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# **Rosatom's global experience and best practice for approaching public acceptance on nuclear energy**

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France 2007



Russia 2010



India 2012



Taiwan 2014

## Public acceptance remains a global factor affecting the development of nuclear industry









Public acceptance was the key factor that led to nuclear phase out in Germany.

Estimated price of NPPs decommissioning for the German economy may amount to 37 billion Euros by 2020.

## Negative perception of nuclear technologies is based mainly on:

- ❑ Lack of knowledge and myths about nuclear technologies and radiation
- ❑ Nuclear weapons testing
- ❑ Severe accidents at Three-Mile Island NPP (1979), Chernobyl NPP (1986), and Fukushima NPP (2011)
- ❑ Activities of various anti-nuclear movements

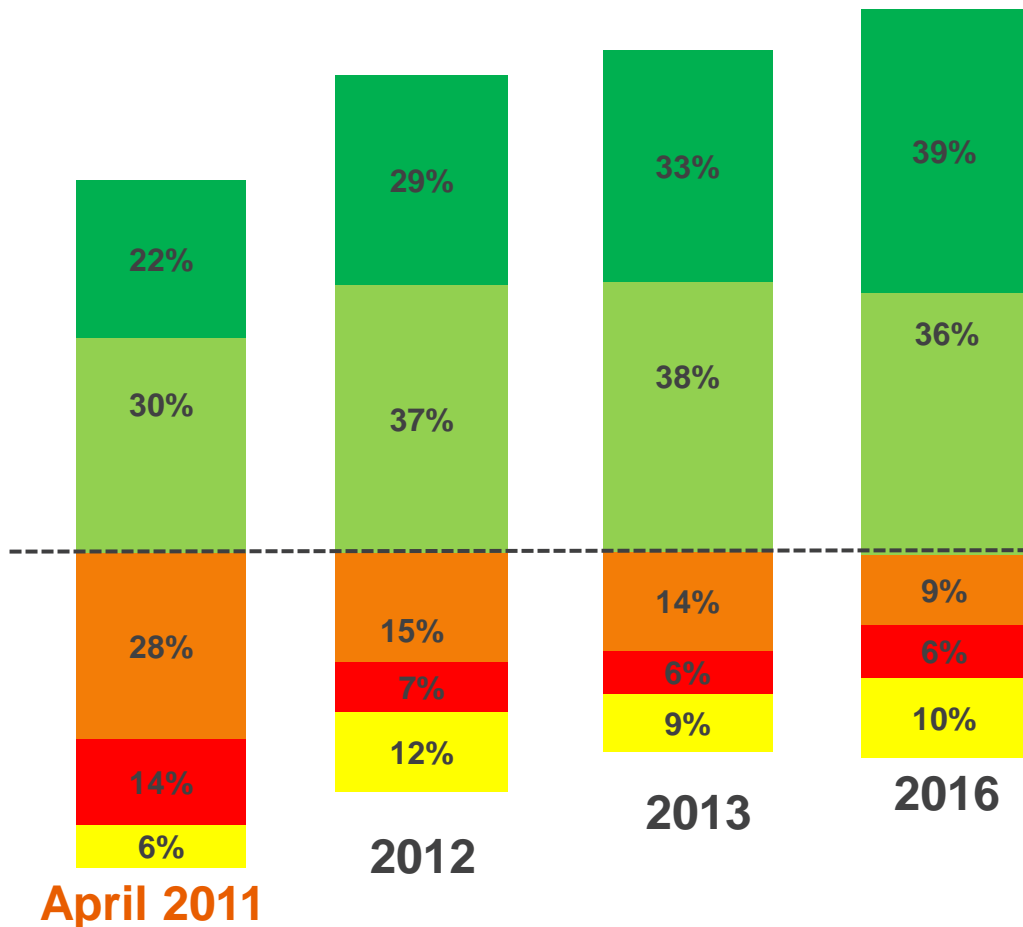
## Public perception of nuclear energy – positive/negative before & after Fukushima:

		<u>Before</u>	↘	<u>After</u>
	Russia	63/32	↘	52/27
	China	83/16	↘	70/30
	Japan	62/28	↘	39/47
	India	58/17	↘	49/35
	Germany	34/64	↘	26/72
	France	66/33	↘	58/41
	Turkey	45/51	↘	41/57



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## Study of nuclear energy public acceptance in Russia



Do you think that nuclear power should be...

-  actively developed
-  kept on a current level
-  curtailed
-  completely rejected
-  "don't know"



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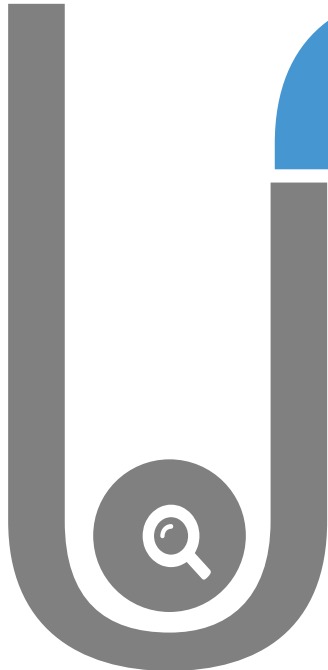
## **5 principles to follow when approaching public acceptance :**

- Full compliance with IAEA recommendations, combination of Russian and international experience
- Stakeholders segmentation and direct contact with all stakeholders
- Promoting basic knowledge about radiation and nuclear science; providing transparent and reliable information on NPP safety, SNF and RW treatment
- Delivering information on socio-economic benefits of nuclear energy on both national and local levels
- Emphasizing the role of nuclear technologies in non-energy related areas: medicine, agriculture, etc.

## **5 pillars of communications work:**

- ✓ **Transparency**
- ✓ **Understandability**
- ✓ **Rapid response**
- ✓ **Direct contact**
- ✓ **Creativity**

## Identifying Tasks



Desktop of  
field research

## Elaborating Messages



Stakeholder  
Mapping

## Launch



Supervision  
& Adjustment

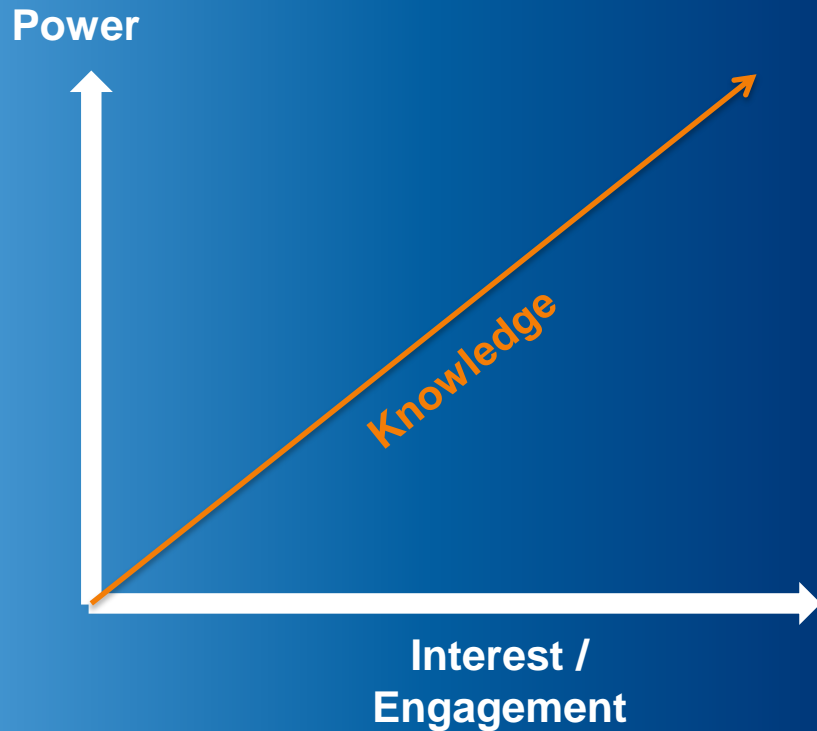
## Assessment



**Planning and implementing a campaign to support  
a nuclear new build project**

# Stakeholder Mapping

Nuclear projects are executed in the multi-stakeholder environment. Segmentation of stakeholders varies depending on the project particularities





*MoU in South Africa*



*Roadmap in Bangladesh*

## Arranging public acceptance activities on an intergovernmental level

- ❑ Conclusion of bilateral agreements with national authorities creates the framework conditions needed for successful work – MoUs and Roadmaps
- ❑ Advocacy in media: publishing favourable opinion pieces on behalf of the key think-tanks
- ❑ Joint events with government stakeholders
- ❑ Public Acceptance can be a basis for development of relations with future business partners





*Indonesian media at ROSATOM workshop*



*Journalists visiting ATOMEXPO 2015 Forum and Novovoronezh NPP*

## Being always open to media – a key channel to tell people the true about nuclear technologies

Media relations is constant process needed to increase the journalists' level of knowledge in nuclear energy sphere

- ❑ Day-to-day information distribution process: press-releases, pitch, interviews, etc.
- ❑ Special events for media: press-tours, press-briefings, round tables.
- ❑ Site-tours to ROSATOM nuclear facilities in Russia and ROSATOM-constructed facilities in the world
- ❑ Press-tours to events in Russia and elsewhere



*Mandela Day in South Africa*



*Olympiad in South Africa*

## Promoting education as a nuclear awareness driver

- ❑ Mandela Day 2016: revival of 2 science labs in Bothabelo school (NW)
- ❑ Mandela Day 2017: New computer lab at an underprivileged school in Brits South Africa
- ❑ Public Lectures on nuclear safety and nuclear technologies
- ❑ Education and trainings in Russia: 1400 foreign students, including Brazil, Bolivia, Argentina, Turkey, etc.
- ❑ Online math & physics contest: more than 100 school students from 4 countries participated in 2016



*NPP on the palm*



*NPP in Augmented Reality*

## Highlights of the Full-scale Local Communications Campaign

- ❑ Organization of Public Hearings and Public Consultations
- ❑ Engagement of local communities, creating own communities of supporters
- ❑ Organization of social, educational, environmental events
- ❑ Establishment of a Nuclear Corner / Public Information Center
- ❑ Project and SPV branding
- ❑ Web-site and SMM campaign



## TRADITIONAL MEDIA



TV programmes: Atomic Horizons



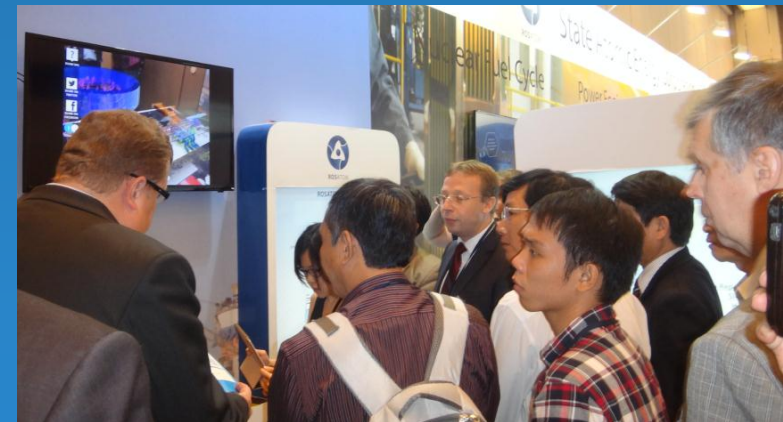
Printed materials: 1<sup>st</sup> book about nuclear energy in Bengali language

**Using various channels:  
conventional vs. new media**

## NEW MEDIA



Social media platform game:  
build an NPP



Mobile applications:  
NPP in Augmented Reality

## FOOD SUPPLY

25% of all food supply worldwide is harmed by the bacteria and insects. ROSATOM offers irradiation solutions that help preserve foods and improve crop.



## WATER SUPPLY

Each 5<sup>th</sup> person in the world has no access to clean water. ROSATOM is a pioneer in nuclear desalination, offering integrated solutions in this sphere.



## EMPLOYMENT

One NPP construction project can create about 70 000 new jobs in related industries. ROSATOM is committed to local personnel development in the countries of its operations.



## DEMOGRAPHICAL CHALLENGES

The Earth's population is expected to rise to an estimated 8 billion people by 2030. Nuclear technologies can contribute greatly to the well-being of the coming generations.



## TRADE & TRANSPORT

Nuclear energy powers icebreakers and paves the way for more cost-efficient maritime travels. ROSATOM's nuclear icebreakers fleet makes possible the year-round Arctic navigation.



## HEALTHCARE

90 % of all cancer-detection procedures are performed with the use of radioisotopes. ROSATOM is one of the world's major radioisotope suppliers.



## ECONOMIC CHALLENGES

National nuclear energy programme is a powerful driver for a country's socio-economic development. Based on ROSATOM's research, one dollar invested in nuclear energy may create a multiplier effect of seven dollars in related industries.



## INNOVATIVE DEVELOPMENT

Nuclear energy is a high-tech segment, which boosts R&D activities in many areas. ROSATOM spends about 4.5% of its revenue on R&D activities.



## ENERGY SUPPLY

Nuclear energy provides about 11% of the world's electricity. ROSATOM today implements projects to construct 38 nuclear power units worldwide, which will provide stable electricity supply at affordable prices.



## ENVIRONMENTAL PROTECTION

Nuclear generation provides 25-30 times less GHG emissions than coal- or oil-fired power plants. NPPs constructed worldwide by ROSATOM over the past 60 years have helped to avoid more than 15 thousand million tonnes of CO<sub>2</sub> emissions.



# SUSTAINABLE DEVELOPMENT

# Driven by a challenge

The atom is more than just energy&

It is a unique tool that is able to deal with the most fundamental challenges facing humanity.



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**THANK YOU!**