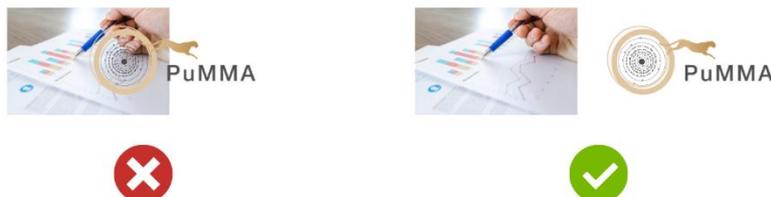
<b>RGB</b> 186, 140, 76	<b>RGB</b> 214, 179, 131	<b>RGB</b> 224, 198, 162	<b>RGB</b> 79, 78, 78
<b>HEX</b> #BA8C4C	<b>HEX</b> #D6B383	<b>HEX</b> #E0C6A2	<b>HEX</b> #4F4E4E

**RGB** 186, 140, 76   **RGB** 214, 179, 131   **RGB** 224, 198, 162

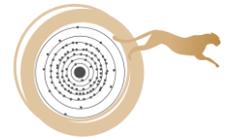
**Figure 4: PuMMA colour palette**

Rules when using the logo include the following:

- The logo cannot be modified and must be used on all promotional materials (paper or electronic) related to or produced during the project.
- The PuMMA logo must be used in PNG (with a transparent background) or EPS or AI format (vector option, high definition for printed documents, goodies, etc.).
- All versions of the logo are available for download on the project FLEXX in the **Project Template** folder.
- When used with other logos, the PuMMA logo size must be proportionate to the other logos' dimensions.
- For better visibility and readability, the logo must be surrounded by a proportionate blank space zone.



**Figure 5: Incorrect and correct uses of the PuMMA logo**



### 3.2 Project Deliverable Template

A template was created for project deliverables and cannot be altered in structure, style or design, but the content will differ based on each deliverable.

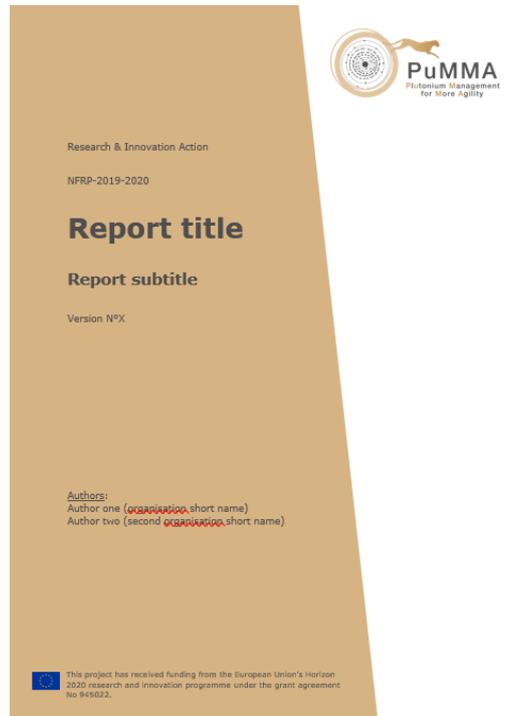


Figure 6: Cover page of the PuMMA deliverable template

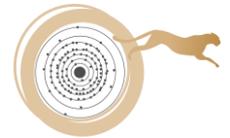
### 3.3 Project Presentation Template

A presentation template was designed and distributed to all partners within the first months of the project to continue building the PuMMA brand.



Figure 7: PuMMA presentation template





### 3.4 Other Corporate Materials

Corporate materials, including a flyer and roll-up, will be used to promote the PuMMA project at various events and conferences that project partners attend.

- **Roll-up:** A roll-up (Task 6.4) will be designed and displayed at events and conferences attended by the project partners.
- **Flyer:** A flyer (Task 6.4) featuring the main message, keywords, consortium members, objectives and expected results will be designed and distributed at workshops and events organised by PuMMA as well as external events.

These materials will be further described in the communication toolbox (D6.6).



## 4. Communication and Dissemination Strategy

### 4.1 Objectives

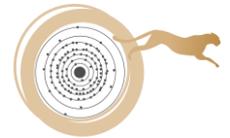
Based on the needs of the project, PuMMA's main **communication objectives** are to:

- **Widely promote and ensure the visibility** of the PuMMA project through tailored communication tools, channels and an overall strategy;
- **Disseminate the knowledge and results** achieved in PuMMA to project stakeholders;
- **Inform and educate** young researchers, the scientific community and the End User Group of the research carried out in the field;
- **Foster collaboration** between researchers, industrials and other stakeholders in Generation IV reactors and the field of nuclear fuels;
- **Centralise and make available** all possible relevant public reports and project results;
- **Inform and educate** the general public about PuMMA and the importance of plutonium management in Generation IV reactors.

### 4.2 Target Audiences

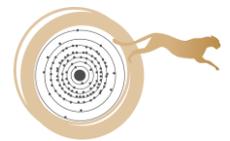
The main target groups of PuMMA's communication and dissemination strategy are **the stakeholders of the project**: parties involved in research activities in plutonium management in Generation IV reactors and nuclear fuels, as well as the general public and policymakers.

Audience	PuMMA Benefits
ESNII community	ESNII members work at addressing the need for demonstration of Generation IV Fast Neutron Reactor technologies, together with supporting research infrastructures, fuel facilities and R&D work. Gen-IV and fuel cycle research is therefore very closely related to their own work and is of interest for them.
Fuel manufacturers	Outcomes of the project will provide a better understanding of the fuel cycle and of high Pu-content fuels' performance, providing potential new market opportunities for fuel manufacturers.



Utilities	Utilities could be convinced by the economical and safety aspects of high Pu-content fuels for nuclear energy production.
Reactor designers and operators	Outcomes of the project could convince reactor designers and operators of the relevance of producing and using Gen-IV reactors operated with high Pu content fuels.
Technical Safety Organisations	Outcomes of the project could influence European and worldwide nuclear regulatory authorities by providing them with information on the impact of high Pu-content on reactor safety and useful data for the setup of Gen-IV safety standards.
International organisations (GIF, IAEA, NEA)	International organisations and agencies in the nuclear sector have an interest for all new knowledge production in the industry and notably for Gen-IV, Pu management and fuel cycle research.
General scientific community	International scientists and researchers will benefit from the outcomes of the project to increase their knowledge on Pu management. They will be informed via scientific publications in peer-reviewed journals and conferences.
Young researchers	Training the next generation of researchers and sharing information with them is essential to transmitting the newest knowledge on nuclear energy production. It is also a way to ensure that the next generation of scientists becomes familiar with the latest findings related to fuel cycle and Pu management.
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 the fuel cycle in GEN-IV reactors, PuMMA will contribute to the reduction of nuclear waste and to a safer and more sustainable use of nuclear energy.

**Table 1: Target audiences**

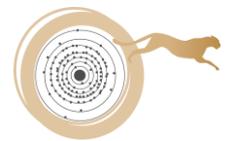


## 4.3 Messages

### 4.3.1 Initial Key Messages

An initial set of key messages for PuMMA has been developed to educate and inform the target audiences on the project, as well as on Pu management in Generation IV reactors.

Audience	Messages
ESNII community	<ul style="list-style-type: none"> <li>• PuMMA will generate new knowledge on Pu management, fuel cycle and Gen-IV reactors.</li> </ul>
Fuel manufacturers	<ul style="list-style-type: none"> <li>• PuMMA will provide the latest information to the industry on high Pu-content fuels and improve knowledge on the fuel cycle.</li> <li>• Results generated by PuMMA regarding high Pu-content fuels for Gen-IV reactors may open new market opportunities.</li> </ul>
Utilities	<ul style="list-style-type: none"> <li>• Results generated by PuMMA will enable a drastic increase of Pu recycling, opening ground for cost reduction in nuclear energy production.</li> <li>• PuMMA will contribute to making nuclear energy more sustainable by addressing the issue of nuclear waste, decreasing the need for raw materials and enabling fuel multi-recycling. It will, therefore, contribute to meeting customers' demand for cleaner and safer energy.</li> </ul>
Reactor designers and operators	<ul style="list-style-type: none"> <li>• Results generated by PuMMA will increase knowledge on Pu management and fuel cycle in Gen-IV reactors.</li> <li>• PuMMA's work will contribute to facilitating Gen-IV reactor licensing.</li> <li>• PuMMA will enable stakeholders to make informed decisions when choosing fuel cycle strategies.</li> </ul>
Technical Safety Organisations	<ul style="list-style-type: none"> <li>• Results generated by PuMMA will provide information on the impact of high Pu-content on reactor safety.</li> <li>• PuMMA will provide useful data for the definition of future Gen-IV safety standards.</li> </ul>
International organisations (GIF, IAEA, NEA)	<ul style="list-style-type: none"> <li>• PuMMA will generate new knowledge on Pu management, fuel cycle and Gen-IV reactors.</li> </ul>



General scientific community	<ul style="list-style-type: none"> <li>• PuMMA will generate new knowledge on Pu management, fuel cycle and Gen-IV reactors.</li> <li>• PuMMA will reinforce European cooperation in research on nuclear energy.</li> </ul>
Research & Development organisations	<ul style="list-style-type: none"> <li>• PuMMA will generate new knowledge on Pu management, fuel cycle and Gen-IV reactors.</li> <li>• PuMMA will open new opportunities for research on Pu management, the fuel cycle and Gen-IV reactors, and for the development of new applications in those fields.</li> </ul>
Young researchers	<ul style="list-style-type: none"> <li>• PuMMA will generate new knowledge on Pu management, fuel cycle and Gen-IV reactors.</li> <li>• PuMMA will participate in training the future generation of researchers with an e-platform enabling networking of students and providing scientific input from the project's partners and activities.</li> <li>• PuMMA will offer a series of MOOCs based on the project's outcomes. A diploma will be awarded to students who complete the MOOCs.</li> </ul>
General public	<ul style="list-style-type: none"> <li>• PuMMA will provide knowledge that will enable a drastic reduction of radiotoxic waste and an increase in Pu recycling.</li> <li>• In the context of global warming, PuMMA will make clean nuclear energy production more efficient and sustainable.</li> </ul>

**Table 2: Key messages**

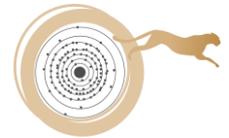
### 4.3.2 PuMMA Description

A text describing PuMMA has been drafted in two versions (short and long), in order to ensure a coherent and common message about the project. This text will be used consistently by all PuMMA partners, and in promotional and communication materials.

#### **Short version:**

As climate change becomes increasingly significant, sustainable and clean sources of energy are more than ever needed. To improve the sustainability, performance and safety of nuclear energy production, the PuMMA project aims at defining different options for plutonium (Pu) management in Generation IV nuclear reactors. Furthermore, the project seeks to evaluate the impact of high Pu-content on the whole fuel cycle, reactor safety and performance. More broadly, the goal of PuMMA is to conduct research that significantly improves fuel cycle knowledge.





This will facilitate Generation IV reactor licensing, enable stakeholders to make informed decisions when choosing fuel cycle strategies, and place the EU at the forefront of Generation IV safety standards development while boosting EU technological and industrial competitiveness.

**Long version:**

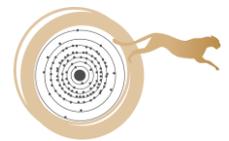
Developing sustainable sources for clean energy production has become a top priority as climate change becomes an increasing threat. In this context, the deployment of Generation IV nuclear reactors provides an opportunity to significantly increase the sustainability and performance of nuclear energy by enabling the recycling of used fuels and boosting fuel performance.

All European nuclear reactors consume natural uranium (U) and produce plutonium (Pu), which can be recycled into mixed-oxide (MOX) fuels to maximise its energetic potential, thus reducing the use of natural resources and the radiotoxicity of waste. The recycling of Pu multiple times translates into an increase of Pu content in the fuel, limiting the Pu recycling ability of Generation II and III reactors whose fuel composition cannot exceed a relatively low Pu-content limit.

However, Generation IV reactors can support large quantities of Pu and recycle it many times, offering the ability to efficiently manage Pu, close the fuel cycle, and increase the sustainability of nuclear energy. In order to achieve this, it is required to study each step of the fuel cycle when using fuels containing a high percentage of Pu and to consider its impact on nuclear facilities.

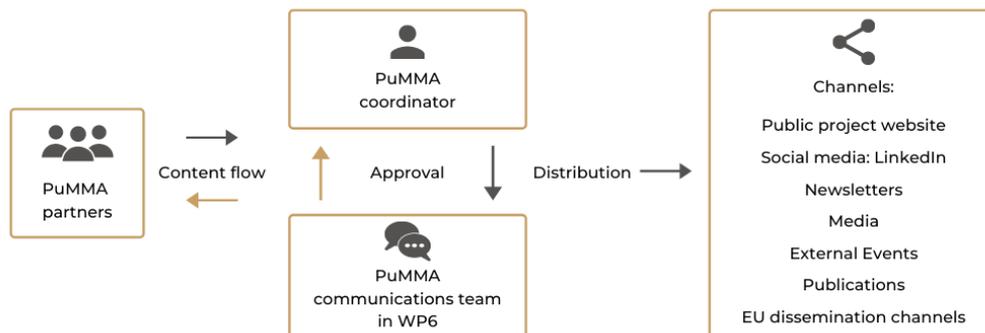
The PuMMA project aims at defining different options for Pu management in Generation IV nuclear reactors and evaluating the impact of high Pu-content on the whole fuel cycle, reactor safety and performance. More broadly, the goal of PuMMA is to conduct research that significantly improves fuel cycle knowledge. This will facilitate Generation IV reactor licensing, enable stakeholders to make informed decisions when choosing fuel cycle strategies, and place the EU at the forefront of Generation IV safety standards development while boosting EU technological and industrial competitiveness.

Visit our website for more information: <http://pumma-h2020.eu/>



## 5. Content and Channels

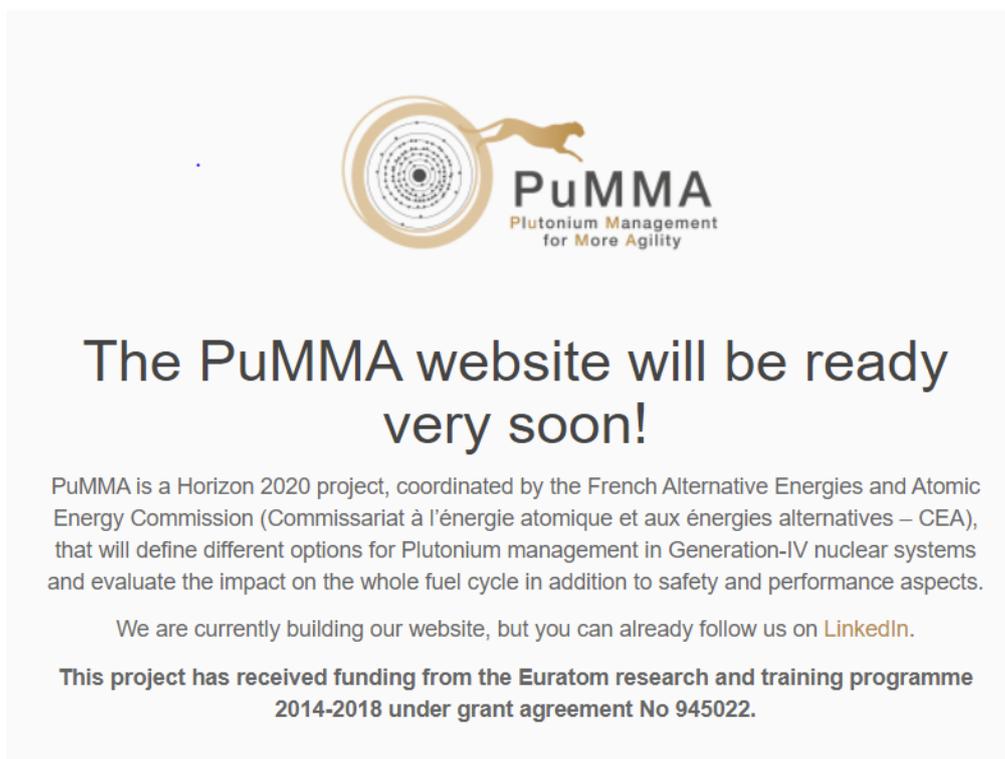
In order to facilitate information flow, a simple yet effective process (see Figure 8) has been set up to allow all partners to collaborate on content creation and to relay the information that will be shared through the communication channels described in the next section.



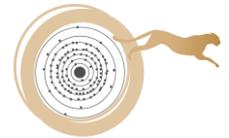
**Figure 8: PuMMA Content Flow**

The content generated over the course of the 48-month project needs to be communicated through the most effective channels, according to the target audience to be reached and the characteristics of each of these channels. As shown in the chart above, once the information content has been generated, the partners in charge of communication will decide on the timing and channels that will be used to release it.

### 5.1 Project Website



**Figure 9: Screenshot of PuMMA "Coming Soon" Page**



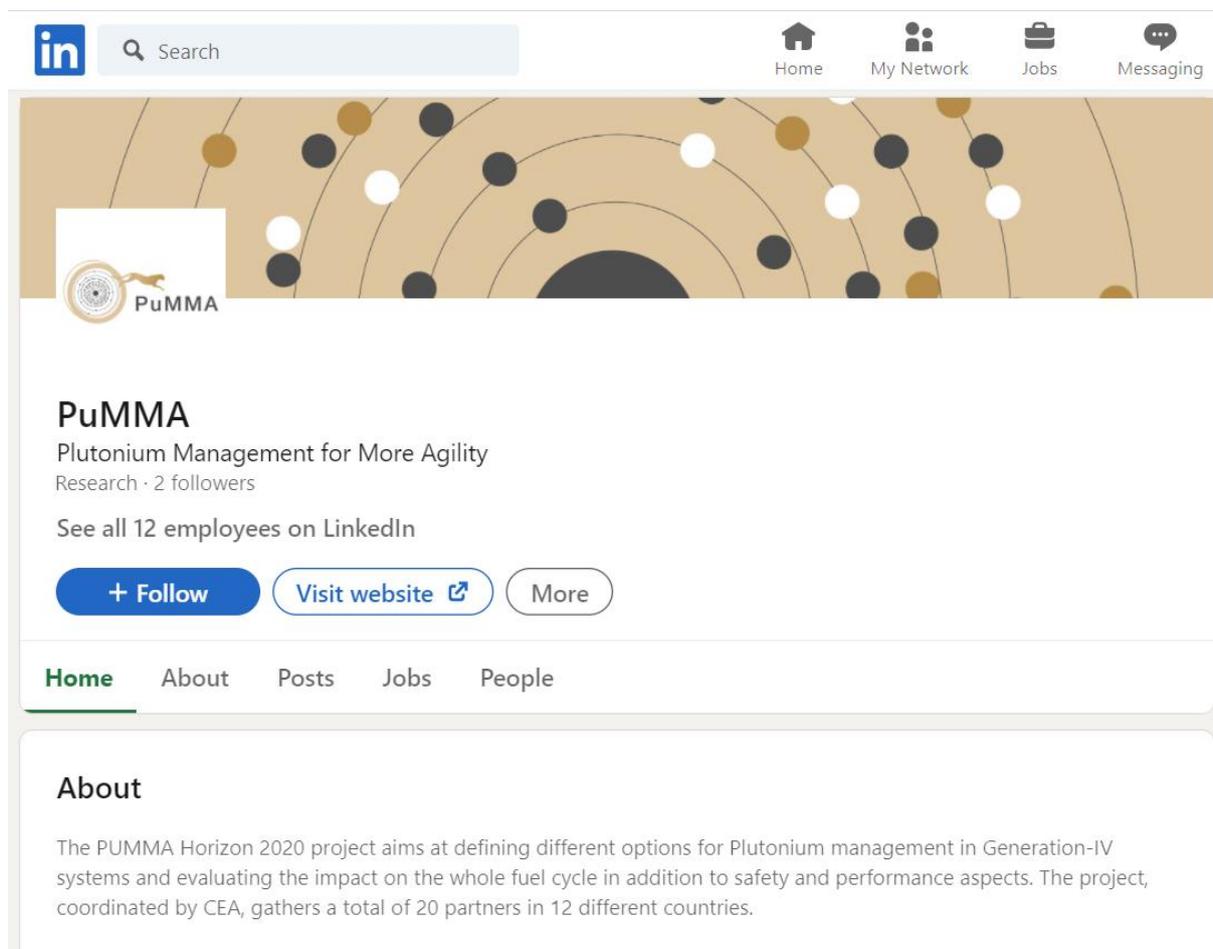
The public PuMMA website will be launched in March 2021: [www.pumma-h2020.eu](http://www.pumma-h2020.eu)

It will be updated regularly and will promote the project, by playing a key role as the main information point and delivery channel for results, progress and achievements. It will also serve to disseminate the key messages to target audiences, inform on events, publications or activities of interest to the PuMMA community, and foster participation among the consortium members.

As the central tool for dissemination, any stakeholder can access the website to gain information or contact relevant partners. It will also provide access to the private area for PuMMA partners, enabling them to share documents and collaborate. A dedicated section for the training modules developed during the project will be included once the modules are produced.

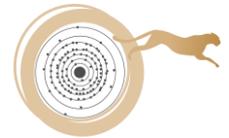
The website will be described in full detail in D6.6 Communication Toolbox.

## 5.2 Social Media: LinkedIn



**Figure 10: Screenshot of PuMMA LinkedIn page**

A PuMMA LinkedIn account was created (Task 6.4): **@PuMMA**



LinkedIn will serve as a channel for the mass distribution of news published on the website, advertising events that will be attended by PuMMA partners and promoting engaging content generated by the project. The partners involved in the communication activities will closely monitor related content generated by other social media accounts to share and help disseminate it.

### 5.2.1 Main Targets

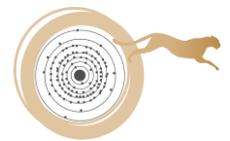
The following targets have been initially identified to invite to follow the page, share and mention:

- Other related EU projects in nuclear fuels and Generation IV reactors;
- EU institutions;
- Associations or clusters in the nuclear fuels and Generation IV reactor sector;
- Nuclear utilities and end-users;
- Nuclear regulatory authorities;
- Reactor designers and operators;
- EU policymakers;
- Influencers in the nuclear fuels and Generation IV reactor sector;
- General public;
- Students and young researchers.

### 5.2.2 Main Actions

The PuMMA LinkedIn page is managed daily and will:

- **Share at least one post per week** based on articles published on the PuMMA website, or relevant content with appropriate trending topics depending on the needs;
- **Manage the followers' community** and reply to messages and comments;
- **Follow and engage communication with users** who post specific content that relates to PuMMA activities;
- **Track specific words, mentions and trending hashtags** to be responsive, efficient and proactive on the channel;
- **Look for LinkedIn groups** to engage in dialogue with experts and professionals of the nuclear fuels and Generation IV reactor sector.



### 5.2.3 Hashtags

A first list of hashtags related to PuMMA has been established, and will be used to increase project visibility on LinkedIn:

General	Specific
#H2020	#PuMMA
#Horizon2020	#GEN_IVreactors
#researcheu	#PuManagement
#nuclear	#Plutonium
#nuclearfuels	#fuelcycles
#MOXfuels	#safety
#CleanEnergy	

**Table 3: Hashtags**

## 5.3 Newsletters

A total of four annual electronic newsletters will be distributed (Task 6.3) to the PuMMA community. They will serve as a global update on the project's progress and will inform PuMMA's stakeholders of the latest project achievements, outputs and relevant events. The newsletter will notably be a tool to disseminate the knowledge generated in the project and promote the education and training activities.

Results and statistics will be drawn for each newsletter. Conclusions and possible areas of improvement will also be indicated, with the aim to optimise future mailings.

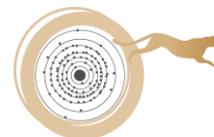
The first newsletter will be sent in October 2021, depending on the progress of the project.

## 5.4 Media

Mainstream and specialised media will be targeted, and press releases will be distributed to identified stakeholders to promote and raise awareness of the PuMMA project. Press releases will be issued whenever necessary, depending on the project's achievements and milestones.

## 5.5 Events

Showcasing the project and its results at specific events will be an important activity to disseminate and communicate the knowledge acquired over the course of the project towards key stakeholders. The PuMMA community will therefore actively participate in international and European conferences. A list of conferences related to relevant topics for the project has been set up (see table below) to identify key events in which to participate to and present at.



General	Target Audience (sectors)
FR: International Conference on Fast Reactors and Related Fuel Cycles	Fast Reactors
Pu Futures	Fuel materials
ATALANTE 2024	Nuclear Chemistry
GLOBAL: International Nuclear Fuel Cycle Conference	Fuel cycle
IEMPT: Information Exchange Meeting on actinide and fission products Partitioning and Transmutation	Partitioning & Transmutation
Actinide separation conference	US-DOE research program
NuMat: Nuclear Materials Conference	Nuclear Materials, Fuels
ICAPP: International Congress on Advances in Nuclear Power Plants	Reactors
MMSNF – Materials Modelling and Simulation for Nuclear Fuels	Modelling & Simulation for Nuclear Fuels
NuFuel workshop: research into Nuclear Fuel and Cladding in Europe	Nuclear fuels

**Table 4: Conferences and Events**

To keep track of partners' participation and actions in conferences, and to regularly complement the pre-existing list with up to date information, an [Event and Publications Management Plan](#) has been created. As a living document, the plan will be regularly updated when partners participate in an event.

## 5.6 Publications

To ensure proper and far-reaching dissemination of PuMMA's scientific and technical outcomes, the consortium partners will publish their results in scientific journals and magazines in the nuclear and energy sector.

A first list of journals has been identified:

Journal Title	Target Scientific Community
Annals of Nuclear Energy	Nuclear energy science and technology



Nuclear Engineering & Design	Engineering, design, safety in nuclear science and technology
Journal of Nuclear Science & Technology	Nuclear technology and nuclear safety
Journal of Nuclear Materials	Materials research for nuclear applications
Nuclear Instruments and Methods in Physics Research Section B	Interaction of energetic beams with matter
Journal of Physics: Condensed Matter	Condensed matter physics
Nuclear Materials and Energy	Materials research for nuclear applications
Computers & Mathematics with Applications	Simulations for science and engineering
Chemical Communication	Whole chemistry community
Dalton Transactions	Whole chemistry community
Solvent Extraction and Ion Exchange	Solvent extraction community
Progress in Nuclear Energy	Whole nuclear energy community

**Table 5: Publications**

The [Event and Publications Management Plan](#) mentioned above will be the main tool to keep track of the content published in scientific publications. As a living document, the plan will be regularly updated.

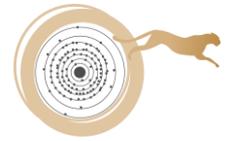
## 5.7 European Dissemination Channels

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

<b>Magazines</b>	Research*eu results magazine	<a href="http://cordis.europa.eu/research-eu/home_fr.html">http://cordis.europa.eu/research-eu/home_fr.html</a>
	Horizon – The EU Research and Innovation Magazine	<a href="https://horizon-magazine.eu/">https://horizon-magazine.eu/</a>
<b>Portals</b>	CORDIS	<a href="http://cordis.europa.eu/home_fr.html">http://cordis.europa.eu/home_fr.html</a>

**Table 6: European Dissemination Channels**





## 5.8 Workshops and Training

### 5.8.1 Dissemination Workshops

Contributing partners will organise a series of workshops in order to improve and harmonize the diffusion of the scientific knowledge and results from researchers coming from different R&D areas. A large audience is targeted: young researchers, scientific community and End-User Group. **Five events are planned** during the four years of the project.

- **Four thematic workshops** will be organised to disseminate the results at each stage of the project. This will be the occasion for researchers to present, describe and discuss their results. The workshops will take place every six months from M12 to M36:
  - **Workshop 1** on *fuel cycle scenarios*, organised by CIEMAT;
  - **Workshop 2** on *advanced reprocessing for different spent fuels*, organised by NNL;
  - **Workshop 3** on *fuel behaviour and fuel modelling for nominal and accidental conditions – Validation base for code reliability*, organised by JRC;
  - **Workshop 4** on *fuel properties: fabrication & modelling & measurements – Uncertainty reduction and impact on safety margins*, organised by ENEA.
- **Final conference:** this conference will be coordinated by CEA and will present the lessons learned during the PuMMA project and perspectives for the future.

Announcement and promotion of the workshops and final conference will be done through the website, social media of PuMMA but also ESNII, SNETP, and NEA channels.

### 5.8.2 Training

Training materials will be produced during the four years of the project and disseminated through different types of platforms. Students and young researchers are particularly targeted.

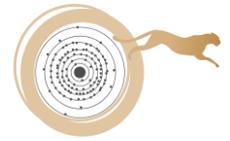
- **A Database of courses** will be set up based on Euratom-funded projects that dealt with fuel, reprocessing and fuel cycle scenarios.
- **A “Wiki-FUEL” e-platform** will be created, notably to allow networking of students (students involved in grants for mobility under task 6.2). This e-platform will participate in disseminating the project’s results and in providing training material by creating a pool of competencies with input from workshops, seminars and courses held under the PuMMA project.
- **MOOCs** will be produced based on the workshops and courses given in PuMMA. Students completing this series of e-learning modules will be awarded a diploma. The modules will be uploaded on a MOOC platform, such as MOOC 360 learning, or on a dedicated platform.



## 6. Key Performance Indicators (KPIs)

Channels	KPIs
Website	<ul style="list-style-type: none"> <li>• Number of page views</li> <li>• Average time on page</li> </ul>
Flyer and Roll-up	<ul style="list-style-type: none"> <li>• Number of events where the roll-up was displayed and where the flyer was distributed</li> </ul>
LinkedIn page	<ul style="list-style-type: none"> <li>• Number of followers</li> <li>• Number of page views</li> </ul>
Newsletters	<ul style="list-style-type: none"> <li>• Number of subscribers</li> </ul>
Media / Press Releases	<ul style="list-style-type: none"> <li>• Number of mentions of PuMMA in the media</li> </ul>
Videos	<ul style="list-style-type: none"> <li>• Number of views</li> </ul>
Scientific publications	<ul style="list-style-type: none"> <li>• Number of papers published by the end of the project</li> </ul>
Events and Conferences	<ul style="list-style-type: none"> <li>• Number of events and conferences attended by the end of the project</li> </ul>
MOOCs	<ul style="list-style-type: none"> <li>• Number of MOOCs produced</li> <li>• Number of views</li> </ul>

**Table 7: Key Performance Indicators**



## 7. Conclusion

The PuMMA Communication and Dissemination Plan will be updated regularly. Its content and structure may evolve if necessary. The main objective is to maximise the impact of the project and boost the awareness on the results and milestones to be accomplished during the project.

