

# Information and Communications

Nuclear energy decision making and stakeholder participation need to be based on understanding. The NEA seeks to provide member governments and other interested parties with a large array of information resulting from the Agency's activities, thereby enhancing awareness and understanding of the scientific, technical and economic aspects of the nuclear option.

The NEA is an intergovernmental agency specialised in studying the scientific, technical and economic aspects of nuclear energy. It strives to provide high-quality, factual information in a timely manner to member countries, as a complement to national energy analyses. Through a varied information and communications programme, this information is also made available to other interested parties wishing to learn about nuclear energy's multiple aspects and the results of the Agency's work. NEA activities cover the full range of the fuel cycle and consider future technological developments. All of these activities are reflected in the Agency's large selection of publications and reports.

## Public affairs and relations with the press

In 2006, media interest in nuclear issues grew as did interest in the public at large. The Agency received over 60 enquiries from television and print media on subjects such as the future of nuclear energy in NEA countries, uranium resources, Chernobyl, radioactive waste management and nuclear safety.

## Highlights

- The Agency produced 69 publications in 2006, of which 18 were put on sale and 51 were distributed free of charge.
- Two press briefings were organised: one concerning follow-up activities to the Chernobyl accident, and the other reviewing uranium resources, production and demand.
- NEA information and publications stands were organised at 12 international conferences.

The NEA hosted two press briefings during the year, in April and June. The first was organised in conjunction with the release of two publications related to the Chernobyl accident: *Stakeholders and Radiological Protection: Lessons from Chernobyl 20 Years After*, and *International Nuclear Law in the Post-Chernobyl Period*. The second press briefing was organised in co-operation with the IAEA on the occasion of the release of the "Red Book", *Uranium 2005: Resources, Production and Demand*. Several press releases were also issued throughout the year on important aspects of the Agency's work.

The NEA Director-General, Luis Echávarri, presented the work of the Agency, including the findings of the Red Book, in various fora. These included the G8 Conference on Energy Security in Moscow, the European Nuclear Assembly in Brussels, the Conference of the Institution of Engineers of Ireland in Dublin, in the presence of Irish Prime Minister Ahern, and the International Nuclear Youth Congress held in Stockholm. L. Echávarri's article on "Nuclear Energy: Towards Sustainable Development" published in the *OECD Observer* also brought key information about nuclear energy to wide audiences across member countries.



Foratom, Belgium



www.g8russia.ru

Left: Luis Echávarri speaking at the European Nuclear Assembly in Brussels.

Right: the conference room of the G8 International Conference on Energy Security in Moscow.

## Publications

In 2006, the Agency produced 69 publications, of which 18 were put on sale and 51 were distributed free of charge. The list of these publications is provided on page 44. Best sellers included *Uranium 2005: Resources, Production and Demand*, *Nuclear Energy Data 2006* and the German edition of *Nuclear Energy Today*. All free reports published by the NEA are made available in pdf format on the NEA website. The most highly accessed reports in 2006 concerned Chernobyl (see further details below).

In order to keep NEA correspondents and other interested professionals abreast of significant findings and advances in the Agency's programme of work, *NEA News* continues to be published twice a year in English and French. It provides feature articles on the latest developments in the nuclear energy field, as well as updates on NEA work, news briefs, and information about NEA publications and forthcoming events. *NEA News* is also available free of charge on the Agency's website at [www.nea.fr/html/pub](http://www.nea.fr/html/pub).



## Internet-based communication

The NEA website is an important part of the Agency's information programme and has proved effective in raising the profile of the Agency's work. Website traffic remained healthy during 2006 with, on average, nearly 3 000 people using the site's services each day. The content areas that attracted the most visitors were the Data Bank, nuclear science and radiological protection. The most accessed reports in the course of 2006 concerned Chernobyl, with the two new reports published to coincide with the 20<sup>th</sup> anniversary and *Chernobyl: Assessment of Radiological and Health Impacts - 2002 Update* accounting for well over 11 000 downloads amongst them.

Individual subscriptions to the Agency's monthly electronic bulletin continued to grow during 2006, topping 7 000 subscribers by year-end. Distributed free of charge, the bulletin includes monthly updates on important NEA activities and newly released reports. Subscription requests can be made at [www.nea.fr/html/signon.html](http://www.nea.fr/html/signon.html).

The Delegates' Area on the NEA website also continues to provide an important service for many NEA committees and working groups. This section of the website provides authorised users with OECD official documents, information on forthcoming NEA meetings, contact details for other committee members, as well as access to the presentations and background notes prepared for the Steering Committee policy debates.

Over the summer, a comprehensive review of the NEA website's information structure and user-friendliness was carried out. The review consisted of interviews with typical users of the service and an assessment by a usability expert. Conclusions were drawn and improvements implemented in September and October. Further feedback from NEA committee members and other website visitors is always welcome.

## NEA visibility in international fora

NEA information and publications stands were organised at 12 international conferences in 2006. These included:

- *Recherches sur la gestion des déchets radioactifs à haute activité et à vie longue - Axe 2 : Stockage géologique* (January 2006, Paris, France);
- PIME (February 2006, Vienna, Austria);
- ISOE International Symposium (March 2006, Essen, Germany);
- European Nuclear Assembly (March 2006, Brussels, Belgium);
- Engineers Ireland Conference (April 2006, Dublin, Ireland);
- OECD Forum (May 2006, Paris, France);
- INEX 3 (May 2006, Paris, France);
- NEA/ICRP Forum on Radiological Protection (August 2006, Washington DC, USA);
- PHYSOR 2006 (September 2006, Vancouver, Canada);
- 9<sup>th</sup> P&T Information Exchange Meeting (September 2006, Nîmes, France).
- ANS Winter Meeting (November 2006, Albuquerque, NM, USA);
- IAEA International Conference on Lessons Learned from Decommissioning of Nuclear Facilities and the Safe Termination of Nuclear Activities (December 2006, Athens, Greece).

Over 2 000 reports were distributed in conjunction with these events. The NEA has also been active in co-sponsoring a number of international conferences. Of particular note were PHYSOR-2006, Advances in Nuclear Analysis and Simulation held in Vancouver, BC, Canada in September, and the IAEA International Conference on Lessons Learned from Decommissioning of Nuclear Facilities and the Safe Termination of Nuclear Activities held in Athens, Greece in December.

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