

Information and Communications

Nuclear energy decision making and stakeholder participation need to be based on knowledge and 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.

Highlights

- The Agency produced 54 publications in 2009, of which 13 were put on sale and 41 were distributed free of charge.
- Five press releases were issued on a diverse range of topics, including on the shortage of medical radioisotopes and the intervention by the OECD Secretary-General at the International Ministerial Conference on Nuclear Energy in the 21st Century, held in Beijing, China.
- A policy paper on "Nuclear Energy and Addressing Climate Change" was released in conjunction with COP-15 in Copenhagen, made available on the NEA website and widely distributed throughout the NEA professional network.
- NEA information and publications stands were organised at seven international conferences.



A.-C. Lacoste and L. Echávarri at the MDEP press conference.

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 essentially to its member countries. 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. All NEA activities are reflected in the Agency's large selection of publications and reports.

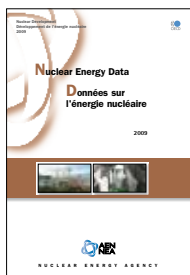
Public affairs and relations with the media

Contacts with the media were strong in 2009. One of the year's highlights was the press conference organised in September, in the margins of the Multinational Design Evaluation Programme (MDEP) Conference. MDEP objectives and initial outcomes were communicated by Messrs. A.-C. Lacoste, Chairman of the French Nuclear Safety Authority (ASN), G.B. Jaczko, Chairman of the US Nuclear Regulatory Commission (NRC) and L. Echávarri, NEA

Director-General, all three of whom also took questions from the floor. Journalists showed keen interest in this international initiative and reported on it widely.

Five press releases were issued, covering the security of supply of medical radioisotopes on two occasions, the intervention by the OECD Secretary-General at the International Ministerial Conference on Nuclear Energy in the 21st Century, the MDEP Conference and highlights from *Nuclear Energy Data 2009*. Journalists from Finland, France, Korea, the Slovak Republic, Spain, the United Kingdom and the United States requested further details regarding the renewed interest in nuclear energy and the decisions taken by a number of OECD and non-OECD countries to launch or to resume civil nuclear energy programmes. In parallel, the NEA also responded to a steady stream of media requests for nuclear figures, reflecting the Agency's position as a recognised source of reliable data and analyses. A prime example was the role of the NEA and its data in the online debate on uranium resources. Other subjects of media interest included the Generation IV International Forum (GIF), nuclear energy and climate change, trade of nuclear material and equipment, and nuclear fuel banks.

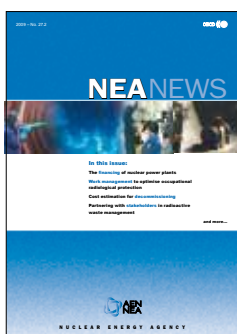
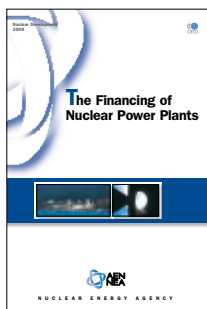
The online, password-protected area for accredited journalists continued to offer access to selected NEA publications on sale. This service has helped improve the speed of delivery, cost-effectiveness in terms of distribution and outreach.



Publications

In 2009, the Agency produced 54 publications, of which 13 were put on sale and 41 were distributed free of charge. The list of these publications is provided on page 46. Best sellers included the *Nuclear Law Bulletin*, *Nuclear Energy Data 2009*, *The Financing of Nuclear Power*

Plants and *Considering Timescales in the Post-closure Safety of Geological Disposal of Radioactive Waste*. NEA publications on sale are also being made widely available via Google Books and the OECD/NEA Nuclear Energy iLibrary. Five out of the top 12 OECD reports consulted via Google Books were NEA publications. The top two for the NEA were *Projected Costs of Generating Electricity: 2005 Update* with 4 847 visits and 92 799 pages viewed, and *Uranium 2007: Resources, Production and Demand* with 2 933 and 58 618 pages viewed. All free reports published by the NEA are made available in pdf format on the NEA website.



NEA News is the Agency's specialised journal, published in English and French, which strives to keep NEA correspondents and other interested professionals abreast of significant findings and advances in the Agency's programme of work. 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 available free of charge on the Agency's website at www.nea.fr/html/pub.

Internet-based communication

The NEA website continues to play a crucial role in disseminating the work of the Agency. Website traffic increased during 2009, rising to an average of over 3 400 users per day. The areas that attracted the most visitors in order of magnitude were the Data Bank, nuclear science, nuclear safety, publications and radioactive waste management. The most accessed reports in the course of the year were *Penelope 2008 – A Code System for Monte Carlo Simulation of Electron and Photon Transport* (79 000 downloads); *Nuclear Energy Today* (39 000 downloads); *Improving Nuclear Regulation* (31 000 downloads); *Chernobyl: Assessment of Radiological and Health Impacts* (27 000 downloads); and *Nuclear Fuel Cycle Transition Scenario Studies* (25 000 downloads).

The number of individual subscriptions to the Agency's *Monthly News Bulletin* was greatly increased to over 20 000 subscribers by the end of the year. Distributed free of charge, the bulletin includes monthly updates on important NEA activities and newly released reports. A sign-up form is available at www.nea.fr/general/register.

Online interaction with NEA delegates continues to expand. Most NEA committees and their working groups use some form of electronic communication, such as dedicated download areas, e-mail discussion lists or online collaborative work spaces to support their work; many now use several.

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.

Considerable preparatory work was carried out to modernise the Agency's website. The new design with its improved structure is scheduled to be launched in March 2010. Your feedback on the look and performance of the website is always welcome.

NEA visibility in international fora

NEA information and publications stands were organised at seven international conferences in 2009. These included:

- International Ministerial Conference on Nuclear Energy in the 21st Century (April, Beijing, China);
- Fourth Information Exchange Meeting on the Nuclear Production of Hydrogen (April, Chicago, Illinois, USA);
- Japan Atomic Industrial Forum (JAIF) Annual Conference (April, Tokyo, Japan);
- OECD Forum 2009 (June, Paris, France);
- Global 2009 and Top Fuel 2009, including the Generation IV International Forum (GIF) Symposium (September, Paris, France);
- American Nuclear Society (ANS) Winter Meeting (November, Washington DC, USA);
- United Nations Framework Convention on Climate Change, 15th Conference of the Parties (December, Copenhagen, Denmark).

Some 4 000 reports were distributed in conjunction with these events. The NEA was also active in co-sponsoring a number of international conferences. Of particular note were the International Ministerial Conference on Nuclear Energy in the 21st Century held in April in China, the Sixth International Symposium on the Release of Radioactive Materials from Regulatory Requirements – Provisions for Exemption and Clearance held in September in Germany, the Conference on Faults and Top Seals – From Pore to Basin Scale held in September in France, the International Conference on Opportunities and Challenges for Water-cooled Reactors in the 21st Century held in October in Austria, and the International Conference on Fast Reactors and Related Fuel Cycles – Challenges and Opportunities held in December in Japan.



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