

First DA Communicators Meeting

The world must react
ITER is the reaction



Neil Calder, ITER DA
Communicators, Cadarache, April 10



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What I am going to say

- Strategic Communication Plan
- Graphics Standards
- ITER identity
- Web site
- What's next

Goal:

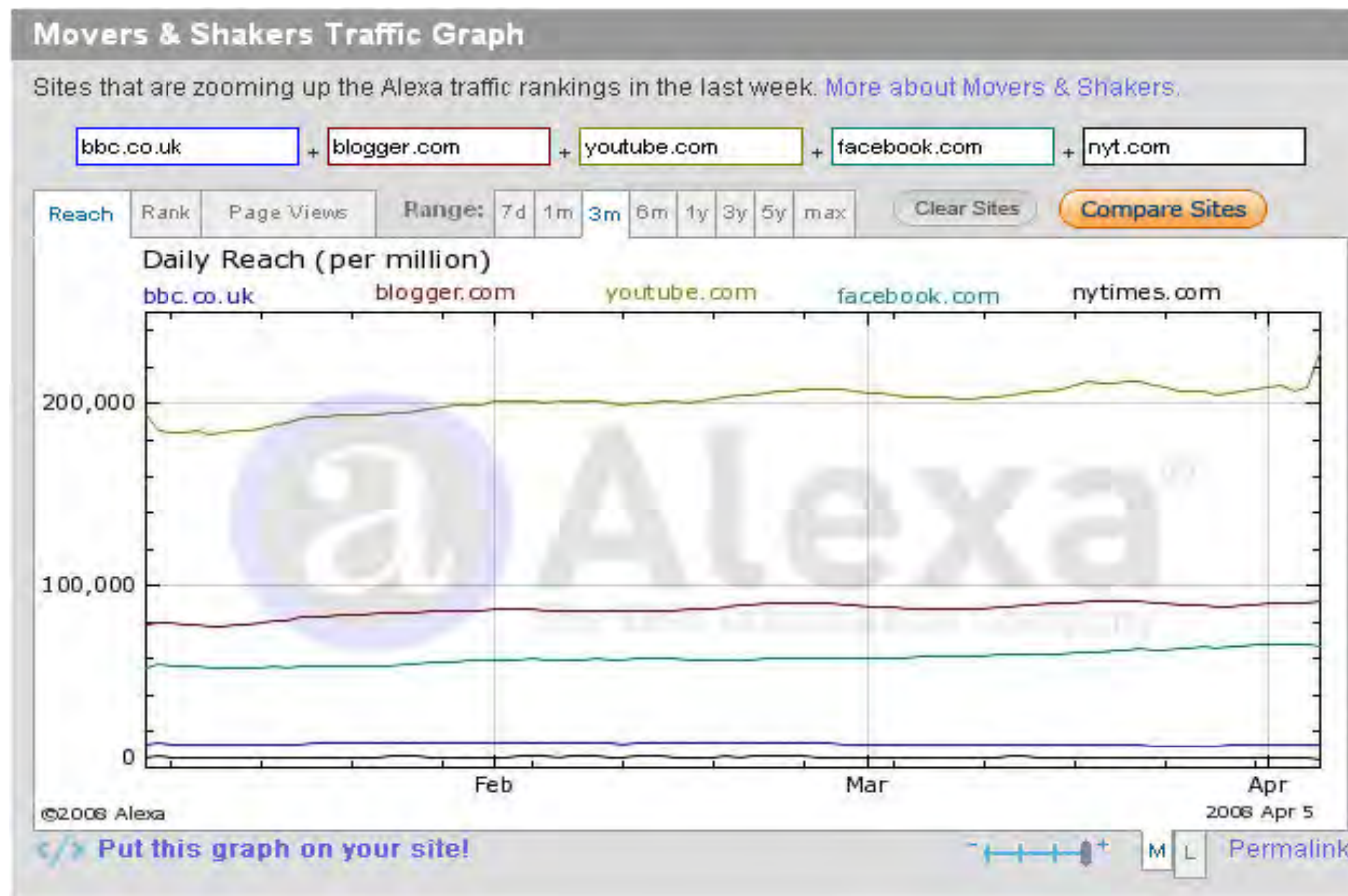
Guarantee the construction and operation of ITER with the best staff, strong funding, with optimum scope and schedule



Strategy:

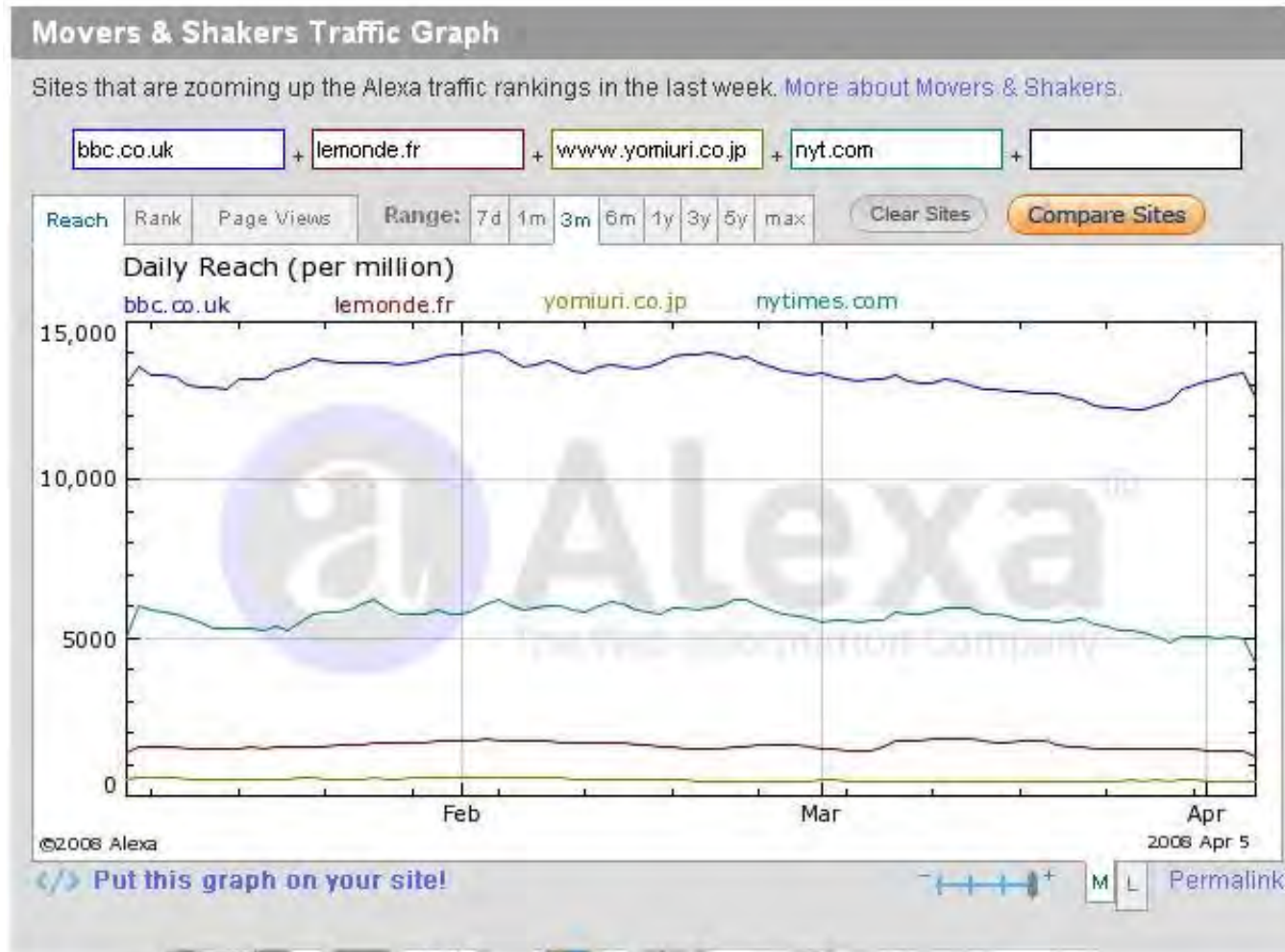
- Use Members' communication resources to amplify ITER communication.
- Implement consistent message worldwide
- ITER leads the world in use of rapidly evolving communication platforms and tools

New Media



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New media 2



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Audiences:

- Funding agencies
- ITER management
- Iter council
- Members
- Opinion leaders
- ITER staff
- Domestic agencies
- Other communicators
- Politicians
- Political representatives/ Lobbyists/ Civil services
- Fusion community
- Media
- Anti-nuclear groups
- Environmental groups
- Industry
- General public
- Scientists (Other science communities)
- IAEA
- Agence ITER France
- Mission ITER
- Local community
- Education (school to university) - many others

- ***Allies:***

- Domestic agencies
- Council representatives
- ITER management
- ITER staff
- Fusion communicators
- Local politicians
- Local authorities
- Neighbours
- AIF
- Mission ITER
- Articulate scientists

Messages:

- The greatest challenge for our civilization: global warming, climate change, energy production.
- The world must react, ITER is the reaction
- Global response to global challenge
- International collaboration
- New model
- Project of our time
- Driving technology in multiple fields
- Scientific excellence
- Management excellence
- ITER is safe
- Fuel abundant and cheap
- No proliferation
- Benefit to local area

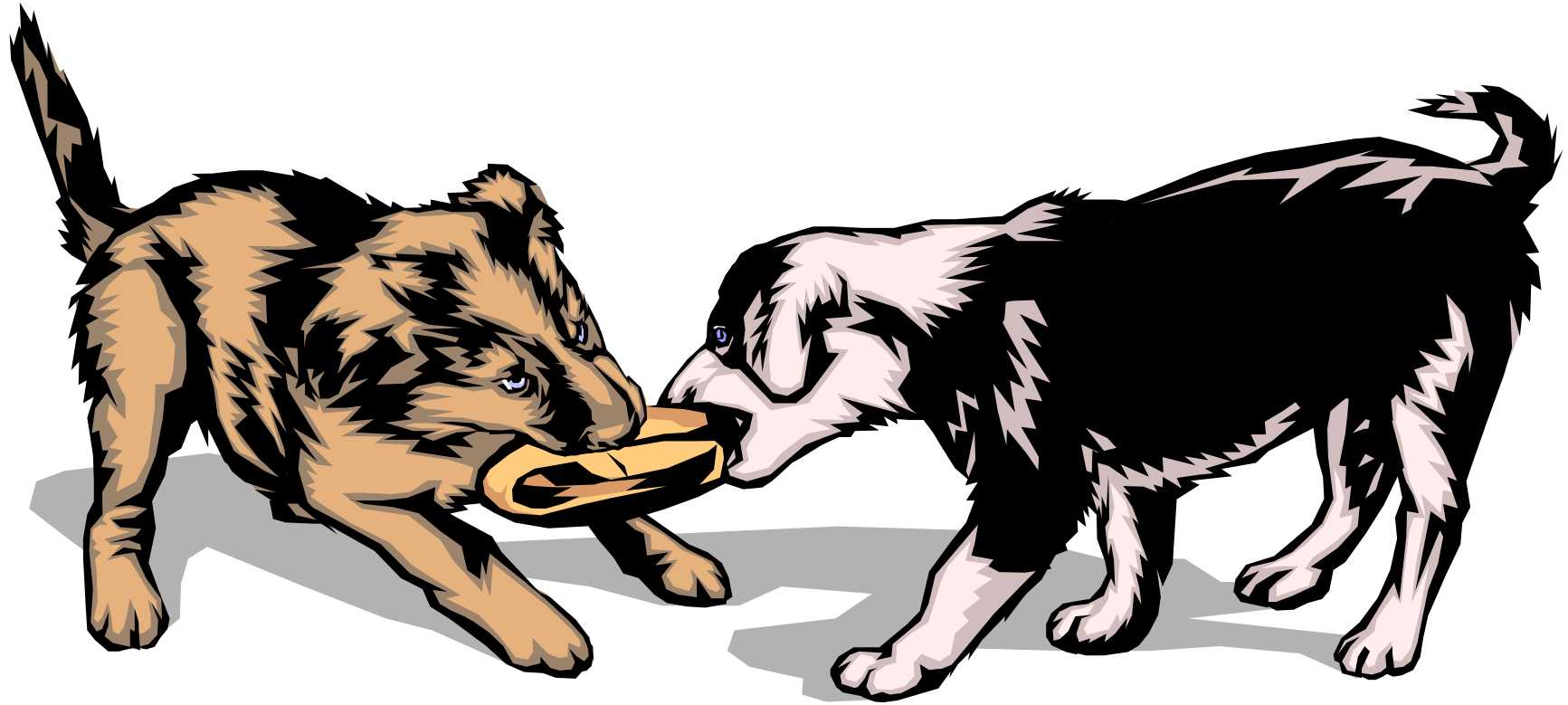
Tools

- Website
- HTML Newsletters/Newsline
- Senior staff visits
- E- Mails – All hands
- Public lectures
- Exhibitions
- Brochures
- Road shows
- You Tube
- Face Book
- Posters
- Speakers bureau

More tools

- Graphic standards manual
- Tours
- Animations
- Photos
- Videos
- Newsline
- SWAG
- T- shirts
- Open days
- Many more!

No Squabbling



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LOGO

- Only part of more important graphics standard
- the only mandate in the design of logos, it seems, is that they be distinctive, memorable, and clear.
- It is only by association with a successful product, a service, a business, or a laboratory that a logo takes on any real meaning.



Neil Calder, Senior Management
Meeting 1st March 2008



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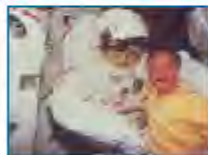
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Communications Meeting in Cadarache

April 10

- What works in your country?
- Press releases
- Consistent media response
- Photos
- Graphics
- Videos
- Copyrights
- Joint initiatives
- Press lists
- Publications

What is ITER?

- Vision Statement
- Mission Statement
- Core values

ITER Vision Statement

**To demonstrate the scientific and technological feasibility
of fusion as an environmentally responsible energy source.**

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Mission Statement

To build ITER and operate safely to produce significant fusion power.

Targets

The energy coming out of ITER will be 10 times greater than the energy going in. Input power 50 MW - output power 500 MW.

ITER will run for long pulses of up to 500 seconds.

ITER Core Values

Excellence: ITER seeks to achieve excellence in all its attempts. ITER will search for the best practices and highest standards of performance, against which to measure itself.

Safety: At ITER, the health and safety of people takes precedence over the attainment of other laboratory objectives. The safe way to do things is the best and most effective way in the long run. Each action must reflect this commitment.

Respectful Workplace: ITER views people as the organization's most important asset and commit to providing a work environment in which each individual can feel safe, secure and valued. People at ITER will treat each other with civility, dignity, and tolerance.

Communication: ITER will establish open and effective communication channels throughout the organization. Each staff member is responsible for speaking up; each staff member is responsible for listening.

Positive Problem Solving: ITER address difficult challenges or adverse conditions with a forward-looking, positive approach.

Measure Achievement: ITER management will communicate goals, objectives and tasks clearly so every employee knows what is expected of him/her and achievements can be measured.

Team Building



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Tours



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