Agence ITER France

- Created on 2\textsuperscript{nd} October 2006
- Part of the CEA
- About 20 people
- Administration and budget autonomy
- Offices inside the CEA/Cadarache
- Missions:
  - Technical and operational interface
  - Site preparation
  - Missions by delegation from ITER Organization, Fusion for Energy (public debate,…)
  - Welcome Office
  - Collection of French funds
  - (Dismantling)
Communications

The team

Pierre-André Fournier, Graphic Designer & Sylvie André, 17 years in communications

Alexandra Maraval
Background: journalism...
Communication strategy

Communications

1. French, European and international levels
   ▶ We need a common approach

2. Communication for AIF
   ▶ Public acceptance
   ▶ To preserve a positive image for ITER
Interfaces: a regular publication about the worksite, the life of the ITER project...
Visits on the ITER site

More 1000 visitors in 2007: VIPs, mayors around Cadarache, representatives of local businesses
Visits: a temporary building

Big groups (50 people) or small groups
Events

Signature of the Host Agreement
Events

Trade Fair in Marseille: attracted over 5,000 people (30 minutes for each person)
Events

Jos forums: about 1 500 people
ITER events: **400 people**

The last one, but not least…