

P. CARMENA<sup>1</sup>, M. GINJAUME<sup>1,2</sup>, M. HERRANZ<sup>1,3</sup>, J. TENAJAS<sup>1,4</sup>, AND R. TORRES<sup>1,5,\*</sup>

<sup>1</sup> Sociedad Española de Protección Radiológica (SEPR)

<sup>3</sup> Universidad del País Vasco (UPV/EHU)

<sup>5</sup> Hospital Clínico Universitario de Valladolid

\*Corresponding author: presidente@sepr.es

<sup>2</sup> Universitat Politècnica de Catalunya (UPC)

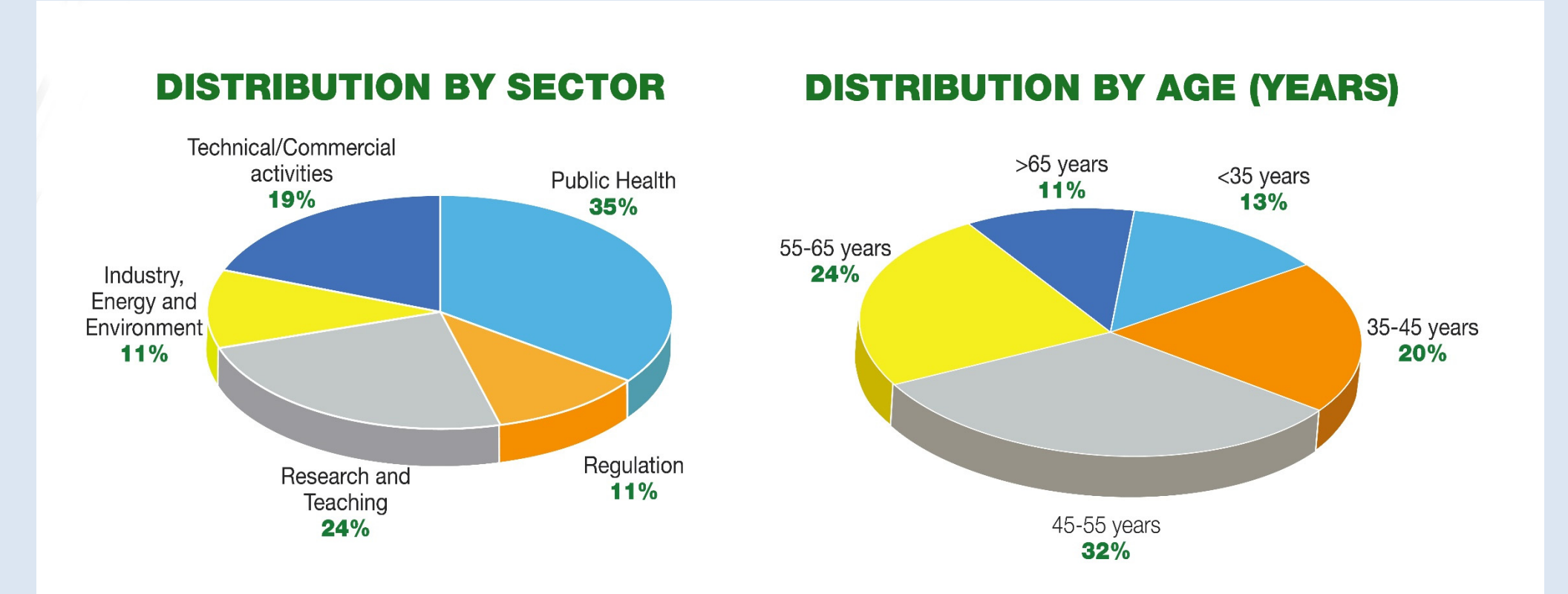
<sup>4</sup> Tecnatom, San Sebastián de los Reyes

## THE SPANISH SOCIETY OF RADIOLOGICAL PROTECTION

The Spanish Society of Radiological Protection (SEPR) is a non-profit scientific and technical professional association founded in 1980.

At the moment it has of around 670 members and more than 20 supporter partners.

The SEPR is a highly multidisciplinary society. It includes among its members physicists, engineers, biologists, medical doctors, chemists and others.



## 2019-2023 STRATEGIC PLAN

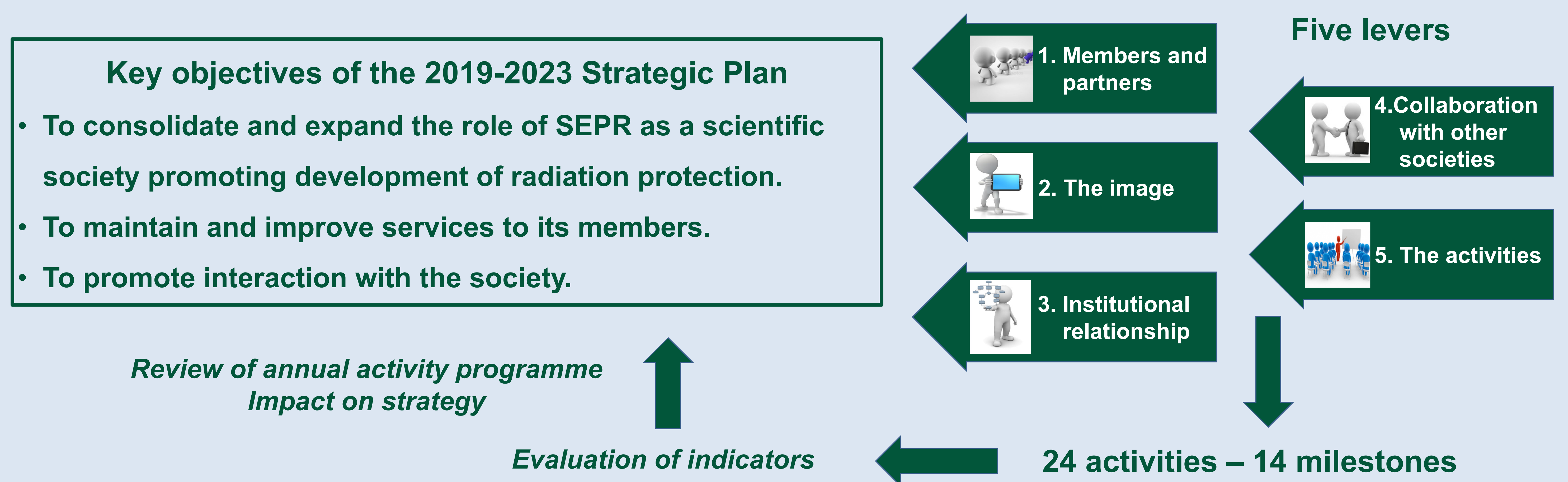
In 2019, SEPR approved its Third Strategic Plan. Based on a SWOT (Strengths, Weaknesses, Opportunities, and Threats) and a CAME (Correct, Adapt, Maintain, and Explore) analysis, **three key strategic objectives** of the Society were defined. **Five levers** were proposed to guide the activities of the Association and to ensure the achievement of the key objectives. Each lever was broken down in several activities and milestones which are periodically evaluated with pre-established indicators.

### FORESEEN IMPACT

- ✓ Move towards an SEPR 4.0: with individualized information on members needs, well digitalized and with an active website.
- ✓ Strengthen the positioning of the SEPR as reference for any matters of its competence, both at national and international level.
- ✓ Improve collaborations and synergies with other related professional and scientific societies.
- ✓ Propose actions to strength the progress of radiological protection in Spain.



## NEW STRATEGIC PLAN APPROACH: FIVE LEVERS



## EXAMPLE OF MILESTONES

- ✓ **New communication unit** lead by an expert on communication whose mission is to promote the culture and awareness of radiological protection in the public and to increase the visibility of the Association in the media.
- ✓ **FAQ** on ionizing and non ionizing radiation risk.



Induction hobs



Radon in buildings

- ✓ **Twitter threads** on radiation protection.

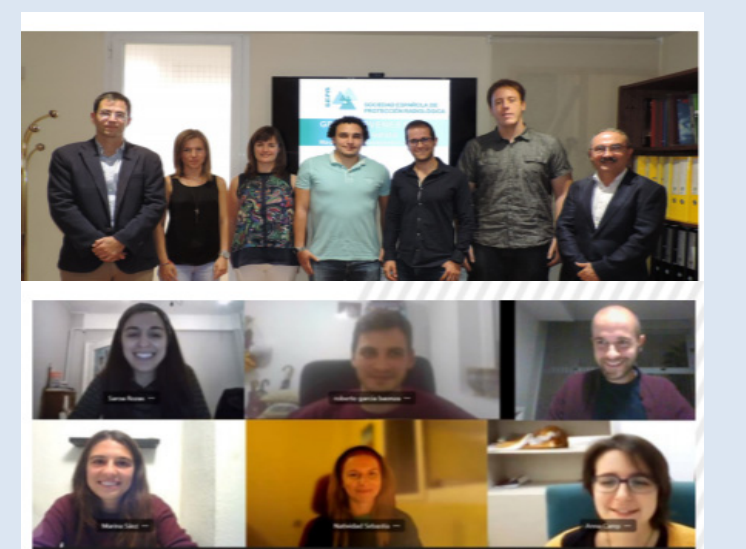


✓ Infographics

- ✓ New responsibilities and greater involvement of the **Young Generation Committee** in the Association decision-making.



- ✓ **New agreements with other associations and organizations**



- ✓ **Renewed web**; more presence in the net and social media.
- ✓ **Free access to SEPR Journal** during pandemic.

