

Kingdom of Morocco

Head the Gouvernement



رئيس الحكومة

Moroccan Agency for Nuclear and
Radiological Safety and Security



الوكالة المغربية للأمن والسلامة
في المجالين النووي والإشعاعي

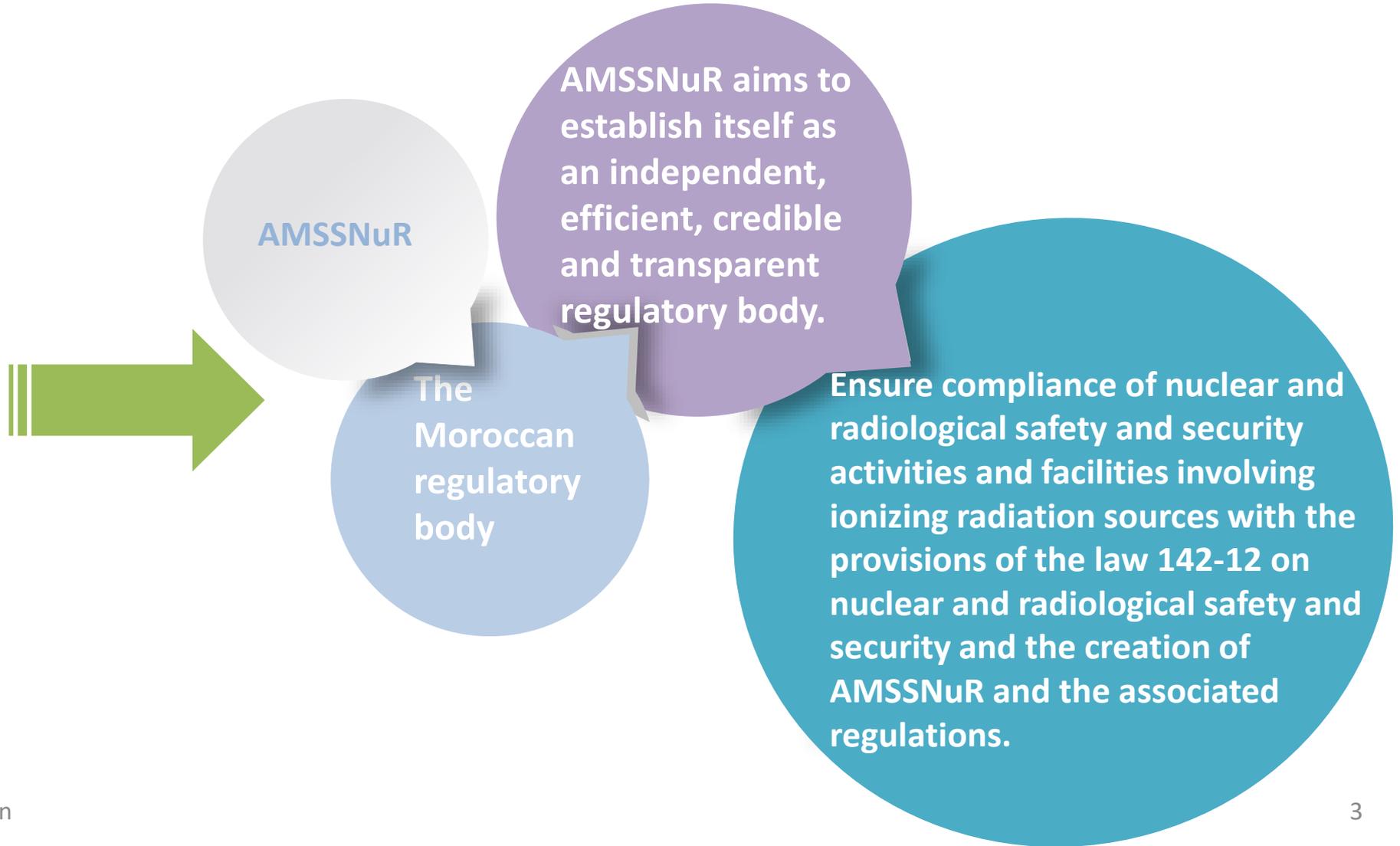
Information and communication on nuclear
and radiological safety and security

Marrakech, 4 october 2019

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Outline

- I. National legal and regulatory framework of information and communication;
- II. Moroccan experience in public communication;
- III. Communication and nuclear security;
- IV. Challenges and good practices in security communication;
- V. Conclusion.



National legal and regulatory framework of information and communication

Constitution (art.27)

“Citizens have the right to obtain information held by public administrations, government institutions, and public entities.”

Law n° 31-13 (art. 12)

Law on the right to access information

“Any institution or body concerned must designate one or more persons to be responsible for receiving requests for access to information, for studying and providing the information requested...”

Law n° 142-12 (art. 176)

Law on Nuclear and Radiological Safety & Security

“Public information on regulatory processes and safety aspects of licensed activities.”

Transparency and openness

Information and Communication Mechanisms

Public trust

SF1 | Principle 2

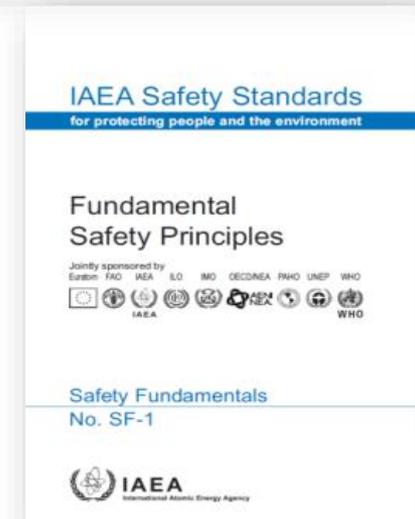
- The regulatory body *must set up appropriate means of informing and consult parties in the vicinity*, the public and other interested parties about the possible radiation risks, regulatory processes and decisions.

The Government

- Shall set out provision for the involvement of interested parties and for their input to decision making.

Regulatory bodies shall

- Promote the establishment of appropriate means of informing interested parties, establish a system that includes provision of information to interested parties, with exceptions allowed by national law and involve Interested Parties when appropriate.



Communication strategy

A long term framework of policies and arrangements for the regulatory body to inform and consult with interested parties.

A communication strategy helps you and your organization

to communicate effectively and meet organizational objectives,

to ensure openness and transparency



An effective communication is essential for gaining public trust and protecting regulatory body's credibility.

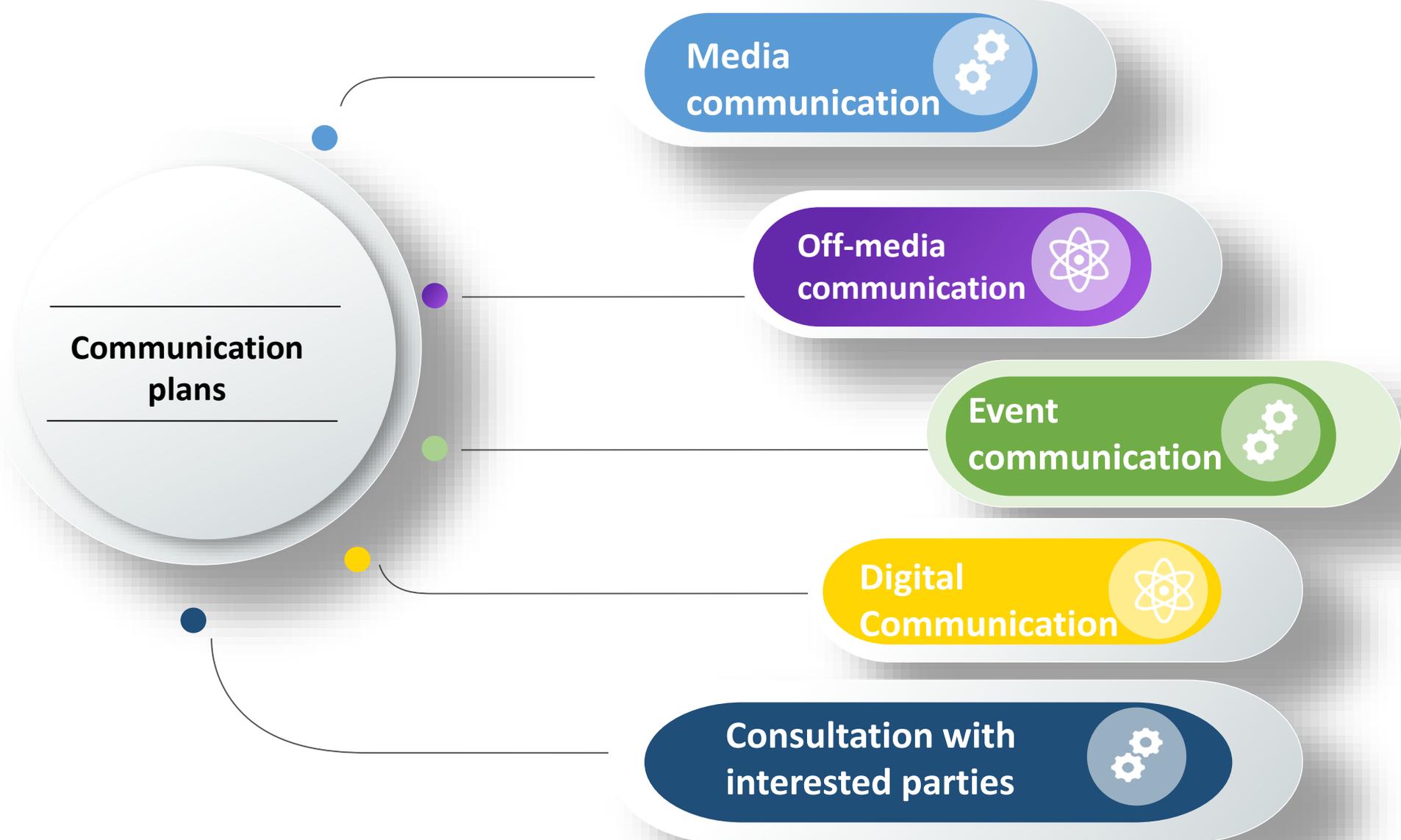
Communication Strategy should be integrated within the overall strategy of the regulatory body. [GSG-6 4.3]

Integration :

- Is necessary for ensuring coherence and consistency between your strategies and goals;
- Is effective for leading your organization.



Moroccan experience in public communication



Moroccan experience in public communication:

1. Media communication

Means the use of technologies that document specific events (audiotape, videotape, electronic transfer of information through computer programs) as a means of communicating information. Media communication includes channels of communication cover radio, broadcast television, and print media materials.

Communication tools

- Press releases;
- Institutional film;
- Brochures providing information on nuclear and radiological safety and security;
- Emailing;
- Interviews with media;
- Annual report;
- ...



Moroccan experience in public communication:

2. *Off-media communication*

Is considered to be the art of communicating with the public outside of traditional advertising spaces (radio, TV, press and billboards) without the commercial nature of the contact being noticed.

A direct approach where the organization reaches its target audiences.

Communication tools

- Participating in national and international forums and exhibitions;
- Public hearing;
- Meetings with stakeholders;
- ...



3. Event communication



The event communication has for objective to give another dimension to the organization, by bringing it out of its daily life and by developing relations with its target public, around their centers of interests. The event communication is especially characterized by the use of an event as a foundation of the communication.



Choosing the event the best adapted to the objectives and vision of the regulatory body, to its targets, and just like its products and services.



Communication tools

- Regional meeting with interested parties;
- Trainings for users and other stakeholders;
- ...

Moroccan experience in public communication:

4. *Digital communication*

Digital communication includes managing different forms of online the regulatory body presence such as the websites, mobile apps, and social media company pages. This is in conjunction with online communications techniques including the likes of search engine marketing, social media marketing, online advertising, e-mail and partnership arrangements with other websites.

Communication tools

- Creating, editing and updating of digital content;
- Community management;
- SEO;
- Web site and social media :
 - Facebook, Twitter; LinkedIn; Instagram; YouTube.



Moroccan experience in public communication:

5. Consultation with interested parties



The process through which the regulatory body seeks or, in accordance with the national legal framework, has to seek the views of interested parties on regulatory matters that affect the decision making process, that affect interested parties directly or in which they have a significant interest.



Recommendations

- Creation of the National Committee for the upgrading of the regulatory framework;
- The Committee for the upgrading of the Regulatory Framework composed of 34 representatives of ministerial sectors and institutions operating or involved in the nuclear and radiological fields;
- The process of upgrading the regulatory framework : a participatory and transparent approach.



Communication and nuclear security



- In order to be transparent and open:
 - The regulatory body should be proactive and make the information easily accessible and understandable by interested parties.
 - Interested parties should be involved as early as possible in a decision making process instead of being informed late in the process.
- Challenge to implement this concept:
 - Natural tension between the aim of achieving transparency and openness.
 - Legally required restrictions in disclosure of information.

The regulatory body is committed to ensuring a high level of transparency and openness through proactive communication and dialogue with the public.

- The regulatory body should:
 - Demonstrate a willingness to listen and respond to concerns, to enable genuine participation of the public in the regulatory decision making processes;
 - Underlie the regulatory body's strategy for communication and consultation, so that trust in its independence, competence, integrity and impartiality can be established.

'Transparency' for managing confidential information, based on legal criteria, contributes to the recognition of the regulatory body's professionalism.

Challenges and good practices in security communication

Challenges

Public awareness limited;
Informing the public adequately in any situation necessary;
Language barriers;
Difficulties in development of single training material for education and awareness creation;
Timely reaction depending on case/emergency;
Identify the level of knowledge and fear of the population to use correct arguments;
Using of safety and secure protocols for data transmission;
gathering and providing information and building trust and credibility;
Limited resources.



Legally required restrictions in disclosure of information.

Challenges and good practices in security communication

Good practices

Development of a communication strategy;
Education and training efforts;
Creating and sending an effective message : using plain language and audience targeted;
Communication planning, routine, preparedness, response, recovery, communication;
Work on the image (vision, mission, media cooperation);
Stakeholders involvement;
Exhibitions;
Maintain transparency and openness with respect of confidentiality.



Maintain transparency and openness with respect of confidentiality.

Conclusion

- An effective communication is essential for gaining public trust and protecting regulatory body's credibility;
- Strategy helps to develop long-term and/or overall goals for communication;
- Transparency and openness are important to provide evidence that the regulatory body act in order to enhance safety and protect citizens.

Thank you for your attention



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