

# PLEIADES

Smarter Plant Decommissioning



Innovation Action

H2020-NFRP-2019-2020

## D6.2 – Communication Toolkit

### WP6 - Task 6.1

Date [M3]

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## History

Date	Version	Submitted by	Reviewed by	Comments
23/11/2020	N° 1	Emma Buchet (LGI)	Mathilde Bazin-Retours (LGI)	
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## Abbreviations and acronyms

Acronym	Description
WP	Work Package
D&C	Dissemination and Communication
D&D	Decommissioning and Dismantling
R&D	Research and Development

## Executive Summary

This Communication Toolkit outlines all of the communication and dissemination tools and activities for the promotion of PLEIADES. As stated in this document, this toolkit will be updated and improved based on the needs identified and updated tools during the project's lifetime.

## Keywords

Nuclear, decommissioning and dismantling (D&D), communication, dissemination, strategy, visual identity, roll-up, website, social media



# 1. Introduction

Dissemination and communication (D&C) 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 tools used and the communication and dissemination strategy of PLEIADES. This document includes a section on the context of the project and describes the channels and materials to reach them through online and offline materials including the visual identity, social media accounts, project website, project poster and roll-up.

## 1.1. D&C Objectives

The main objective of WP6 is to maximise the impact of the project by carrying out specific dissemination, communication, and training activities. In addition, the work package will aim to foster dialogue with stakeholders and international counterparts. This will be achieved through:

- promoting and raising awareness of PLEIADES to targeted audiences;
- disseminating the results of PLEIADES to the technical and policy communities;
- transferring knowledge, towards a new generation of engineers and researchers in targeted countries and internationally;
- supporting international collaborations with the US counterparts, Norway, etc.;
- engaging in a two-way dialogue with targeted stakeholders and end-users (D&D and R&D community, standardisation, working groups, etc.);

All project partners will contribute to the wide scientific dissemination actions.

## 2. PLEIADES Branding

One of the first actions to start building the PLEIADES brand was the design of the overall project's visual identity, which includes an official logo, a colour palette, typefaces and a number of templates adapted to each type of material. All of the logos and templates presented below are available on the page "[Templates and Comm Toolkit](#)" in the shared partner area FLEXX.

Different logo versions were created and voted upon by the partners and the chosen logo was presented at the project kick-off on the 7-8 October. The logo was inspired by the name of the project: PLEIADES as it is the name of a constellation in the sky, thus the motif of stars is used throughout the project materials.



Figure 1. PLEIADES logo

The logo consists of an icon comprising of stars representing the PLEIADES constellation, the digital decommissioning tools that will be gathered on the platform, and the blue lines that connect these tools together on a navy background which can represent the platform. There is a tagline to help explain the aim of the project which is to support plant decommissioning in a smarter way.

### 2.1.1. Rules for using the logo

When using the PLEIADES logo there are some rules to follow in order to represent the project correctly:

- The logo must be used in PNG, i.e. with a transparent background or EPS if it is to be placed on printed materials.
- Keep the logo proportionate to other logos present in the material
- Keep a space between logo and other items/colours according to the boundary box. This is built into the files so do not crop the logo or put anything in the boundary box



Figure 2. Correct and incorrect logo positioning

- Do not warp the logo or icons
- Do not alter the colours of the logo





### 2.1.2. Logo Versions

In order to accommodate different materials different versions of the logo have been created:



Figure 3. Black-and-white PLEIADES logo



Figure 4. PLEIADES logo for dark backgrounds



Figure 5. PLEIADES logo without the tagline

## 2.2. Colour Palette

As mentioned previously, the colour scheme was chosen as it matches with the idea of a night sky:

- **Blue:** Blue is calming colour and since the project is aiming to make nuclear decommissioning safer we needed to avoid colours that can evoke danger (e.g. red and yellow)
- **Navy:** used to represent the background of the icon and represents the night sky.
- **White:** Used as a neutral colour to balance out the visual identity

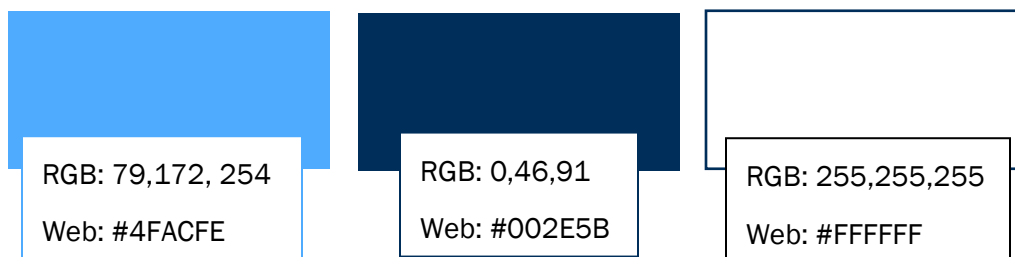


Figure 6. The PLEIADES colours



## 2.3. Fonts

The PLEIADES logo uses 2 fonts:

Minion Variable Concept:

**PLEIADES**

Franklin Gothic Book:

Smarter Plant Decommissioning

### 2.3.1. Using the Fonts

For Microsoft Office documents and materials (Word, PowerPoint, etc) use Franklin Gothic Book for all text:

**X. First level heading (use style: Franklin Gothic Book, 18 pt, bold, rgb: 0, 46, 91)**

**X.X Second level heading (use style: Franklin Gothic Book, 16 pt, bold, rgb: 89, 89, 89)**

**X.X.X Third level heading (use style: Franklin Gothic Book, 14 pt, bold, rgb: 89, 89, 89)**

**X.X.X.X Fourth level heading (use style: Franklin Gothic Book, 12 pt, bold, rgb: 89, 89, 89)**

Body text: Franklin Gothic Book, 11 pt.

● Bullet 1

1. Number 1

## 2.4. Templates

All of the templates are available on the page “Templates, logos, pictures” on the internally shared partner area: <https://app.flexx.camp/pleiades>.

### 2.4.1. Deliverable Template

A template was created for project deliverables in M1 (October 2020) and cannot be altered in structure or style, but the content will depend on each deliverable. An optional cover page was created for public deliverables hosted on the website to replace the pages automatically generated by FLEXX, the project’s collaborative platform.

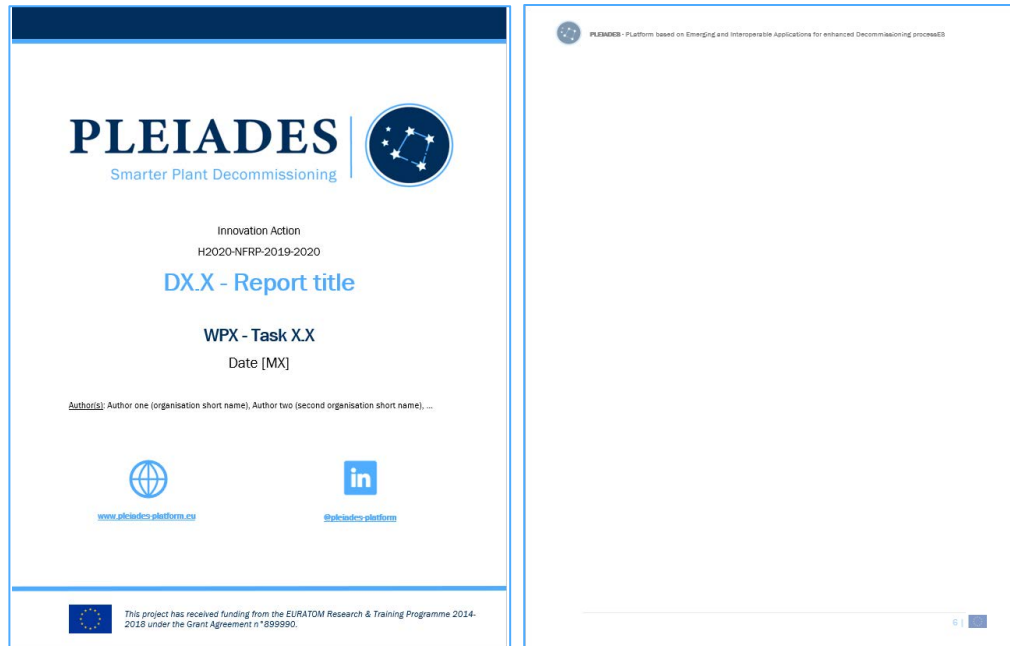


Figure 7. PLEIADES deliverable template and cover page

## 2.4.2. PowerPoint Template

A PowerPoint template was created for use by the partners when presenting the project both internally and externally and was used during the project kick-off meeting.

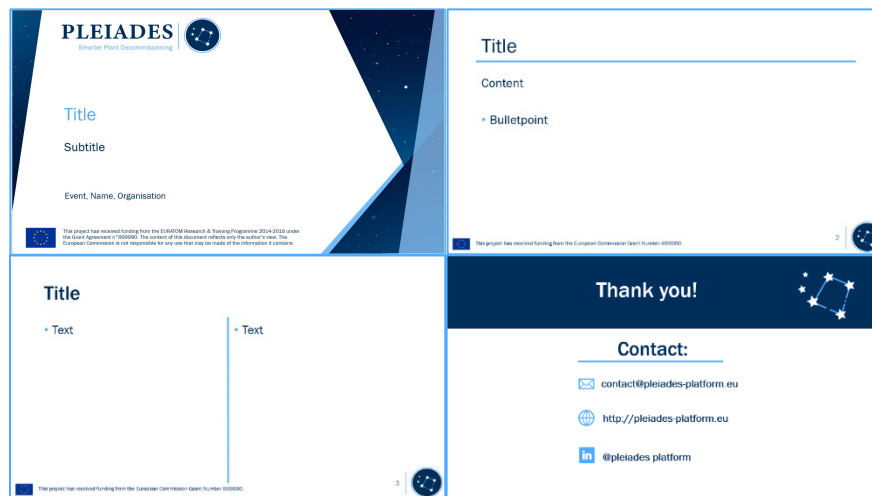


Figure 8. The PLEIADES slide templates



### 2.4.3. Poster and Roll-up

In order to represent the project externally, a poster and roll-up were created for the partners to display at events. Due to the situation surrounding COVID-19, the elements will be available virtually except when requested by a partner. They are available virtually on the internal platform which will serve as an introduction to the main aspects of the project, featuring the specifics of the project, the tools used, and the partners involved. These items may be updated over the course of the project and the latest versions will be available on the FLEXX platform.

**PLEIADES**  
Smarter Plant Decommissioning

Connecting digital tools for smarter nuclear decommissioning and dismantling

PLEIADES will connect the latest online tools on one platform to ensure safety during decommissioning and dismantling of nuclear facilities

**PLEIADES Objectives**

- Protecting workers from radiation
- Protecting the environment by minimising radioactive waste
- Optimising costs

**Case Studies**

- Halden Research Reactor (Norway)
- Santa María de Garoña NPP (Spain)
- Base chaude opérationnelle du Tricastin (France)

**Partners**

Coordinated by:

@pleiades-platform   
www.pleiades-platform.eu   
contact@pleiades-platform.eu

This project has received funding from the EURATOM Research & Training Programme 2014-2018 under the Grant Agreement n°899990.

Figure 9: PLEIADES poster



Figure 10. PLEIADES roll-up



## 2.4.4. PLEIADES Description

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

### Short version

When a nuclear facility has reached the end of its lifetime, or policy no longer supports nuclear power, the facility must be shut down as safely as possible. This is done through processes called decommissioning and dismantling (D&D). D&D can be challenging due to the radioactive waste and many moving parts of the facility.

To help tackle these challenges, the PLEIADES project will connect digital tools on one platform to ensure the safety and well-being of the people involved and the environment around the old facility. Coordinated by CEA, this 3-year Horizon 2020 project gathers 14 partners with expertise in plant decommissioning, software development and nuclear reactors. At the end of the project, the PLEIADES platform will be the first, unique platform to gather a set of mature, digital technologies to be implemented on dismantling sites.

By using an innovative approach to project management, the decommissioning applications on the PLEIADES platform will simplify overall D&D planning and will enable users to design, visualise, simulate, and collaborate efficiently throughout the lifecycle of different projects.

For more information, contact us at [contact@pleiades-platform.eu](mailto:contact@pleiades-platform.eu)

**Coordinator:** Caroline CHABAL, CEA

### Long version

When a nuclear facility has reached the end of its lifetime, or policy no longer supports nuclear power, the facility must be shut down as safely as possible. This is done through processes called decommissioning and dismantling (D&D) which cover the planning of nuclear site closure, implementation of the facility shutdown and protection of the workers and surrounding environment. D&D can be challenging due to the radioactive waste and many moving parts of the facility.

To help tackle these challenges the PLEIADES project will connect cutting-edge digital tools on one platform to ensure the safety and well-being of the people involved and the environment around the old facility. Coordinated by CEA, this 3-year Horizon 2020 project gathers 14 partners with expertise in plant decommissioning, software development and nuclear reactors. At the end of the project, the resulting PLEIADES platform will be the first, unique platform to gather a set of mature, digital technologies to be implemented on dismantling sites.

The key aspect of the platform will be to use a Building Information Modelling (BIM)-based approach for logistic planning, safety measures and pilot decommissioning applications which will simplify overall D&D planning. Using this approach involves intelligent 3D modelling for better decision-



making and communication. The tools on this platform will use cutting-edge technology including 3D, virtual reality (VR), and augmented reality (AR). Combining these innovative tools and implementing enhanced BIM solutions will enable people using the PLEIADES platform to design, visualise, simulate, and collaborate efficiently throughout the lifecycle of different projects.

For more information, contact us at [contact@pleiades-platform.eu](mailto:contact@pleiades-platform.eu)

**Coordinator:** Caroline CHABAL, CEA

### 2.4.5. EU emblem and acknowledgement

In addition, all materials, including scientific papers and publications produced by the project, will contain the mandatory EU emblem with the following sentence (article 29 of the Horizon 2020 Programme Annotated Model Grant Agreement). Moreover, it is important to note that “when displayed together with another logo, the EU emblem must have appropriate prominence” (article 38):



This project has received funding from the EURATOM Research & Training Programme 2014-2018 under the Grant Agreement n° 899990.

**Figure 11: The EU emblem and funding acknowledgement**

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**Figure 12: EU disclaimer**

## 2.5. Online communication: channels and tools

The content generated during the 36 months of the project must be communicated through the most effective channels, tailored to the target audience and the characteristics of each of these channels. Online media is the easiest way to reach a large amount of people with information, resources and news about the project.



### 2.5.1. Newsletters

Yearly (3 in total) electronic newsletters will be produced and distributed to interested stakeholders to inform them on the latest achievements of the project, outputs and relevant events, conferences or workshops. They will be sent to the subscribers that have signed up through the website, at events and more.

To create and develop interest for this newsletter, partners are encouraged to share all relevant information related to the project. The newsletter will contain different sections such as a news and events section and contributions from the partners, such as notable results and descriptions of deliverables. To create engagement among the consortium members, the newsletter will contain a call-to-action asking readers to contribute by sharing information.

Results and statistics will be monitored for each newsletter. Conclusions and possible areas of improvement will be also indicated, with the aim to help optimise future mailings. A subscription pop-up box was embedded into the public website, linking to a formula that complies with the European GDPR regulation (available in Annex I) and allowing subscribers to opt in to receive the latest achievements and results generated by the project.

Figure 13: The PLEIADES newsletter pop-up box and subscription form excerpt

### 2.5.2. LinkedIn

In October 2020, a LinkedIn account (<https://www.linkedin.com/company/pleiades-platform>) was created for the project with the aim of sharing PLEIADES news, results, events and other items of interest from the project. Visuals were designed for in order to maximise the impact of posts shared, updating them according to different themes and evolution of the project. Social media mapping will identify themes, events and awareness days of interest for PLEIADES LinkedIn followers.

The LinkedIn account will be managed daily and aim to post at least once a week.





The **main objectives** set for LinkedIn are to:

- engage target audiences and interact with stakeholders that follow the project's progress;
- raise awareness of the current state of nuclear facilities, especially in Europe, and the challenges surrounding their decommissioning;
- generate interest in the PLEIADES platform, which will be further developed after the end of the project and will be applicable to stakeholders even outside the nuclear sector

The **main targets** identified for engagement with on LinkedIn are:

- other related EU projects (e.g. the SHARE sister project)
- the Stakeholders Group (industry with an interest in nuclear D&D)
- nuclear R&D community
- nuclear regulatory authorities
- EU policymakers
- influencers in nuclear or general decommissioning sectors
- non-nuclear industries with an interest in D&D (e.g. chemical plants)
- international students
- general public

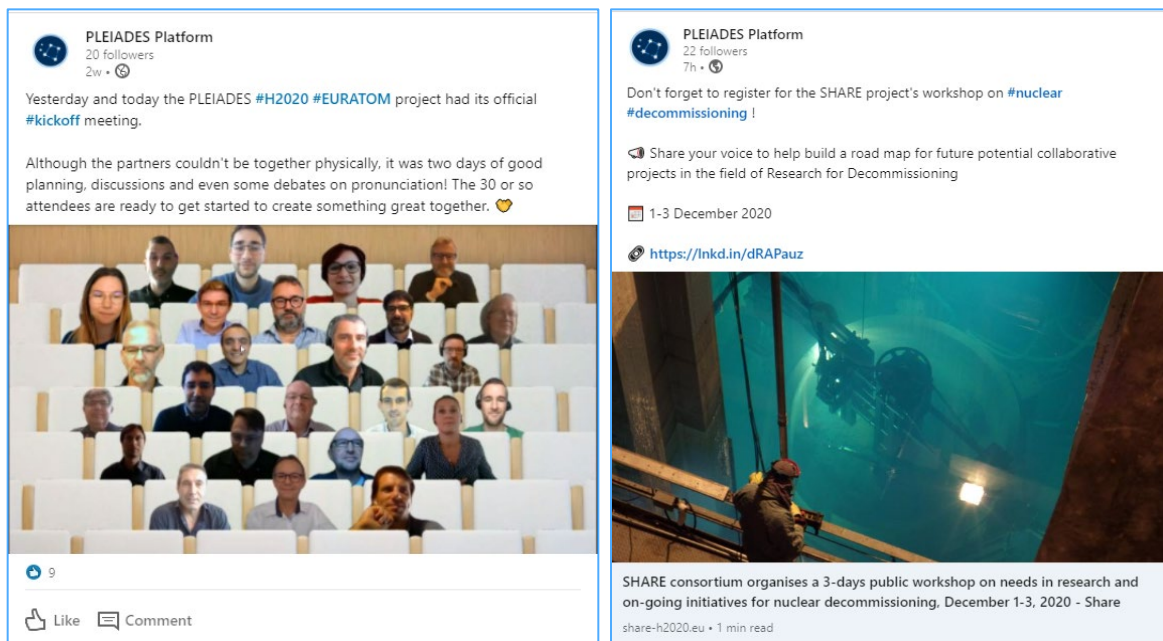


Figure 14. Examples of LinkedIn posts



Hashtags
#nuclear
#digitaltools
#decommissioning
#nuclearsafety
#nuclearplant/#nuclearfacility
#platform
#projectmanagement
#H2020
#Euratom
#researchimpact
#EU

**Table 1. Hashtags to use when posting about PLEIADES**

### 2.5.3. Project Website

The public PLEIADES website was officially launched in December 2020: <https://pleiades-platform.eu>.

It will be regularly updated and will play a key role as the main information point for the project. The website will disseminate results, progress achieved, events and updates from PLEIADES. It will also display the tools used in the platform and the use cases present in the project.

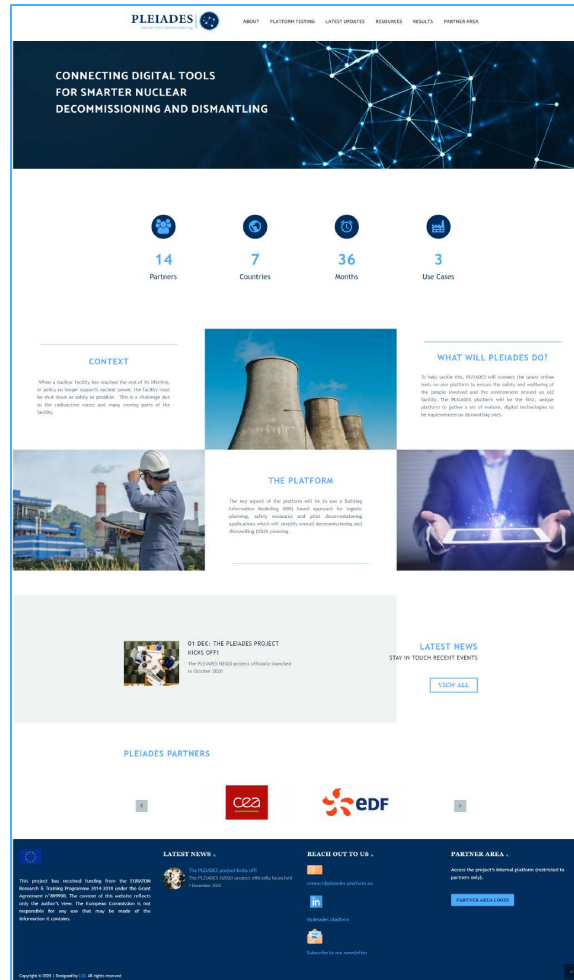


Figure 15. PLEIADES homepage

This website is an accessible tool for any stakeholder to gain information or contact the project. It targets a non-expert audience, explaining the processes behind the platform and raises awareness of the need for smart D&D. Moreover, it provides access to the private partner area for PLEIADES partners, allowing them to share documents and work in a collaborative way.

## ● About

**The Project** page describes the project, its objectives and impacts.

**Decommissioning & Dismantling** gives a quick overview of the concepts of decommissioning and dismantling (D&D) for a non-expert audience.

**Consortium** shows the partners that are working in the PLEIADES project.

**Related Initiatives** The user can find information on related initiatives.

## ● Platform Testing



**Digital Tools** describes the tools that will be used in the project, how they will be used and the partners to whom the tool belongs.

**Use Cases** shows the 3 use cases of the project on a map (Halden Research Reactor, Santa María de Garoña and BCOT), gives a short overview, the challenges and expected outcomes of each case.

## ● Latest Updates

**Newsroom** and **Events Calendar** allow the user to access the latest news and events related to the project and the partners.

● **Resources.** Here the user can access the resources from the PLEIADES project.

● **Results** page will host the public deliverables and scientific publications created during the PLEIADES project.

● **Partner Area** links to the shared FLEXX platform used by the partners to collaborate in the project.



### 3. Conclusion

The PLEIADES Communication Toolkit will be updated regularly and its content and structure will evolve when 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. Other communication materials will be prepared and disseminated regarding the needs of partners and upcoming PLEIADES key events.