Rosatom’s global experience and best practice for approaching public acceptance on nuclear energy

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Moscow, Russia

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.

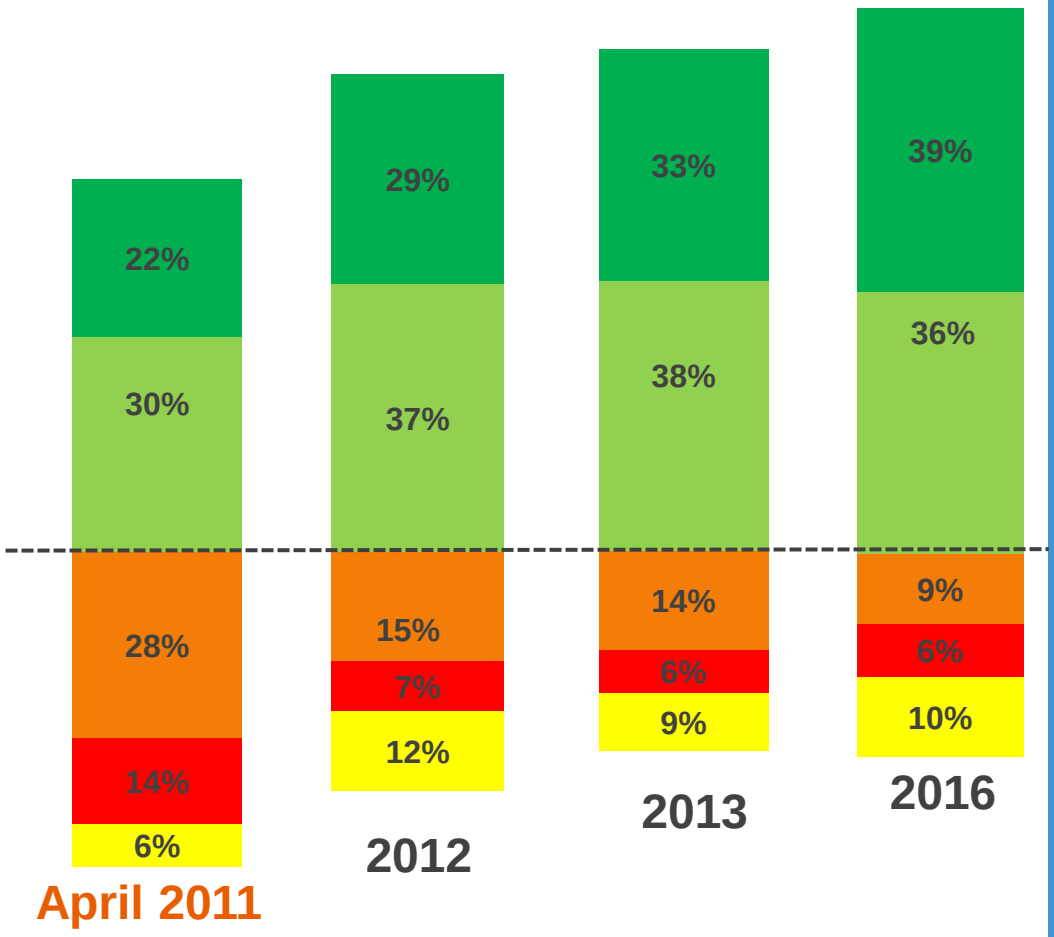
Negative perception of nuclear technologies is based mainly on:

- 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:

	Before	↘	After
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

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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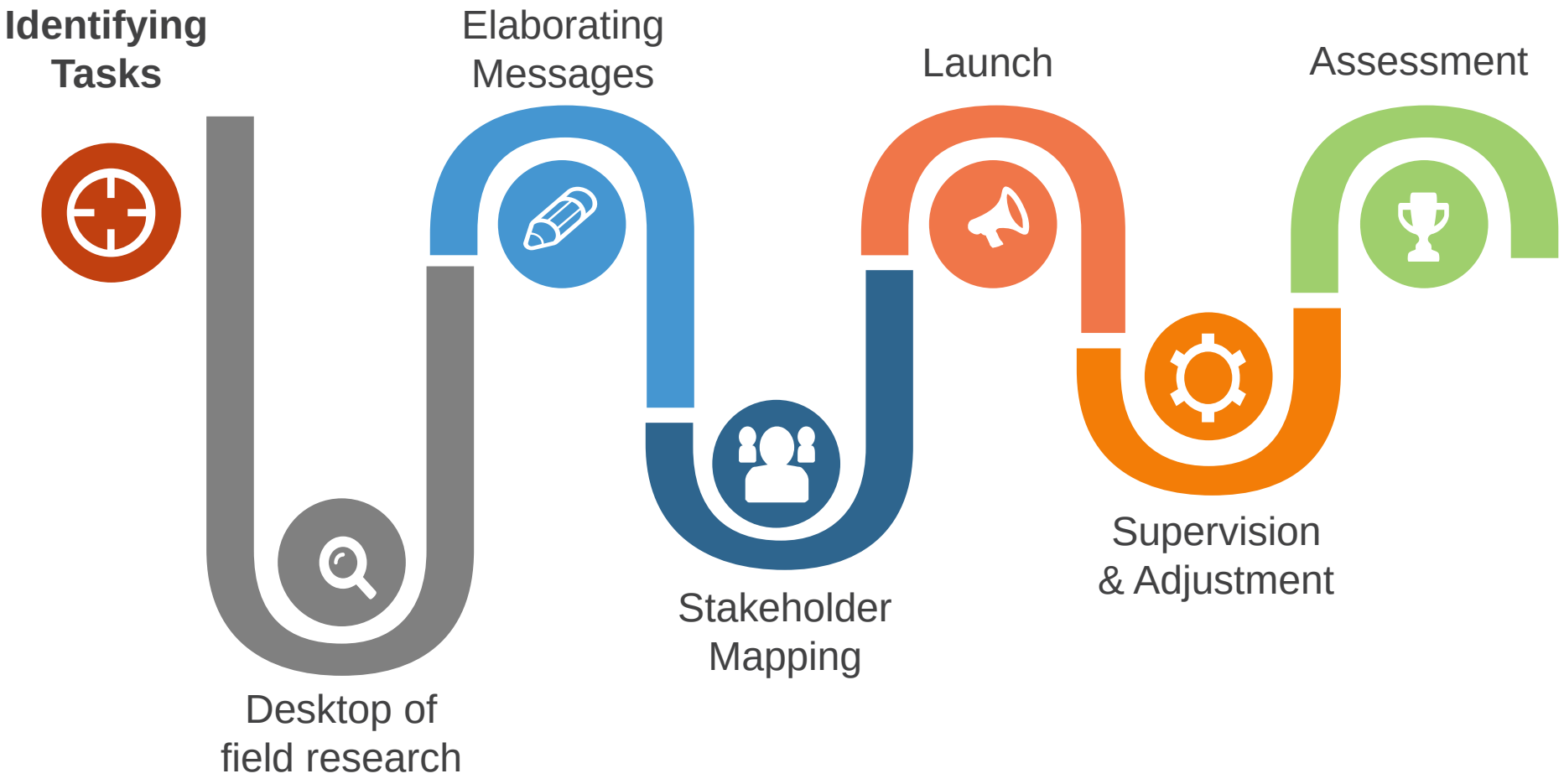
5 principles to follow when approaching public acceptance :

- 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:

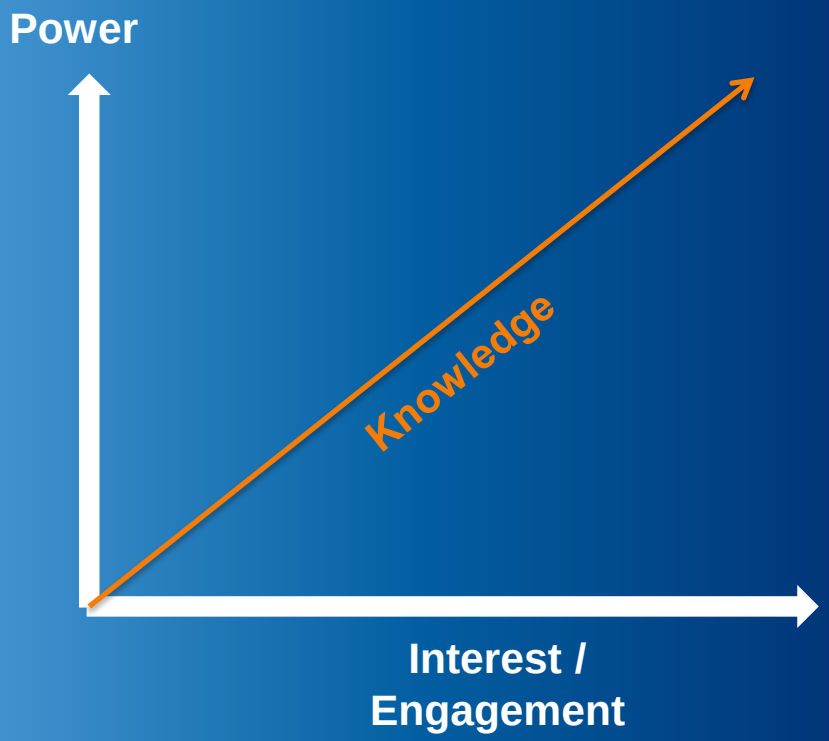
- ✓ **Transparency**
- ✓ **Understandability**
- ✓ **Rapid response**
- ✓ **Direct contact**
- ✓ **Creativity**



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 underprivalaged 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

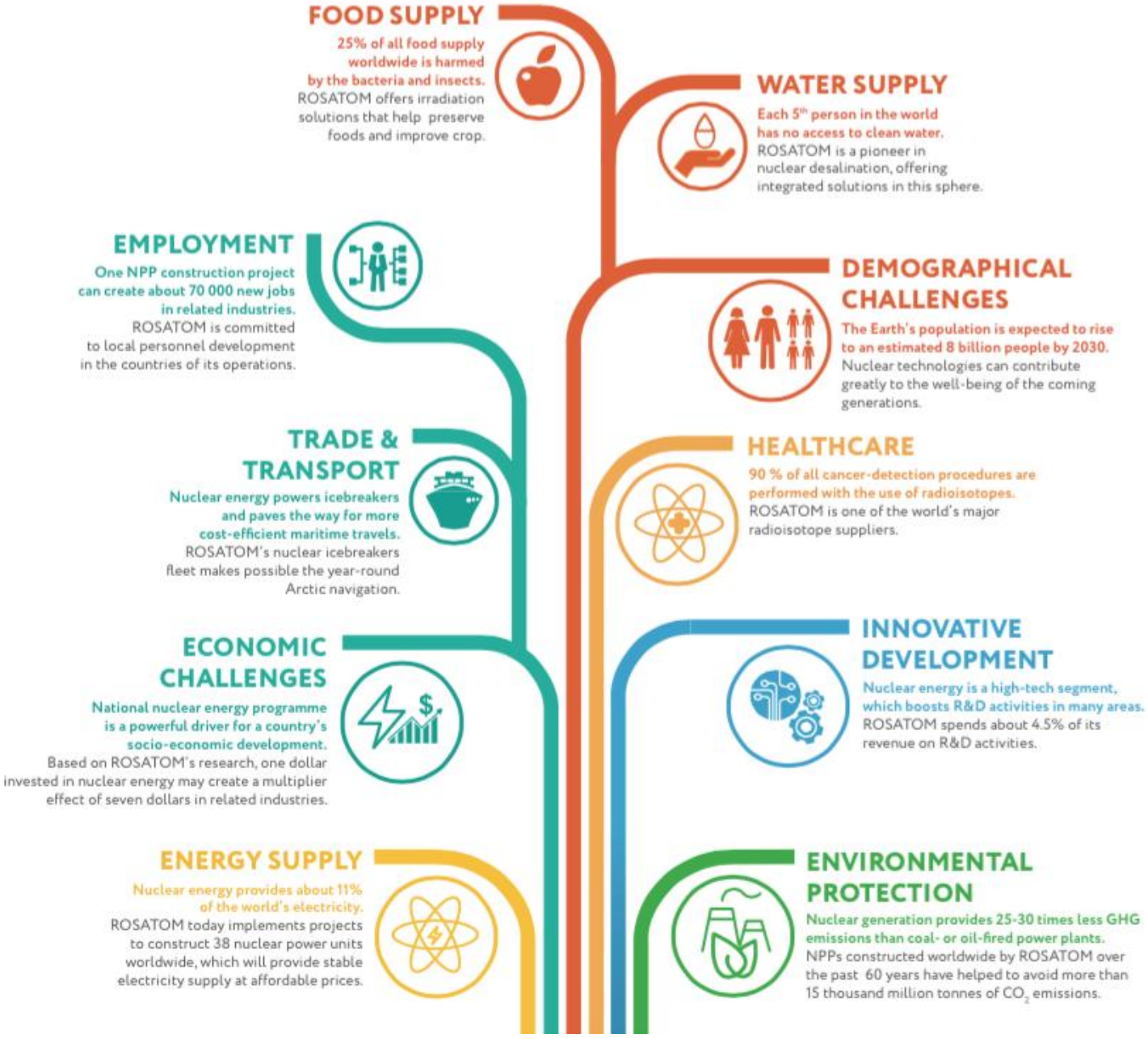
Printed materials: 1st book about nuclear energy in Bengali language

NEW MEDIA

Social media platform game: build an NPP

Mobile applications: NPP in Augmented Reality

Using various channels: conventional vs. new media



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!