

FROM IDEATION TO ACTION: YEAR-ONE OUTCOMES AND NEXT STEPS

How can EURAD-2 impact be maximised through improved dissemination and stronger links with external communities



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REVIEW OF ACTIONS – IMPACT SESSION

- **Gamification**

- Board games: card game to build a repository or cooperative game (type pandemic) where players adopt roles to collectively apply a strategy.

Comment: to reach a wider audience need to collaborate with existing publishers. Examples of games: Powergrid/ Daybreak

- Escape rooms: each player has a stakeholder role

- **Social media**

- Plan or policy
- Short pitch videos / infographics to make technical information understandable

Comment: requires high frequency and long-term commitment – someone to dedicate real time to it

- **Graphical approaches**

- Visualisation of nuclear waste: e.g. small containers showing the amount of waste left after powering X people for a year
- VR glasses: take public into restricted environments virtually
- Technical papers recaps: always provide a short overview in text and graphics + explainer videos for key concepts
- Cartoons
- Comics: collaborate with an existing comics series or create a new one, distributed at events or school visits

- **Events**

- Temporary art exhibition: mobile installation for events, possibly combined with WR or waste visualisations. Should include hands-on éléments, not just passive viewing.

OVERVIEW OF ACTIONS

- Balance effort – impact
- Assess feasibility
- Collaboration with the EURAD Young Generation
- First meeting scheduled after Annual Event





SHARE
KNOWLEDGE



DRIVE
IMPACT



SOCIAL MEDIA POLICY

Communicate responsibly.
Share knowledge. Build trust.
Strengthen impact.



BUILD TRUST



#EURAD2



-  Be accurate
-  Be respectful
-  Be inclusive
-  Be transparent



EURAD SOCIAL MEDIA POLICY



Content Guidelines & Prohibited Content

✓ ALL SOCIAL MEDIA CONTENT MUST

- Accurate, evidence-based and verifiable
- Aligned with EURAD-2 objectives and EU communication rules
- Acknowledge EU funding
- Respect intellectual property rights and confidentiality agreements
- Be inclusive, respectful and non-discriminatory

✗ PROHIBITED CONTENT

- Misleading or unverified information
- Political campaigning or endorsement
- Selling of services
- Offensive, discriminatory or defamatory language
- Confidential or sensitive project data
- Unauthorised use of logos, images or partner branding

Responsible • Accurate • Respectful • Compliant

RESPONDING TO ONLINE DISCUSSIONS

 **SOCIAL MEDIA POLICY**

- 

1 Do not respond directly to negative or provocative posts
- 

2 Forward concerns to secretariat@ejp-eurad.eu
- 

3 Keep responses factual, respectful and concise
- 

4 Avoid arguments, speculation and defensive language
- 

5 Move complex discussions to private channels when appropriate



USING PHOTOS AND VISUALS



PHOTO USE GUIDELINES

Use photos responsibly, respectfully and legally.



1



Obtain authorisation from identifiable individuals

Obtain authorisation from identifiable individuals before sharing photos.



2



Check backgrounds

for sensitive information (unintentional information sharing)
Review images carefully for sensitive or confidential information that may be visible in the background.



3



Avoid inappropriate content

Avoid images showing inappropriate situations (e.g. sharing photos that show alcohol consumption, parties).



4



Use approved image libraries whenever possible

Use approved image libraries whenever possible. ANDRA can support.



5



Do not use Google images without verifying rights

Do not use Google images without confirming usage rights and permissions.



AI Use & Confidentiality Guidelines

Use AI responsibly, transparently and securely

Is the AI Image Necessary?

Ask whether an AI-generated visual is needed and genuinely adds value.

Can the Image Be Misinterpreted?

Consider whether viewers could mistake it for a real event or photograph.

Clearly Label AI Content

Always indicate when visuals are created or enhanced using AI.

AI Is Not Evidence

Never present AI-generated content as project evidence or data.

Respect Rights & Agreements

Respect NDAs, copyright requirements and ownership rights.

Share Only Authorised Information

Never upload or disclose confidential or sensitive information.

✓ Transparent ✓ Responsible ✓ Confidential ✓ Compliant

Social Media Best Practices

Practical guidance for EURAD-2 participants

1.

**Follow EURAD-2
on Social Media**

2.

**Think before
posting: online
content is
permanent**

3.

**Use your own
authentic voice**

4.

**Share what
matters to you**

5.

**Focus on project
achievements,
impact and
results**

6.

**Use hashtags
carefully
(#Euratom) and
mention
@eurad-2**

7.

**Share valuable
feedback**

8.

**When in doubt,
contact the
Secretariat**

✓ Authentic ✓ Professional ✓ Respectful ✓ Impact-focused

Social Media Tips & Hashtag Guidance

Short & Clear

Use short and clear sentences

Add a Link

Add links to detailed material

Focus Content

Share achievements, activities, results, impact and relevance

vs. @

HASHTAGS

- Identify messages on a specific topic
- Categorize messages
- Only works for public posts
- Limit the number of hashtags

@ MENTIONS

- Includes another user or organisation
- Post appears in that profile feed
- Use @eurad-2 when relevant

Recommended: @eurad-2 | #Euratom