

Communication Charter

The Belgian Nuclear Society (BNS) promotes the advancement of science and engineering related to peaceful applications of nuclear technology.

As stated in the Bylaws of BNS, the activities of the society are aimed to contribute to the achievement of the following goals:

- Encourage the development of closer professional and personal relationships among members;
- Disseminate objective information that contributes to the public's understanding of the peaceful uses of nuclear energy;
- Collaborate with other scientific and professional organizations with a similar goal, as well as with Belgian educational and research institutions.

The purpose of this Communication Charter is to establish guidelines and principles for effective communication regarding nuclear technology by the BNS. This charter aims to ensure transparency, accuracy, and responsible dissemination of information to stakeholders and the public.

This Communication Charter was endorsed by each member of the Executive Committee in February 2025.

Type of communications

Pillar 1: BNS content **creation**

- Create content (article, position papers, events) in reaction or in anticipation of important news or events in nuclear field e.g. LTO (Long Term Operation), nuclear summits...
- That content is published both on BNS website and on LinkedIn page
- Once every 1 to 3 months

Pillar 2: **advertising** BNS events/visits

- Monthly post related to the evening lectures
- Posts related to Young Generation (YG) visits, events...
- Those ads are published both on BNS website and on LinkedIn page

Pillar 3: **resharing** posts and **reacting** to posts

- Sharing posts of relative or sisters societies e.g. ENS, IYNC, ENEN, nucleareurope or activity related associations (BNF, BVS/ABR,...), for instance related to nuclear events
- Usually, BNS is not reacting to posts that do not give an objective view except if so decided by the Executive Committee
- Timing: opportunistic
- That information is only published on LinkedIn page

Roles and Responsibilities

1. Content creation

The content creators (any BNS member) shall communicate information in accordance with the principles outlined in this charter. The checklist in the annex can be used to verify for each communication if it corresponds to the values of the BNS.

2. Review and approval guideline

The content of each Pillar 1 communication shall be reviewed by 1 or 2 experts in the matter and approved by the Chairman and/or the Vice Chairman of the Executive Committee, not involved or directly concerned by the content, who are checking compliance with the principles of the communication charter and consistency with BNS Bylaws. The duration of the review and approval process shall be minimized and will never exceed 5 working days.

For Pillars 2 and 3, communication shall be prepared by 2 people, without the need for a strict approval (except for reaction to posts) to avoid losing dynamics.

Principles

Each type of communication should adhere to the following principles:

1. Transparency

All communications transparent and unbiased, providing clear and accurate information to stakeholders. This includes, acknowledging uncertainties and risks, and limitations associated with nuclear technology, while also highlighting its benefits.

2. Accuracy

Communications must be based on facts, reliable scientific data, research, and verified information from credible sources. All communications should avoid sensationalism or exaggeration. When needed a communication can be drafted with multiple people of the core group in order to incorporate diverse perspectives.

3. Accessibility

For each communication it is important that the content is tailored to the target audience. The content should be made accessible, in understandable language and free from technical jargon whenever the target audience is the public. The communications should be tailored to the various used communication channels and media.

4. Engagement

The communication should encourage dialogue, feedback, and participation from stakeholders, communities, and relevant organizations in discussions about nuclear technology. The goal of the communications is not to orient a discussion into a set discourse.

5. Coherency with BNS Bylaws

Discussions surrounding nuclear topics often evoke strong opinions, both politically and socially. It's essential for the communications undertaken by BNS to maintain a scientific stance in coherency with BNS Bylaws. This principle could lead to a decision by ExCom if needed.

Checklist for Communication

Before disseminating information related to nuclear technology, ensure the following steps are completed.

Description	OK	NOK	NA
Does the post/communication contributes to BNS goals			
Transparency			
Are the used references cited?			
If there are uncertainties, are they acknowledged?			
If there are risks, are they acknowledged?			
Accuracy			
Are the used references from a reliable source?			
Is sensationalism or exaggeration avoided in the communication?			
Accessibility			
Is the communication tailored to the target audience?			
Is the communication accessible and understandable?			
Is the communication launched at the correct media?			
Engagement			
Does the communication encourage constructive dialogue?			
Is there any form of bias included in the communication?			
Consistency with bylaws			
Does the communication copes with BNS Bylaws ?			

Distribution

Current Communication Charter is published on BNS website and will be introduced at the General Assembly.