



Strategies for Outreach and Communication with Stakeholders

Virtual Africa Regional Event for Building an
Effective State Authority for Safeguards

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Why is Outreach and Communication Important?

- Stakeholders need to raise the awareness of **safeguards** commitments
- Stakeholders need to know how safeguards activities **apply** to their work
- State Authority may need to **collect** information from entities that it does not oversee or license
- State Authority may need to **coordinate** with other government agencies involved with the reporting
- Decision Makers want to be **assured** that the State Authority can meet safeguards regulations and fulfill safeguards obligations

What Are the Objectives of Outreach?

- Builds **cooperation** among decision makers by explaining the **benefits** of concluding a CSA and AP
- Explain what the **commitments** mean to the State – what needs to be done, by whom, by when?
- Establish **relationships** and **coordination** mechanisms for information sharing
- **Communicate** safeguards requirements to users of nuclear material and the government bodies that oversee them

Who Are the Target Audiences for Outreach Engagements?



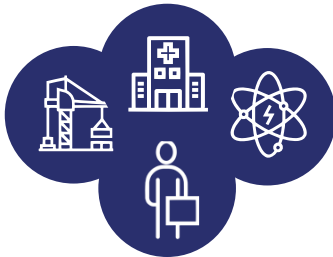
Policy/Decision Makers, Ministries (Foreign Affairs, Science/Technology, Mines/Natural Resources, Trade/Industry, Higher Education, Health)



Senior level management with oversight of reportable material or activities



Customs, Border Guards or other entities that may encounter nuclear material as part of their duties



Companies, organizations, industry/manufacturers, universities/research institutes, hospitals/medical centers, licensing/permit agencies

Outreach Activities: Raising the Awareness of Safeguards

- Briefing Policy and Decision Makers during national committee meetings
- Conducting seminars, workshops, virtual meetings with affected stakeholders
- Involving key stakeholders in safeguards implementation
- Inviting stakeholders to participate in regional meetings and seminars
- Creating a dedicated public website
- Participating in relevant technical and academic conferences to create awareness for safeguards implementation

Outreach Activities: Methods, Media, and Materials



In-person meetings, briefings, seminars, or workshops



Emails, phone calls, newsletters, virtual meetings, websites



Leverage existing relationships with other agencies (safety, security), colleagues from regional networks



Brochures, handouts, information fact sheets about what is needed and the State Authority person to contact with questions



Develop an outreach activities checklist and procedure to maintain the process.

What Information to Convey?

- Fundamentals of non-proliferation and IAEA safeguards
- State's contribution to global peace and security through implementation of its safeguards undertakings
- Relevant legal framework for safeguards (laws, decrees, regulations, licensing procedures)
- Basic safeguards responsibilities of the State Authority, including facilitating IAEA access
- Overview of safeguards reporting obligations
- State Authority contact details and website



The content and level of detail should be tailored to the particular audience.

Designing an Outreach Strategy

1. Establish **objectives** for outreach
2. Identify target **stakeholders** for engagement
3. Consider the **information** to convey
4. Decide on the appropriate **mode** of engagement
5. Develop outreach **materials**
6. Conduct the **outreach** activity
7. Establish a **point of contact**
8. Document the **process** and review what worked
9. Review, redesign, and **update** materials



Request feedback from participants as part of the review/evaluation process.



Benefits of Outreach and Communication

- **Promotes** national nonproliferation policies
- Supports national capacities in regulatory **oversight** of nuclear material and activities
- Increases awareness and public **confidence** of all nuclear-related activities
- Better **communication** and **coordination** with all stakeholders
- **Recognition** within the region that nuclear material and technologies are used for peaceful purposes

Summary

- Outreach is an important element for a State to successfully bring into force its safeguards agreement and protocols
- Outreach is key to implementing safeguards obligations
- There are several approaches to undertaking effective outreach programs targeting specific audiences
- Developing an outreach strategy can make the process consistent and complete
- Outreach ensures better communication, cooperation, and coordination with all stakeholders

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