

Integrated approach of communication by a radiation safety regulatory authority

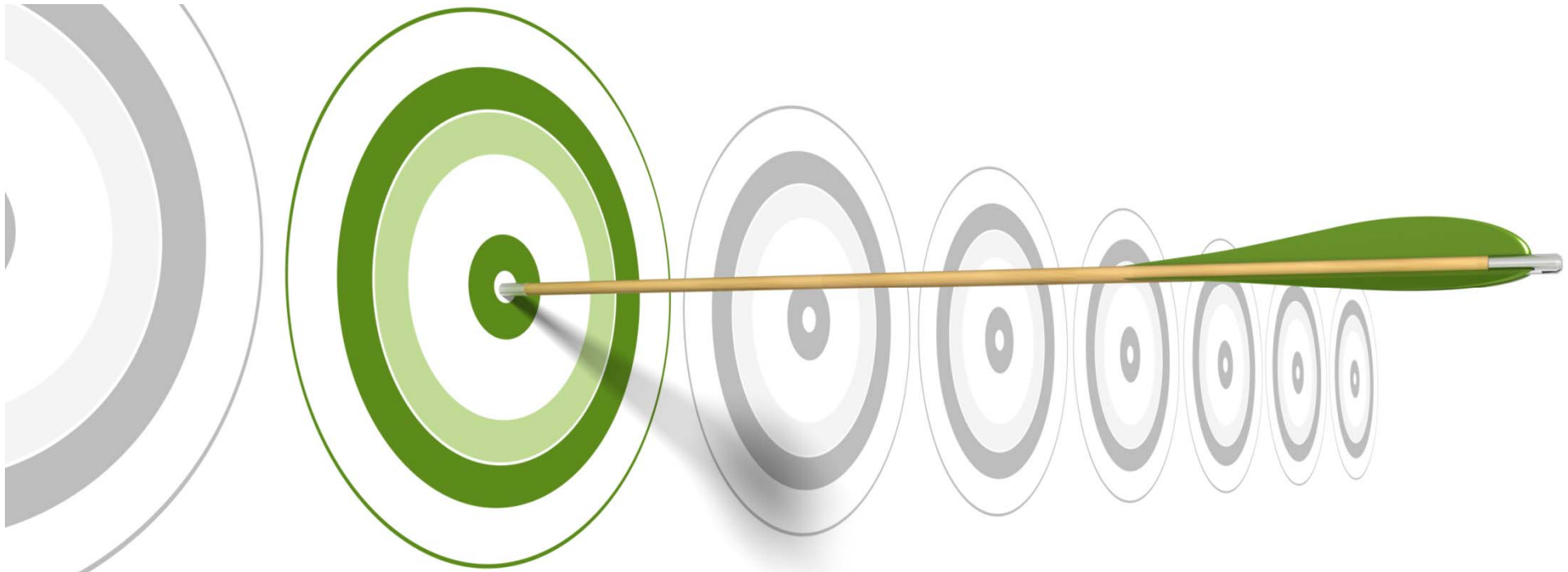
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Pre-view



- Why, how, to whom a radiation safety regulatory authority communicates
- Corporate communication
- Case study: EEAE
- Conclusions

Why we communicate



- to explain the role and the mandate of the authority
- to facilitate the dissemination of information
- to familiarize people with radiation uses and risks
- to build trust and credibility
- to engage stakeholders
- to establish transparency
- to enhance safety culture
- to inform during emergencies

How we communicate



- by all means: traditional and social media
- continuously, not only during emergencies
- formally & informally: words, actions, decisions

Audiences



The employees



The stakeholders



The media



The public

Corporate communication



“Corporate communication is an instrument of management by means of which all consciously used forms of internal and external communication harmonised as effectively as possible, so as to create a favourable **basis for relationships with the groups** upon which the company is dependent.”

(van Riel 1995:26)

Corporate communication

Challenges

- the integration – to communicate as a “whole”
- to achieve consistency
- to address multiple audiences
- the organizational aspect
- the inter-disciplinary demands

EEAE: a case study



Corporate communication strategy

The current corporate communication strategy of EEAE:

- (a) reflects the **top management decision** to improve and further **promote transparency and safety culture** practices, wherever radiation use is concerned
- (b) **integrates in a holistic manner** the main aspects of communication that a radiation safety regulatory authority is expected to pursue.

The integrated management system

- establishes the “corporate story” internally
- sets out the commitment of EEAE in openness and transparency
- ensures internally:
 - the flow of information to all hierarchy levels
 - the exchange of safety concerns
 - the expression of different voices
- describes the different roles and responsibilities within EEAE.

Transparency

10 Ιουνίου 2015 17:13:52 Είσοδος

ΕΕΑΕ
Ελληνική Επιτροπή Ατομικής Ενέργειας

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Η ακτινοβολία παντού γύρω μας!

Ιοντίζουσες ακτινοβολίες

Μη Ιοντίζουσες ακτινοβολίες

e-Υπηρεσίες

- Ηλεκτρομαγνητικά Πεδία
- Ιατρικά Εργαστήρια Ακτινοβολιών
- Δοσιμετρία Προσωπικού
- Ραδιενέργεια Περιβάλλοντος
- Χάρτης Ραδονίου (Rn)
- Αίτηση Παροχής Πρόσβασης

Θέματα ενδιαφέροντος

- Έκδοση αδειών
- Διαδικασία μετρήσεων
- Ραδιολογικά Πυρηνικά συμβάντα
- Εκπαιδευτικές δράσεις
- Ερευνητικές δράσεις
- Ραδιενεργά απόβλητα

ΕΛΛΗΝΙΚΗ ΕΠΙΤΡΟΠΗ ΑΤΟΜΙΚΗΣ ΕΝΕΡΓΕΙΑΣ

ΕΚΘΕΣΗ ΠΕΠΡΑΓΜΕΝΩΝ 2014

Safety culture

Policies

- Motivation
- Top management as “example”
- Identification /solving of problems
- Responsibilities assignment
- Training
- Rewards
- Continuous improvement

Management

- Internal procedures
- Effective communication
- Continuous learning
- Friendly and safe working environment
- Policy document
- Management structure
- Resources
- Internal audit

Personnel

- Questioning attitude
- Personal responsibility
- Commitment
- Satisfaction from work
- Communication

Poster (A: PP 1.3.)

Corporate communication as “umbrella”

- We see corporate communication as a “mindset”, as an umbrella that encompasses our activities and plans.
- We follow a strategic planning and decision-making approach.
- We build a “corporate story”.



Our story // profile

Mission

The protection of the public, the workers and the environment from ionizing radiation and artificially produced non-ionizing radiation.

Vision

To be a **modern regulatory authority**, in the areas of radiation protection, radiological and nuclear safety, enjoying trustfulness and recognition nationally and internationally, and **a model public service**, fulfilling responsibly its tasks.

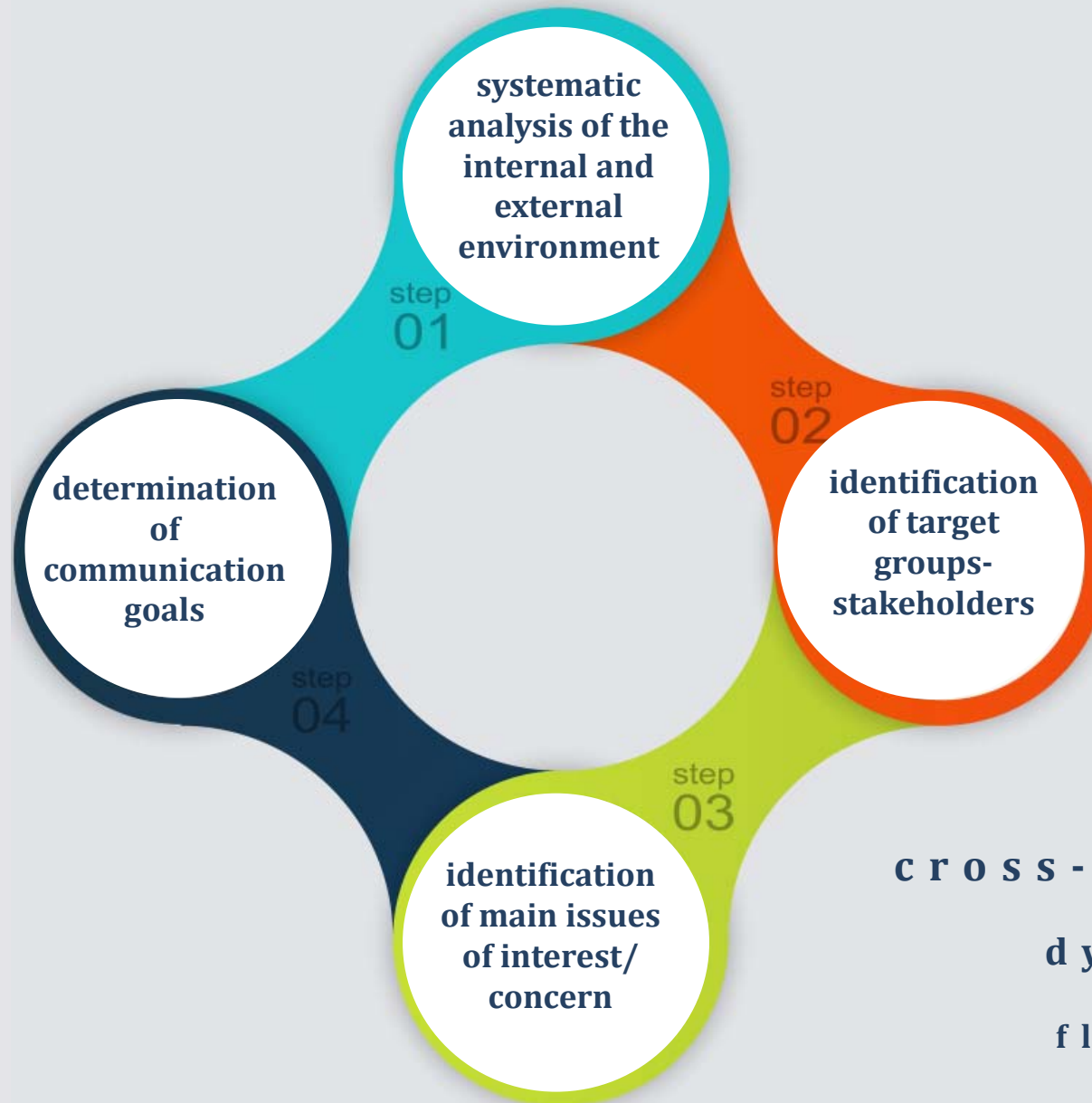
Values

Integrity and Impartiality, Competence, Quality and Credibility, Transparency, Social Responsibility, Scientific Excellence, Openness

Our story // messages



Corporate communication strategy



How we implement the corporate communication strategy



- a detailed communication plan
- a management system procedure describing communication-related basic EEAE functions

The communication plan

i. implementation of communication actions customized to:

- audiences
- goals
- issues of concern

ii. determination of the communication tools:

- public meetings
- audiovisual material
- advertisements
- social media
-

iii. articulation of messages to be communicated

iv. description of the personnel involvement

iv. determination of the assessment mechanism

Evaluation and assessment of the strategy



Conclusions related to the case study

EEAE:

- sees communication as one of the main functions (not only emergency-related)
- applies corporate communication theory
- makes a systematic effort to be a trust-worthy organization
- writes, says and serves its “corporate story”
- already enjoys benefits.

Challenges:

internal communication, safety culture, general mistrust

General conclusions

For a radiation safety regulatory authority, the communication:

- is key factor for the effectiveness of its role
- requires strategic planning
- requires dialogue within organization as starting point
- can produce benefits for the authority as a whole.

Challenges:

synergy, integration and consistency

Thank you!

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