

Information Programme

Mission

The main goal of the NEA in the area of information and communication is:

- to provide Member governments and other interested parties with information resulting from the activities of the NEA, and
- to enhance awareness and understanding of the scientific, technical and economic aspects of the nuclear option, as well as awareness of the NEA itself.

Highlights

- A total of 75 publications were produced in 2000 covering the full range of NEA activities.
- A first series of improvements was made to the NEA website, with a major upgrade planned for 2001.
- NEA information and publications stands were organised at six major international conferences.
- The NEA co-sponsored 18 international conferences during 2000.

The *NEA Newsletter* was renamed *NEA News* in order to better reflect the type of publication and its content. The change of name was accompanied by a fresh new design for the cover and inside pages.



Publications

The Agency produced 75 publications in 2000, of which 43 were on sale and 32 were distributed free of charge. The list of these publications is provided on page 32. Best sellers included *Radiological Impacts of Spent Nuclear Fuel Management Options*, *Reform of Civil Nuclear Liability* and *Uranium 1999: Resources, Production and Demand*. In addition to standard distribution, over 700 requests for free publications were received (primarily via e-mail), involving the shipment of more than 1 300 reports.



A database-driven photo library containing over 1 800 images was made available to staff via the Intranet in order to help in the preparation of Agency publications and articles for *NEA News*. Contributions to the photo library from outside sources – including nuclear power plants, fuel cycle facilities and information centres – are welcome.

Improvements to the publications programme database were defined in 2000, and will be implemented in 2001. It is hoped that these changes will help speed up the publications process, and thus provide valuable information to Member country experts more quickly.





Internet communication

More and more people are visiting the Agency's website, and spending more time once they are there. The number of visitors to the website rose steadily throughout the year, from 37 000/month in January to 55 000/month in December. Individual page viewings rose from 137 000 in January to 228 000 in December. *Chernobyl – Ten Years On: Radiological and Health Impact* (OECD/NEA, 1996) continued to be the most highly accessed report, followed by "What's New" (the NEA online bulletin) and Nuclear Data Services. By the end of the year, over 2 000 reports were available in full.

Two main improvements were made in terms of Internet communication. In follow-up to the international marketing survey carried out in 1999, a new section for "NEA Policy Papers" was created on the Agency's website. The material in this section is designed to cater to the needs of policy makers who require concise summaries of the Agency's technical and scientific work. The other improvement concerned the modernisation of the Agency's monthly electronic bulletin, which provides updates of the Agency's work to a mailing list of over 4 000 subscribers. Subscriptions are free of charge and can be made at www.nea.fr/html/signon.html. A progressive update of the entire site's contents will be carried out during 2001, culminating in the implementation of a new graphical interface by the end of the year.

The Agency also participated in the launch of two new OECD products, SourceOECD and OECD direct, and the re-launch of the OECD online bookshop. www.sourceoecd.org is the Organisation's new online publications portal containing the full text of all OECD books on sale that have been published since January 1998. All NEA committee members are entitled to free access to this service. (The "Delegates' Area" located at www.nea.fr continues to serve NEA committee members with official reports and meeting documents.) OECDdirect is a free e-mail alerting service offering a choice of 29 thematic areas, including nuclear energy. The OECD online bookshop introduced two innovative features during 2000: *Browse_it* and *Buy_it-Read_it*. *Browse_it* is a service whereby visitors to www.oecd.org/bookshop/ can scroll through the pages of the book on screen before buying it. *Buy_it-Read_it* goes one step further, allowing online purchasers to download immediately a pdf file of all books they order.

International co-operation

NEA information and publications stands were organised at six major international conferences:

- DISTEC 2000, International Conference on Radioactive Waste Disposal, Berlin, Germany, 4-6 September;
- SAFEWASTE 2000, Montpellier, France, 2-4 October;
- Monte Carlo 2000, Lisbon, Portugal, 23-26 October;
- 12th Pacific Basin Nuclear Conference (PBNC), Seoul, Korea, 29 October-2 November;
- American Nuclear Society "Winter Meeting", Washington DC, USA, 12-16 November;
- Investing in Trust: Nuclear Regulators and the Public, Paris, France, 29 November-1 December.

The NEA presence at these conferences allowed the Agency to inform its usual "clients" of the latest developments in the programme of work and publications. It also provided a means to reach out to new audiences, including academics and national experts not yet familiar with the networks and information available at the international level.

Co-sponsorship of 18 international conferences was organised in 2000. Some of the events at which the NEA made significant contributions included DISTEC 2000, Monte Carlo 2000 and the International ISOE ALARA Symposium held in Tarragona, Spain on 4-7 April.

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