

Webinar Series on **Stakeholder Involvement** related to **Nuclear Power**



#8



Design & Tools for Engagement

Inspiring Audiences through Visuals, Games and More



#8 Design & Tools for Engagement

Inspiring Audiences through Visuals, Games and More



- #1 Basics of Stakeholder Involvement
- #2 Public Surveys
- #3 Public Information Centres
- #4 Social Media
- #5 Messaging, Storytelling, Plain Language
- #6 Media Relations
- #7 Crisis, Risk & Emergency Communication



Lisa Berthelot
Stakeholder Involvement Officer
IAEA Division of Nuclear Power

www.iaea.org/si-webinars



#8 Design & Tools for Engagement

Inspiring Audiences through Visuals, Games and More



Learning Objectives

The objectives of this webinar are to:

- Recognize the importance of powerful visual communication tools
- Understand the different visual and tactile medium that can be used to engage effectively with audiences
- Develop ideas on how to integrate new designs and tools into NPP stakeholder engagement programmes



#8 Design & Tools for Engagement

Inspiring Audiences through Visuals, Games and More



IAEA

Today's Speakers



Laura Escribano



Alicia López



Janice Lindegard



An Coppens

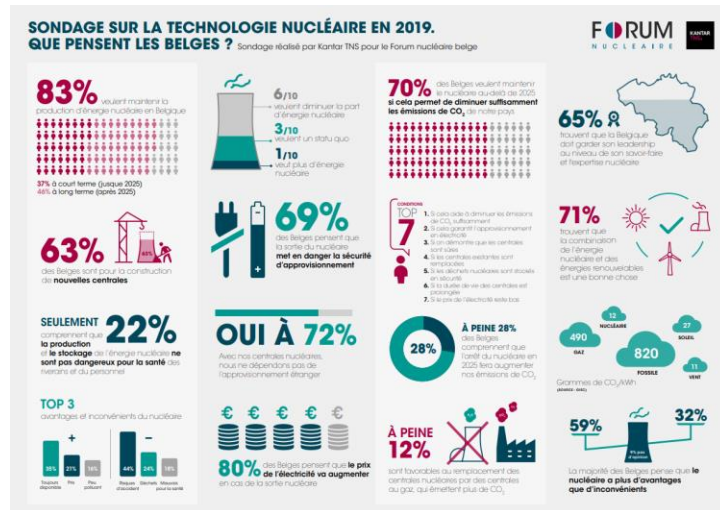
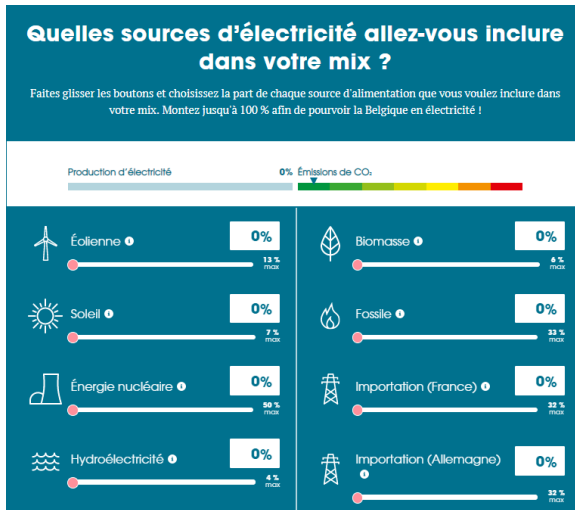


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• Different types of communication



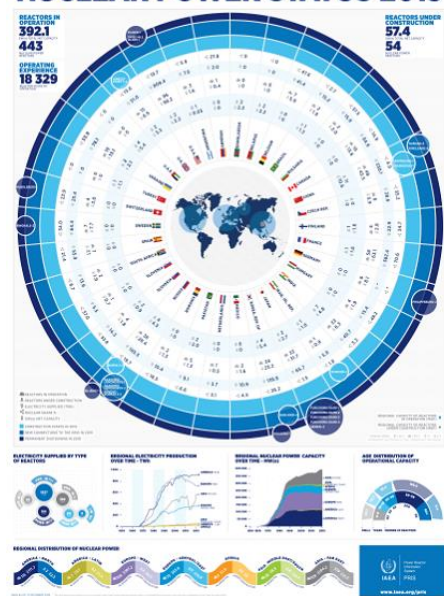


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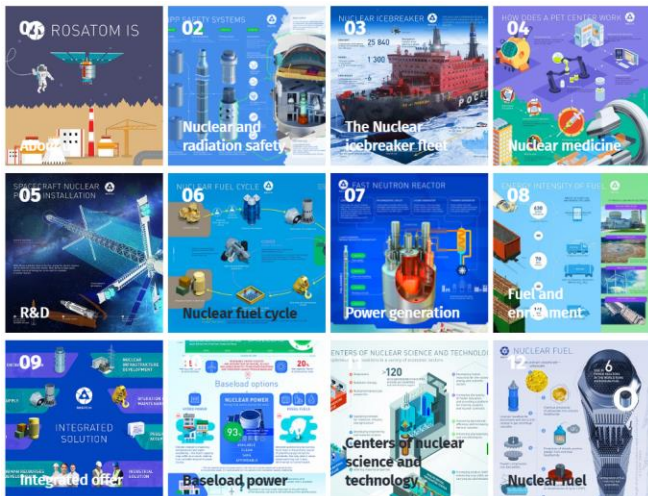
NUCLEAR POWER STATUS 2019



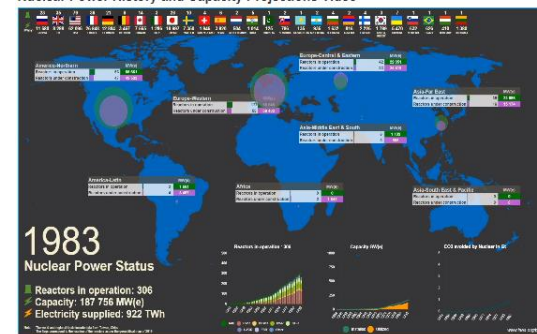
Create your Future Me

Use your creativity to design an avatar of your future self in your dream career. Will you be a robotics engineer, architect or software programmer? The choice of STEM careers is unlimited! Share your avatar to help pass on the inspiration.

[Build my Future Me](#)



Nuclear Power History and Capacity Projections Video





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Let's interact



Where do you work?

- Government
- Regulator
- Operator
- NEPIO: Nuclear Energy Programme Implementing Organization
- Technical Support Organization
- NGO
- Academia
- Research Institution
- International Organization
- Media
- Private Sector-non-nuclear
- Nuclear Advocate/Independent Advocate
- Other
- I prefer not to say



#8 Design & Tools for Engagement

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Today's Speakers

Laura Escribano



- Director of Communication Department at Foro Nuclear, the Spanish Nuclear Industry Forum in Madrid, Spain
- Responsible for online and offline communication strategy, organization of events, conferences and presentation of publications, press relations and trips to nuclear sites with journalists
- Bachelor's Degree in journalism at the University of Navarra and Specialization Course in Corporate and Institutional Communication at the Complutense University of Madrid
- Over sixteen years of experience in corporate communication
- Receives ongoing training on social networks, protocol, event organization, spokesperson courses, crisis communication, lobbying...

Alicia López



- Communications technician at Foro Nuclear
- Responsible for translating and updating the Association's English website and other documentation, graphic design, creation of infographics, graphic and video content for social networks
- Dispatches documentation to website readers and people interested in the Association's publications
- Experience in nuclear communication and graphic design for the past 7 years, previously secretary to the President of the Association, with responsibilities involving administration, corporate relations and agenda management
- Bachelor's Degree in English Literature at the University of Guelph, Canada
- Several courses and specializations in graphic design and translation



Design & Tools for Engagement: Infographics

Laura Escribano Úcar & Alicia López Alonso
Communication department

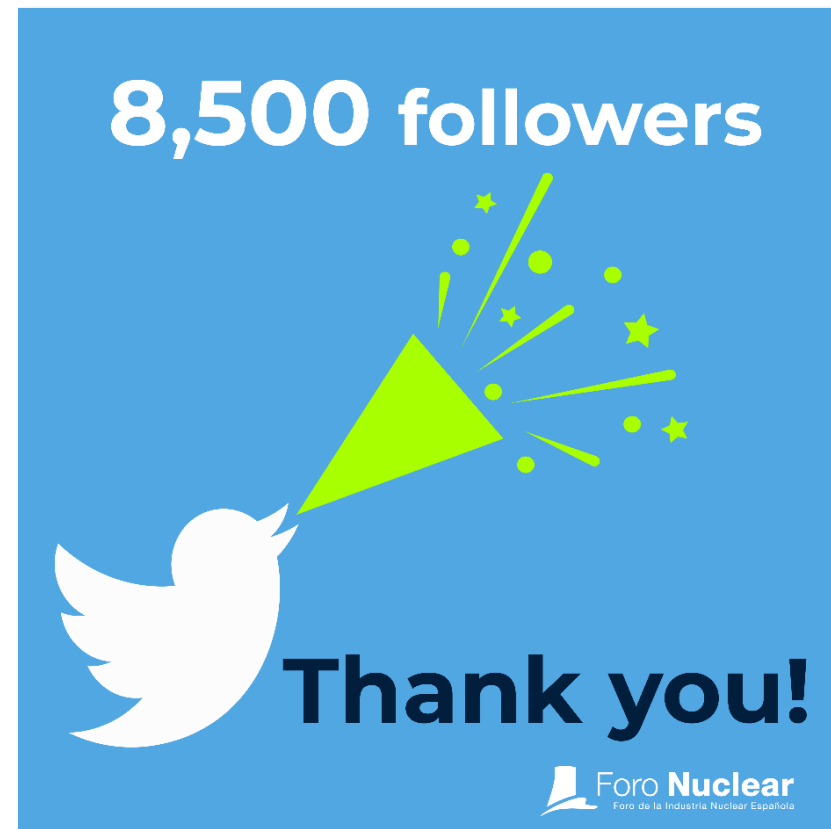
IAEA Webinar on Stakeholder Involvement Related to Nuclear Power
March 2nd, 2021

Design & tools for engagement: Infographics

- 1 New ways to communicate
- 2 Some visual examples
- 3 Channels for communication with infographics
- 4 Some tips and advice

1 New ways to communicate

- We needed to find **new ways to communicate** with our stakeholders
- We had **lots of information to share**
- Already used all **traditional** ways to communicate
- **10 years ago we opened our first social media** (Twitter)
- Social media is highly linked to **visual communication** - INFOGRAPHICS



1 New ways to communicate

- It was key for many of our stakeholders to **simplify the message**
- Our world is becoming **increasingly visual**
- We had **to be more creative and visual**
- **Less technical** without losing scientific perspective
- **INFOGRAPHICS** are a **good way to communicate and educate, through:**
 - Website, newsletters, publications and, of course, social media!

2 Some visual examples

- It was key for many of our stakeholders to **simplify the message**
- Our world is becoming **increasingly visual**
- We had **to be more creative and visual**
- **Less technical** without losing scientific perspective
- **INFOGRAPHICS** are a **good way to communicate and educate,**
through:
 - Website, newsletters, publications and, of course, social media!

2 Some visual examples

Infographics are an effective way of **presenting information**. They help the audience understand, digest and process information

Facts:

- **90% of the information received by the brain is visual**
- **60% of what we learn comes to us as images**
- **The brain processes visual information 60,000 times faster than text!**

We are continuously bombarded with visual and textual information, it must be arranged in such a way that it **informs and sends the message without being tiring or overwhelming**

2 Some visual examples – Technical infographics

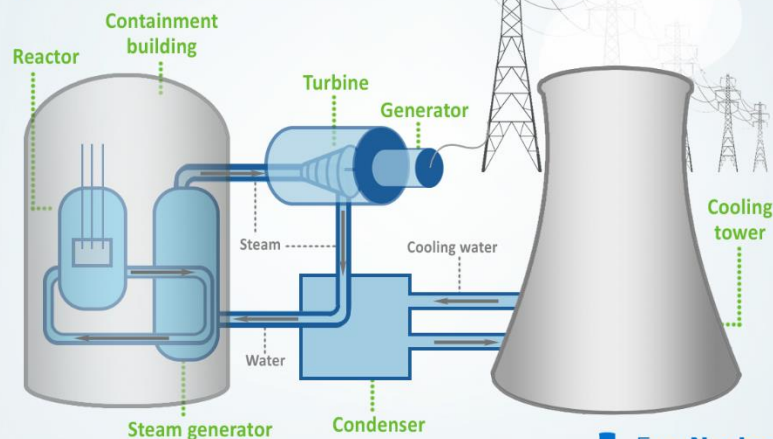
Technical infographics are challenging, but very helpful!

- Visualizing and explaining the basics of the technology in a **clear and accesible way** is very helpful to the public

Manufacture of a fuel assembly



Inside a nuclear power plant



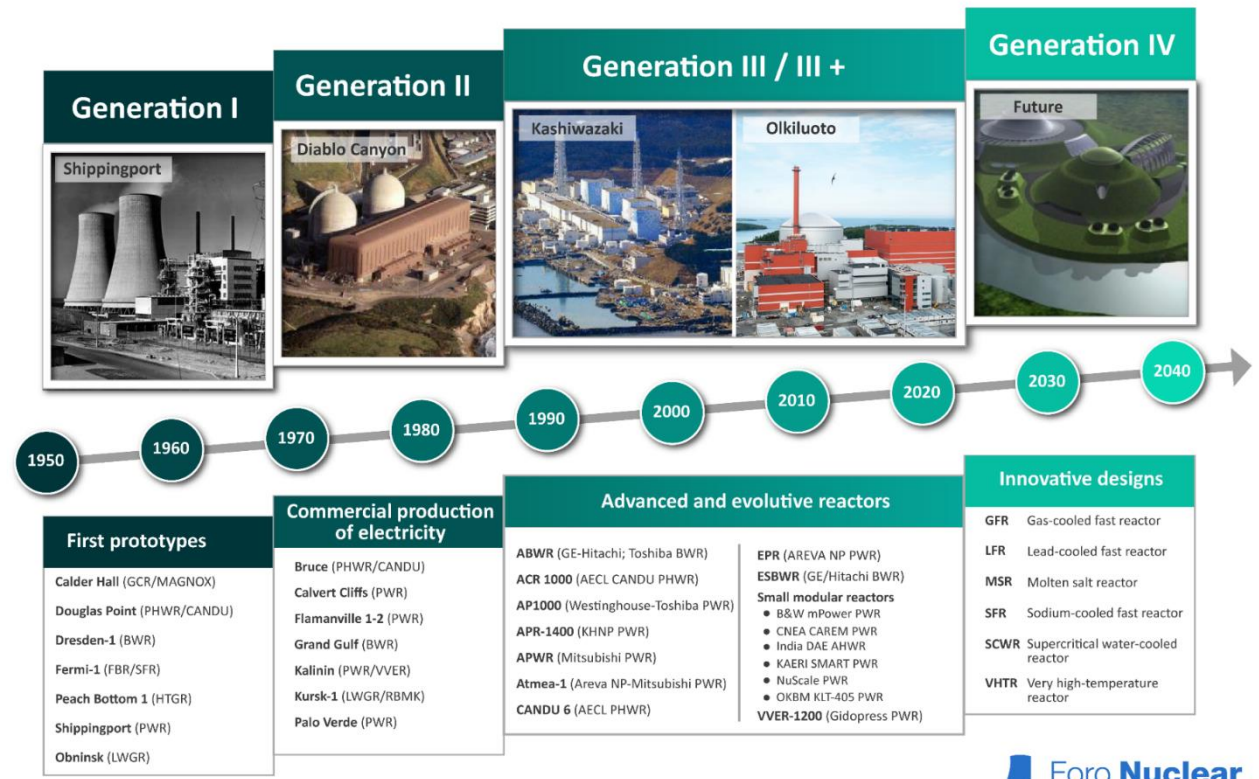
Source: Foro Nuclear

These graphics can be **downloaded and shared** to generate an audience

2 Some visual examples – Technical infographics

Sometimes, you will need to include a lot of information

The generations of nuclear reactors



Key factors:

- Images
- Colours
- Visually arrange the information

Source: Gen IV International Forum and Foro Nuclear

2 Some visual examples – Aspect ratios

Rectangular (horizontal or vertical) for website, Facebook, newsletter, publications...



Refueling outage in Spanish nuclear power plants

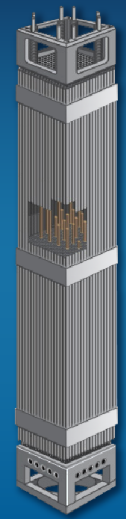
During refueling outages part of the nuclear fuel is renewed. Other activities included in the process are design modifications, maintenance and updating systems, equipment and components.

Refueling program and stages

- **Shut down** the reactor and open the reactor vessel
- **Reload** fuel, work on equipment, systems and tests
- **Close** the vessel and restart the reactor

How often is refueling done?

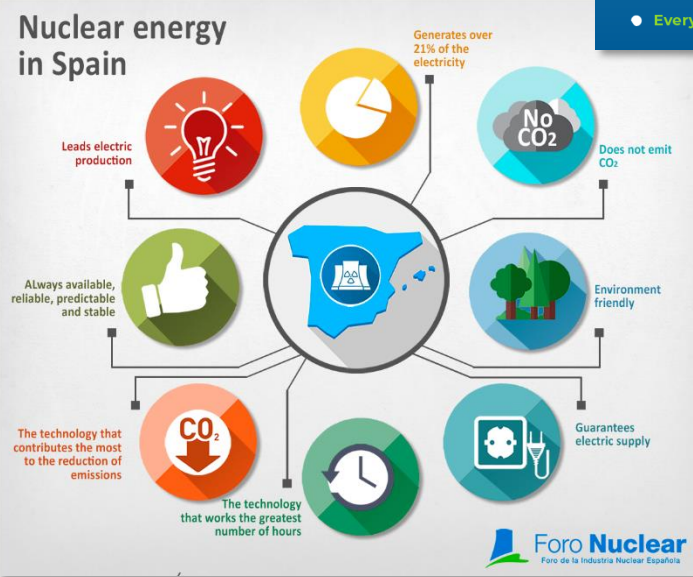
- **Every 12 months** ----- Trillo NPP
- **Every 18 months** ----- Almaraz I & II NPPs
Ascó I & II NPPs
Vandellós II NPP
- **Every 24 months** ----- Cofrentes NPP



Foro Nuclear
Foro de la Industria Nuclear Española

- In every outage, **1/3** of the fuel assemblies that compose the reactor are replaced
- During the reload, each plant hires around **1,000** additional employees
- Every outage uses around **30** tons of uranium with different enrichment factors
- The refueling outage lasts an average of **30** days

Nuclear energy in Spain



- Leads electric production
- Generates over 21% of the electricity
- Does not emit CO₂
- Environment friendly
- Guarantees electric supply
- The technology that works the greatest number of hours
- Always available, reliable, predictable and stable
- The technology that contributes the most to the reduction of emissions

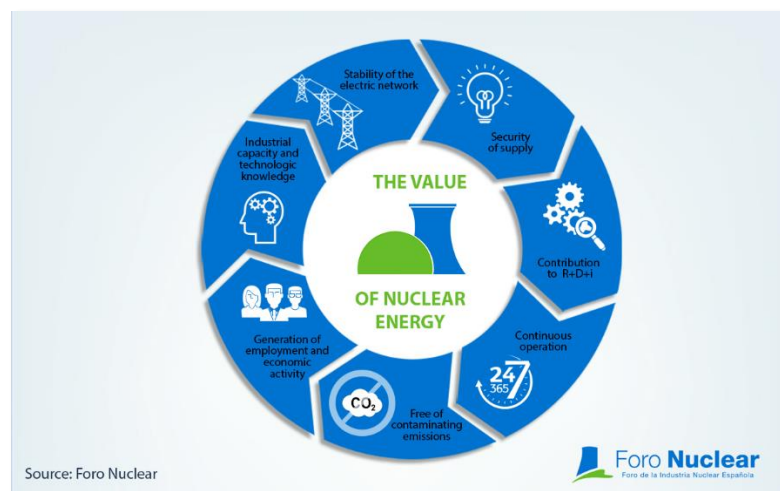
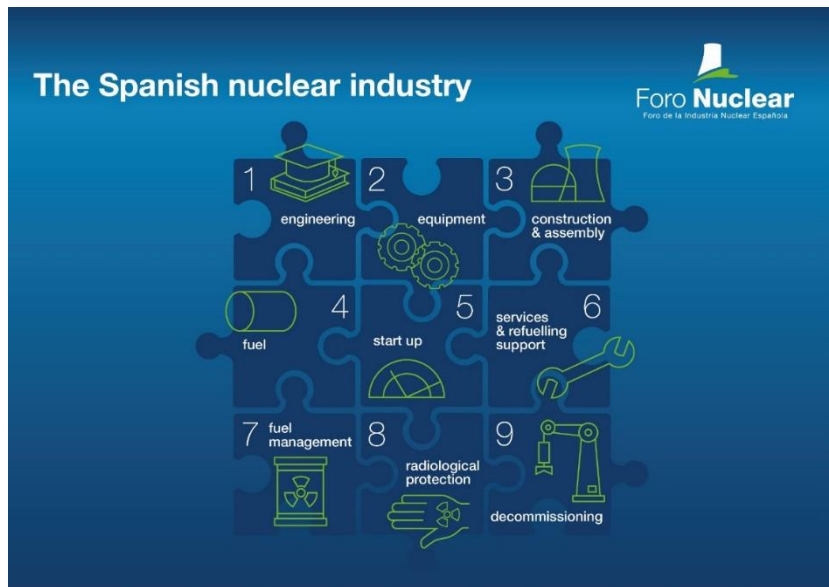
Foro Nuclear
Foro de la Industria Nuclear Española



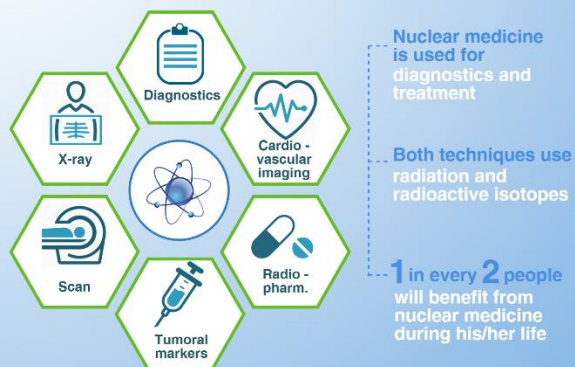
Square for Instagram, Twitter, other social networks

- You can use rectangular, but square format is preferred and fits better
- **Facebook** posts can be square too, it's the most versatile

2 Some visual examples – Icons and symbols



Applications of nuclear medicine

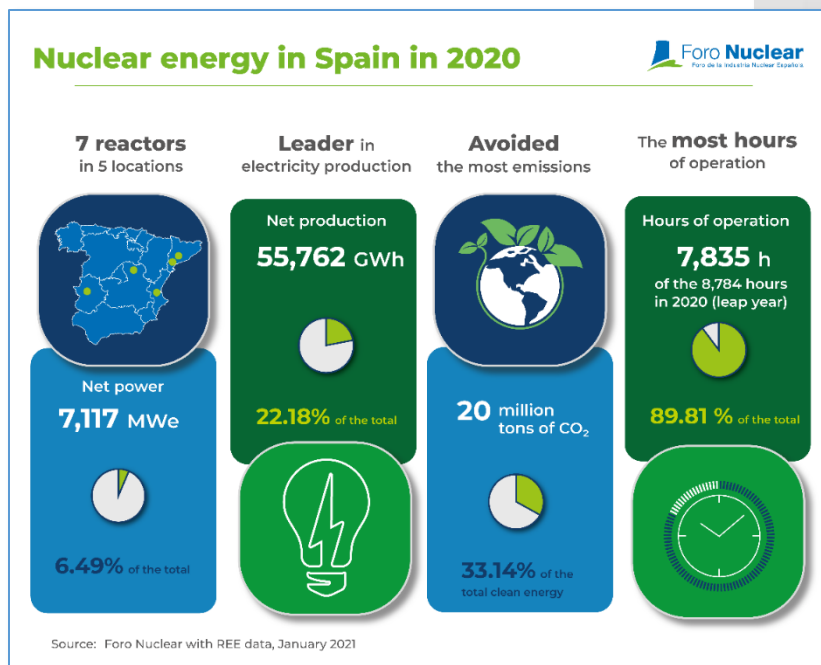


Sources: Foratom and Foro Nuclear

- Use **intuitive symbols and icons** to convey messages
- Most icons are **universally recognizable**

2 Some visual examples – Data and layout

Use a **visually coherent layout** for the different sections and points you want to bring across.

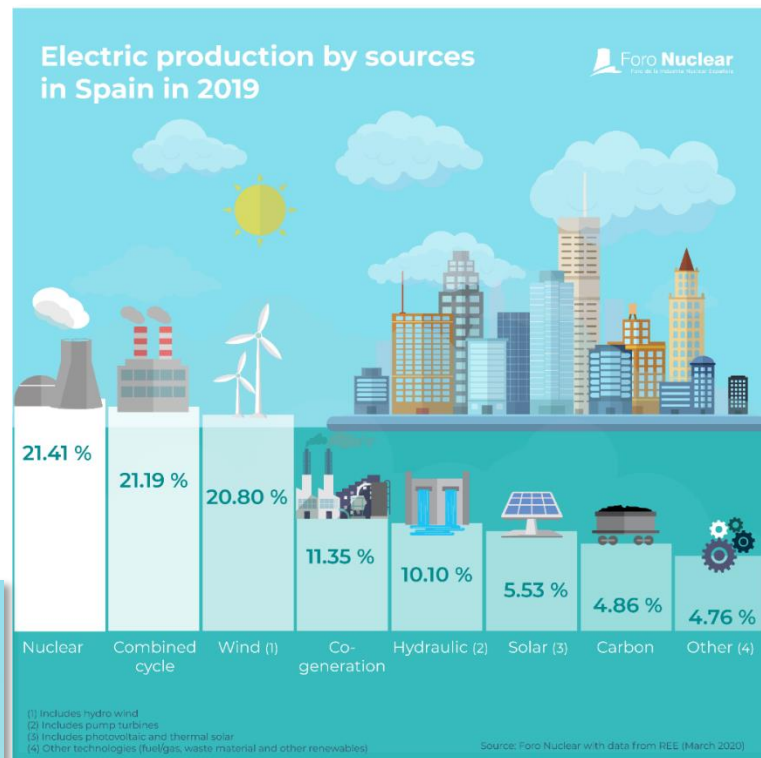
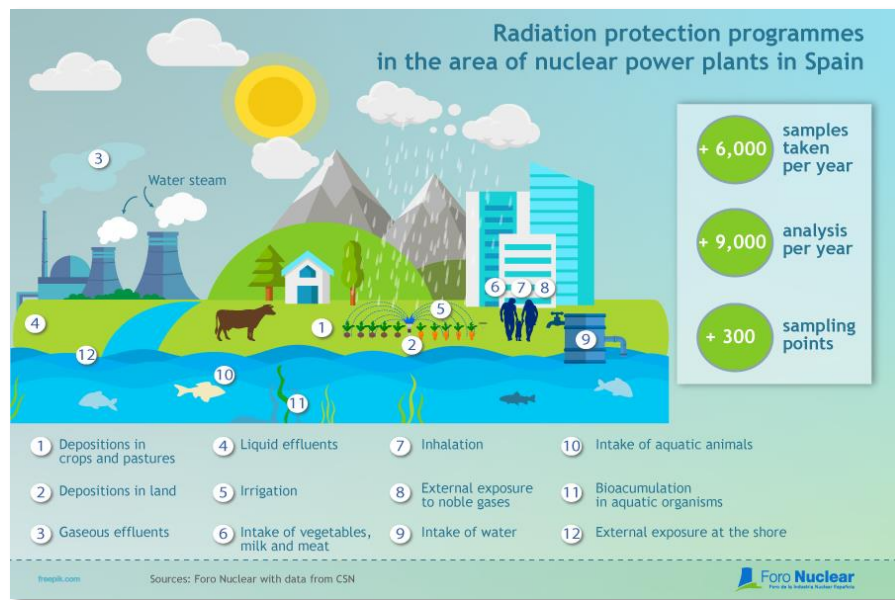


And make your numbers visual!
Make sure numbers and data stand out

2 Some visual examples – tap into emotions

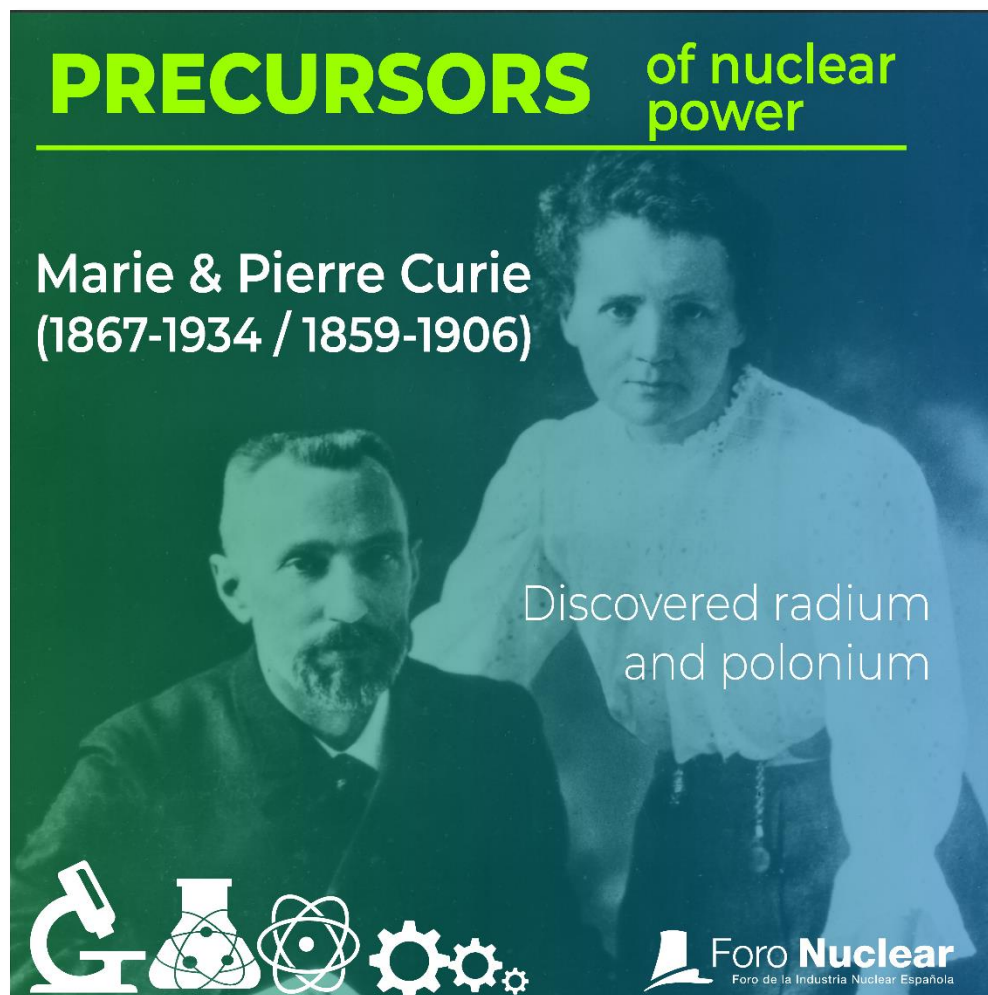
Don't be afraid to be **cute!**

In nuclear the subject matter is very technical. Sometimes it's a good idea to use **visual elements that are not too technical and engage emotions**



Good for schools, students...

2 Some visual examples – snippets and series



PRECURSORS of nuclear power

Marie & Pierre Curie
(1867-1934 / 1859-1906)

Discovered radium and polonium

Icons: microscope, flask, atom, gears

Logo: Foro Nuclear
Foro de la Industria Nuclear Española

The infographic features a dark green background with a faded portrait of Marie and Pierre Curie. The title 'PRECURSORS of nuclear power' is in large, bold, light green letters. Below the title, the names and dates of the Curies are listed. A central text block states their discovery. At the bottom, there are icons for a microscope, a flask, an atom, and gears, along with the logo for 'Foro Nuclear'.

Other less complicated ideas with pictures – **information snippets**

Creating **informative series** (like “Precursors” here) is a good way to engage the public and **generate expectation**

Einstein, Rutherford, Becquerel....

2 Some visual examples – snippets and series

Javier Santaolalla

Doctor in physics
and science
communicator



“ There is a lot
of erroneous
misinformation
and prejudice
on the subject
of nuclear power ”



Takeaway messages
from interviews with
relevant experts from
the nuclear sector

**Other people speak in
favour of nuclear
power, not just us**

Physicists, doctors,
communicators...

2 Some visual examples – snippets and series



Using special
commemorative dates
to share our message
and engage the public,
creates sense of
community, relatability
and awareness

- World Environment Day
- World Earth Day
- Energy Efficiency Day
- World Health Day
- Etc...

3 Channels for communicating with infographics

Twitter, Instagram, Facebook, website, newsletters...

- Don't forget to **share!**
- Use **social media**, newsletters, publications, website...
- **With links to more information** and to get more visits!

Foro Nuclear @ForoNuclear · 8 feb. ...

Our new publication: "Advanced #Nuclear Technology – New Reactor Design". This publication presents the current international advances regarding future nuclear reactors, such as Small Modular Reactors #SMR foronuclear.org/wp-content/upl...



MONOGRAPH

Advanced Nuclear Technology New Reactor Designs

Innovation is the driving force behind the ongoing development of nuclear technology, a process which results in new reactor designs with superior capabilities than current reactors. These advances comprise power stations and hybrid facilities for high-temperature industrial heat generation, heating, hydrogen production and seawater desalination.

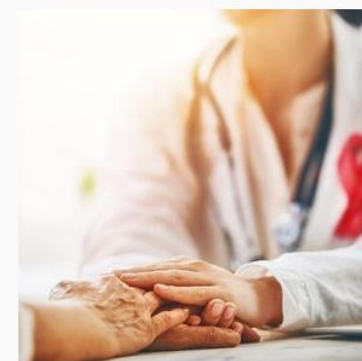
Why are new fission reactor designs being developed?

- Because of their high energy density: The fission of 1 g of U-235 releases about 24 MWh, a power equivalent to the burning of 2.5 t of coal or 2 t of oil.
- Because they help to bring down greenhouse gases emissions and develop an energy matrix with competitive prices.
- Because of the importance of preserving scientific and technological know-how.
- Because it is strategically wise to maintain and develop state-of-the-art nuclear power-specific technologies, which has an important driving effect on various economic sectors while strengthening energy inde-

4 Some tips and advice

Twitter, Instagram, Facebook, website, newsletters...

- Create **infographics** related to your key messages and strategy
- If possible, **do it internally**
- Have **good quality images** and pay for them



4 Some tips and advice – tools and resources

Design:

- Software: Adobe Photoshop and LightRoom (for image editing, graphics, photography)
- Adobe Illustrator, InDesign for vector image edition and layouts (infographics and publications with infographics)
- Other vector art software: Corel Draw, Affinity... (less powerful but with good potential)

Online design tools:

- Visual.ly
- Piktochart

You can use them to make infographics online, with templates, examples and many resources.

Image Banks:

- Free: (Freepik, Pixabay) – free but must give credit
- Paid: Adobe Stock (we use this one), Istock, Shutterstock

4 Some tips and advice

- Keep your message **in sight** at all times
- **Learn from the best** (many examples on Internet). **Don't be afraid to copy ideas!**
- Choose the **right images** and use them to illustrate your messages
- **Be creative**, use tutorials and do “refresh” courses whenever possible



Thelma Krug

IPCC Vice-Chair

“Every bit of warming matters”

[See more >](#)

4 Some tips and advice

Lastly... remember these **four important rules**:

- **Be simple**, don't overuse images and text, not too many colours, make sure there is "breathing room"
- **Be universal**, unbiased, accessible, use recognizable icons and imagery everyone can understand
- **Be original**, visually compelling
- Don't forget to add your sources and your logo, and **don't forget to share it!**

Thank you!



www.foronuclear.org/en
www.rinconeducativo.org

comunicacion@foronuclear.org



#8 Design & Tools for Engagement

Inspiring Audiences through Visuals, Games and More



Let's interact



If you had to pick just one, which learning or engagement tool would you choose?

- Infographics
- Games
- E-learning
- Newsletter
- Website
- Press conference
- Social media
- Interactive video
- Quiz
- Chatbot
- Classroom training/conference



#8 Design & Tools for Engagement

Inspiring Audiences through Visuals, Games and More



Today's Speakers

Janice Lindegard

- Program Specialist for the American Nuclear Society.
- Responsible for development, management and execution of education programs reaching students, teachers, and the public.
- BA from the University of Illinois and MAT from National Louis University.
- Illinois State teaching certificate with endorsements in Language Arts, Science, and Social Science in 2009.
- Prior to teaching, Janice worked in public relations representing major consumer brands.





IAEA Design and Tools for Engagement:
Inspiring Audiences through Visuals, Games and More
March 2, 2021

American Nuclear Society Education Initiatives

Janice Lindegard
Program Specialist
American Nuclear Society

Programs

- Navigating Nuclear
- About Nuclear
- Educator Workshops
- Member outreach

Outreach Goals

- **Clarify common misconceptions** surrounding nuclear science and explore its current and future role in technological applications
- **Build understanding** of and create value for nuclear science and technology
- **Inspire future careers** in the nuclear field – and the pursuit of higher education to achieve this goal

Navigating Nuclear: Energizing Our World™

- FREE curricular materials
- Platform neutral
- Elementary, middle, and high school resources
- For students, educators, parents, and the public
- navigatingnuclear.com



The screenshot shows the top of the website. On the left, the logo reads "NAVIGATING NUCLEAR Energizing Our World" with a green atomic symbol icon. To the right is a photo of a young boy smiling, with a globe and a laptop icon overlaid. Below the header, the section is titled "Middle School Resources" in green. The text describes digital lesson plans and project starters. At the bottom, there are three buttons: "Resources", "Digital Lesson Plans", "STEM Project Starters", and "Career Profiles".

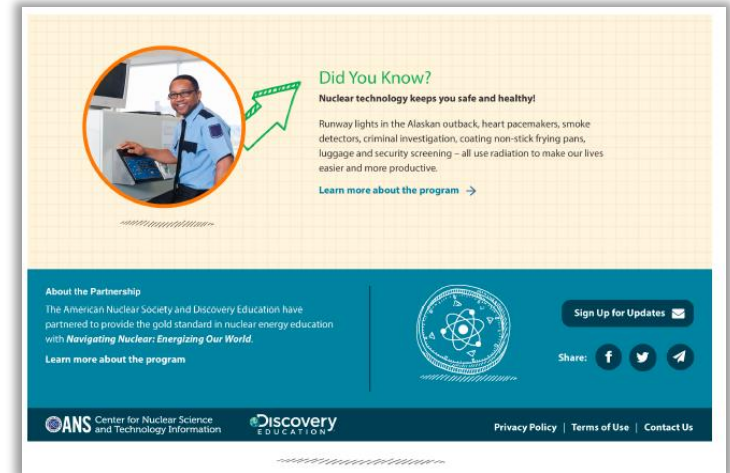
NAVIGATING NUCLEAR
Energizing Our World

Middle School Resources

Guide your students through the world of nuclear energy with digital lesson plans, project starters, career resources, and more to power up the learning in your classroom!

Spark a reaction in your classroom with nuclear science! Start small by exploring an atom as the foundation for nuclear energy. Then, go big and learn how a star releases energy in the form of a nuclear explosion! **Navigating Nuclear** provides educators with standards-aligned resources to connect students to the many fact-based applications of nuclear energy. Students will use nuclear science principles to explore medicine, geology, energy, astronomy, and more!

Resources: [Digital Lesson Plans](#) [STEM Project Starters](#) [Career Profiles](#)



The screenshot shows a "Did You Know?" section. On the left is a circular image of a man in a blue uniform working at a computer. To the right, the text explains that nuclear technology is used in various applications like runway lights, heart pacemakers, and luggage screening. A "Learn more about the program" link is provided. Below this is a dark blue footer with the "About the Partnership" text, the ANS and Discovery Education logos, a "Sign Up for Updates" button, and social media icons for Facebook, Twitter, and LinkedIn.

Did You Know?

Nuclear technology keeps you safe and healthy!

Runway lights in the Alaskan outback, heart pacemakers, smoke detectors, criminal investigation, coating non-stick frying pans, luggage and security screening – all use radiation to make our lives easier and more productive.

[Learn more about the program](#) →

About the Partnership
The American Nuclear Society and Discovery Education have partnered to provide the gold standard in nuclear energy education with **Navigating Nuclear: Energizing Our World**.

[Learn more about the program](#)

ANS Center for Nuclear Science and Technology Information | **Discovery EDUCATION**

Sign Up for Updates

Share: [f](#) [t](#) [i](#)

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Digital Lessons

Grab and Go

- Educator guide
- PowerPoints
- Student activity sheets
- Professional development video

STEM Project Starters

- Students to apply content knowledge to real world problems
- Project learning format

Digital Lesson Plans

Complete with an educator guide and student activity sheets, it's easy to navigate the multi-faceted world of nuclear energy in your classroom.



Video

Educator Guide Video | 10 minutes

Watch as Mary Lou Dunzik-Gougar, President of the American Nuclear Society and Associate Professor of Nuclear Engineering at Idaho State University, demonstrates ways to make this digital lesson bundle even more tangible and engaging for student scientists!

[Play Video](#)



Realities of Radiation

Lesson Bundle | 45 minutes

In this digital lesson bundle, students will investigate the various types of radiation and the role that each plays in our lives. Through a series of activities, students will discover how wave and particle radiation differ from one another, and what ionizing radiation is, including alpha, beta, gamma, X-radiation, and ultraviolet light. They will learn about radioactive decay of isotopes and then will use this information to balance nuclear decay equations.

[Educator Guide](#)

[Digital Lesson](#)

STEM Project Starters

These capstone learning experiences put STEM course concepts in action, allowing students to apply lessons learned in the classroom to real-world problems and discover their own solutions. Each STEM project starter contains a guiding question, teacher note, student-facing prompt, and station for students to show their work and share their findings.



From Atoms to Electricity

Types of Energy

How does the energy stored in an atom's nucleus transform into the electricity that powers our lives?

Students will create a model of a nuclear power plant and explain the energy transformation in different parts of a nuclear reactor.

[Download STEM Project Starter](#)



Fusion and Fission: Think Nucleus

Our Solar System and Beyond

How could nuclear fusion and fission change the way we power our lives?

Students will research the feasibility, advantages, and challenges of compact fission and fusion reactors as a source of power on Earth. They will support their work using data and calculations.

[Download STEM Project Starter](#)



Radiopharmaceuticals

Cells

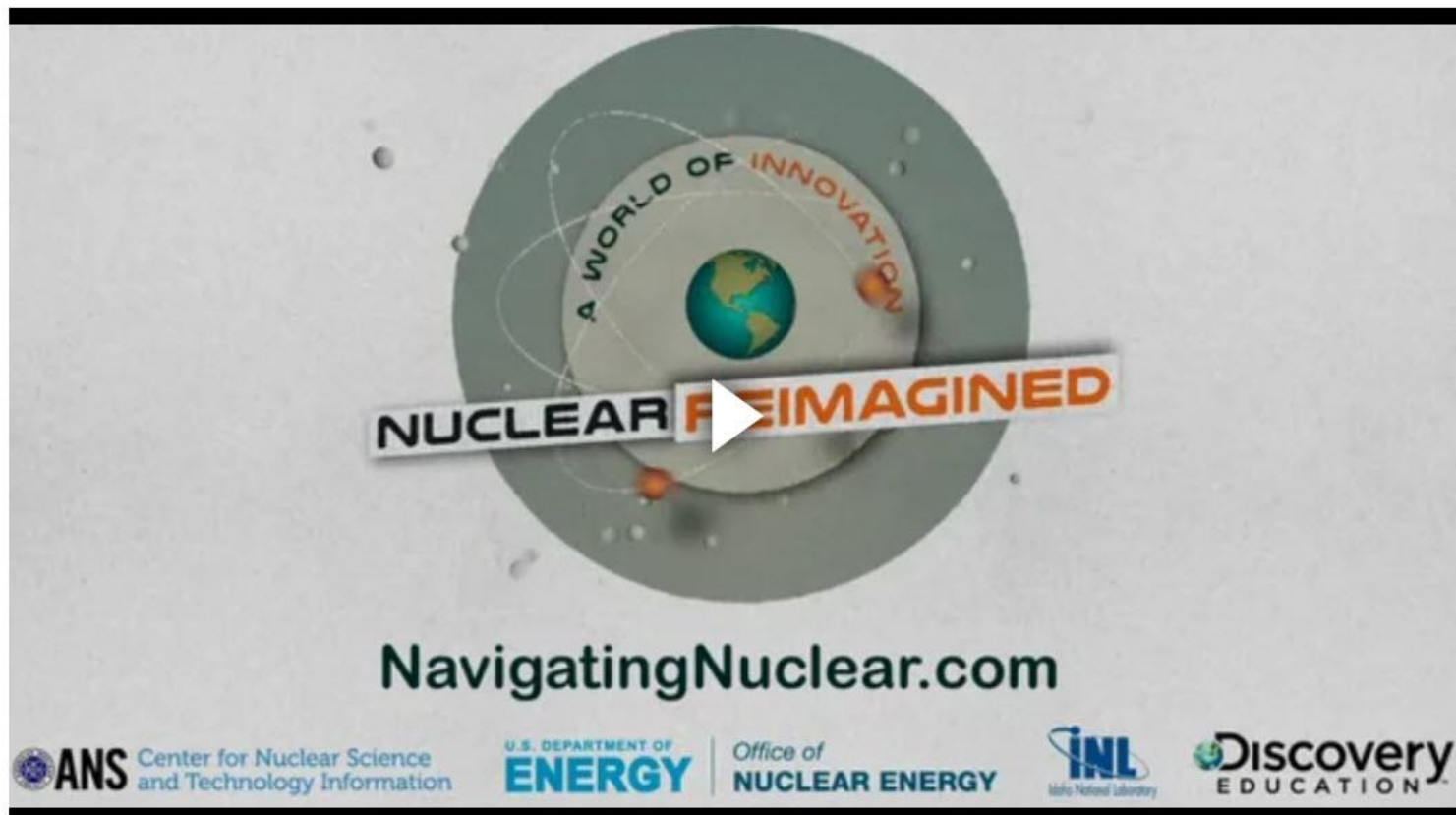
How can a pill that uses radiation help doctors diagnose and treat diseases?

Students will research the uses of radiation in medicine and explore applications of radiation treatment. They will suggest how a radiopharmaceutical could be improved and propose an investigation to validate their design.

[Download STEM Project Starter](#)

Virtual Field Trips

- Palo Verde Generating Station - 2018
- Idaho National Laboratory - 2020
- Nuclear: Land, Sea, Space - May 2021



Career Profiles

Feature professionals in the nuclear field and the impacts they have on the world around us.



Nuclear Researcher

Sukesh Aghara, Ph.D.

Associate Professor, Chemical Engineering
Director, Nuclear Engineering Program
Director, Integrated Nuclear Security & Safeguards Lab (INSSL)
University of Massachusetts Lowell

 [Download Career Profile](#)

"Aspiring nuclear researchers should be analytical thinkers who are naturally curious and have a predisposition to saying 'yes'."



Mechanical Engineer

Natalie Zaczek McIntosh, P.E.

Nuclear Fuels Engineer
Exelon Nuclear

 [Download Career Profile](#)

"Don't worry too much if you're uncertain about which type of engineering degree to pursue – you don't specifically need a nuclear engineering degree to be part of the industry."



Radiochemist

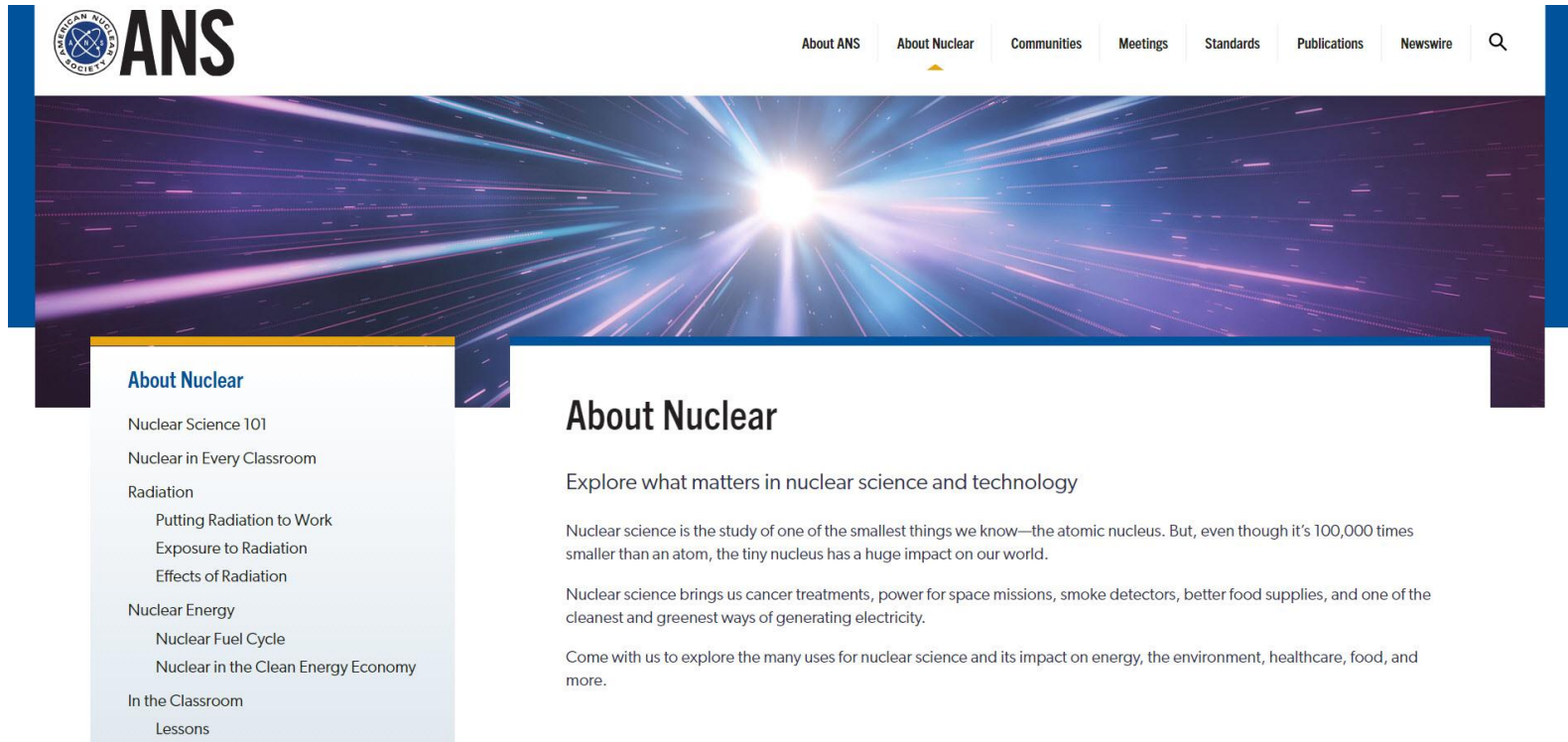
M. Alex Brown, Ph.D.

Chemist
Argonne National Laboratory

 [Download Career Profile](#)

"With great power...comes great responsibility! Nuclear chemists have a moral duty to promote peaceful uses of nuclear technology and dispel negative and harmful myths about nuclear energy."

About Nuclear



- New location for nuclear science and technology information
- “Site within a site”

Nuclear Science 101

About Nuclear

▶ Nuclear Science 101

Nuclear in Every Classroom

Radiation

Putting Radiation to Work

Exposure to Radiation

Effects of Radiation

Nuclear Energy

Nuclear Fuel Cycle

Nuclear in the Clean Energy Economy

In the Classroom

Lessons

Activities

Scouting

Girl Scouts

Boy Scouts

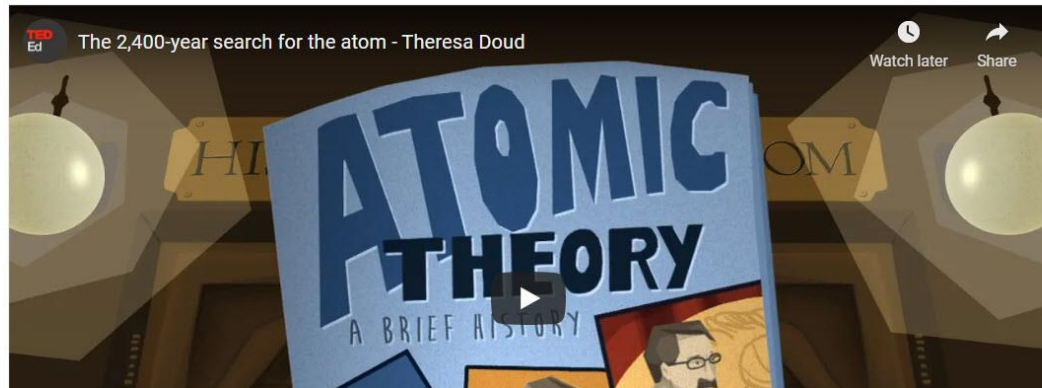
Nuclear science is far-reaching in the fabric of modern life. It can help explain the origins of the universe or how x-rays reveal the bones in your body. In fact, nuclear science is at the heart of so many of the technologies that improve our lives, that it's easy to take for granted how those technologies came to be. But behind every innovation and discovery in the nuclear fields, is a scientist or engineer researching the atomic nucleus and how to use it to improve our lives.

Nuclear Science 101

Look around you. Everything you see, including you, is made of the same stuff—elements. Each of those elements has its own unique characteristics, but all elements are made of atoms—the smallest unit of an element that still has the characteristics of the element.

Scientists used to think there was nothing smaller than an atom.

Today, we know the atom is made of smaller particles, and those are made of even smaller particles.



Radiation



About Nuclear

- Nuclear Science 101
- Nuclear in Every Classroom
- ▶ Radiation
 - Putting Radiation to Work
 - Exposure to Radiation
 - Effects of Radiation
- Nuclear Energy
 - Nuclear Fuel Cycle
 - Nuclear in the Clean Energy Economy
- In the Classroom

Radiation

What is radiation?

Radiation is simply the transmission of energy from a source via waves or particles.

There are many kinds of radiation that move in waves, most of them very familiar to you, like radio waves, visible light, and x-rays. They are all part of the electromagnetic spectrum.

Radiation can also be described as non-ionizing or ionizing.

Education Resources

Lessons



Modeling Atomic Structure



Making Atoms Visible:
Cloud Chambers

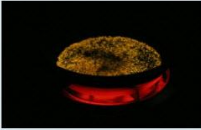


Making Atoms Visible:
Electroscope

Activities



Coloring Pages



Irradiated Salt



Critical Mass: Controlling Fission



Dose Calculator

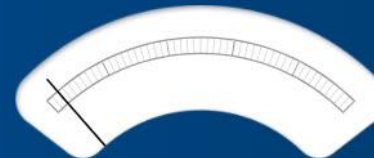
Common Sources of Radiation

All figures for radiation exposure are average values.

WHERE YOU LIVE	ANNUAL DOSE
<p>Cosmic Radiation (from outer space) Exposure depends on your elevation (how much air is above you to block radiation). Amounts listed are per year.</p> <p>at sea level (26 mrem)</p> <p><i>Elevations: Atlanta 1050; Chicago 595; Dallas 436; Denver 5280; Las Vegas 2000; Minneapolis 815; Pittsburg 1200; St. Louis 455; Salt Lake City 4400; Spokane 1890. USGS GNIS Search.</i></p>	26 mrem
<p>Terrestrial (from the ground)</p> <p><input type="radio"/> I live in a state that borders the Gulf or Atlantic coasts (15 mrem)</p> <p><input type="radio"/> I live in the Colorado Plateau area (75 mrem)</p> <p><input type="radio"/> I live elsewhere in the continental U.S. (35 mrem)</p>	0 mrem
<p>House Construction</p> <p><input type="checkbox"/> I live in a stone, adobe, brick, or concrete building (7 mrem)</p>	0 mrem
<p>Power Plants</p> <p><input type="checkbox"/> I live within 50 miles of a nuclear power plant (0.01 mrem)</p>	

YOUR ESTIMATED ANNUAL RADIATION DOSE:

266 mrem



Educator Workshops

- Live events tied to national meetings
- ANS leadership highly involved
- Move to virtual



Member Outreach

Support:

- Teacher workshops
- Scout badge clinics
- Nuclear Science Week
- Grants
- Webinars
- Engineer interviews

ATOMIC STRUCTURE

Discuss: What is the electromagnetic spectrum? What are atoms? How are they structured? What makes an atom stable?

[Learn about atomic structure and more](#) →

[Radiation Basics PowerPoint](#) (includes atomic structure)

Activities (do one)

1. Build an atom

[Virtual](#)

[In person](#)

[In person](#) Navigating Nuclear Amazing Atoms lesson

2. Demonstrate half-life

These activities can be completed in person or in a virtual meeting

[Half-life of Licorice and Modeling Half-life](#)

[Realities of Radiation Educator Guide](#), pages 22 and 23

Worksheets

This activity can be completed virtually

[Comparing half-lives](#)

3. Recreate the discovery of the nucleus

Modeling Atomic Structure [In person](#)

Rutherford Scattering [Virtual](#)



Questions

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#8 Design & Tools for Engagement

Inspiring Audiences through Visuals, Games and More



Let's interact



Which kind of game would you play first?

- Board/Card games (e.g. Monopoly, Risk, Chess)
- Logic games (e.g. Tetris, Sudoku)
- Sports games (e.g. FIFA, NBA)
- Action games (e.g. Marvel's Spider-Man)
- Role-Playing games (e.g. Dungeons and Dragons)
- Simulation games (e.g. Mario Kart, SimLife)
- Learning games (e.g. Duolingo)
- Fitness games (e.g. Wii, Strava, Nike Run Club)



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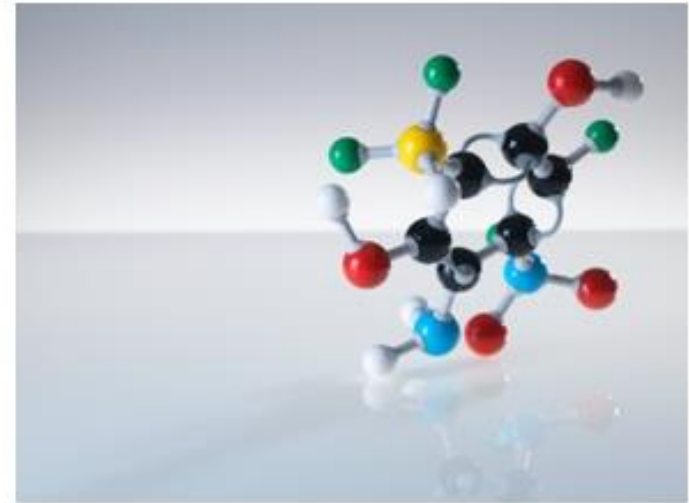
Today's Speakers

An Coppens

- Chief Game Changer at Gamification Nation
- Projects include gamification of onboarding, learning, recruitment, sales all to increase engagement and find the right fit of people and results
- Host of 'A question of gamification' podcast and author of several books and blogs
- Worked in learning and development and change management at Modern Times Group, Xigma Management Consultants, Philips Electronics and Arthur Andersen Business Consulting
- BA (Hon) in International Marketing and languages from Dublin City University and MBA from the Open University Business School in the UK.



How can gamification help with engaging stakeholders?



Prepared by An Coppens

www.gamificationnation.com



What is my definition of gamification?

Gamification (pronounced game-i-fi-ka-tion)

is the application of game dynamics, game psychology and game mechanics to non-game situations and applications

Which character will make the smartest choices?



The Scientist



The environmentalist



The Engineer



Trend 1:
E-Sports are
growing

What does gaming teach people?



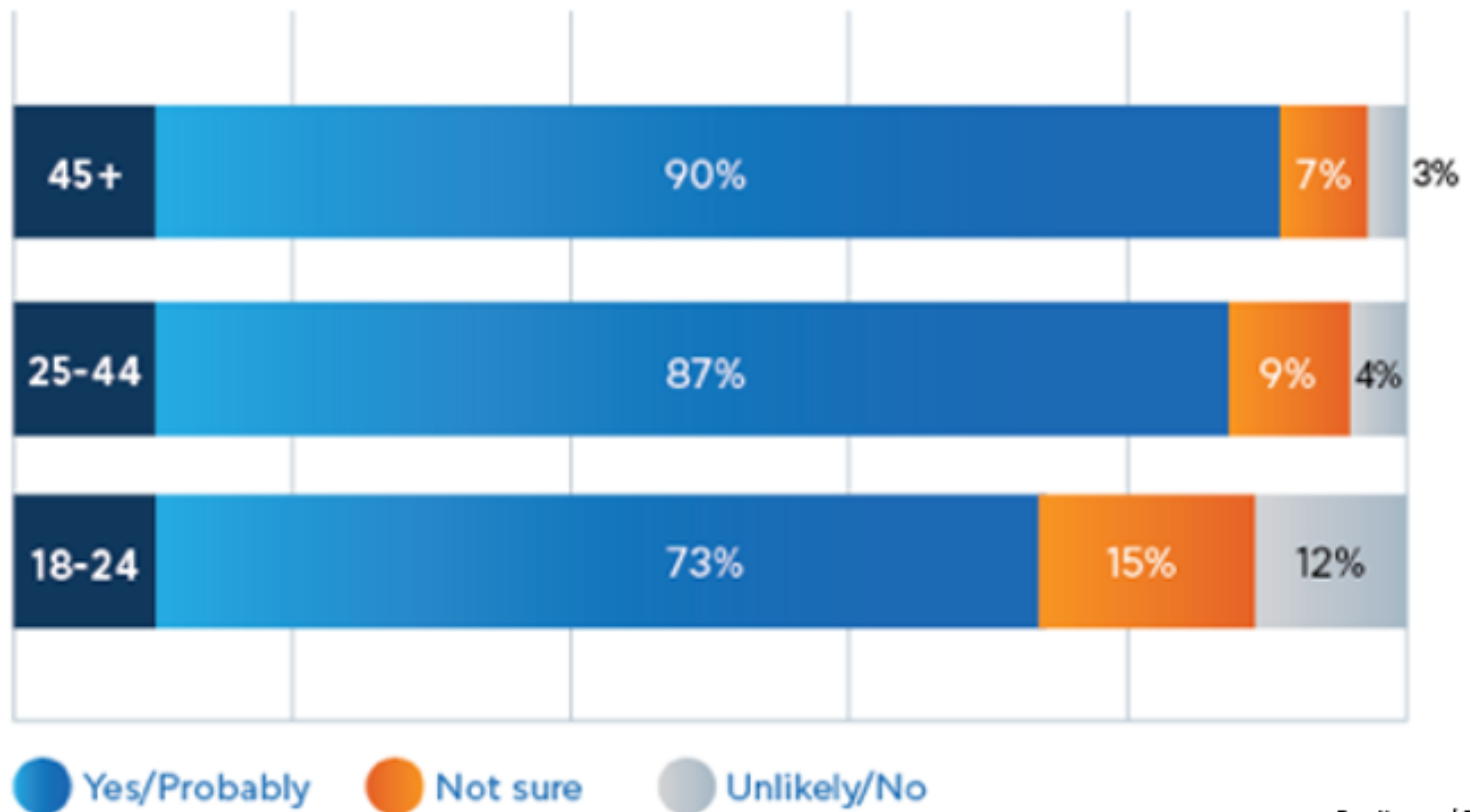


Trend 2: Acceptance of gamification

Will people like it?



AGE vs GAMIFICATION ATTITUDE





Trend 3: It's all around us

- Social media
- Smart watches
- Health trackers
- Leaderboards
- Competitions
- Etc...



GANIFICATION
NATION

Do you know your nuclear power?



Start Quiz

Badge of honour



Simulations, experiments, virtual worlds

FEATURED WORLDS



NGĀ MOTU - THE ISLANDS

Welcome to the Māori world of Aotearoa.

Template Creative

VIEW WORLD



FANTASTIC MR. FOX

The world of Fantastic Mr. Fox in Minecraft.

Build Creative

VIEW WORLD



FLUFFLETOPOLIS

The Imaginormous winner's story comes to life

Build Creative

VIEW WORLD



TUTORIAL WORLD

No newbies here, lets learn to play!

Build Survival

VIEW WORLD

How will you provide light for all the citizens in your home city in a clean and sustainable manner?



The Scientist

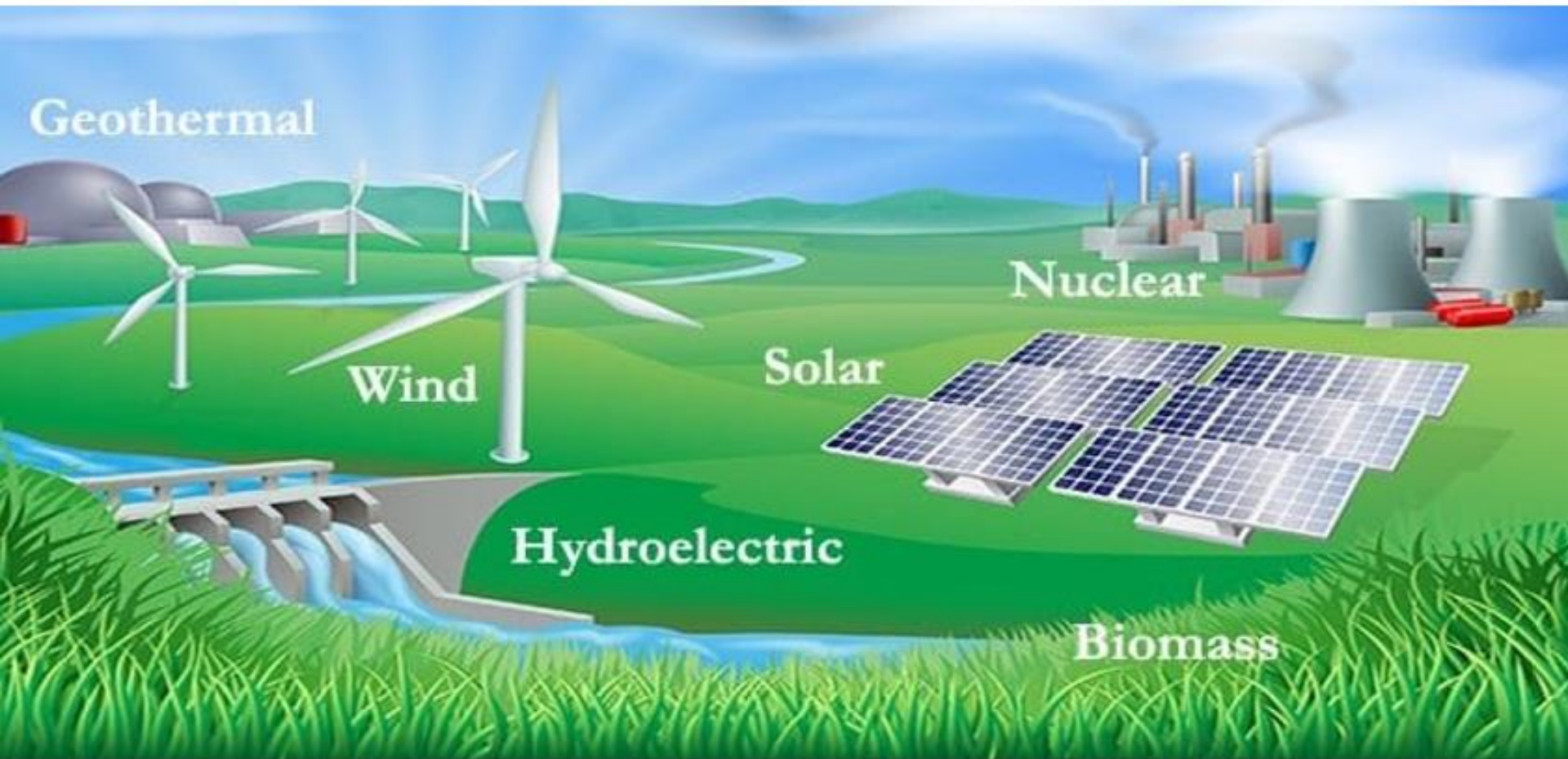


The environmentalist



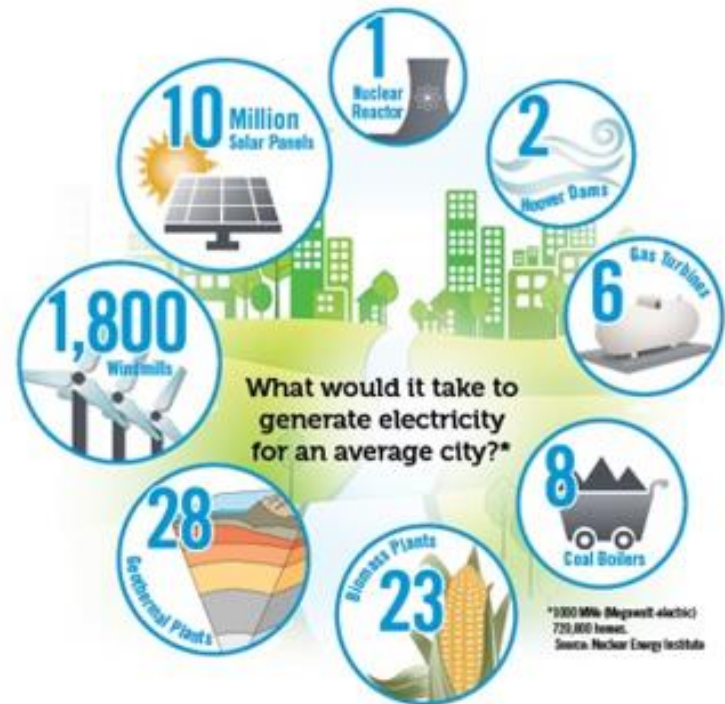
The Engineer

The choices for our characters



The dilemma's

- Their knowledge
- Or lack of knowledge
- Environment
- Ecology
- Geography
- Safety
- Risk



We have the base components for a game



Win condition(s)



Rules



Storyline - theme



Game mechanics

Think impact!



Results:

80% increase in confidence, 40 % increase in retention of information, 90% more engagement



THANK YOU





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@GamificationNat



#8 Design & Tools for Engagement

Inspiring Audiences through Visuals, Games and More



Q&A



Laura Escribano



Alicia López



Janice Lindegard



An Coppens



#8 Design & Tools for Engagement

Inspiring Audiences through Visuals, Games and More



Upcoming Webinars

#9

**Stakeholder
Involvement in
New Nuclear Power**

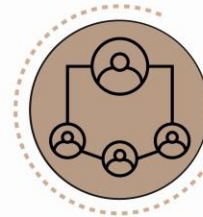
Engagement in the
Nuclear Newcomer Field



#10

**Engaging with
Policy & Decision Makers**

Knowledgeable and Interested Leaders



#11

**Talking about
Nuclear Power & Climate Change**

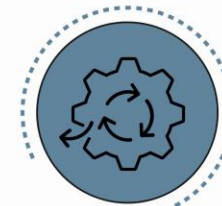
Together for a Clean Energy Future



#12

**Communicating
about Nuclear Waste**

Clarifying Waste Options
and Opportunities





#8 Design & Tools for Engagement

Inspiring Audiences through Visuals, Games and More



Thank you!