

**RCARO Workshop on Enhancing Strategic Goals of RCARO**  
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# **Promotional Activities of RCARO**



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4. Participation to Int'l Events

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# I. Background

## ◆ Roles and Responsibilities of RCARO

- According to the RCA Guidelines and Operating Rules, RCA Regional Office (RCARO) was established to **increase RCA Visibility and Viability** through the specific roles and responsibilities as follows;
  - Promote the peaceful use of nuclear technology to assist in addressing regional and national needs
  - Provide enhanced visibility for RCA at regional and national forums
  - Provide Member States with reference to the RCA archived records on the projects, meeting proceedings, guidelines and procedures for undertaking RCA activities as a repository of knowledge on the RCA programme



# II. RCA Promotional Activities

## 1. Publication of RCA Success Stories and RCA Brochures

- Promoting RCA and its activities through publication of RCA Success Stories and RCA Brochures

## 2. Establishment of RCA Database and Operation of the RCA Website

- Providing comprehensive RCA data which allows sharing and exchanging information amongst stakeholders and end-users

## 3. Updating the RCA Promotional Video

- Providing updated RCA Promotional Video for MSs

## 4. Participation to Int'l Events

- Presentations and exhibitions of RCA activities to audiences



# 1. Publication of RCA Success Stories and RCA brochures

## ◆ Publication of RCA Success Stories

### 1) Background

- Since 2007, RCARO has published RCA Success Stories;
  - to promote the application of outcomes of RCA projects
  - to seek partnerships with other international organisations
  - to encourage policy making organs to understand about RCA and its activities

### 2) Status

- RCARO has published total of 18 success stories throughout 5 batches; 3 leaflets for agriculture, 5 leaflets and 2 booklet for environment, 2 leaflets and 1 booklet for health, 3 leaflets for industry and 3 leaflets for energy ([www.rcaro.org](http://www.rcaro.org))



# 1. Publication of RCA Success Stories and RCA brochures

## 2) Status-cont'd

1 <sup>st</sup> Batch (2007)	2 <sup>nd</sup> Batch (2009)	3 <sup>rd</sup> Batch (2010)	4 <sup>th</sup> Batch (2011)	5 <sup>th</sup> Batch (2012)
<p><b><u>5 Stories Published</u></b></p> <ul style="list-style-type: none"> <li>• Plant Breeding</li> <li>• Marine Pollution Prevention</li> <li>• Geothermal Exploration</li> <li>• NDT</li> </ul>	<p><b><u>4 Stories Published</u></b></p> <ul style="list-style-type: none"> <li>• Drinking Water</li> <li>• Air Pollution</li> <li>• Tissue Banking</li> <li>• Distance Assisted Training</li> <li>• Advanced Materials</li> </ul>	<p><b><u>4 Stories Published</u></b></p> <ul style="list-style-type: none"> <li>• Energy Analysis &amp; Planning</li> <li>• Livestock Productivity</li> <li>• Land Degradation Combating</li> <li>• RI in Petrochemical Industry</li> </ul>	<p><b><u>2 Stories Published</u></b></p> <ul style="list-style-type: none"> <li>• Mitigating Costal Impact of tsunami</li> <li>• Improving Quality of RI</li> </ul>	<p><b><u>2 Stories Published</u></b></p> <ul style="list-style-type: none"> <li>• Benchmark study on marine impact</li> <li>• Food Irradiation</li> <li>• Radiation Protection</li> </ul>
				

(Published RCA Success Stories)



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# 1. Publication of RCA Success Stories and RCA brochures

## 2) Achievements

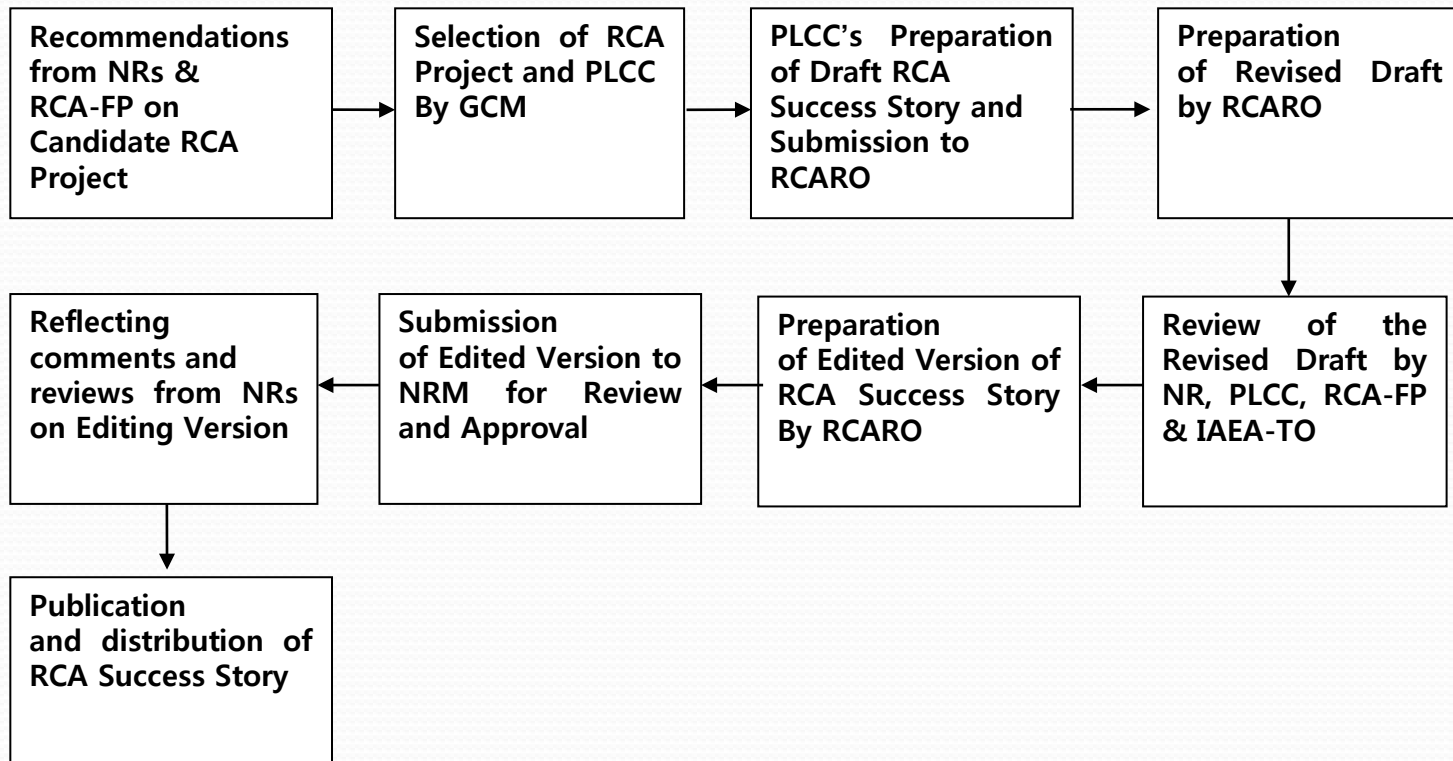
- The published success stories were distributed to MSs, related experts, and stakeholders at int'l meetings where RCARO participated and very useful to promote RCA and its activities to audiences
- The RCA Success Stories are also used as reference for policy makers to secure budget in MSs e.g.) AUL, ROK



# 1. Publication of RCA Success Stories and RCA brochures

## 2) Achievements-cont'd

- RCA Success Stories were published according to the publication mechanism as below;





# 1. Publication of RCA Success Stories and RCA brochures

## 3) Limitations to be considered

- **Lack of dissemination and application of introduced technology**
  - After distribution, there were rare feedback or contact from experts or end-users regarding RCA or RCA Project for further cooperation on the application of the introduced technology
  
- **Difficulties in developing partnership**
  - Difficulties in finding a suitable RCA project that matches with goals of int'l organisations
  - There is a need to expand the utilisation of RCA Success Stories to promote RCA and to seek donor funding, rather than just distributing them to RCA communities and at the int'l meetings where RCARO participates



# 1. Publication of RCA Success Stories and RCA brochures

## 3) Limitations to be considered-cont'd

### ➤ Difficulties in drafting

- Difficulties in receiving drafts from LCCs
- Difficulties in verification of outcomes of the projects
- There were some projects in short of qualitative context and outcomes
- Extra work for LCCs to make a draft after completion of the project
- Although a guideline is provided, it can be difficult for LCCs to write technical context understandable to the public



# 1. Publication of RCA Success Stories and RCA brochures

## 4) Future Direction

- **Review effectiveness of RCA Success Stories on promoting RCA**
  - Conducting a survey to end-users and policy makers for their feedback and evaluation of RCA Success Stories
- **Promoting dissemination and application of introduced technology**
  - Visit end-users with LCCs to promote dissemination and actual application of the introduced nuclear technology
- **Promoting partnership development**
  - Make contact to other int'l organisations presenting RCA Success Stories for discussion on possible partnership
- **Need a plan for future RCA Success Story publication**
  - The publication of the 5<sup>th</sup> batch from '09-'11 cycle is completed this year



# 1. Publication of RCA Success Stories and RCA brochures

## 4) Future Direction-cont'd

- **Ensuring LCCs support in publication of RCA Success Stories**
  - Including of RCA Success Story drafting in LCCs' responsibilities in addition to submission of final report as a mandate
  - Reflecting LCCs' advice on their agreement with publication of projects after receiving NRs' recommendation
  - NRs' direct contact to LCCs for drafting
  
- **Consideration of having an expert in charge of making RCA Success Story**

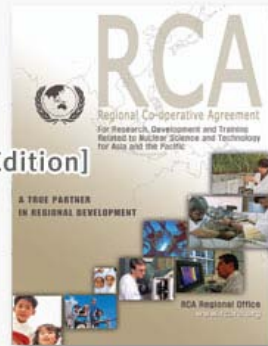


# 1. Publication of RCA Success Stories and RCA brochures

## ◆ Publication of RCA Brochures

- RCARO has published RCA brochures elaborating RCA and its activities throughout 4 batches; in 2003, 2004, 2007 and 2010
- Published RCA brochures have been distributed to MSs, and regional/int'l meetings where RCARO participated
- Files of the RCA brochures are available at the RCA website for downloading ([www.rcaro.org](http://www.rcaro.org))

[RCARO Brochure\_2007 Edition]



[RCARO Brochure\_2010 Edition]



# 2. Establishment of RCA database and Operation of RCA Website

## 1) Background

- RCARO incorporated a Members Only Homepage (MAL) and established RCA database (MOH+IAEA+RCARO data)
- RCARO redesigned the RCA Website more user-friendly and created special corners where MSs can interact and exchange information. The renewed RCA website was launched in July 2011



## 2. Establishment of RCA database and Operation of RCA Website

### 2) Achievements

#### ➤ Establishment of RCA Database (MOH+IAEA+RCARO data)

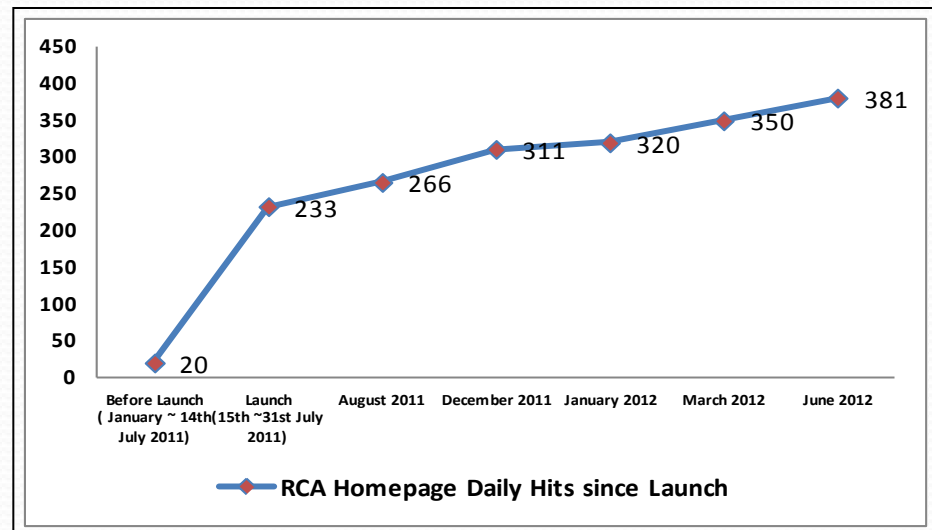
- RCARO established a comprehensive RCA database on MSs, policy meetings (NRM, GCM), RAS projects and News. It contributes significantly to the RCA knowledge preservation

#### ➤ Continuous provision of new RCA Data

- RCARO continuously provides new RCA data on policy meetings (NRM, GCM), RAS projects and News for MSs

#### ➤ Increased utilisation of RCA website

- Since its launch, daily hit of RCA website has been drastically increased up to 381 as of June 2012





## 2. Establishment of RCA database and Operation of RCA Website

### 2) Achievements-cont'd

- **Promoting Information Exchange amongst MSs**
  - File upload/download menu, Member States News, Users Opinion
- **Publication of RCA Activities to public**
  - RCA Promotional Video, RCA Success Story, photos, etc.





## 2. Establishment of RCA database and Operation of RCA Website

### 3) Future Direction

- **Active utilisation of the RCA homepage is a very positive result**
- **Cooperation of MSs and end-users is required to maximise the use of special corners; Member States News, File upload/download, Users Opinion**
- **Continuous update of RCA data and ‘end-user database’**
- **RCARO’s timely provision of RCA information on MSs, IAEA, RCA activities**



# 3. Updating RCA Promotional Video

## 1) Background

- RCARO produced the RCA Promotional Video for more effective promotion of RCA in cooperation with NRs and experts in 2011 (running time: about 10 minutes)



(Capture of RCA Promotional Video)



**RCA Regional Office**

# 3. Updating RCA Promotional Video

## 2) Achievements

### ➤ Provision and continuous update of the RCA Promotional Video

- RCARO produced a separate version of video; one excluding some interviews and pictures of NRs considering replacement and another version including Nepal for possibility of joining the RCA
- RCARO continuously updates the RCA Promotional video and it is uploaded on the RCA homepage ([www.rcaro.org](http://www.rcaro.org))

### ➤ Effective promotional tool for RCA

- The RCA Promotional Video has been provided to MSs for their promotional activities
- RCARO demonstrated the RCA promotional video at the int'l events and it drew much attention from audiences and was recognised as a **very effective promotional tool** for RCA



# 3. Updating RCA Promotional Video

## 3) Future Direction

- **Continuous update of the RCA Promotional Video**
- **Consideration on means to promote its uses in MSs**
  - Means to maximise its use at the national level
- **Consideration on means to include more MSs in the video**
  - There were limitations for including all RCA MSs in the video



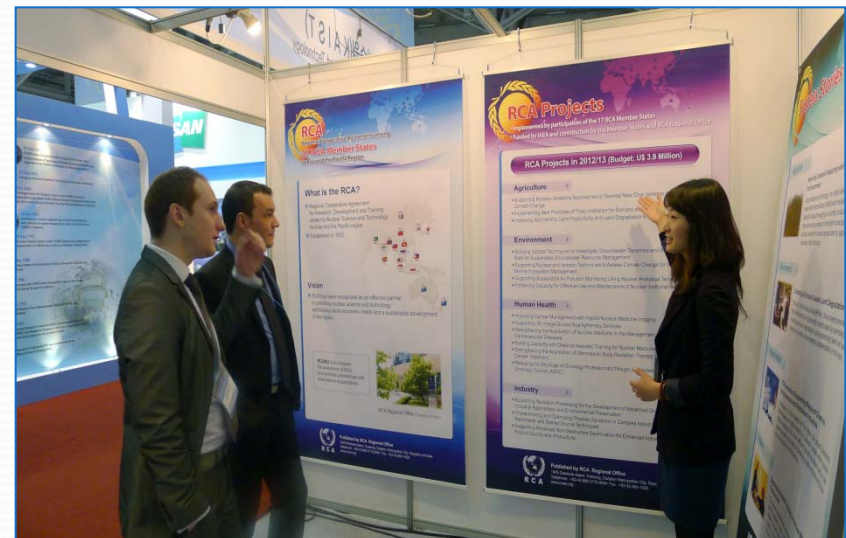
# 4. Participation to International Events

## 1) Background

- RCARO has participated in regional/int'l conferences related to nuclear science and technology to enhance the awareness of RCA

## 2) Achievements

- RCARO has participated in 3-4 regional/int'l conferences per year
- RCARO presented RCA through panel exhibition, delivering a presentation during plenary session, demonstration of RCA Promotional Video, distribution of RCA Success Stories and simple souvenirs



# 4. Participation to International Events

## 3) Limitation to be considered

### ➤ **Low awareness of RCA in other regions**

- RCA has existing recognition within its region, but there was lack of awareness in other regions

### ➤ **Limited promotion on technical activities of RCA**

- Besides the successful promotion of RCA activities for public, there were limitations in promoting technological context of the RCA projects for experts

## 4) Future Direction

### ➤ **RCARO's further exhibition and presentation of RCA focusing on the goal and context for developing partnership with int'l organisations**

### ➤ **Consideration on means to expand and support RCA experts' promotional activities at regional/int'l conferences**





**Thank you for your attention.**

