

## ***The science of communication in managing technical cooperation projects***

### ***The challenge...***

Cooperation between the IAEA and the Regional Cooperation Agreement for the Promotion of Nuclear Science and Technology in Latin America and the Caribbean (ARCAL) has, over time, given good results that positively affect socioeconomic development in Latin America and the Caribbean. However, an independent study concluded that the level of awareness of civil society, decision makers and government officials about ARCAL, as well as the results of the technical cooperation projects implemented by ARCAL in collaboration with the IAEA, was very limited. The study highlighted an urgent need to enhance existing capabilities and management practices to boost recognition of ARCAL by increasing the visibility of its activities and by reaching out to end users, decision makers and strategic partners, in order to be better equipped to formulate and implement projects that could make a larger contribution to social and economic development.

### ***The project...***

The long term objective of the project was to enhance the contribution of ARCAL and the IAEA to the development of the Latin America and the Caribbean region. The project aimed to build a sustainable infrastructure within the frame of the ARCAL agreement that would enhance communication and outreach capabilities, and ensure a better use of information generated through ARCAL projects. Three outputs were identified: to develop a sound communication strategy, to build an integrated information management system for the Agreement, and to make available outreach guidelines supported by a partnership strategy, using the methodologies, tools and procedures generated from the two other outputs.



*Counterparts of project working in a pilot partnership exercise in Costa Rica.*

### ***The impact...***

The project has produced 19 products in the form of strategies, procedures, guidelines, good practices and pilot cases that are expected, over time, to become the fabric of a sustainable and up to date infrastructure to handle information, communication and outreach to end-users, stakeholders and partners of the ARCAL agreement. This suite of documents was completed alongside other communication and information technology tools, including a new ARCAL web page to reach external audiences and a communication platform to facilitate the effective operation of the agreement and engage internal audiences. The project culminated in the integrated application of these products within a pilot exercise to involve technical experts from the region and the IAEA, as well as relevant partners and communication experts, in the formulation of a new technical cooperation project concept on the marine environment.

**Technical cooperation project RLA/0/046: Strengthening Communication and Partnerships in ARCAL countries to Enhance Nuclear Applications and Sustainability (ARCAL CXXXI)**