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# Stakeholder Engagement for Nuclear Power - Webinar 2

An ISTC Webinar @ 24<sup>th</sup> March 2021

By

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Hello  
&  
Good Morning  
2<sup>nd</sup> ISTC Webinar  
Participants



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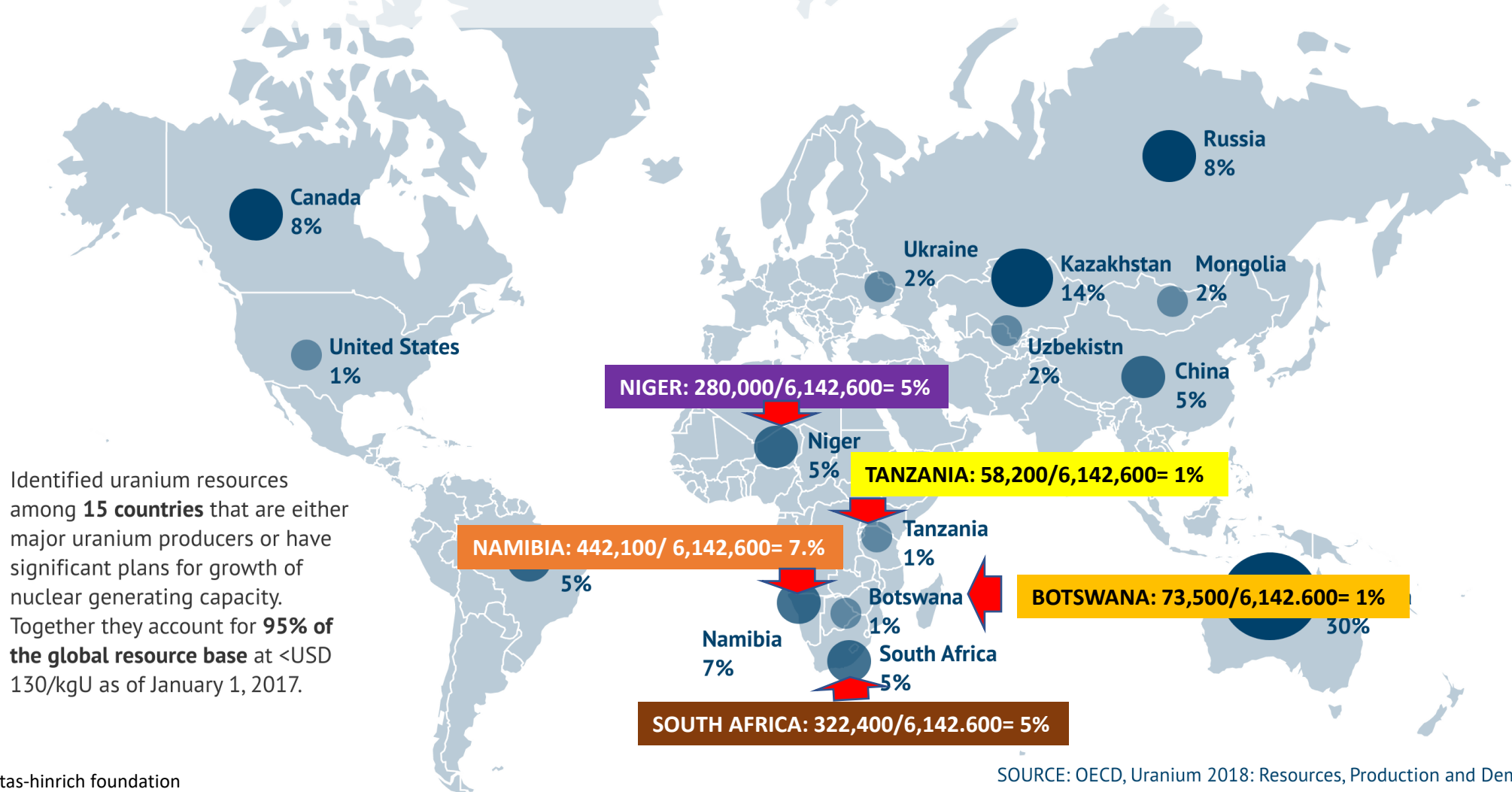
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*Q&A*

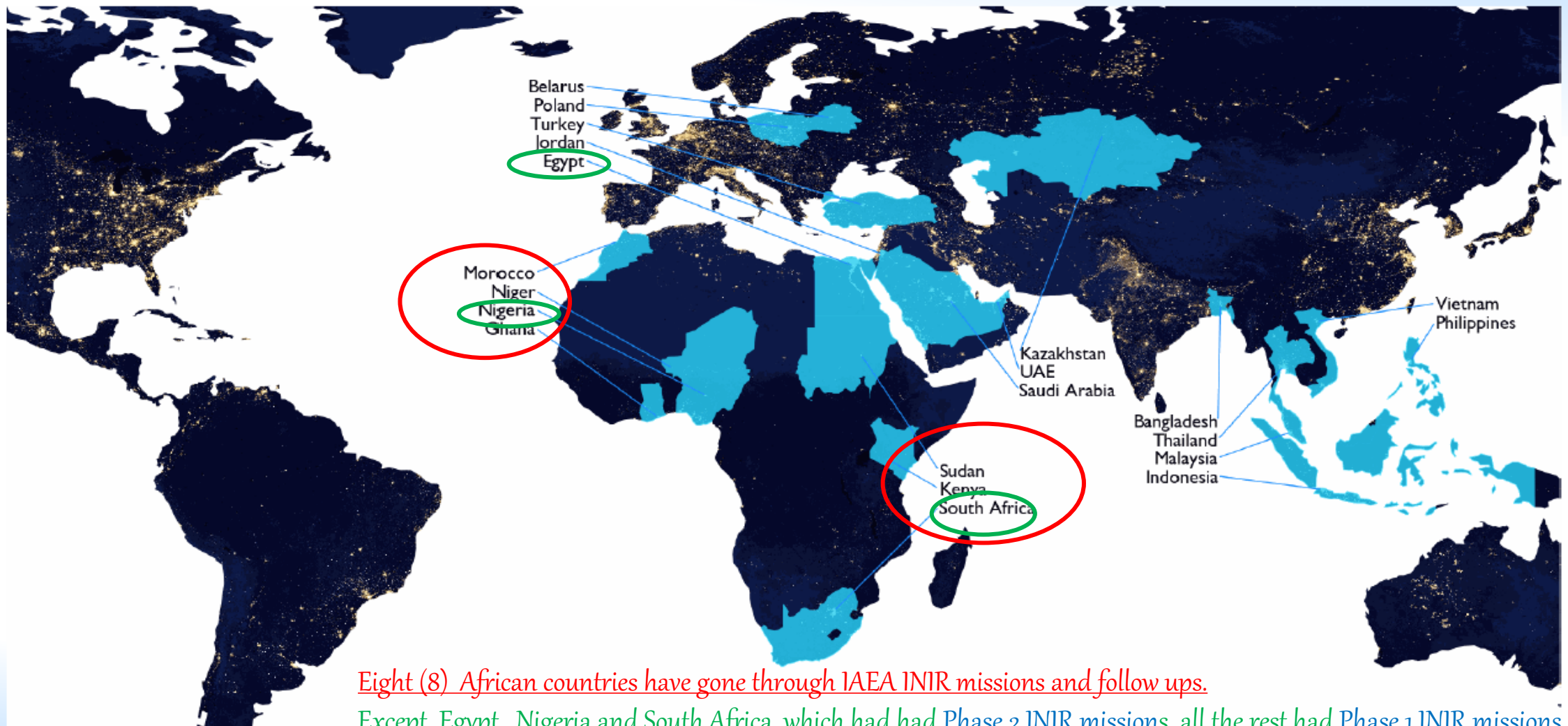


Although global demand for nuclear power is projected to grow, especially in East Asia and the Middle East, that's not necessarily good news for uranium mining and trade. The OECD Nuclear Energy Agency and International Atomic Energy Agency produce a biannual Red Book, assessing the state of world supply in uranium. The [2018 Red Book](#) indicated that identified recoverable uranium resources are sufficient to power the global nuclear reactor fleet at 2016 levels of installed nuclear capacity for the next 130 years.

## Global Distribution of Identified Uranium Resources



## 30 INIR Missions in 21 Member States (2009-2020)



*Eight (8) African countries have gone through IAEA INIR missions and follow ups.*

*Except Egypt, Nigeria and South Africa, which had had Phase 2 INIR missions, all the rest had Phase 1 INIR missions*

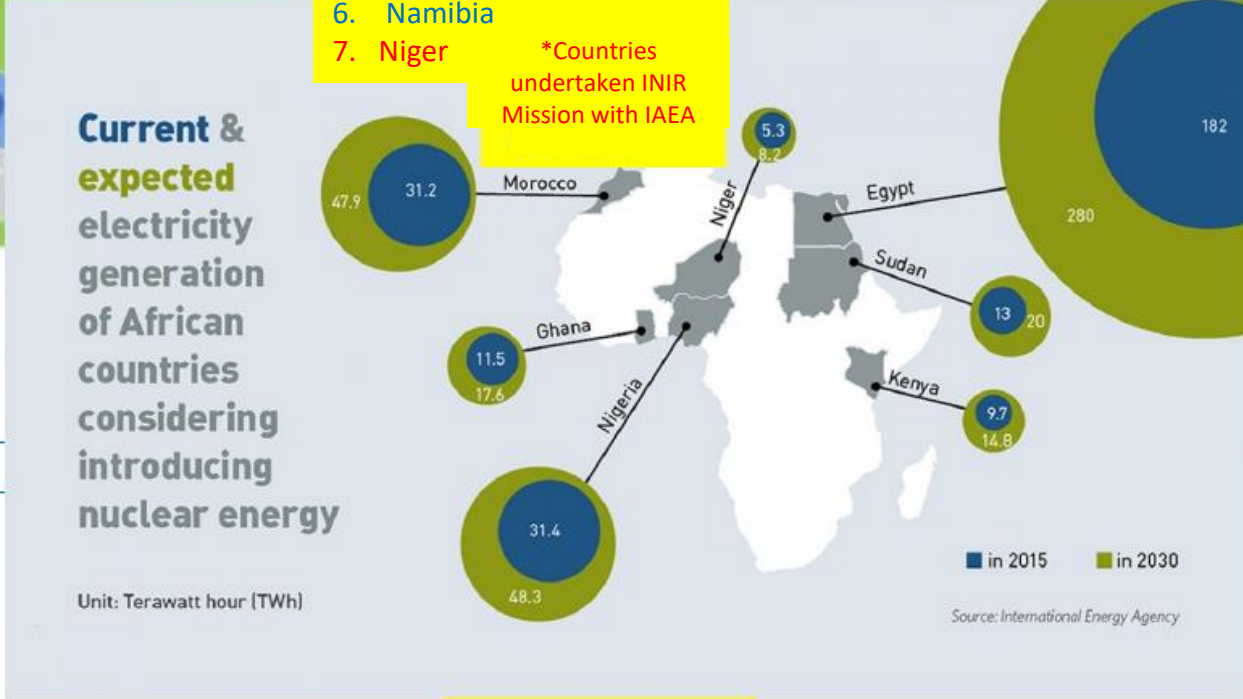
# Africa's Nuclear Power Ambition

About 12 African countries are currently considering adding nuclear power into their generation mix and are at various stages of nuclear power infrastructure development.



- Africa's NPP Ambitions**
- |            |             |
|------------|-------------|
| 1. Algeria | 8. Nigeria  |
| 2. Egypt   | 9. Sudan    |
| 3. Ghana   | 10. Tunisia |
| 4. Kenya   | 11. Uganda  |
| 5. Morocco | 12. Zambia  |
| 6. Namibia |             |
| 7. Niger   |             |

\*Countries undertaken INIR Mission with IAEA



- Uranium Resources**
1. Botswana (1%)
  2. Malawi
  3. Namibia (7%)
  4. Niger (5%)
  5. South Africa (5%)
  6. Tanzania (1%)

source: International Energy Agency (IEA)

source: America's Role in Global Nuclear Innovation- The Once and Future King ? By Jessica Lovering Director of Energy, The Breakthrough Institute , The Breakthrough Blog **May 09, 2017**



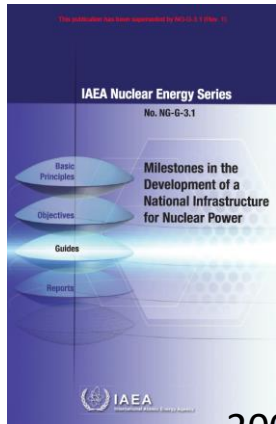
2a

# IAEA's Milestones Approach — a methodology that guides countries and organizations to work in a systematic way towards the introduction of nuclear power, research reactor operations and ???



IAEA  
International Atomic Energy Agency

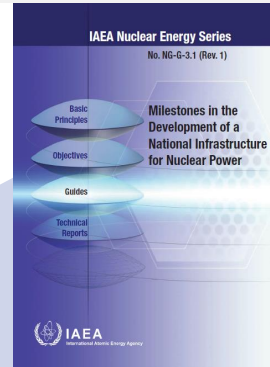
IAEA Nuclear Energy Series  
No. NG-G-3.1, 2007



2007

The IAEA published its *Milestones in the Development of a National Infrastructure for Nuclear Power* identifying three phases of **Consider Prepare and Construct** to support Member States in Preparing to launch a Nuclear Power Programme (NPP)

IAEA Nuclear Energy Series  
No. NG-G-3.1 (Rev 1), 2015



2015

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2012

The IAEA published the *Specific Considerations and Milestones for a Research Reactor Project* identifying three phases of **consider prepare and construct** to help national authorities prepare better for safe, secure, sustainable research reactor operations



2021?

IAEA is schedule to publish a *Guidance Document to Apply the Milestone Approach for Uranium Production*

The IAEA has developed the 'Milestones Approach' a three-phase process for developing the necessary infrastructure for a nuclear power programme and Research reactor operations

2b

## Milestone in the Development of a National Infrastructure for Nuclear Power, IAEA

The Milestones Approach comprises three phases for the development of a national infrastructure for nuclear power.

The Milestones approach includes 19 nuclear infrastructure issues which require specific actions during each of the three phases. Completion of the actions for a phase represents the achievement of the associated milestone.

At each phase, nineteen infrastructure issues need to be considered.

The required infrastructure includes not only facilities and equipment, but also the human and financial resources and the legal and regulatory framework within which the programme will be carried out. Essentially, the same infrastructure is needed whether the programme is planned for the production of electricity, for seawater desalination or for any other peaceful purpose.

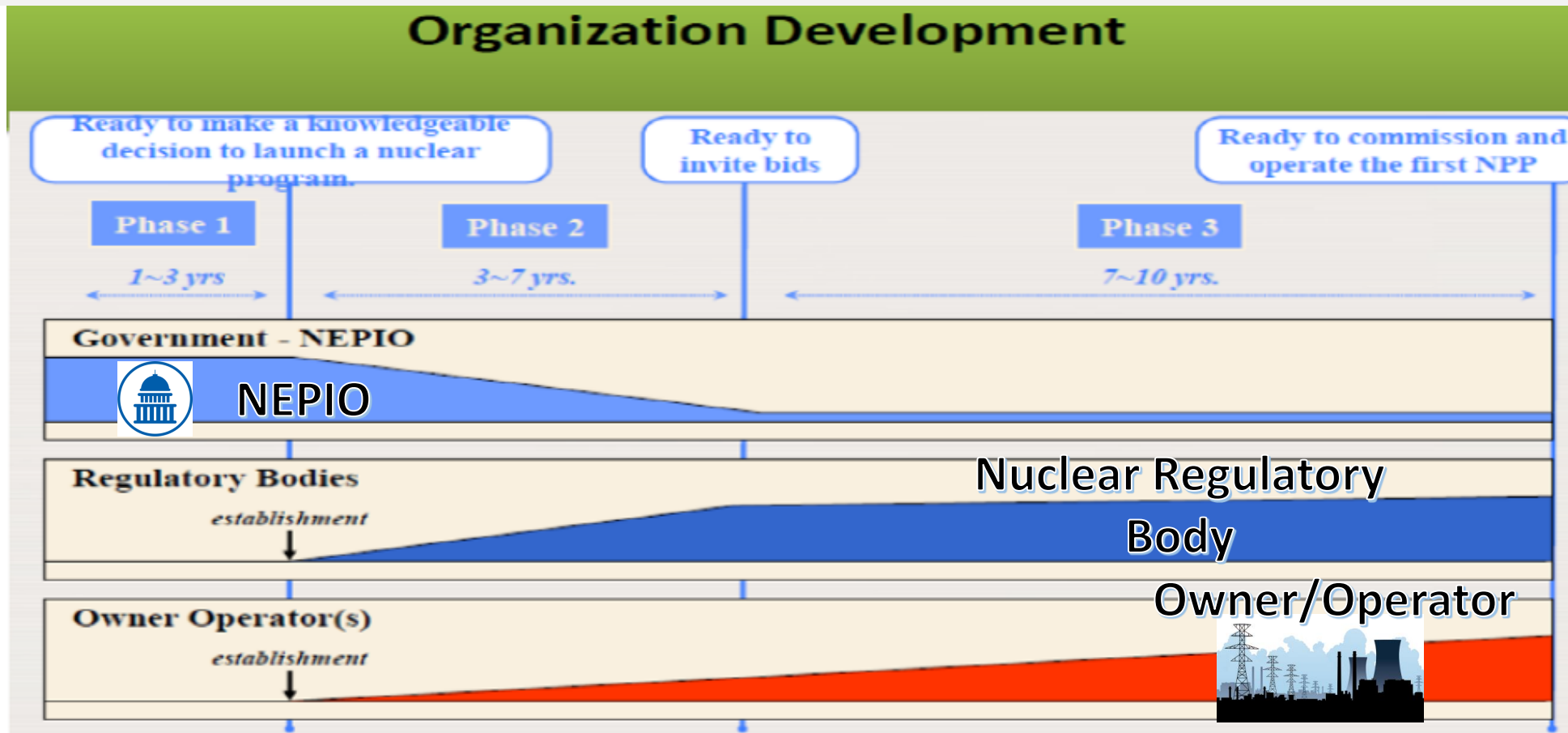


3a

## Key Organizations involved in Nuclear Power Planning

Numerous organizations are involved in a nuclear power programme, however, three entities play a fundamental role to ensure that the programme is implemented in a safe, secure and cost-effective manner: *the government, the regulatory body (or regulatory bodies) and the owner/operator;*

Each has a specific role to play, with responsibilities changing as the programme advances.



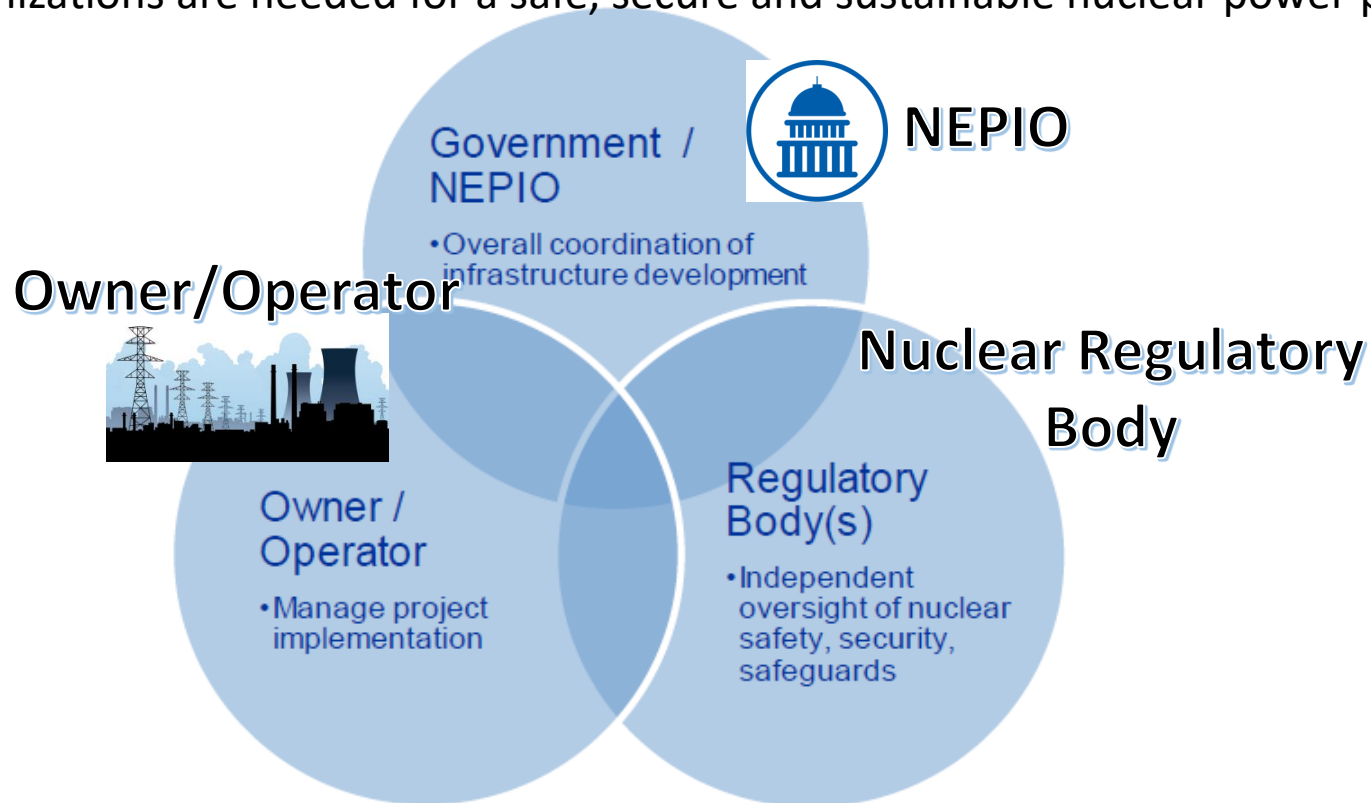
# Milestone in the Development of a National Infrastructure for Nuclear Power, IAEA

## -Organization development

### Three key organizations

In the development of the nuclear infrastructure, three key organizations are involved: the government, the owner/operator of the nuclear power plant and the regulatory body.

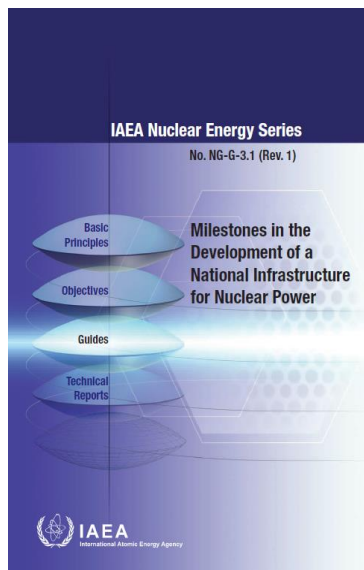
All three organizations are needed for a safe, secure and sustainable nuclear power programme



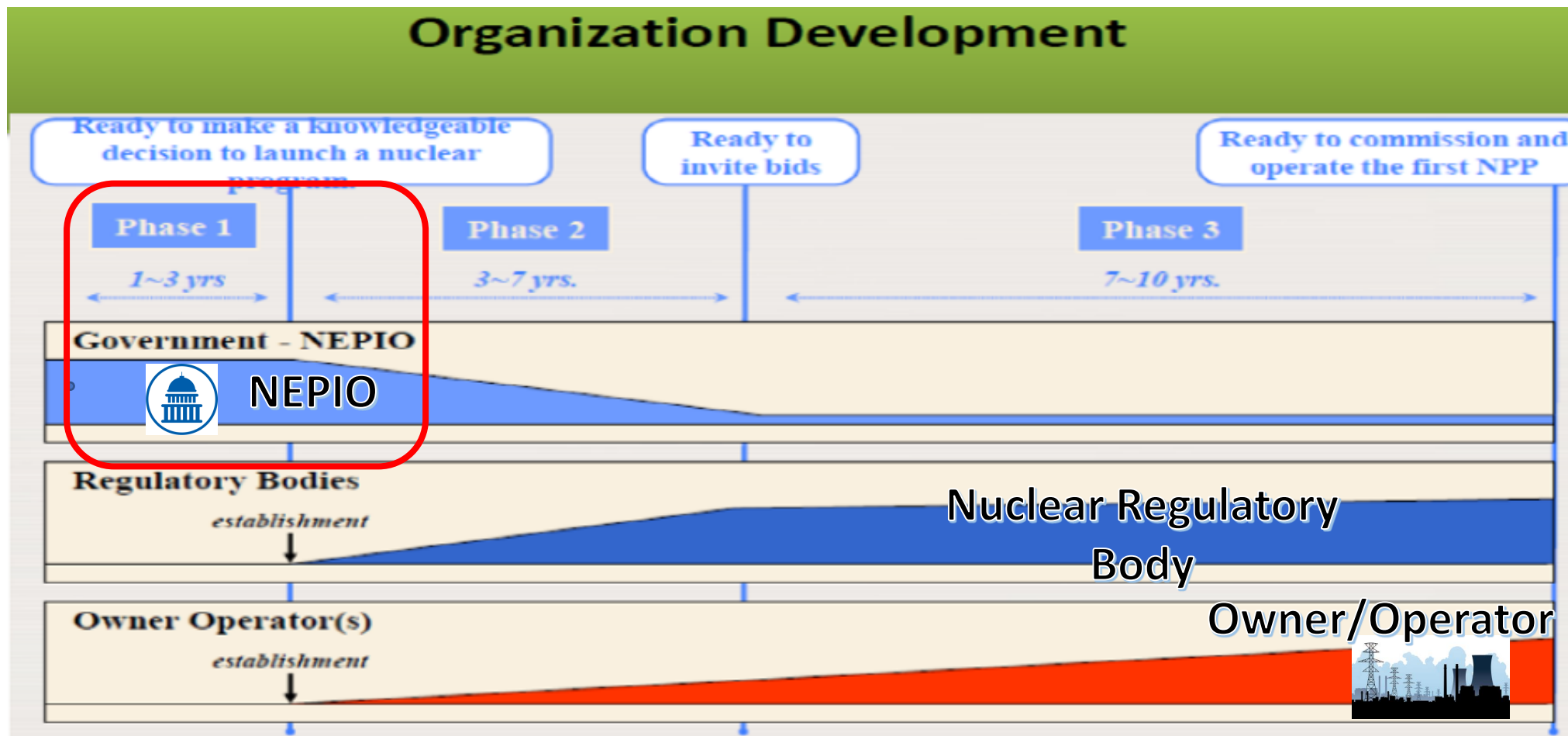


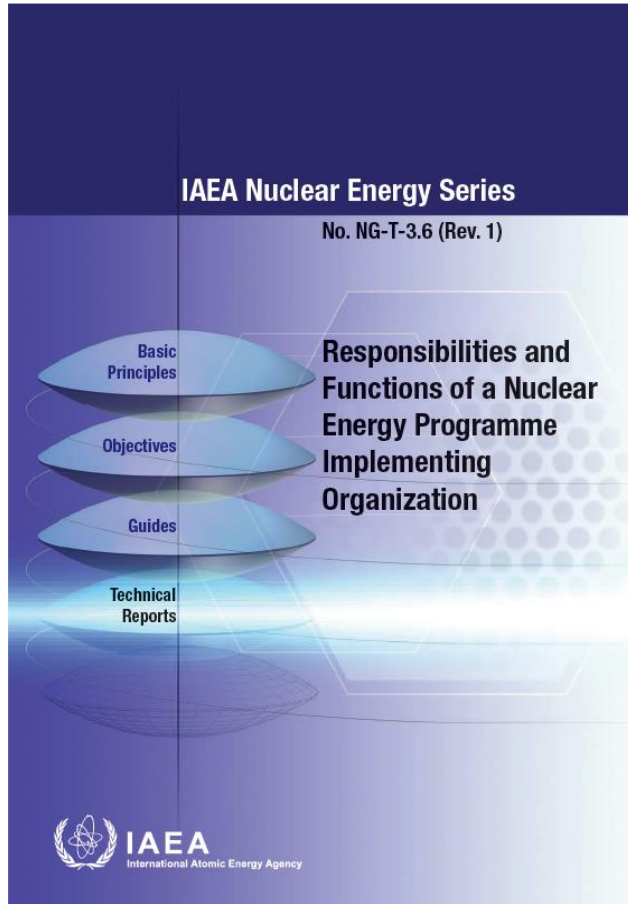
Milestone 1 — Ready to make a knowledgeable commitment to a nuclear programme

2 In Phase 1, however, the government and the NEPIO are the ones with major roles



2015



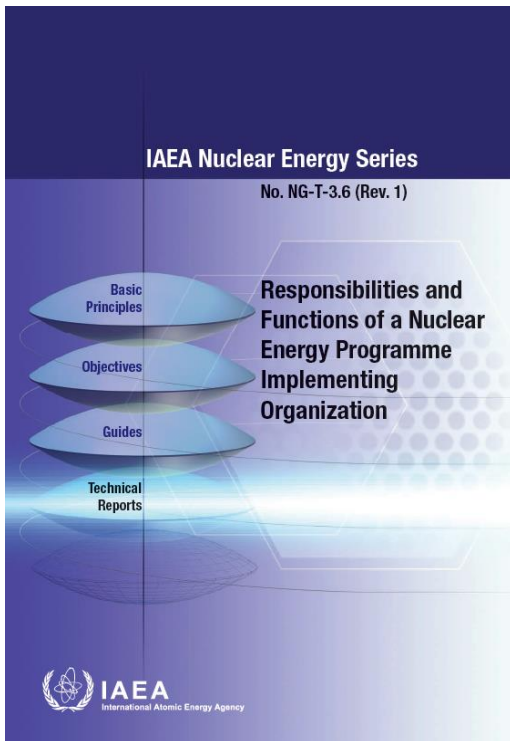


During Phase 1 of nuclear power infrastructure development, the NEPIO should be the lead organization guiding the country to **Milestone 1**, where the State will be in a position to make a knowledgeable commitment to a nuclear power programme.

The NEPIO has an important responsibility to identify the obligations and activities necessary to implement an effective, safe, secure and peaceful nuclear power programme.

This requires the NEPIO to ensure overall coordination and the engagement of all important stakeholders.

4b



The main responsibilities of a NEPIO in Phase 1 are as follows:

— Identify the expertise needed to fulfil all functions and responsibilities assigned to the NEPIO (see Section 4.1) and identify where, how, when and under what conditions such expertise can be obtained;

— Establish working groups to coordinate the preparation of pre-feasibility studies evaluating various aspects of introducing nuclear power (many States assign working groups responsibility for a cluster of issues; see Annexes I–V for examples);

— Prepare a strategy and plan for stakeholder involvement, including public communication, and implement the plan in consultation with the relevant agencies, opinion leaders and key stakeholder groups;

— Prepare a notional schedule and timeline for the development of the national infrastructure for nuclear power and implementation of the first nuclear power project (some States refer to this document as a roadmap); 5

— Prepare a comprehensive report defining and justifying a national strategy for nuclear power that includes an assessment of the national capacity related to each of the 19 infrastructure issues and a plan to guide the implementation of the programme;

— Coordinate a self-evaluation of the status of national nuclear power infrastructure development

## Establishment of a NEPIO



**WHAT?** Coordination mechanism

**WHY?**

Plan, coordinate, monitor programme implementation

**WHEN?**

Nuclear option included in Energy Mix

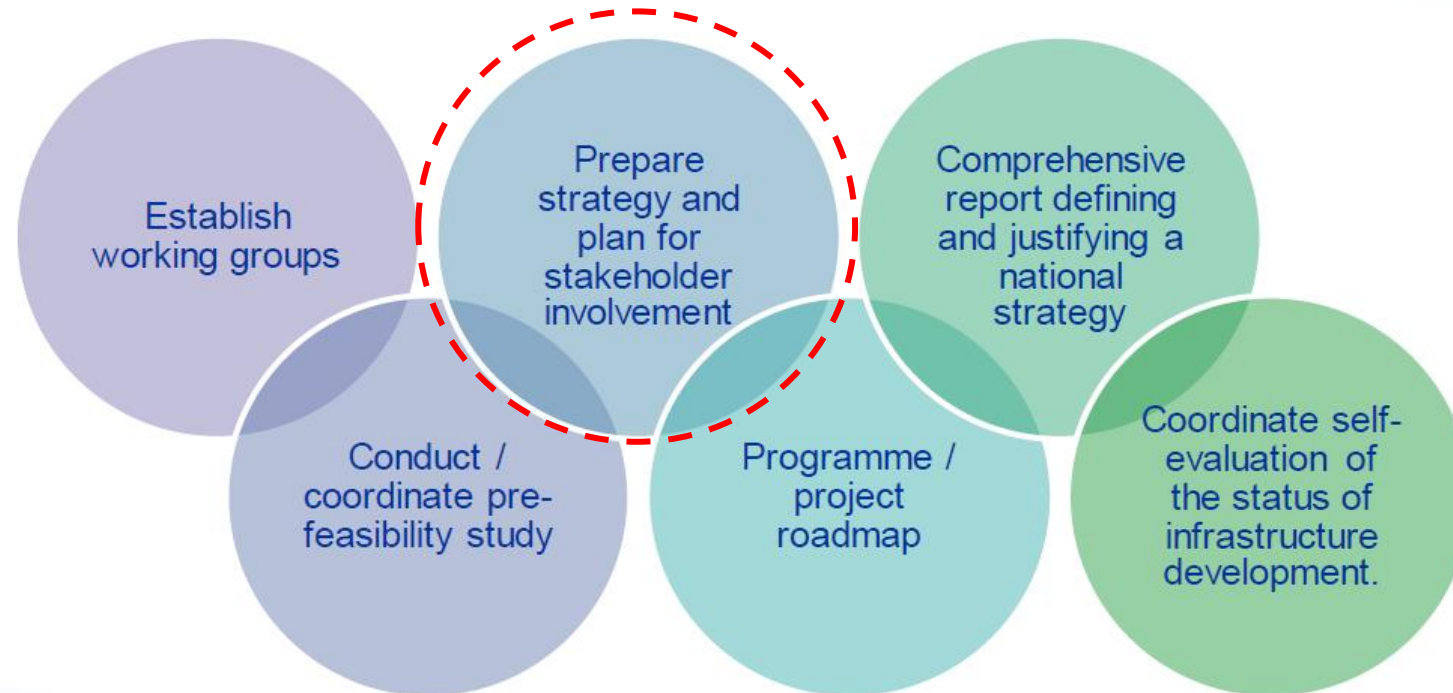


- Strength of government commitment and support
- Adequate resources and authority





## NEPIO Main Responsibilities in Phase 1



The public has the right to be concerned about your project, to ask questions about it, and even to oppose it.

But every person should have the correct information to form her or his opinion.

Meaningful consultation that involves ongoing two-way communication with a project representative increases understanding, clarifies the community's preferences and values, and allows the proponent to understand how the public's views can and should lead policy decisions.

However, organizations often struggle with communication with their stakeholder groups.

- People need information
- Avoid misinformation
- Build certainty and trust

- Develop a multifaceted 2 way communications plan
- Ensure consistent & constant messaging
- Don't avoid tough conversations

- Be visible & accessible - don't hide
- Be open, honest, and transparent
- Use formal and informal communication channels

# Milestone in the Development of a National Infrastructure for Nuclear Power, IAEA - Stakeholder Engagement: A Snapshot

Stakeholder involvement is one of the 19 infrastructure issues covered in the IAEA's Milestones approach, a structured guidance document that Member States use for the development of infrastructure for a nuclear power programme

TABLE 1. INFRASTRUCTURE ISSUES AND MILESTONES

Issues	Milestone 1	Milestone 2	Milestone 3
National position			
Nuclear safety			
Management			
Funding and financing			
Legislative framework			
Safeguards			
Regulatory framework			
Radiation protection			
Electrical grid			
Human resources development			
Stakeholder involvement			
Site and supporting facilities			
Environmental protection			
Emergency planning			
Security and physical protection			
Nuclear fuel cycle			
Radioactive waste			
Industrial involvement			
Procurement			

Conditions

Conditions

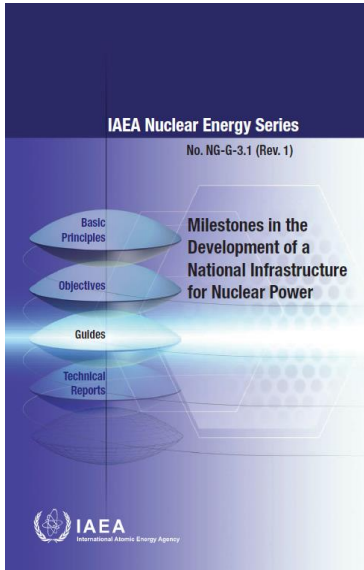
Conditions

SUMMARY OF CONDITIONS TO ACHIEVE THE MILESTONES

Infrastructure issue	Milestone 1 – Ready to make a knowledgeable commitment to a nuclear programme	Milestone 2 – Ready to invite bids for the first nuclear power plant	Milestone 3 – Ready to commission and operate the first nuclear power plant
3.9 Electrical grid	<ul style="list-style-type: none"> <li>Study of compatibility of nuclear power in the nation's development strategy conducted by NEPIO</li> <li>Electrical grid requirements considered</li> </ul>	<ul style="list-style-type: none"> <li>Detailed studies to determine grid expansion, upgrade or improvement undertaken</li> <li>Plans, funding and schedule for grid enhancement exist</li> </ul>	<ul style="list-style-type: none"> <li>Plans for grid enhancement executed</li> <li>Grid ready to support commissioning and operation of a nuclear power plant</li> </ul>
3.10 Human resources development	<ul style="list-style-type: none"> <li>Knowledge and skills needed to support a nuclear programme identified by NEPIO</li> <li>Plan to develop and maintain the human resource base developed</li> </ul>	<ul style="list-style-type: none"> <li>Sufficient human resources to issue bid request are in place</li> <li>Initial education and training for remaining human resources for plant operation started and financial resources committed</li> </ul>	<ul style="list-style-type: none"> <li>All human resources to commission and operate the first nuclear power plant are in place</li> <li>Education and training programmes for continuing flow of qualified people are underway</li> </ul>
3.11 Stakeholder involvement	<ul style="list-style-type: none"> <li>Open and timely interaction and communication regarding the nuclear programme addressed from the beginning</li> <li>Strong public information and education programme initiated by government and NEPIO</li> </ul>	<ul style="list-style-type: none"> <li>Public information and education programme developed by all involved organizations</li> </ul>	<ul style="list-style-type: none"> <li>Reasonably credibility with stakeholders and public established</li> <li>Communication efforts through construction and preparation for operation continued</li> <li>Socio-political involvement maintained</li> </ul>
3.12 Site and supporting facilities	<ul style="list-style-type: none"> <li>General survey of potential sites, conducted by NEPIO</li> <li>Possible sites identified</li> </ul>	<ul style="list-style-type: none"> <li>Detailed site characterization performed</li> <li>Suitable sites for bid selected</li> </ul>	<ul style="list-style-type: none"> <li>All site services and provisions in place and functional</li> </ul>
3.13 Environmental protection	<ul style="list-style-type: none"> <li>Unique environmental issues analysed by NEPIO</li> <li>Environmental impacts and improvements communicated</li> </ul>	<ul style="list-style-type: none"> <li>Environmental studies for selected sites performed</li> <li>Particular environmental sensitivities included in bid specifications</li> </ul>	<ul style="list-style-type: none"> <li>Compliance with environmental laws and regulations assured</li> <li>Programmes for monitoring and assessment fully implemented in compliance with international standards</li> </ul>

Milestone 1 — Ready to make a knowledgeable commitment to a nuclear programme

1. Each of the three key organizations — the government, the owner/operator and the regulatory body — will eventually need its own stakeholder involvement strategy and plan.



2015



NEPIO

Nuclear Regulatory Body

Owner/Operator



Stakeholder Engagement Plan

Program Issue  
Proposed activity  
Date

Stakeholder information, group or individual	Potential role in the activity	Engagement strategy How will you engage the stakeholder in the activity?	Follow-up strategy Plans for feedback or continued involvement
Government			
Political			
Commercial			
NGO			
Other Civil Society			
International NGOs			

USAID MEASURE Evaluation

Stakeholder Engagement Plan

Program Issue  
Proposed activity  
Date

Stakeholder information, group or individual	Potential role in the activity	Engagement strategy How will you engage the stakeholder in the activity?	Follow-up strategy Plans for feedback or continued involvement
Government			
Political			
Commercial			
NGO			
Other Civil Society			
International NGOs			

USAID MEASURE Evaluation

Stakeholder Engagement Plan

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NGO			
Other Civil Society			
International NGOs			

USAID MEASURE Evaluation

Stakeholder Engagement Plan

Program Issue  
Proposed activity  
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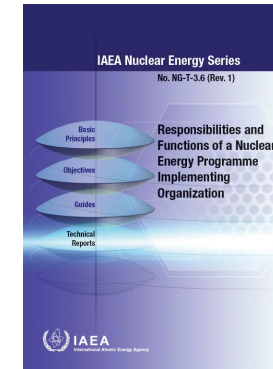
Stakeholder information, group or individual	Potential role in the activity	Engagement strategy How will you engage the stakeholder in the activity?	Follow-up strategy Plans for feedback or continued involvement
Government			
Political			
Commercial			
NGO			
Other Civil Society			
International NGOs			

USAID MEASURE Evaluation





## FUNCTIONS AND ACTIVITIES OF A NEPIO IN PHASE 1

INTERNATIONAL ATOMIC ENERGY AGENCY  
VIENNA, 2019**3.11.1. Stakeholder involvement: Milestone 1 — Ready to make a knowledgeable commitment to a nuclear power programme**

Each of the three key organizations — the government, the owner/operator and the regulatory body — will eventually need its own stakeholder involvement strategy and plan. In Phase 1, however, the government and the NEPIO are the ones with major roles. It is important that they understand the importance of gaining and keeping the confidence of the country and the international community by maintaining open and timely interaction regarding all aspects of the programme.

The government and the NEPIO should begin to address this commitment from the very beginning. Expert consultants in the areas of public communication and education may be employed to assist. However, national leaders are in the best position to understand the social norms of their society and provide the necessary guidance. Effective public communication is a skilled discipline and those involved should receive professional training.

During Phase 1, the NEPIO should take initial steps:

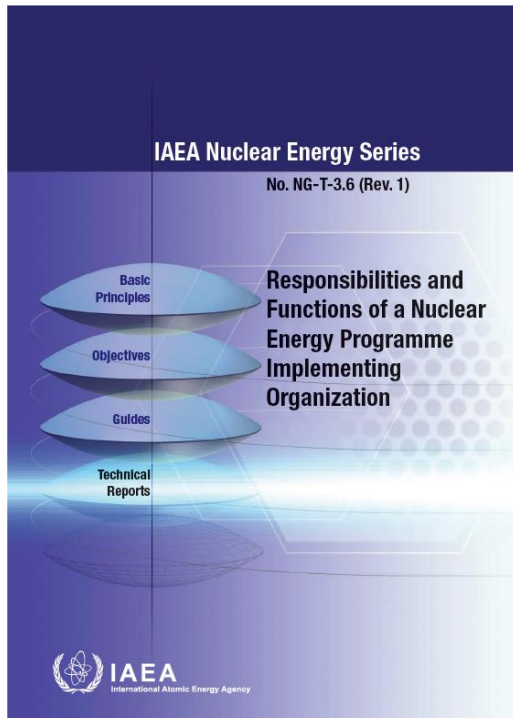
- To conduct surveys to determine the public's knowledge and receptiveness to nuclear power;
- To develop public information tools that respond to the results of the surveys and to explain the government's interest in, and the potential benefits from, nuclear power;
- To develop and begin implementing a plan of interaction with all stakeholders, including neighbouring countries<sup>9</sup>;
- To train senior staff to interact with stakeholders in response to any request.

The NEPIO's comprehensive Phase 1 report should take account of the views of stakeholders involved in the Phase 1 process and propose a stakeholder involvement plan based on transparency and openness. This should be designed to make the public and other stakeholders familiar with nuclear technology,

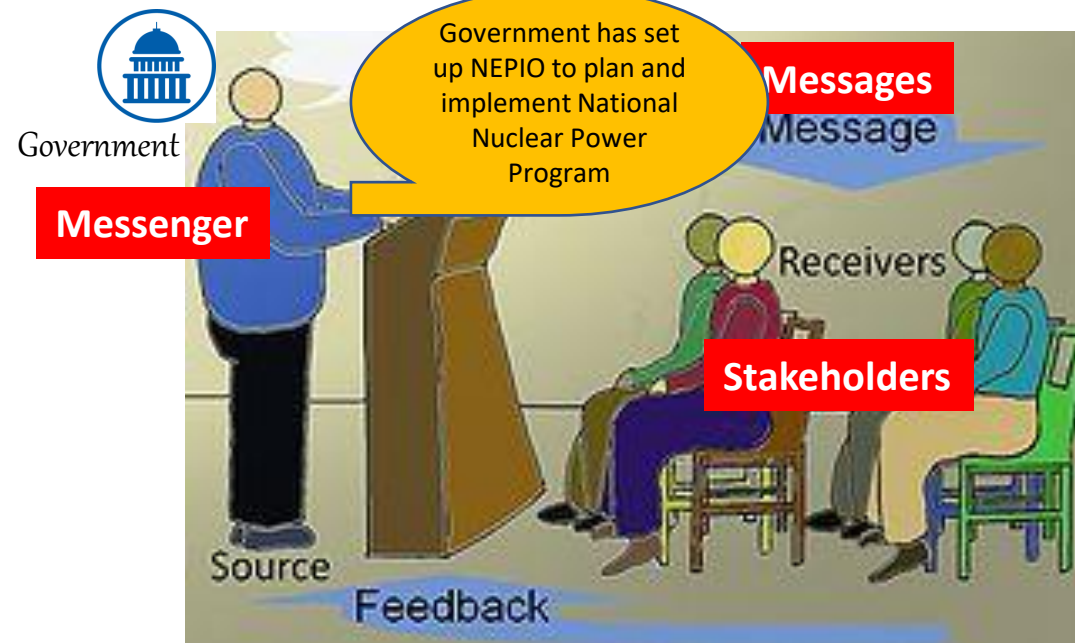
Issue	NEPIO functions	NEPIO activities
11. Stakeholder involvement	Prepare and implement an open and transparent stakeholder involvement strategy and plan	<ul style="list-style-type: none"> <li>— Understand the importance of gaining and keeping the confidence of the public and the international community by maintaining open and timely interaction regarding all aspects of the nuclear power programme;</li> <li>— Secure a clear government mandate to engage with all relevant stakeholders;</li> <li>— Ensure a professional communications team is available to the NEPIO;</li> <li>— Conduct surveys to establish a baseline of the public's knowledge of and receptiveness to nuclear power;</li> <li>— Develop appropriate public information tools that address key issues and identified concerns;</li> <li>— Explain the government's interest in nuclear power, the potential benefits and risks, and how the government will ensure safety, security and non-proliferation;</li> <li>— Develop and begin implementing a plan of interaction with all stakeholders, including neighbouring countries.</li> <li>— Train senior staff to interact with stakeholders.</li> </ul>

The government may issue formal terms of reference stating the NEPIO's authority and responsibilities. These terms of reference should call for a comprehensive review of all 19 infrastructure issues required to enable the government to make and maintain a knowledgeable commitment to a nuclear power programme. All relevant stakeholders, including the country's major utilities; the regulatory body or bodies for security, radiation safety and environmental protection; other relevant government agencies; legislative representatives and other decision makers should be included in the work of the NEPIO. The NEPIO's role in the nuclear power programme should be recognized by all relevant ministries. A critical part of the government's commitment is to ensure that the NEPIO has the human and financial resources necessary to execute all the functions established in its terms of reference.

An official announcement of the establishment of the organization or mechanism functioning as a NEPIO should be made so that all interested parties understand the government's objective and the NEPIO's identity, responsibilities and authority. This announcement might include the government's reasons for exploring nuclear power. It should emphasize that interested stakeholders will be consulted and involved at appropriate times.



INTERNATIONAL ATOMIC ENERGY AGENCY  
VIENNA, 2019





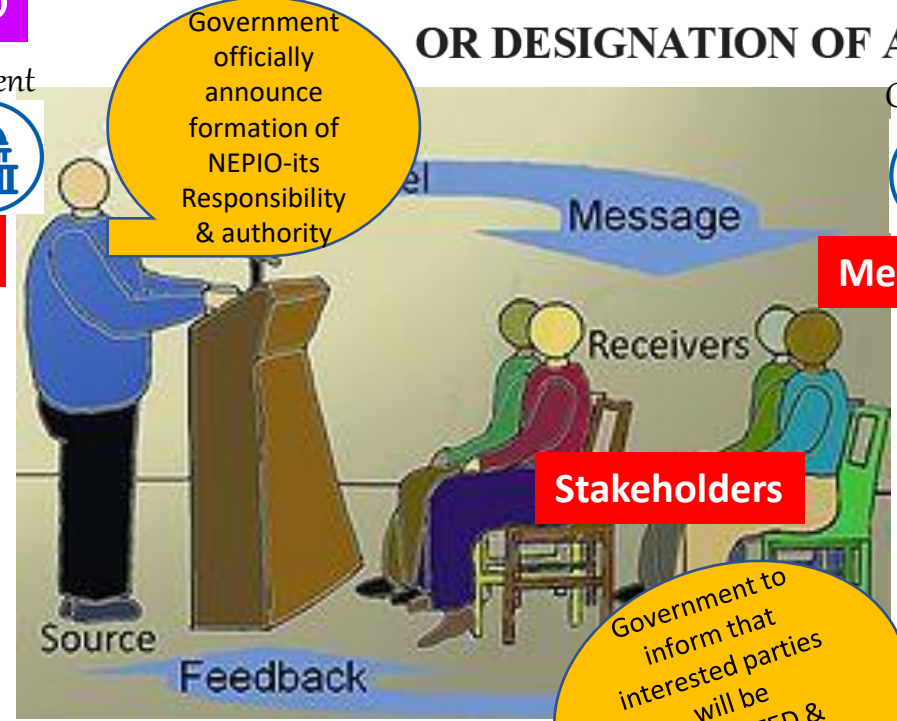
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## 2. GOVERNMENT COMMITMENT AND THE ESTABLISHMENT OR DESIGNATION OF A NEPIO

Government



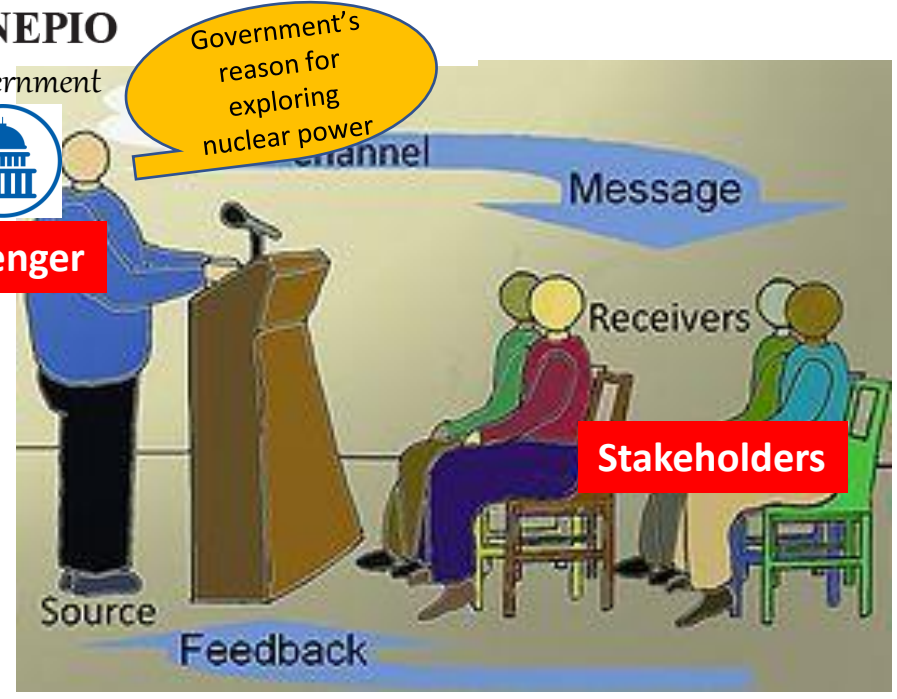
Messenger



Government



Messenger



Government



Messenger



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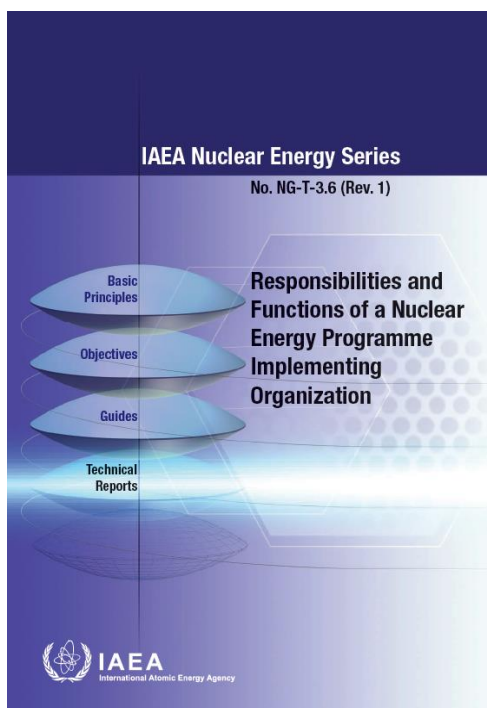
Technical Reports

**Responsibilities and Functions of a Nuclear Energy Programme Implementing Organization**

INTERNATIONAL ATOMIC ENERGY AGENCY  
VIENNA, 2019

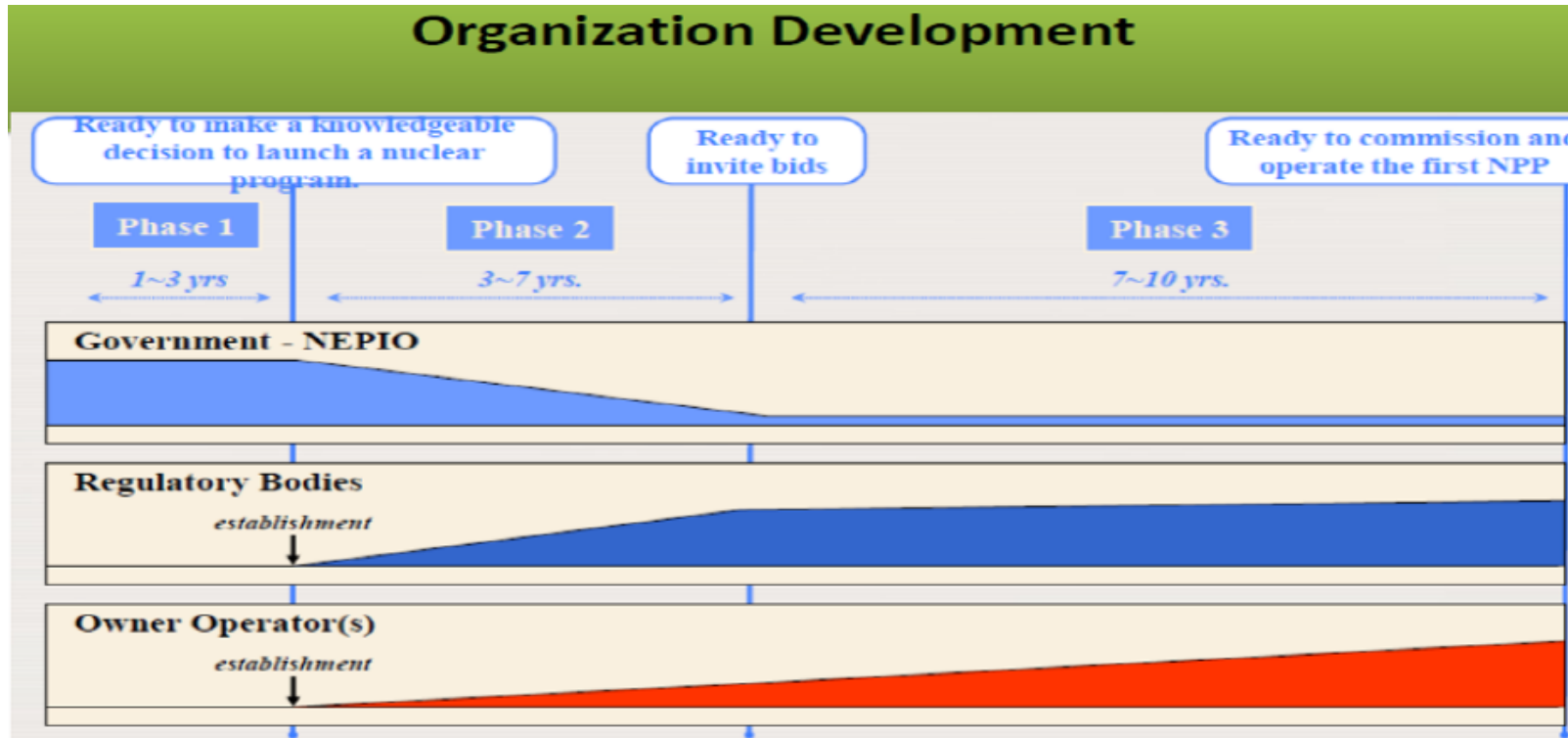
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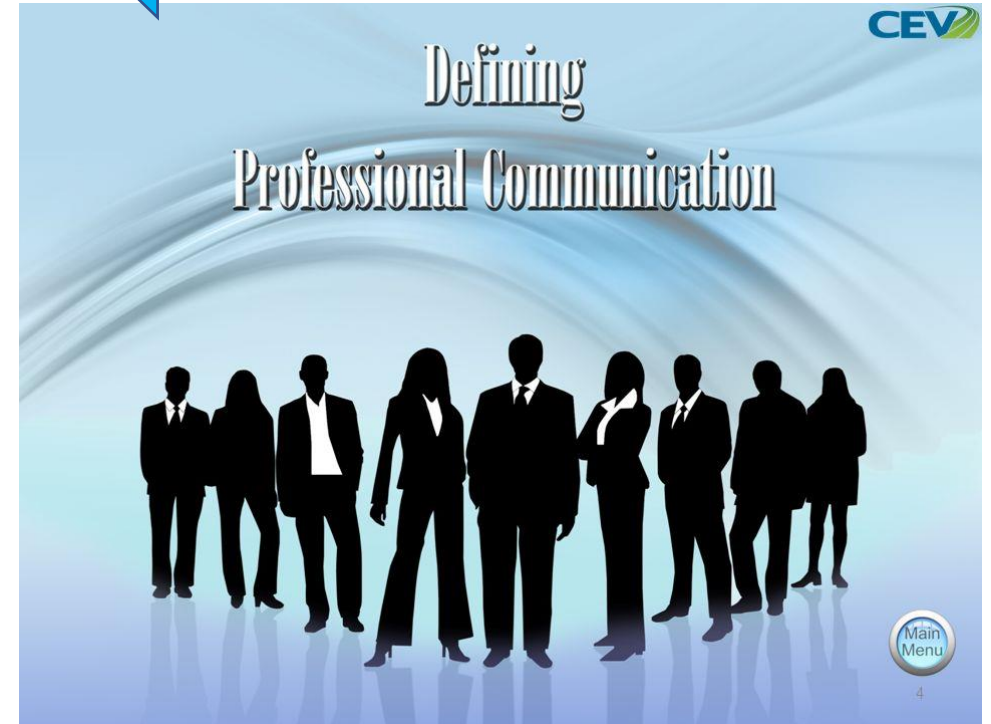
### Milestone<sub>1</sub> — Ready to make a knowledgeable commitment to a nuclear programme

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NEPIO

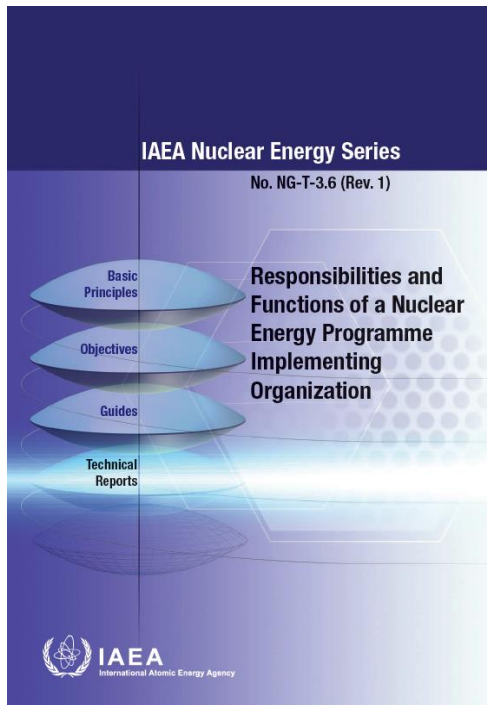


Source: Communications Planning- What it is and Why it is Important,, Presented at TMKedu by Monique Lemus July 2, 2014.Published in Slideshare The Media Kitchen. 25 August 2014

Source: Defining Professional Communication, Rodger Oliver, slideplayer.com

## FUNCTIONS AND ACTIVITIES OF A NEPIO IN PHASE 1

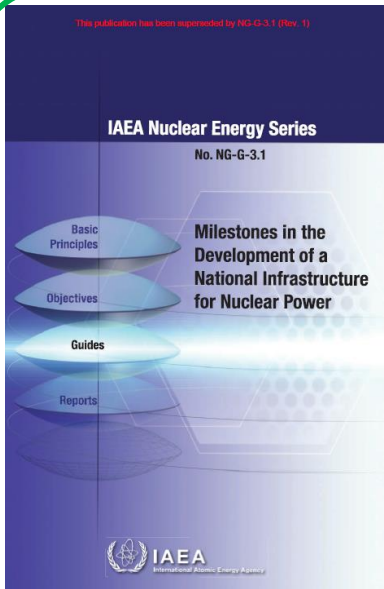
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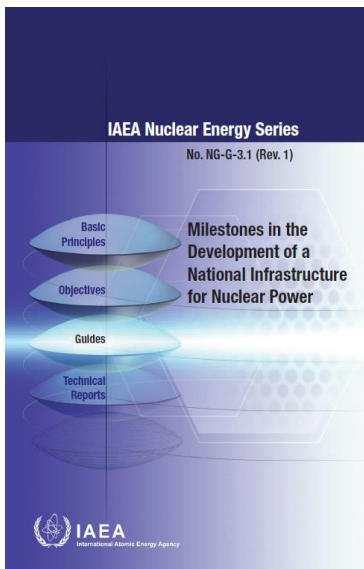
This publication has been superseded by NG-G-3.1 (Rev. 1)

## Milestone 1 — Ready to make a knowledgeable commitment to a nuclear programme

1. Conduct surveys or public opinion polls to determine the degree of knowledge and receptiveness to the local use of nuclear power



INTERNATIONAL ATOMIC ENERGY AGENCY  
VIENNA, 2007



IAEA  
International Atomic Energy Agency



source: obsurvey.com



source: Mathematica Policy Research

### Survey Methodologies

#### Online surveys



- Web based surveys (eg. SurveyMonkey)

#### Phone Surveys



- Telephone interview

#### Qualitative Surveys

- Focus groups
- In-depth interviews



#### Written Surveys



- By mail
- By email

source: Marketing & Growth Hacking

workato



This publication has been superseded by NG-G-3.1 (Rev. 1)

## Milestone 1 — Ready to make a knowledgeable commitment to a nuclear programme

1. Conduct surveys or public opinion polls to determine the degree of knowledge and receptiveness to the local use of nuclear power

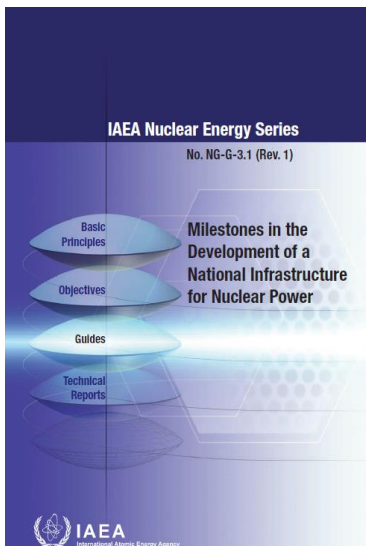
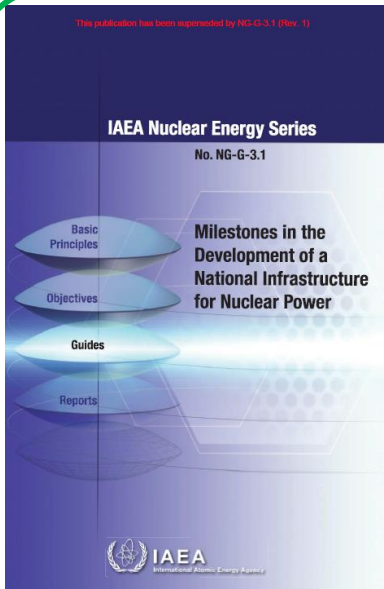
Each methodology has its own strengths and weaknesses.

Survey	Advantages	Disadvantages
Face-to face interview	Questions can be explained to the interviews.	- Not random - Expensive to carry out.
Telephone interview	- It is possible to select sample from almost the entire adult population. - Questions can be explained to the interviewee.	Expensive in comparison to postal and online surveys.
Postal questionnaire	Inexpensive.	People do not always reply to postal surveys and those who reply may not be representative of the whole population.
Online questionnaires	- Very low cost. - Anonymity of respondents ensures more honest answers to sensitive questions.	Only those who go online and do online surveys are represented.
Observation	- Easy to administer.	- Not suitable for many surveys. - Questions cannot be explained.

Source : Sample Survey, Ms Carter Maths, Slide Share, 17 April 2011

Survey method	Advantages	Disadvantages
Observational survey	- no disturbance to participants - easy to record - cheaper	- difficult to identify the factors influencing car travel - needs more field staff depending on the locations of entry to car park
Self-completion questionnaire survey	- less hindrance to participants - easy to distribute - participants can add extra information - participants can take their own time to think and fill in answers	- low response rate - involves certain time period in getting the response
Personal interview	- immediate response can be obtained - higher response rate	- hindrance to participants - needs to differentiate participants by modal split - field staff have to spend much time and more field staff are needed
Telephone interview	- can cover wide cross section of participants in case they respond - easy for field staff to record the answer	- difficult to obtain telephone numbers of participants - costlier - difficult to identify those who have come by car - hindrance to participants difficult to explain the questionnaire fully
Interactive interview	- can obtain immediate response - participants can add extra information - higher response rate if participants are identified	- costlier - need more field staff to cover more area - hindrance to participants - difficult to identify by modal split

source: Survey Methods with Advantages and Disadvantages , Sinnapoo Ravindran Research gate



**U.S. Public Opinion  
About Nuclear Energy**

1983-2020

Ann Stouffer Bisconti, PhD

Bisconti Research, Inc.

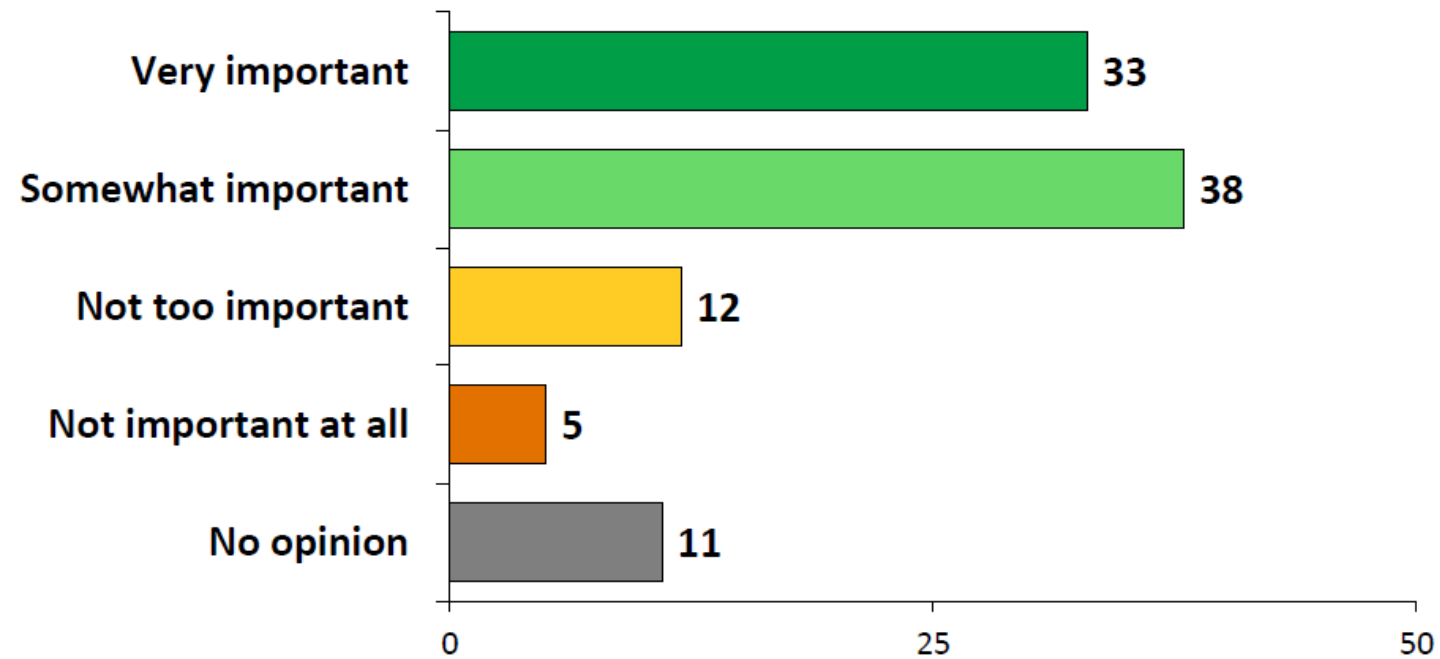
[www.bisconti.com](http://www.bisconti.com)

- 1,011 nationally representative U.S. adults surveyed online
- June 12-16, 2020
- Bisconti Research with Quest Global Research
- Numbers shown are percentages, which may not add exactly due to rounding



## Importance of Nuclear Energy In Meeting US Electricity Needs

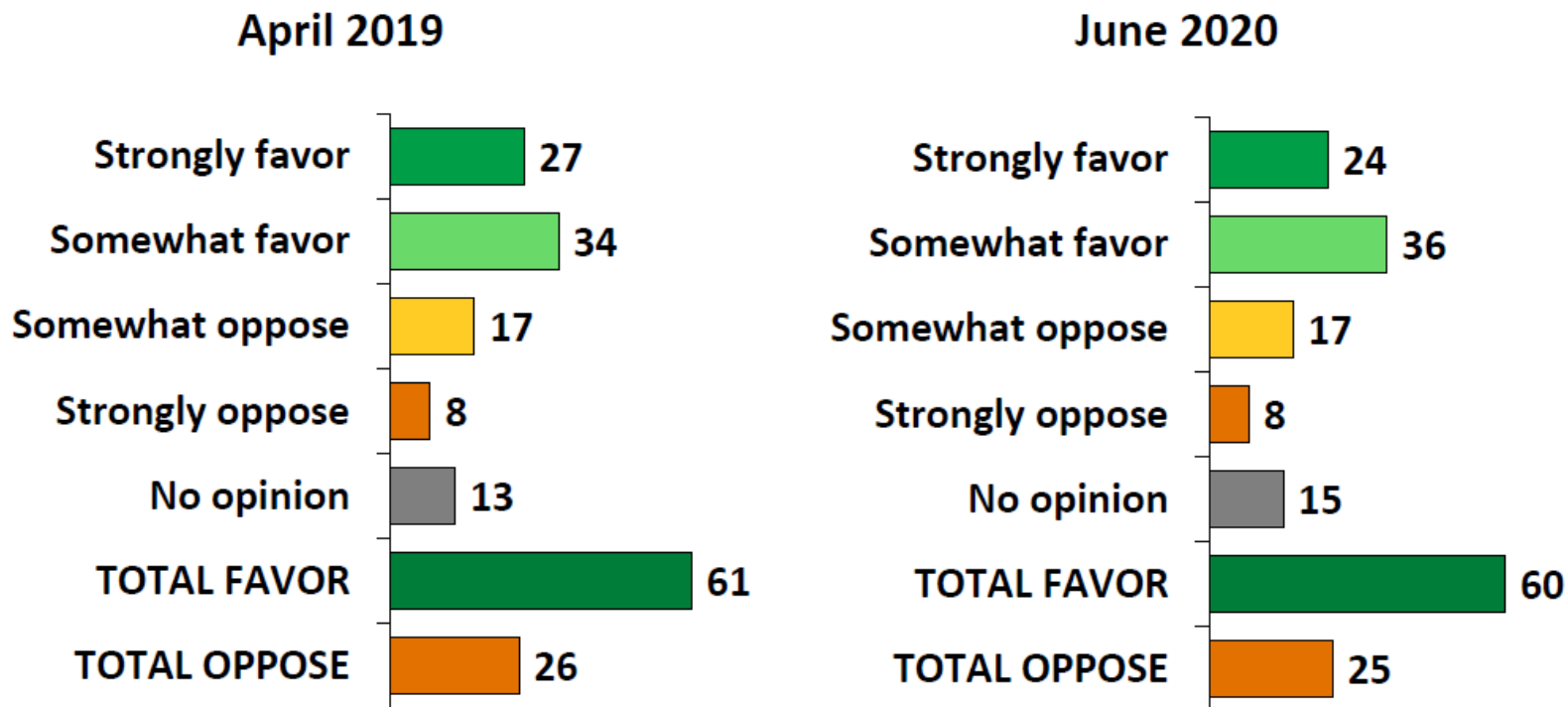
How important do you think nuclear energy will be in meeting this nation's electricity needs in the years ahead? Do you think nuclear energy will be very important, somewhat important, not too important, or not important at all? (%)





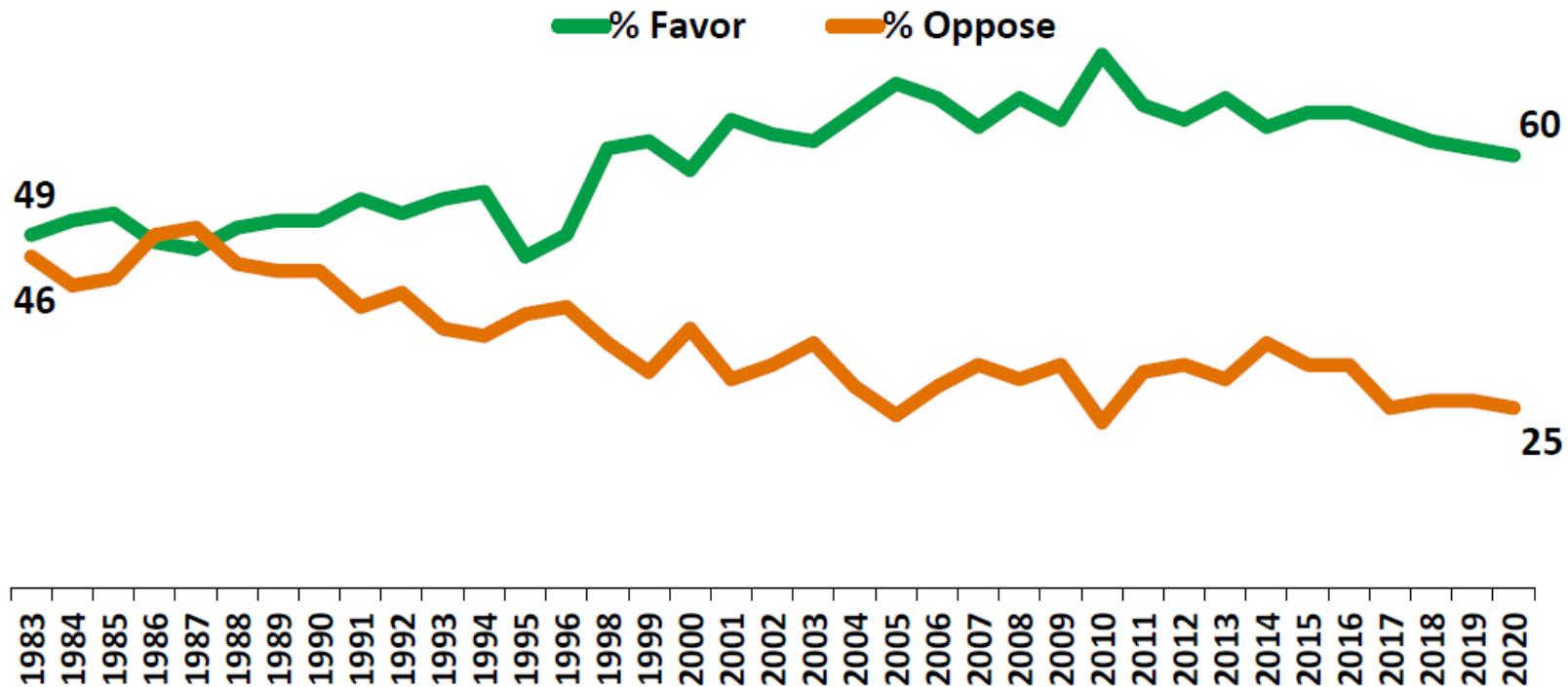
# Favorability to Nuclear Energy Recently Steady

Overall, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the use of nuclear energy as one of the ways to provide electricity in the United States? (%)



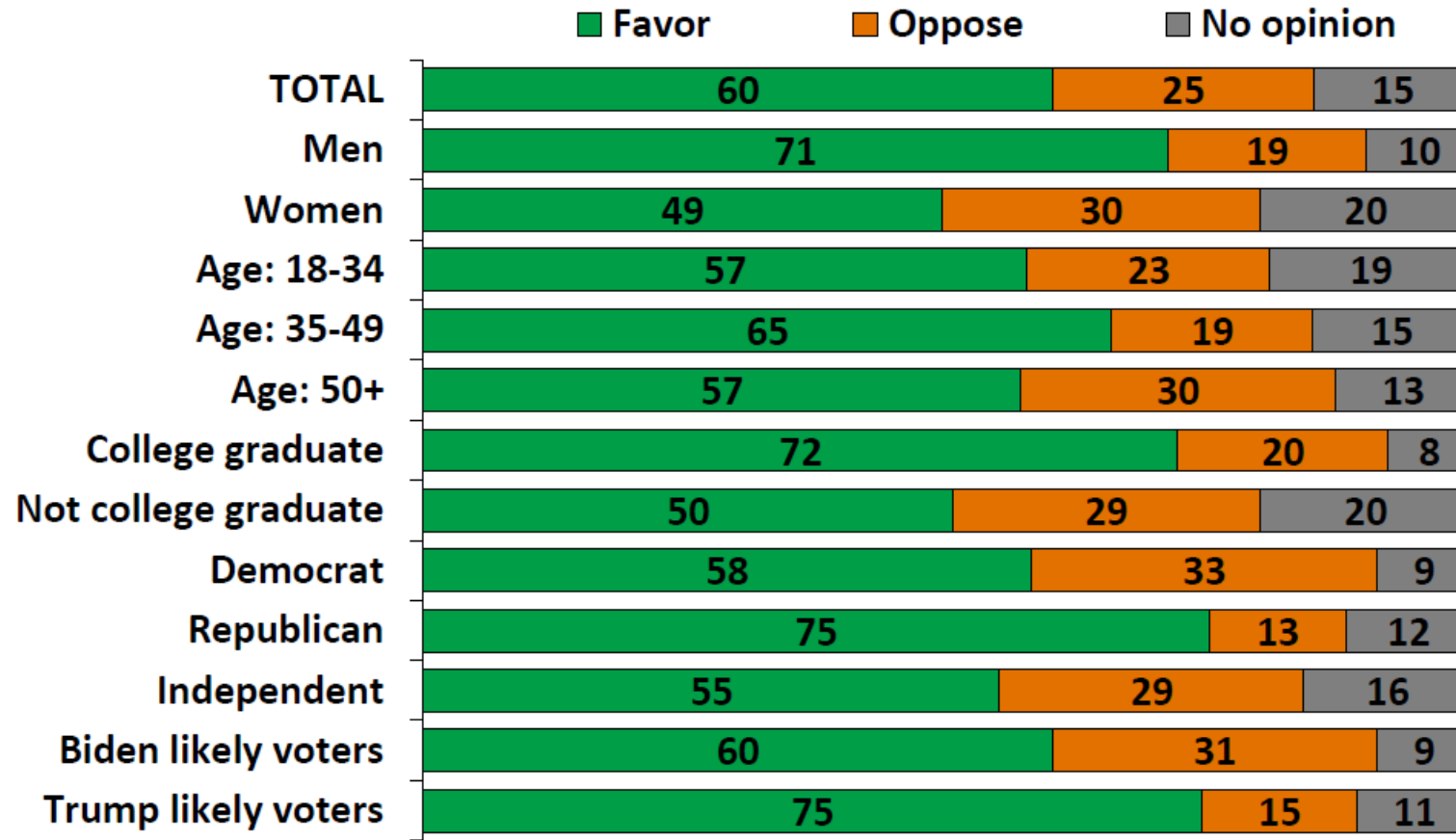
## Favorability to Nuclear Energy Increased Over Long Term

Overall, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the use of nuclear energy as one of the ways to provide electricity in the United States?



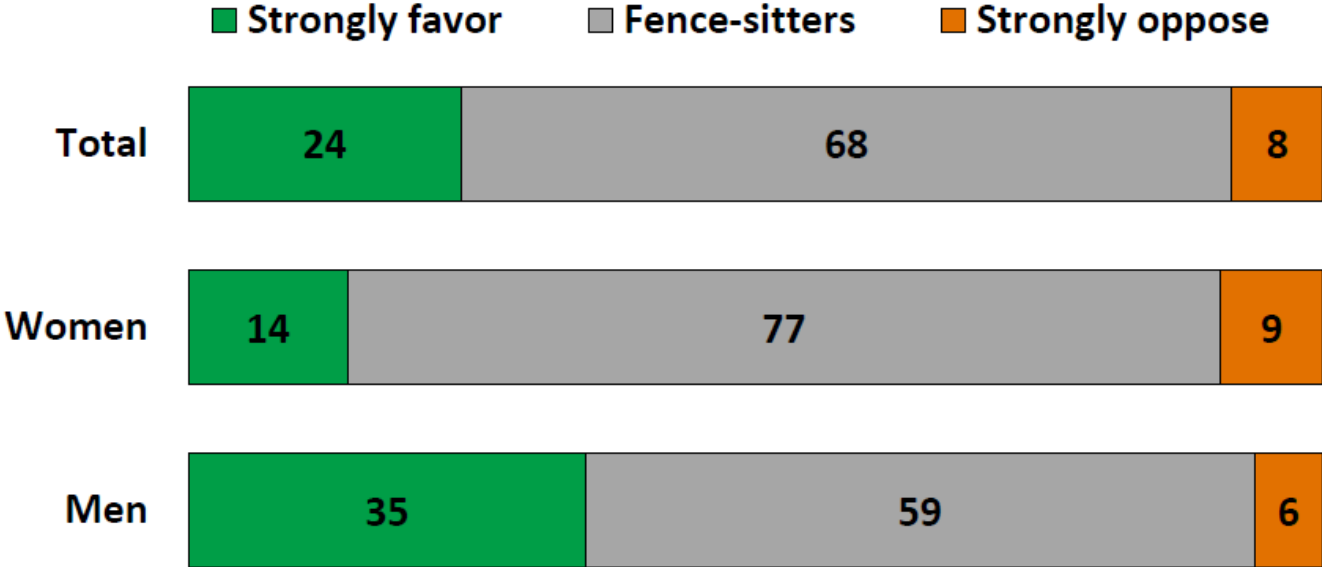
## Favorability to Nuclear Energy: Demographics

Overall, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the use of nuclear energy as one of the ways to provide electricity in the United States? (%)



# Opinions are Changeable

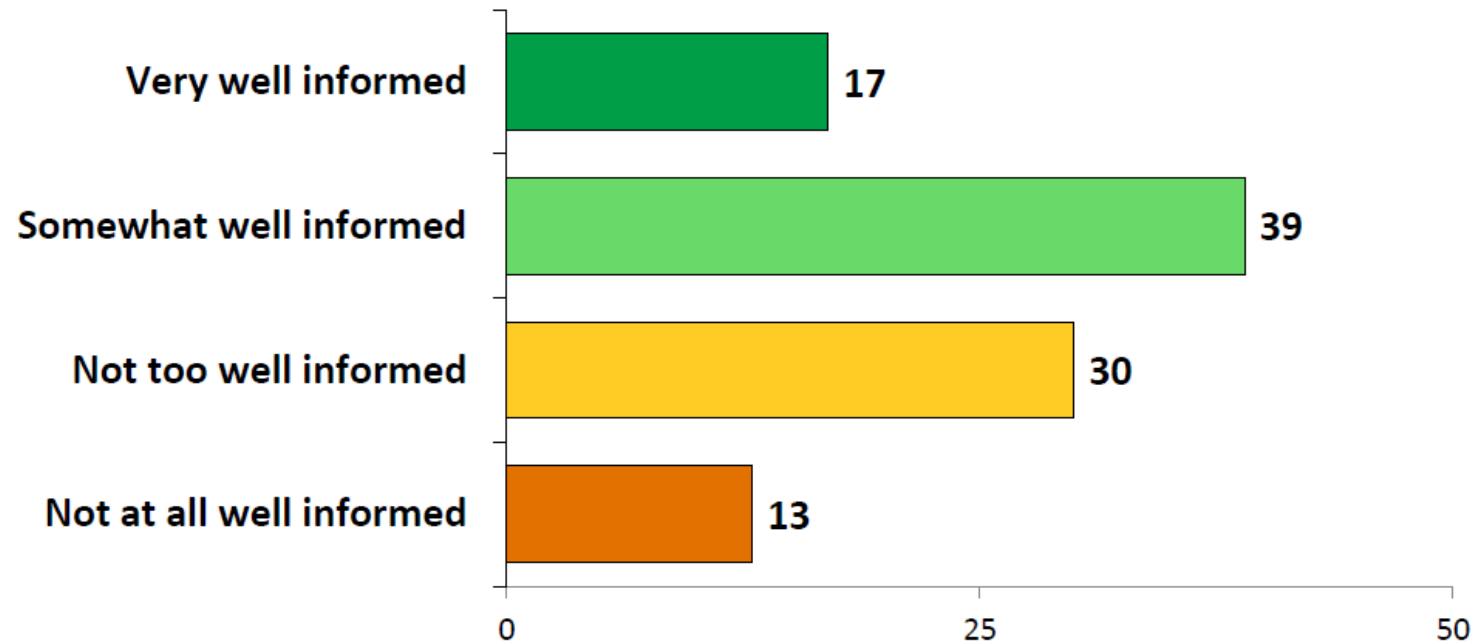
Overall, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the use of nuclear energy as one of the ways to provide electricity in the United States? (%)





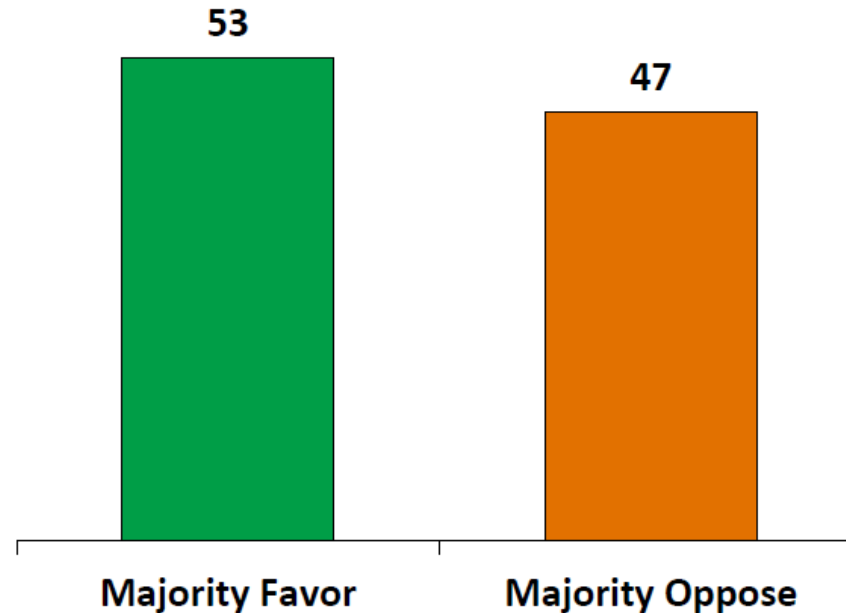
## Few Feel Very Well Informed about Nuclear Energy

How well informed do you feel about nuclear energy used to produce electricity? (%)



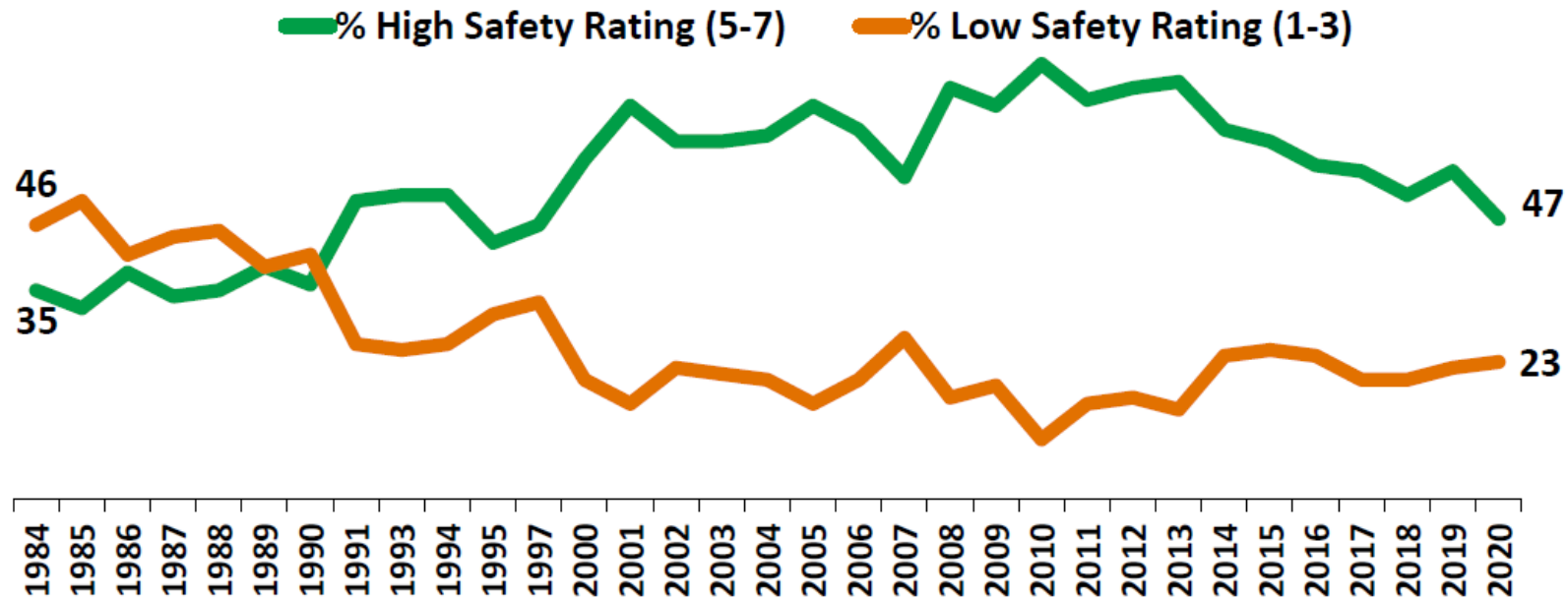
## Vanishing Perception Gap: More Now Say Majority Favors Nuclear Energy

Do you think that the majority of people in your community favor or oppose the use of nuclear energy? (%)



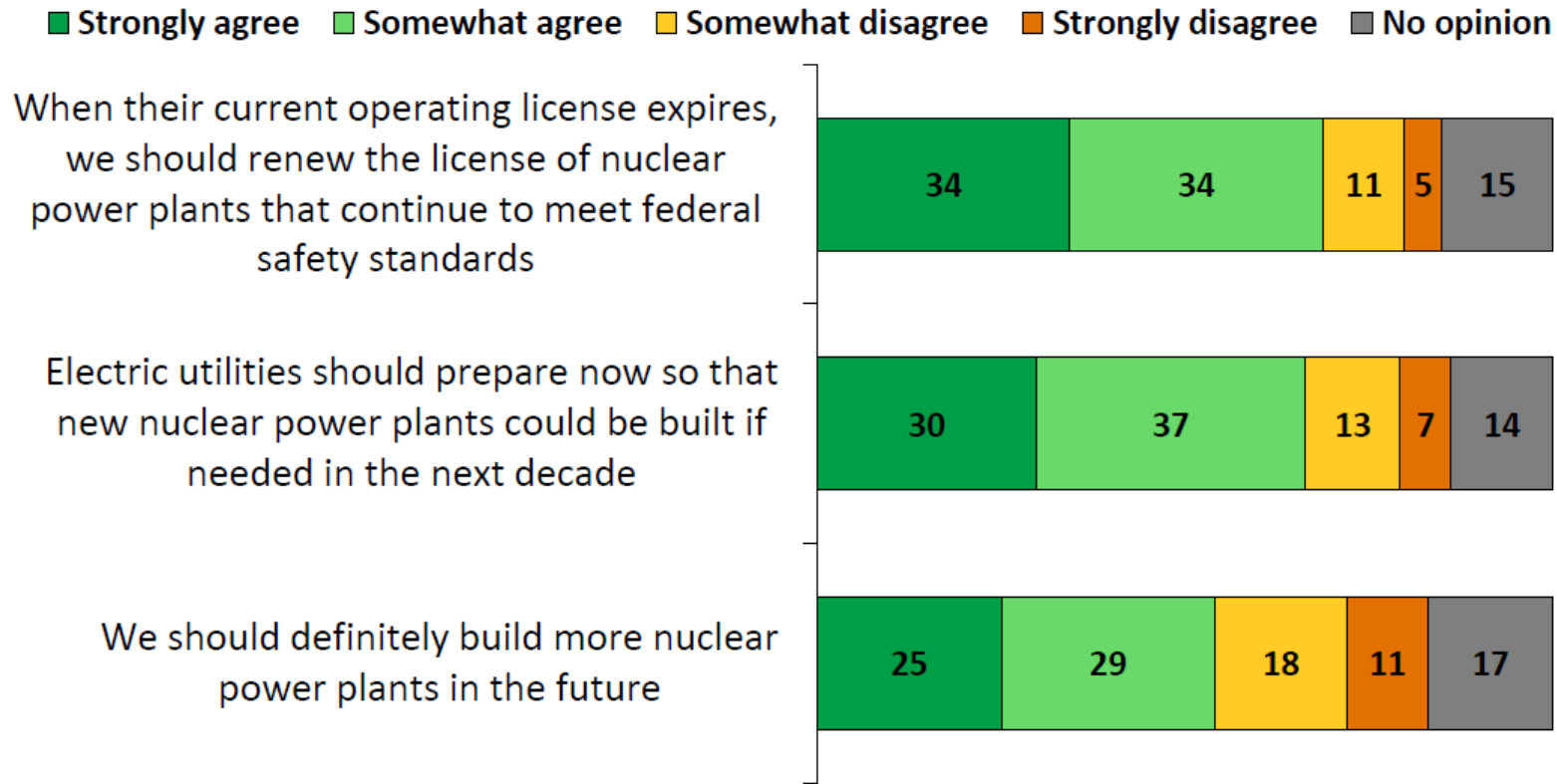
## Perceptions of Nuclear Plant Safety: 1984-2020

Thinking about the nuclear power plants that are operating now, how safe do you regard these plants? **Please select one number on a scale of “1” to “7,” where “1” means very unsafe and “7” means very safe.** The safer you think they are, the higher the number you would give.



## Opinions about License Renewal and New Nuclear Power Plants

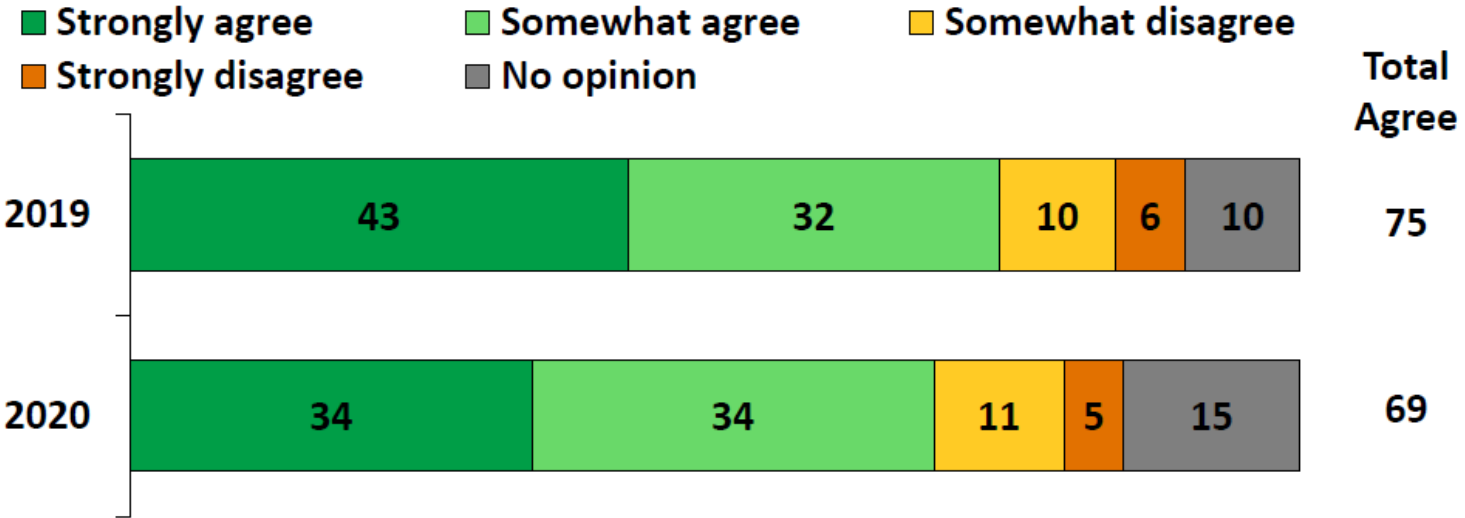
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements. (%)



# Agreement with License Renewal

Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

*When their current operating license expires, we should renew the license of nuclear power plants that continue to meet federal safety standards. (%)*



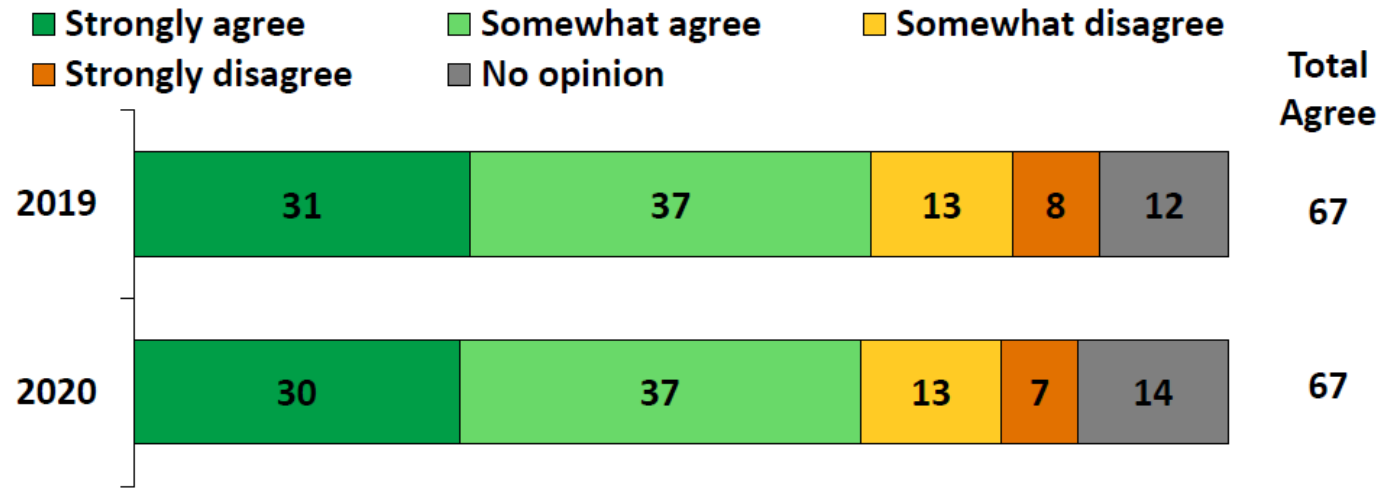


11q

## Agreement with New Plants Being Built If Needed

Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

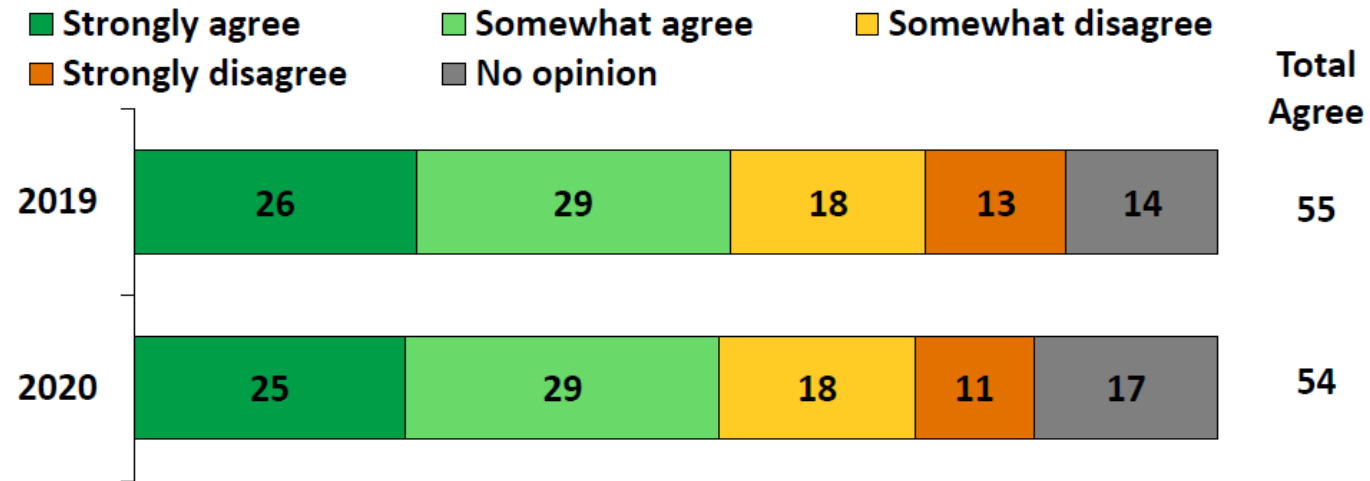
*Electric utilities should prepare now so that new nuclear power plants could be built if needed in the next decade. (%)*



## Agreement with Definitely Build More Plants

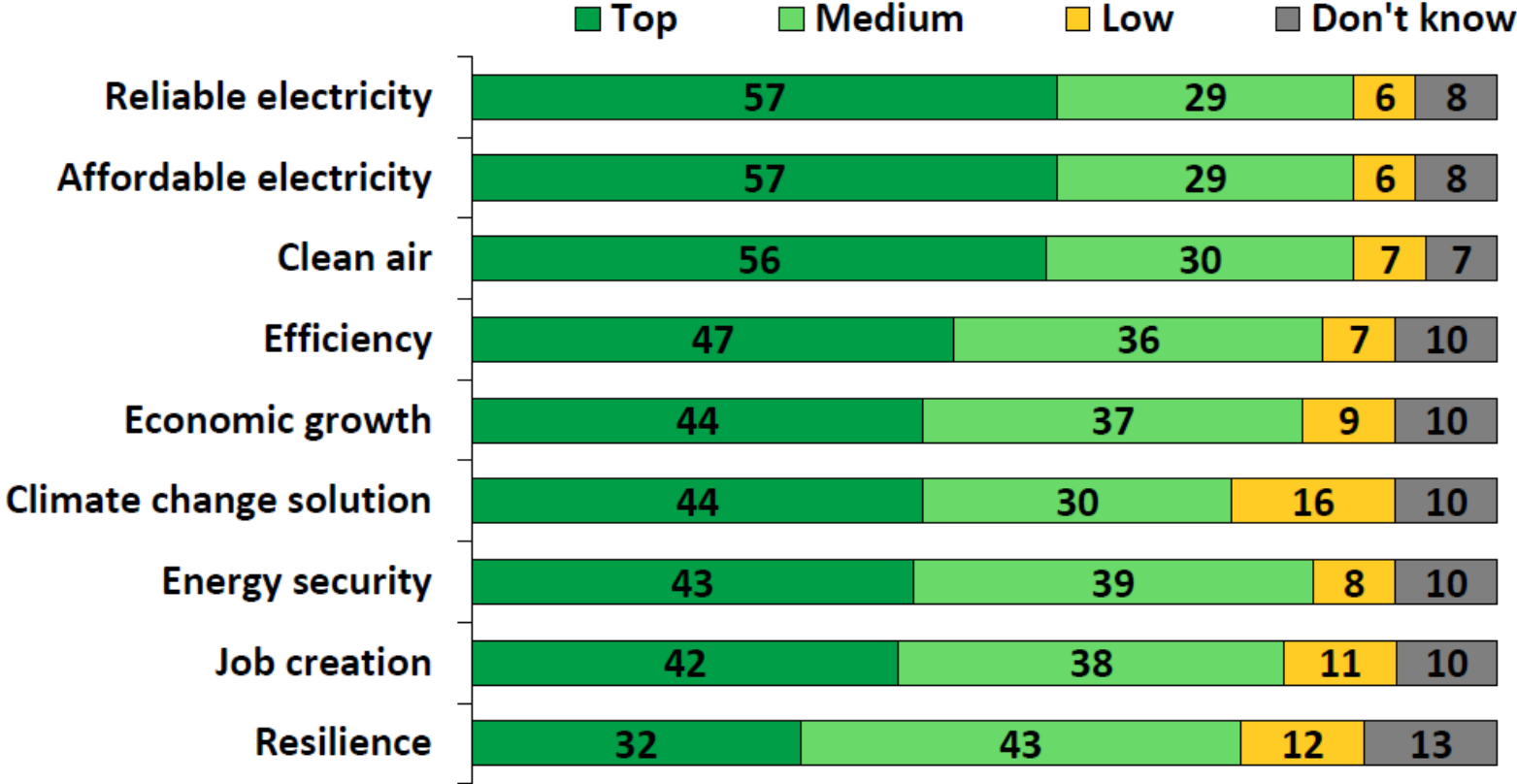
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

*We should definitely build more nuclear power plants in the future. (%)*



# Considerations for Electricity Production

Following are some considerations for the way electricity is produced. For each one, indicate if that consideration for the way electricity is produced is of top importance to you, medium importance to you, or low importance to you. (%)



## Considerations for Electricity Production: Gender and Education

Following are some considerations for the way electricity is produced. For each one, indicate if that consideration for the way electricity is produced is of top importance to you, medium importance to you, or low importance to you. (% **Top Importance**)

	Men	Women	College Graduates	Not College Graduates
Reliable electricity	55	58	61	54
Affordable electricity	54	59	58	56
Clean air	51	61	58	55
Efficiency	47	48	50	46
Economic growth	45	42	48	41
Climate change solution	42	46	49	41
Energy security	44	41	49	38
Job creation	42	41	44	40
Resilience	33	31	35	30

# Considerations for Electricity Production: Age

Following are some considerations for the way electricity is produced. For each one, indicate if that consideration for the way electricity is produced is of top importance to you, medium importance to you, or low importance to you. (**% Top Importance**)

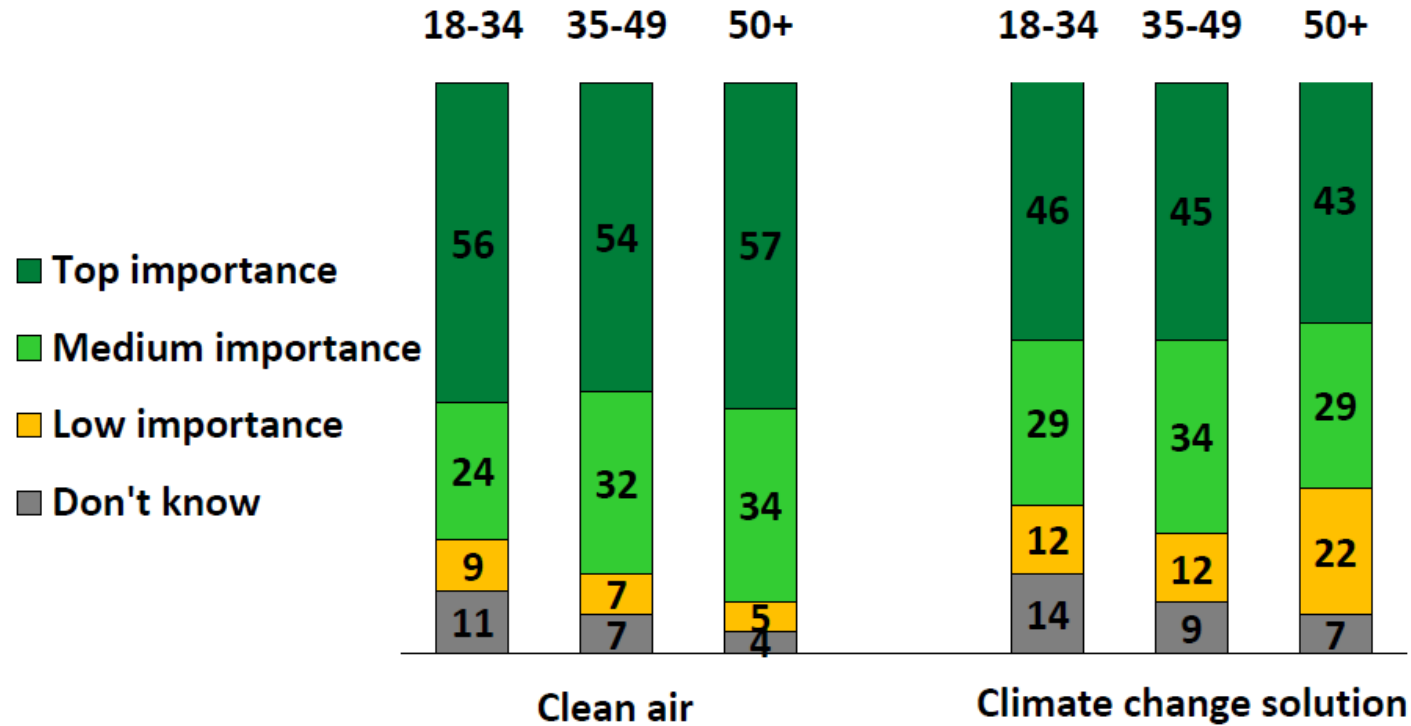
	Age: 18-34	Age: 35-49	Age: 50+
Reliable electricity	45	52	69
Affordable electricity	49	53	66
Clean air	56	54	57
Efficiency	43	46	52
Economic growth	40	50	42
Climate change solution	46	45	43
Energy security	34	43	49
Job creation	42	49	36
Resilience	30	36	31





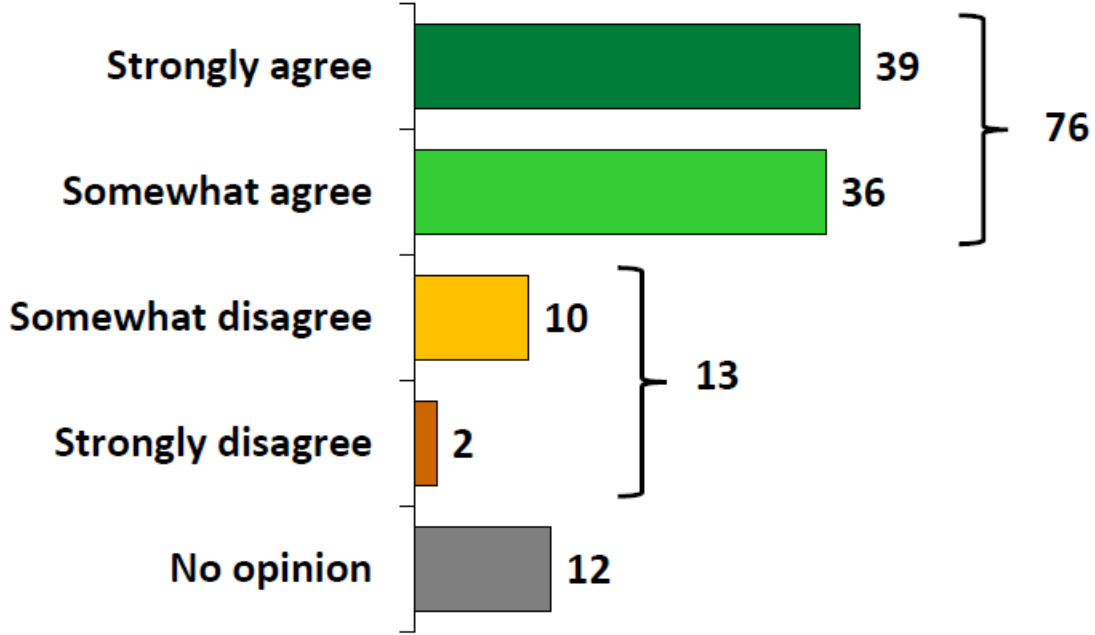
# Importance Given to Clean Air and Climate Change Solution: Age

Following are some considerations for the way electricity is produced. For each one, indicate if that consideration for the way electricity is produced is of top importance to you, medium importance to you, or low importance to you. (%)



# Support for Carbon-Free Energy Mix, Including Nuclear, Hydro, Renewables

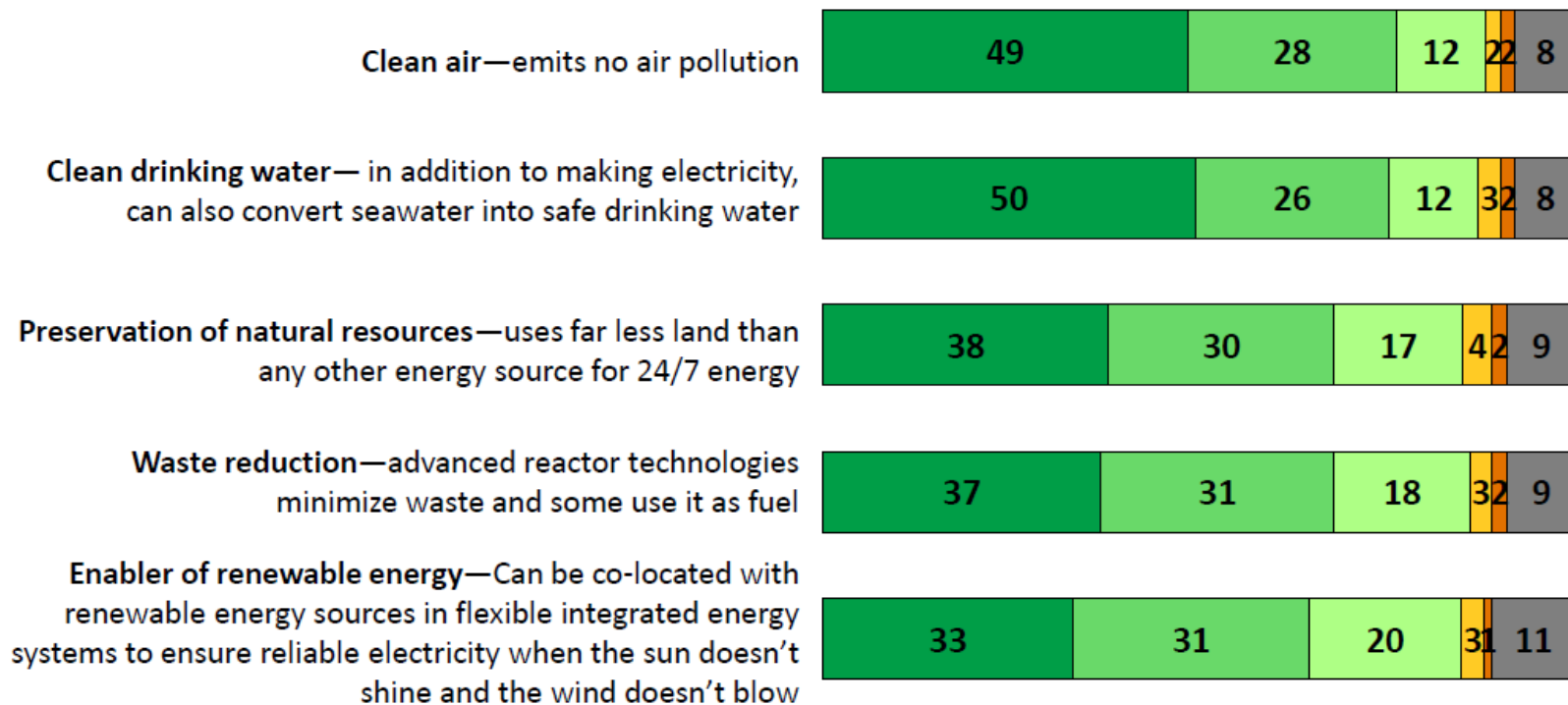
Please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement. We should take advantage of all carbon-free energy sources including nuclear, hydro, and renewable energy to produce the electricity we need while limiting greenhouse gas emissions. (%)



# Environmental Advantages of Current or Future Nuclear Power Plants

Following are some environmental advantages of current or future nuclear power plants. How important do you consider each one? (%)

■ Extremely important     
 ■ Very important     
 ■ Somewhat important  
■ Not too important     
 ■ Not at all important     
 ■ No opinion





**These slides are shown here in PDF for your review and are available in PPT for your presentations by contacting Ann Bisconti ([ann@bisconti.com](mailto:ann@bisconti.com)) or Sandy Wilkes ([sandy@bisconti.com](mailto:sandy@bisconti.com)).**

**Milestone 1 — Ready to make a knowledgeable commitment to a nuclear programme**

1. Conduct surveys or public opinion polls to determine the degree of knowledge and receptiveness to the local use of nuclear power

**Public opinion relating to uranium mining**

A 2009 poll conducted by the [Uranium Information Centre](#) found that Australians in the 40 to 55 years age group are the "most trenchantly opposed to nuclear power".<sup>[75]</sup> This generation was raised during the [Cold War](#), experienced the [anti-nuclear movement](#) of the 1970s, witnessed the 1979 partial meltdown of the [Three Mile Island](#) reactor in the US, and the 1986 [Chernobyl disaster](#). It was the generation which was also subject to cultural influences including feature films such as the "nuclear industry conspiracies" [The China Syndrome](#) and [Silkwood](#) and the apocalyptic [Dr Strangelove](#).

Younger people are "less resistant" to the idea of [nuclear power in Australia](#).<sup>[75]</sup> Analysis of opinion polls from 2012 shows a "significant decrease in favourable views of nuclear power" following the [Fukushima Daiichi nuclear disaster](#).<sup>[76]</sup>

Indigenous land owners have consistently opposed uranium mining and have spoken out about the adverse impact it has on their communities.<sup>[13]</sup>



Milestone 1 — Ready to make a knowledgeable commitment to a nuclear programme



1. Conduct surveys or public opinion polls to determine the degree of knowledge and receptiveness to the local use of nuclear power

### Highly Opposing Nuclear Power / uranium mining

Australians in the 40 to 55 years age group are the "most trenchantly opposed to nuclear power"



Source: Anti Nuclear Movement in Australia, Wikipedia



Source :More young adults living with their parents, Australian Institute of Family Studies

Indigenous land owners have consistently opposed uranium mining



Source Uranium Mines harm Indigenous People, The Conversation



Source Uranium Mining & Native Resistance: The Uranium Exploration & Mining Accountability Act, intercontinentalcry.org

Younger people are "less resistant" to the idea of [nuclear power in Australia](#)



source: 8 stages in the Life of a Technology Company, Navneetnair.com



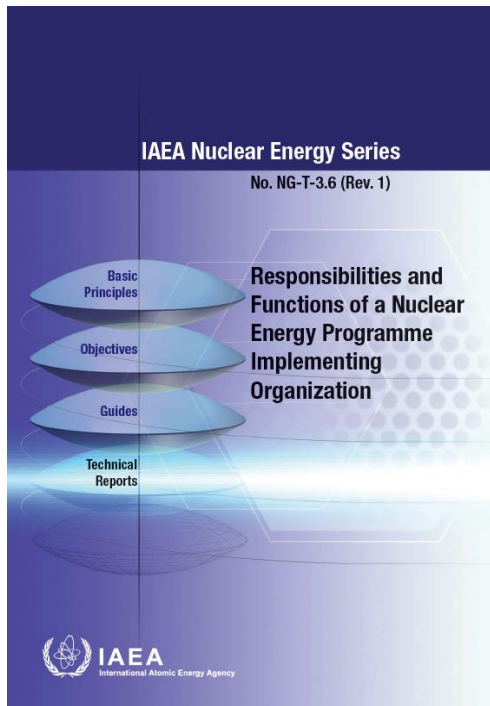
Source Friendship and marriage in early adulthood, study.com



Source: Adolescence isn't an aberration, VIMHAMS

## FUNCTIONS AND ACTIVITIES OF A NEPIO IN PHASE 1

Issue	NEPIO functions	NEPIO activities
11. Stakeholder involvement	Prepare and implement an open and transparent stakeholder involvement strategy and plan	<ul style="list-style-type: none"> <li>— Understand the importance of gaining and keeping the confidence of the public and the international community by maintaining open and timely interaction regarding all aspects of the nuclear power programme;</li> <li>— Secure a clear government mandate to engage with all relevant stakeholders;</li> <li>— Ensure a professional communications team is available to the NEPIO;</li> <li>— Conduct surveys to establish a baseline of the public's knowledge of and receptiveness to nuclear power;</li> <li>— <b>Develop appropriate public information tools that address key issues and identified concerns;</b></li> <li>— Explain the government's interest in nuclear power, the potential benefits and risks, and how the government will ensure safety, security and non-proliferation;</li> <li>— Develop and begin implementing a plan of interaction with all stakeholders, including neighbouring countries.</li> <li>— Train senior staff to interact with stakeholders.</li> </ul>



## Category

## Areas of concern/interest

## Economic

Cost  
Benefit  
Financial risk  
Economic impact  
Best use of available funds  
Timely availability of funds  
Diversification of funds  
Reuse of site  
Change of land value  
Reuse of facility infrastructures  
Optimization of services in place for other operating facilities  
Cover identified risks by insurance  
Social compensations  
Opportunities for enterprises  
Management of bids  
Development of partnerships  
Defense of property



THE  
ECONOMIC  
IMPACT



## Environmental

Air quality  
Water quality  
Land quality  
Visual amenity  
Noise  
Traffic – transport of radioactive waste  
Traffic – construction  
Preservation of habitat for flora and fauna  
Conservation of species  
Management of materials coming from decommissioning





## 4.1. AREAS OF CONCERN/INTEREST

Social

- Public health & safety
- Worker health & safety
- Employment issues
- Maintenance of qualified jobs
- Psychological environment
- Radiological issues
- Quality of life in the local community
- Management of the territory
- Cultural/heritage (preservation of historical vestiges)
- Educational programmes
- Opinion forming, communication and information distribution
- Maintaining support from constituency
- Assert and defend ideological position
- Secure dangerous materials
- Increase/ maintain confidence



QUALITY OF LIFE



Category

Areas of concern/interest

Technical

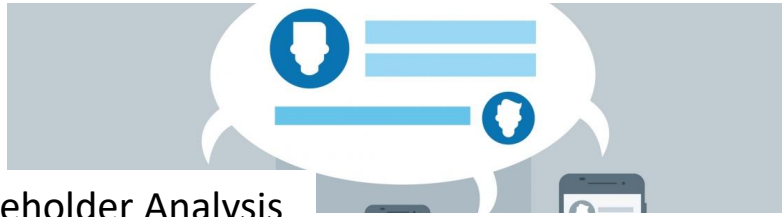
- Proven technology
- Compatible with regulation/planning laws
- Flexibility to change if circumstances change
- Develop experience and technologies in decommissioning
- Improve design and operation of plants
- Spread technical findings
- Exchange knowledge and techniques with non nuclear activities
- Use of external expertise
- Produce standards and regulations
- Improve inspection methodologies
- Perform R&D activities
- Establish international conventions/agreements
- Organizational schemes
- Management system (including safety management)
- Emergency preparedness





IAEA

International Atomic Energy Agency

Nuclear Communicator's  
Toolbox

## Stakeholder Analysis

*Concerns*

Legal

Ethical

Economic

Technological

Societal

Ecological/Environmental

Political

*Related questions*

Is the process supported by laws; do they trust the actors? Is the regulator applying laws, etc. correctly?

Is this a burden on future generations? Is the project unfairly targeting poor communities, indigenous groups, etc.?

What's in it for them (benefits)? Will it destroy businesses or local tourism etc. (disadvantages)? Is this a correct use of funds by government?

They may not trust the concept or technology. They may believe there are too many uncertainties. They may fear nuclear, especially waste.

Opponents will not want to follow the nuclear path, preferring other energy sources. Supporters will not want to let the lights go out; they will trust the technology.

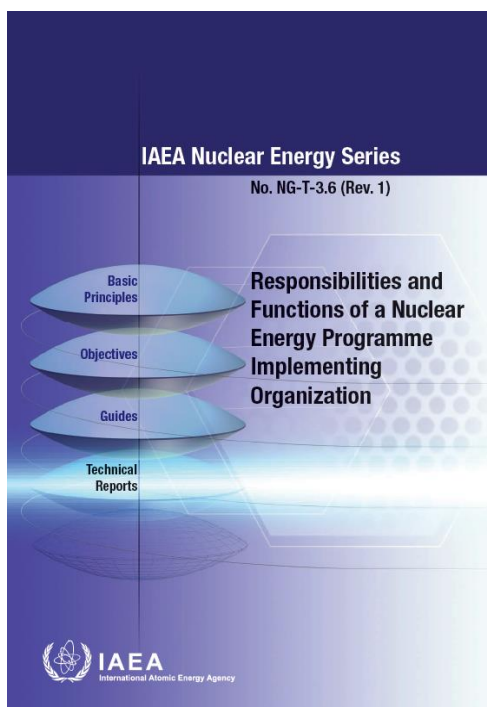
What impacts will there be on local wildlife? Will construction destroy the environment with impacts from dust? What about health, safety, transport?

What will be the cost to the national budget? This development was not in the local plan. This is not their party's policy. Can such decisions be left to politicians, not the people? Project timescales are longer than term of office.



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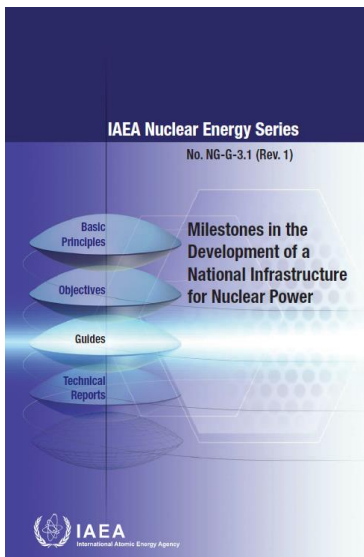
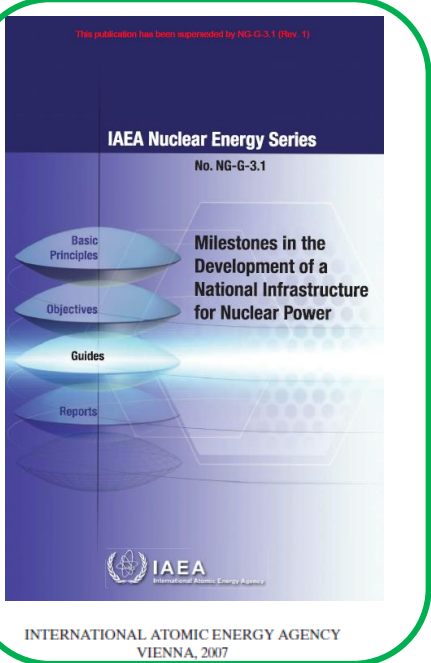
This publication has been superseded by NG-G-3.1 (Rev. 1)

Milestone 1 — Ready to make a knowledgeable commitment to a nuclear programme

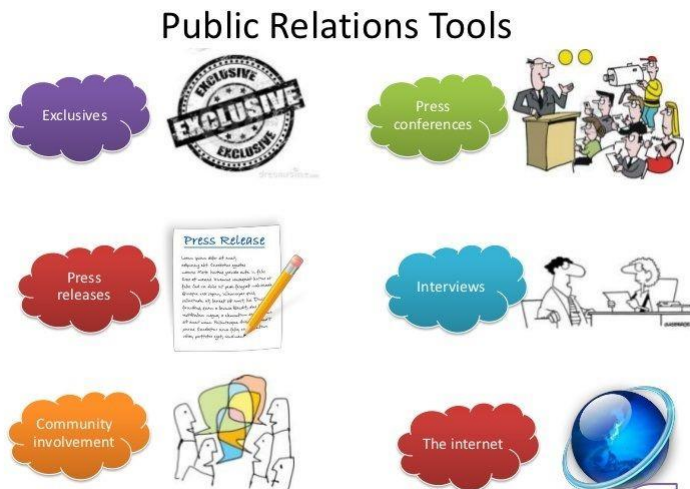
2a. Develop public information tools that respond to the surveys and clearly explain the reasons for the government interest in and the societal benefit to resulting from the use of nuclear power;



source: Process and Different Tools of Public Relations, Housefull 1234567890, 11 April 2012 , Slideshare



source: Public Relations- Tools & Techniques by Team Startuped.net



source: Public Relations Tools, Media Mantra

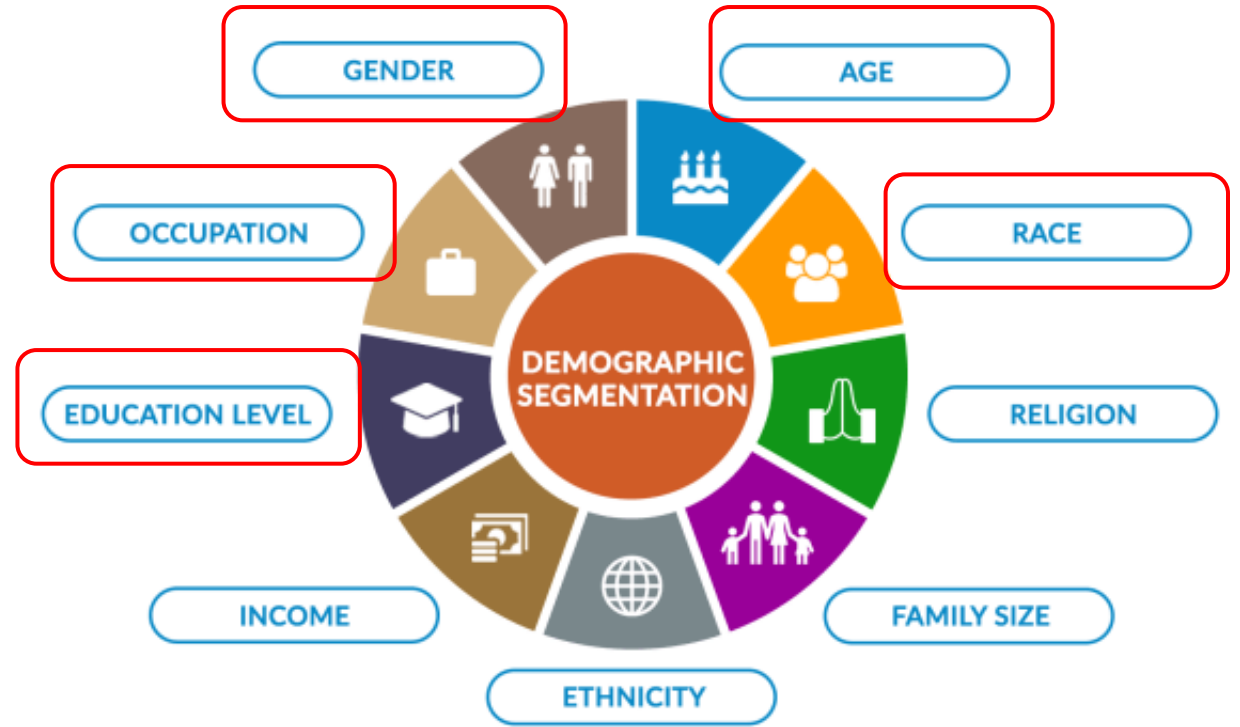


source: Tools of PR Startups, Press Farm, 29 Jan 2020

Develop appropriate Public information Tools that address key issues and concerns



source: Tools of PR Startups, Press Farm, 29 Jan 2020



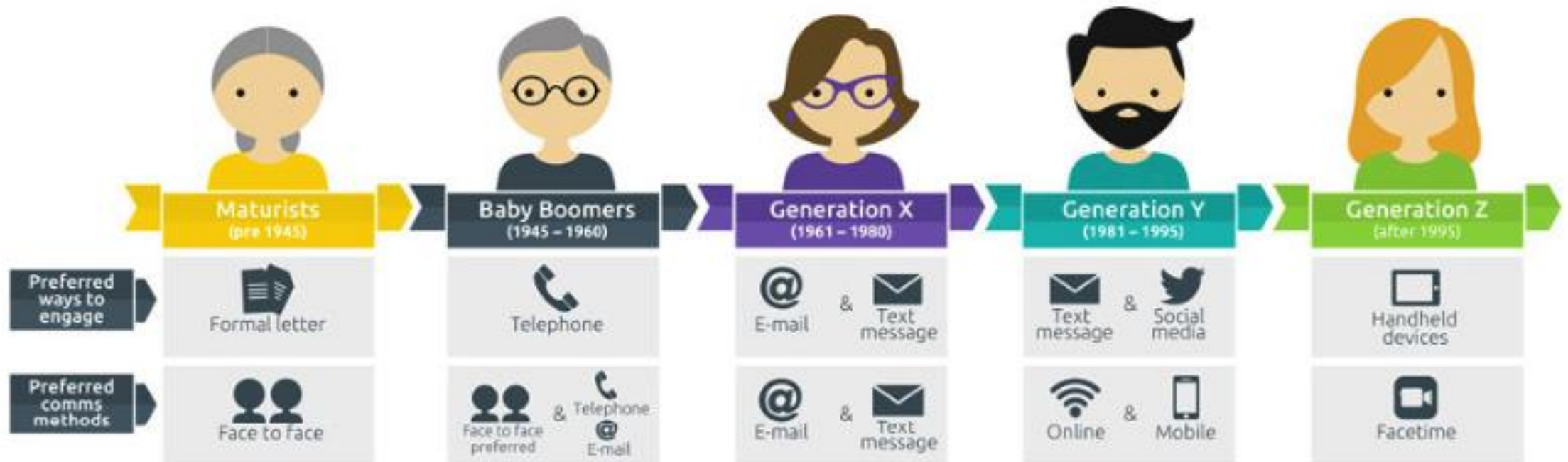
source: Choosing the Appropriate Social Media Platform  
The Social BUZZ Club



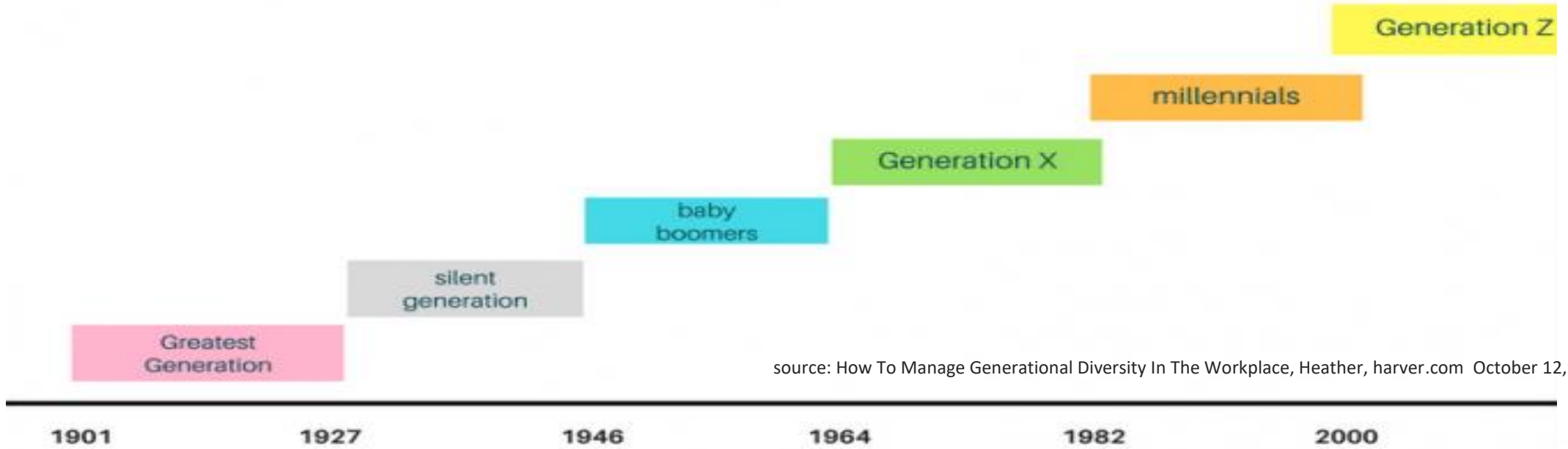
## Develop appropriate Public information Tools that address key issues and concerns

### Communication gaps

These generations not only have different working styles, but also differing communication styles. This is in large part due to technology, as each generation uses it to communicate in very different ways. While Baby Boomers are willing to use technology for productivity purposes, they prefer to communicate face-to-face or over the phone.

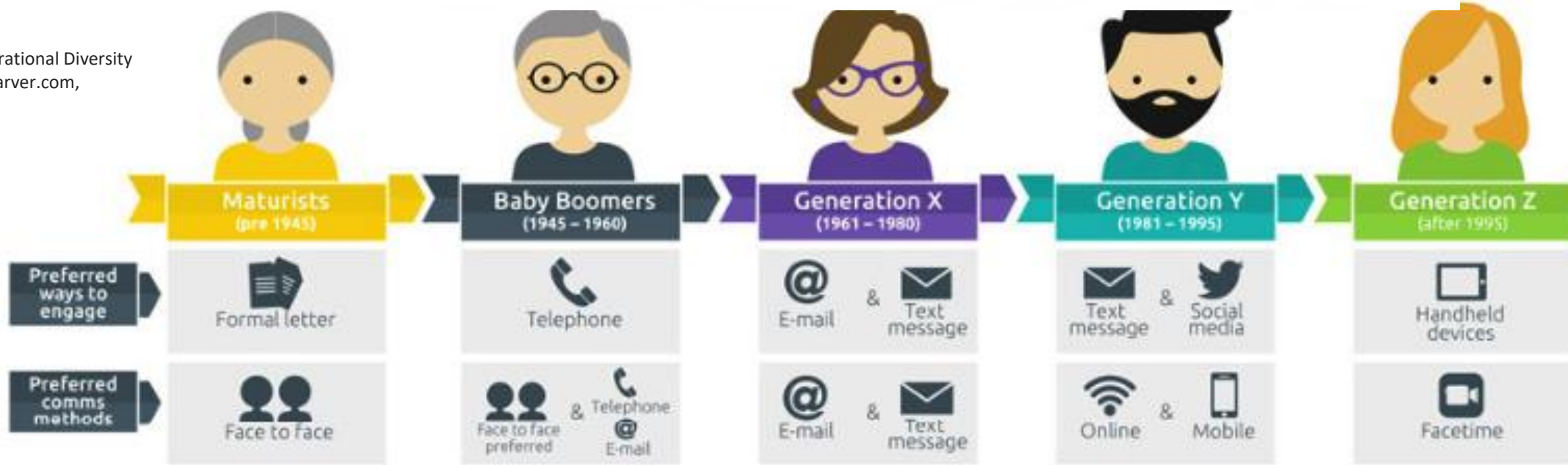


# A Rough Guide to Generations



source: How To Manage Generational Diversity In The Workplace, Heather, harver.com October 12, 2018

Source: How To Manage Generational Diversity In The Workplace , Heather, harver.com, 12 October 2018

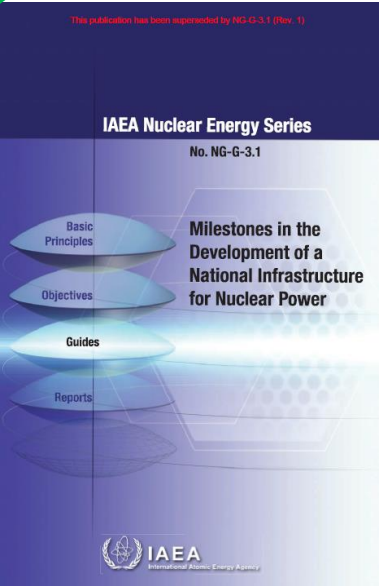




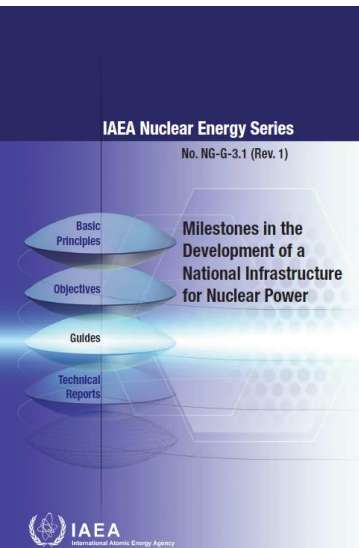
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Milestone 1 — Ready to make a knowledgeable commitment to a nuclear programme

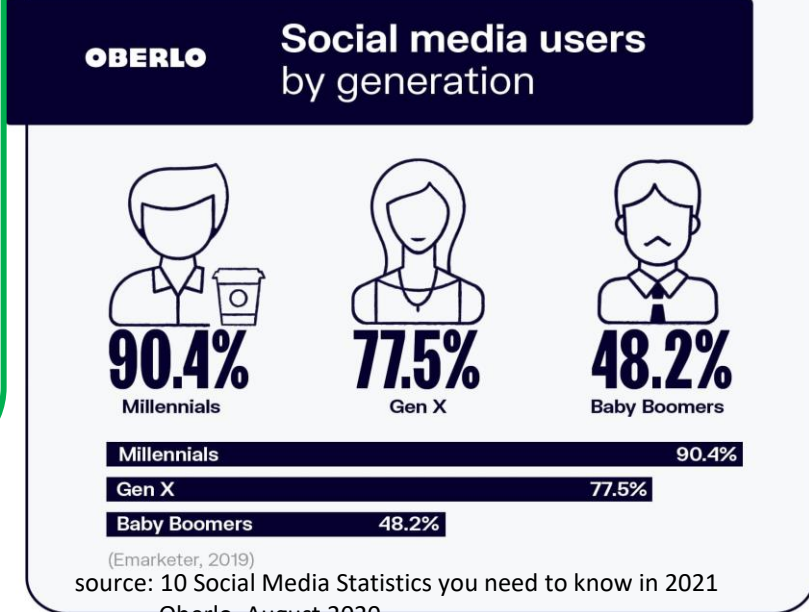
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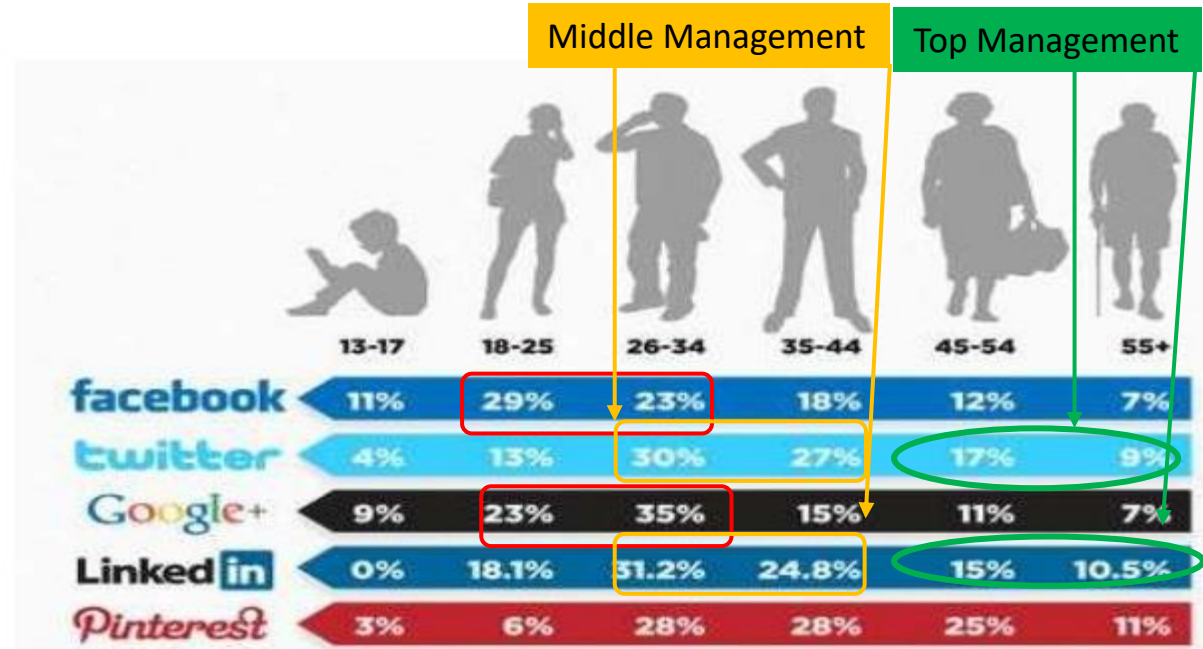
INTERNATIONAL ATOMIC ENERGY AGENCY  
VIENNA, 2007



IAEA  
International Atomic Energy Agency



source: Tools of PR Startups, Press Farm, 29 Jan 2020



## SOCIAL NETWORK USER AGE GROUP DEMOGRAPHICS

source: Social Media Trends 2015, Frank E. Parcells, Professor of Communication  
Austin Peay State University. 19 February 2015

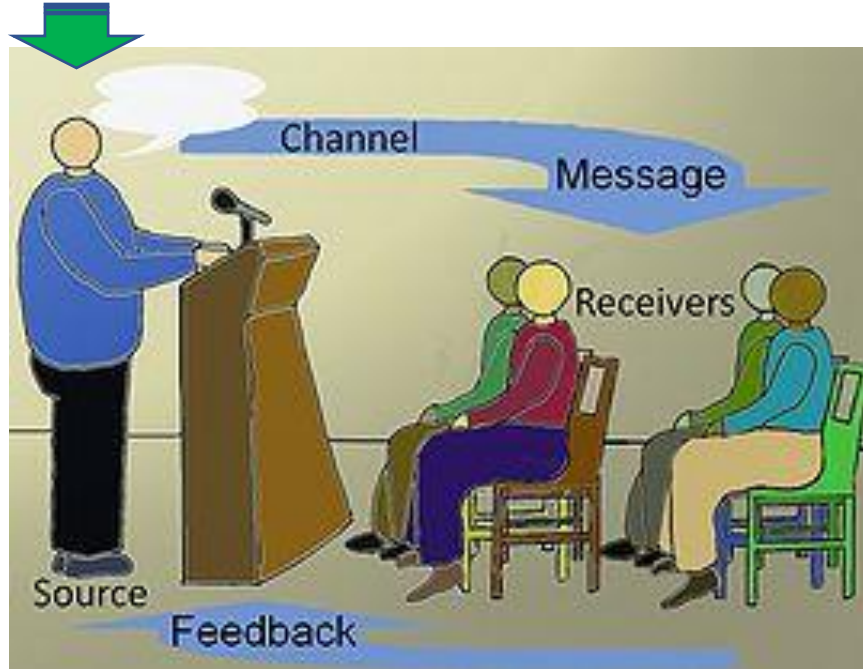
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Milestone 1 — Ready to make a knowledgeable commitment to a nuclear programme

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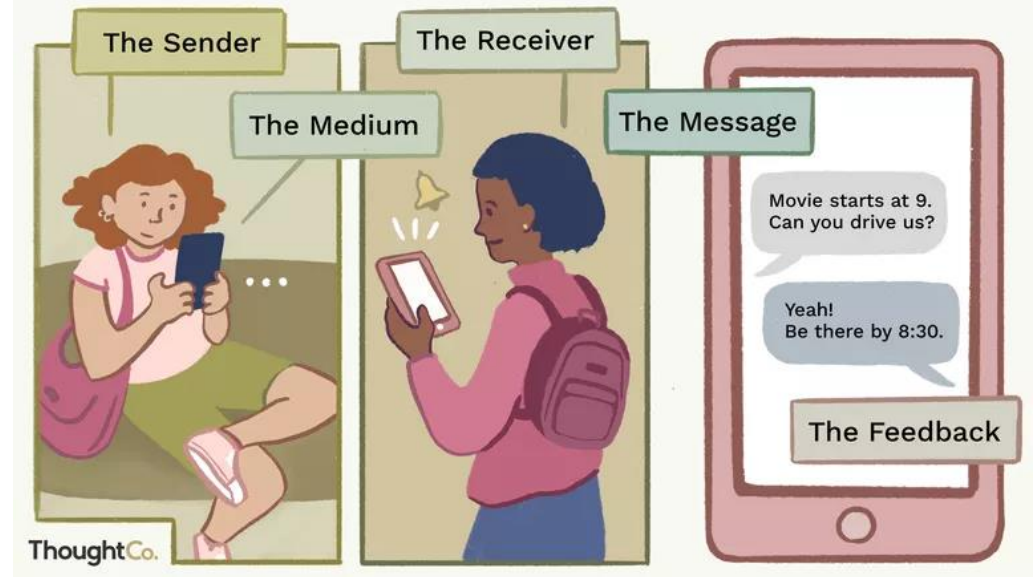
Communication Process has Source, Channel Message, Receiver and Response

Source/ Messenger

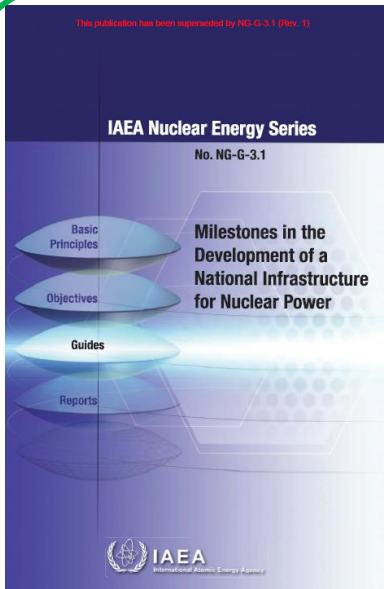


source: [https://suifaijohnmak.files.wordpress.com/2011/03/270px-transactional\\_comm\\_model](https://suifaijohnmak.files.wordpress.com/2011/03/270px-transactional_comm_model)

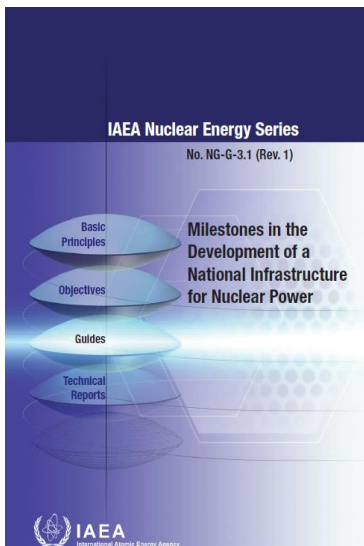
Elements of the Communication Process



source: The Basic Elements of Communications process, ThoughtCo Richard Nordquist, 6 April 2020 and Image by Hilary Allison



INTERNATIONAL ATOMIC ENERGY AGENCY  
VIENNA, 2007

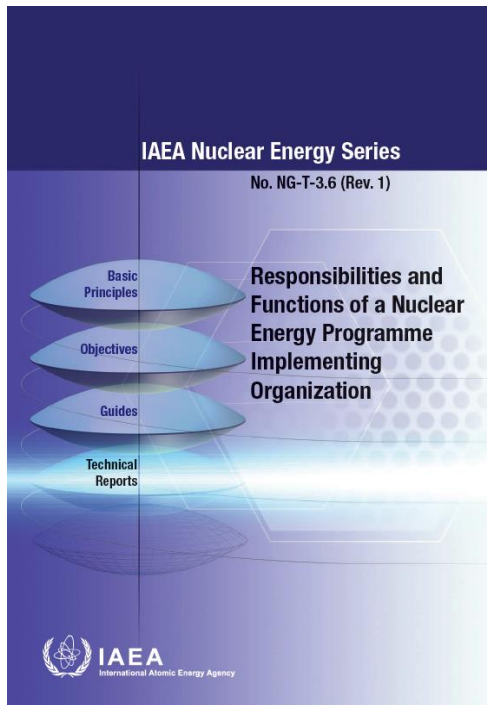




Project logo	LIST OF STAKEHOLDERS					
Project name and number: .....						
Function	Name and surname	Phone	E-mail	Preferred method of communication	Preferred communication tools	
					1.	2.
<b>Statutory</b>						
<b>Executive director</b>						
<b>Key user – main customer</b>						
<b>Key contractor</b>						
<b>Project manager</b>						
<b>Project team leader</b>						
<b>Project team member (1 ....)</b>						
<b>Other stakeholders</b>						
<b>Drafted :</b> (name + function):		Date:.....		Signature:.....		
<b>Approved:</b> (name + function):		Date:.....		Signature:.....		

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## **Advocacy Communication**

### **Characteristics of Effective Messages**

- ▼ **Simple**
- ▼ **Concise**
- ▼ **Appropriate Language**
- ▼ **Content is consistent/appropriate for format**
- ▼ **Credible messenger (Spokesperson)**
- ▼ **Tone and language consistent with the message**



This publication has been superseded by NG-G-3.1 (Rev. 1)

## Milestone 1 — Ready to make a knowledgeable commitment to a nuclear programme

2a. Develop public information tools that respond to the surveys and clearly explain the reasons for the government interest in and the societal benefit to resulting from the use of nuclear power;

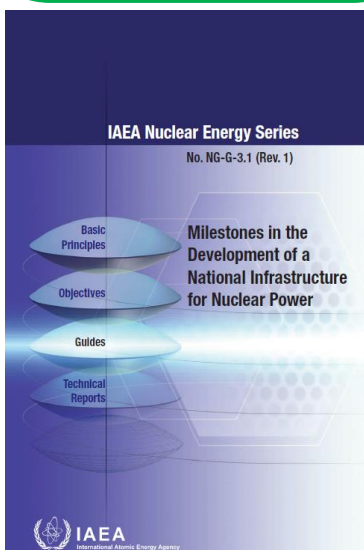
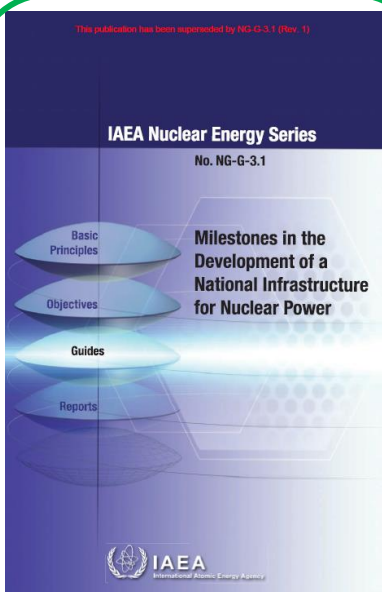


### A good message must be :

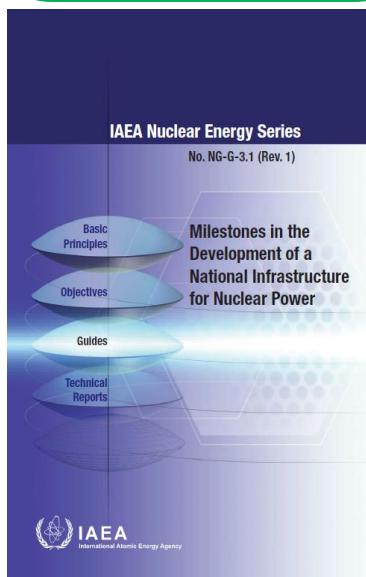
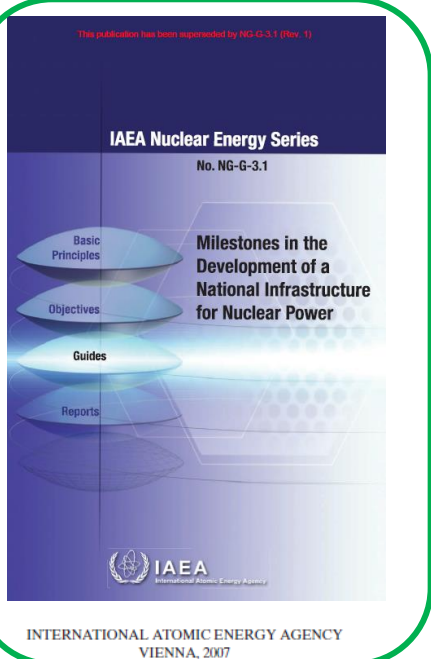
- - in line with the objective (s)
- - meaningful
- - based on felt needs
- - clear and understandable
- - specific and accurate
- - timely and adequate
- - fitting the audience
- - interesting
- - culturally and socially appropriate



source: Barriers of Communications presented by Dr S.D. Shekde, JR2, guided by DR V.M. Holambe HOD, Asst Professor, Department of Comm Medicine, GMC Latur, 26 June 2014



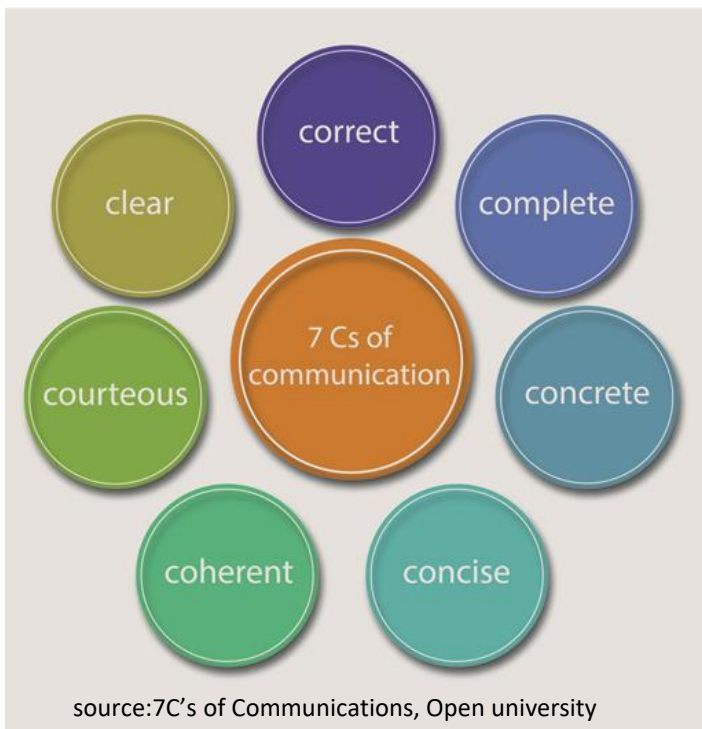
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## 7 Cs of Communication Checklist

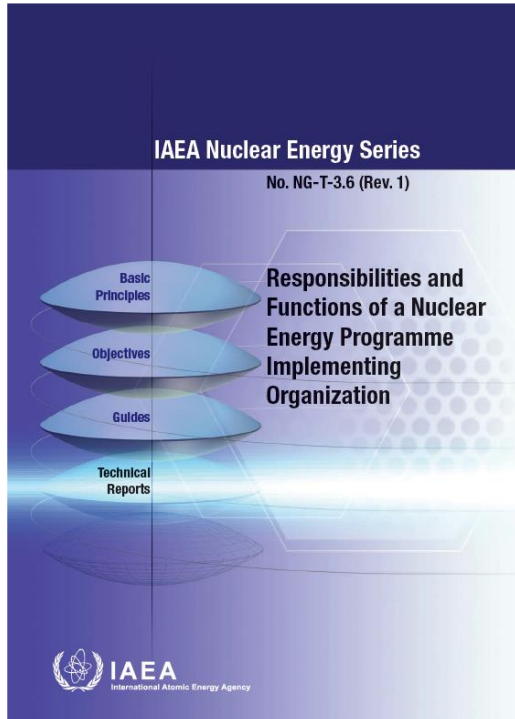


Clear	Make objective clear. Avoid complex words & phrases.
Concise	Keep it clear and to the point. Avoid filler words & sentences.
Concrete	Be specific not vague. Use facts and figures to support your message.
Correct	Try to avoid typos. Use correct facts and figures. Use the right level of language.
Coherent	Does your message make sense? Ensure it flows logically. Avoid covering too much.
Complete	Does the message contain everything it needs to? Include a call-to-action.
Courteous	Being polite builds goodwill. Ensure message is tactful.

source: 7C's of Communications, Expert Management Programme

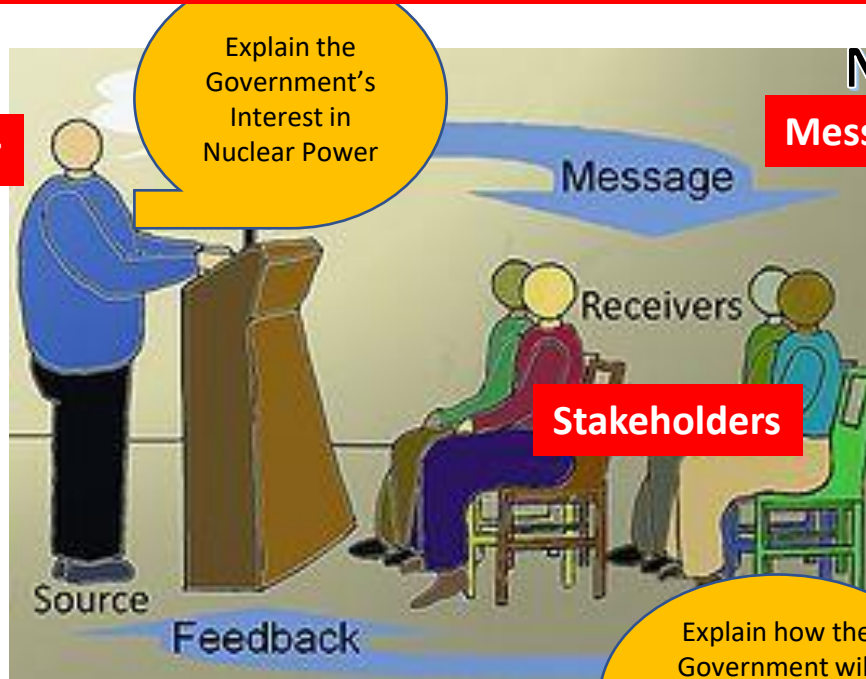


# Explain the Government's interest in Nuclear Power, the Potential Benefits & Risks

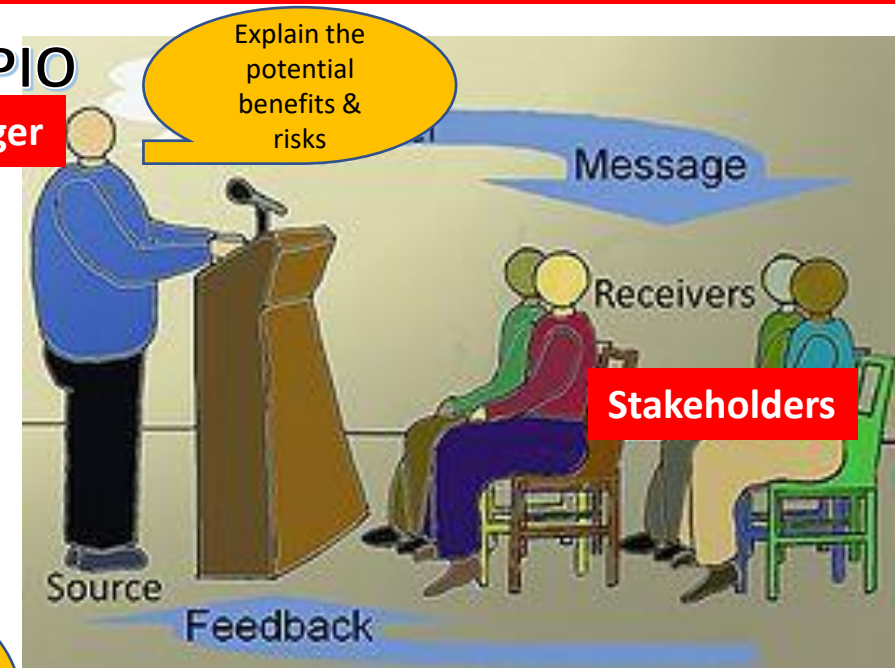


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VIENNA, 2019

**NEPIO  
Messenger**



**NEPIO  
Messenger**



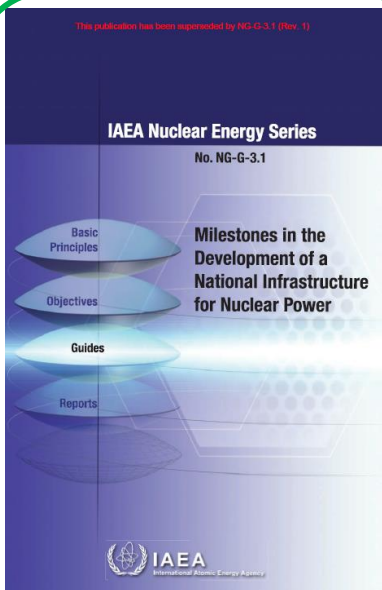
**NEPIO  
Messenger**



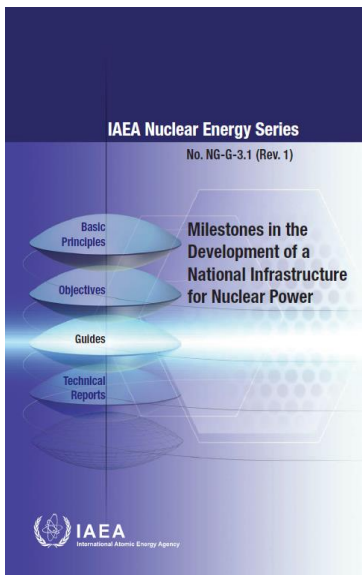
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INTERNATIONAL ATOMIC ENERGY AGENCY  
VIENNA, 2007



source: Important Public Speaking Skills for Workplace Success,  
Alison Doyle, the balance careers

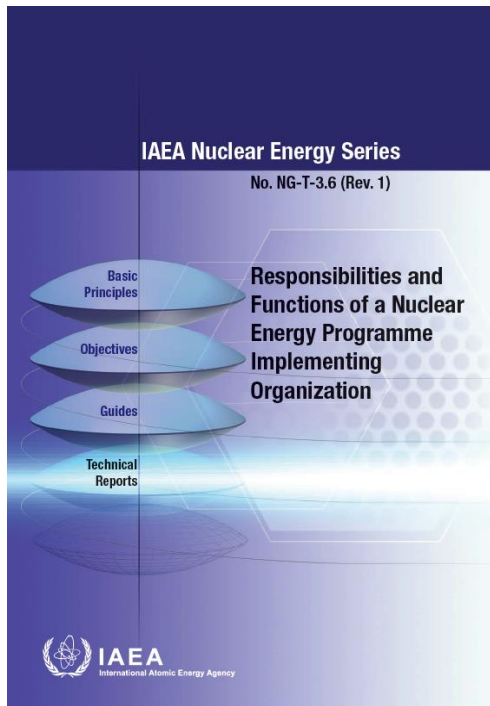


source: Motivational Speakers: Right for Your Corporate Meetings or Events?  
Scott Steinberg



## FUNCTIONS AND ACTIVITIES OF A NEPIO IN PHASE 1

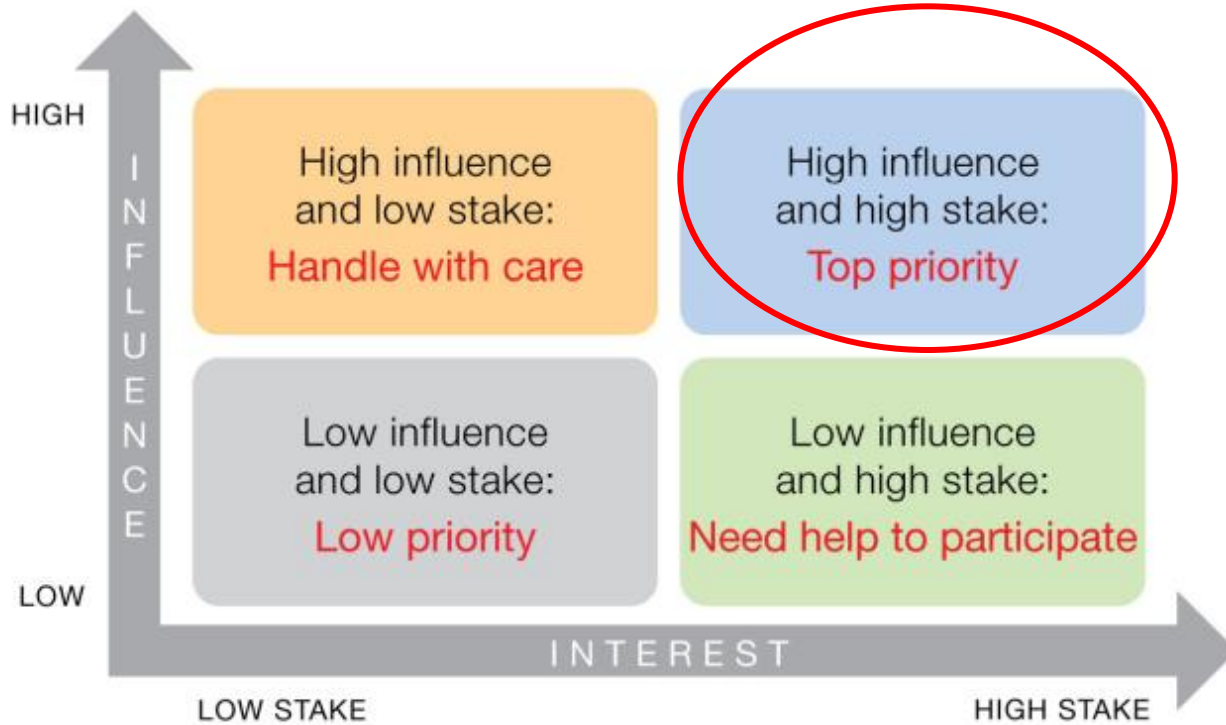
Issue	NEPIO functions	NEPIO activities
11. Stakeholder involvement	Prepare and implement an open and transparent stakeholder involvement strategy and plan	<ul style="list-style-type: none"> <li>— Understand the importance of gaining and keeping the confidence of the public and the international community by maintaining open and timely interaction regarding all aspects of the nuclear power programme;</li> <li>— Secure a clear government mandate to engage with all relevant stakeholders;</li> <li>— Ensure a professional communications team is available to the NEPIO;</li> <li>— Conduct surveys to establish a baseline of the public's knowledge of and receptiveness to nuclear power;</li> <li>— Develop appropriate public information tools that address key issues and identified concerns;</li> <li>— Explain the government's interest in nuclear power, the potential benefits and risks, and how the government will ensure safety, security and non-proliferation;</li> <li>— <b>Develop and begin implementing a plan of interaction with all stakeholders, including neighbouring countries.</b></li> <li>— Train senior staff to interact with stakeholders.</li> </ul>



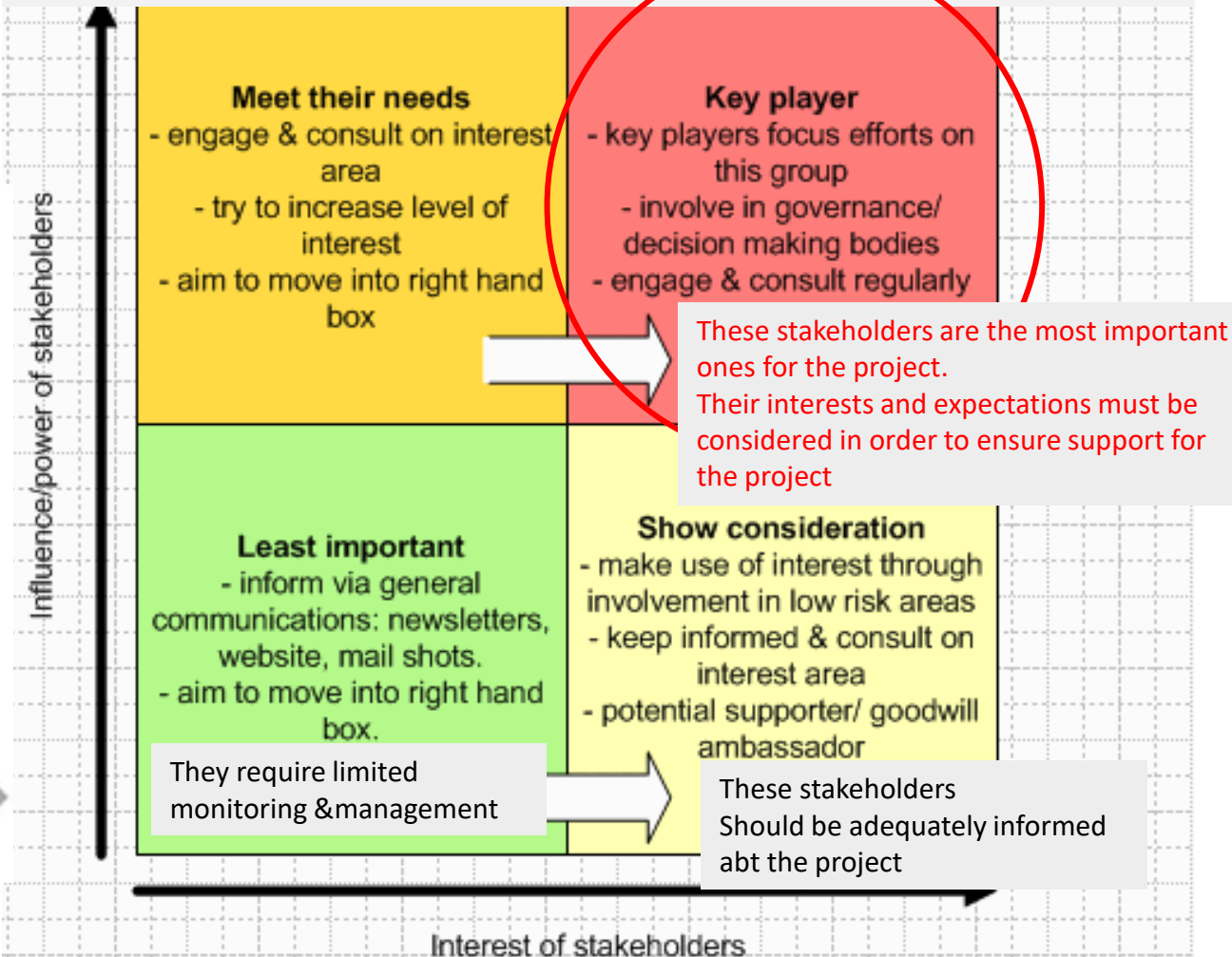


Understand your stakeholders:

1. Identify your stakeholders
2. Analyse stakeholders by their level of interest and influence
3. Plan how to manage stakeholder interactions
4. Engage with your stakeholders



All stakeholders are different and therefore need to be managed differently based on their Relative authority (power)/influence and level of interest or concerns- Prioritize the Stakeholder Group for involvement

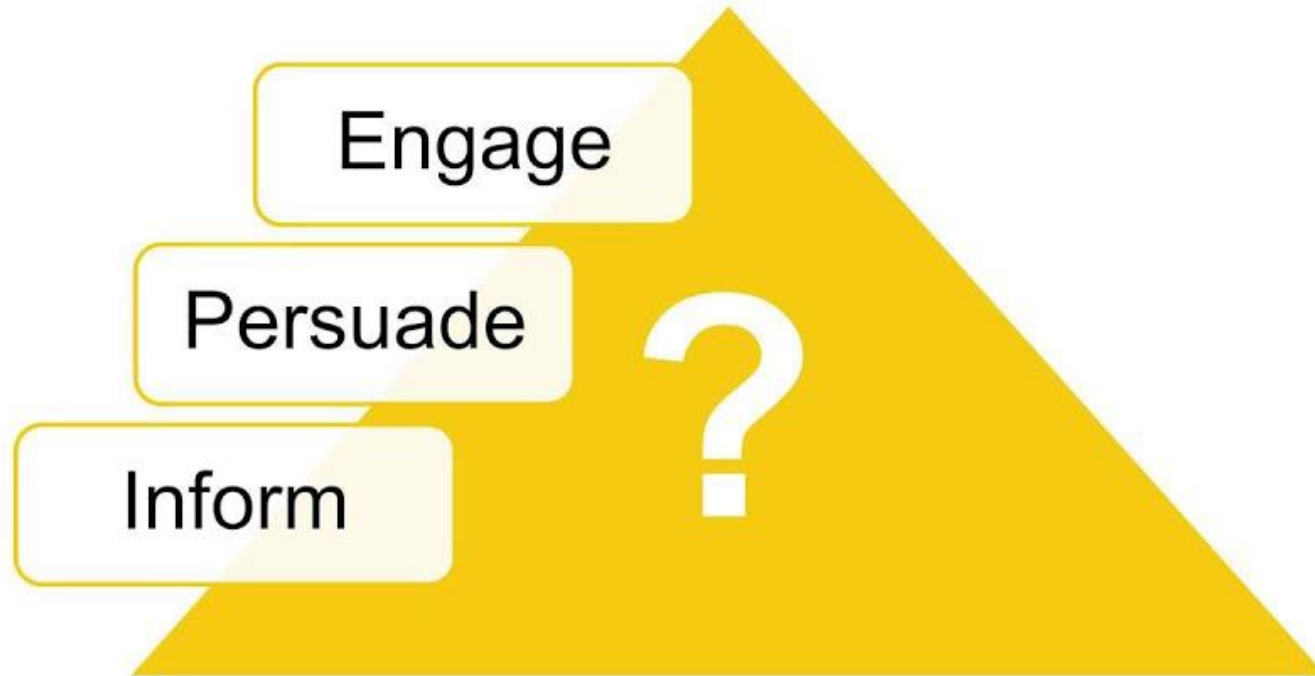


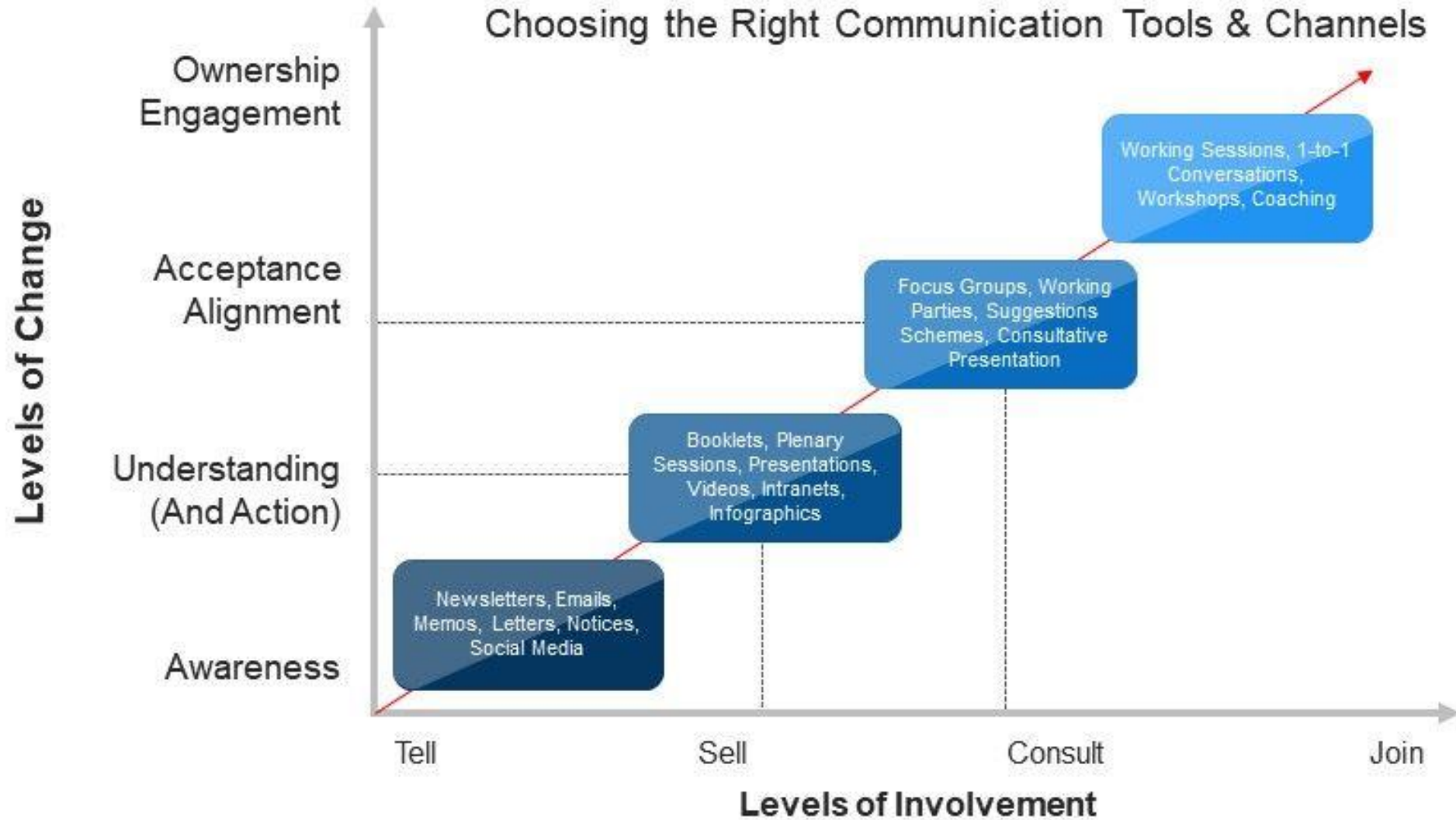


# And a communication objective?



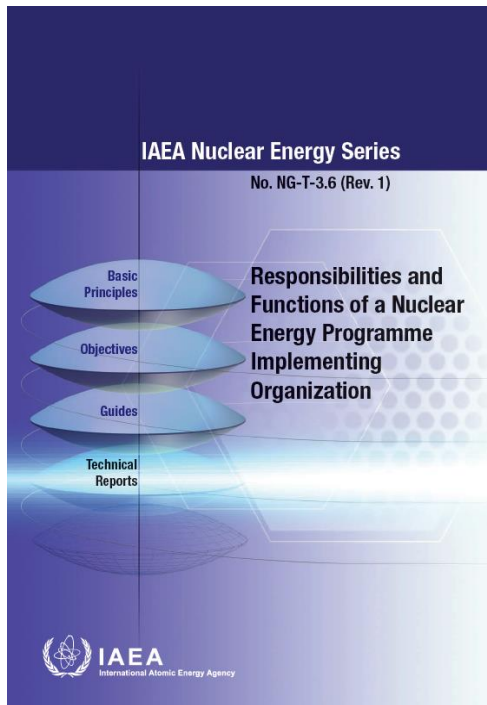
**Petra Polaskova**  
Communication Officer





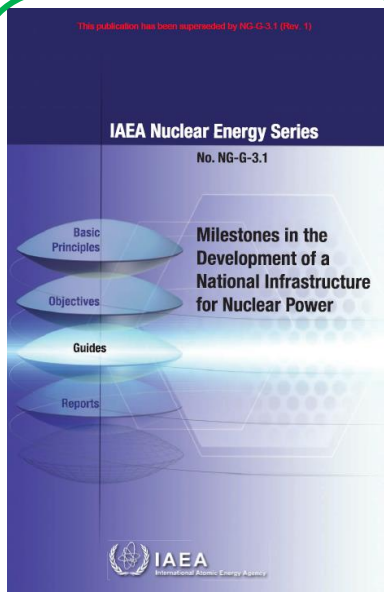
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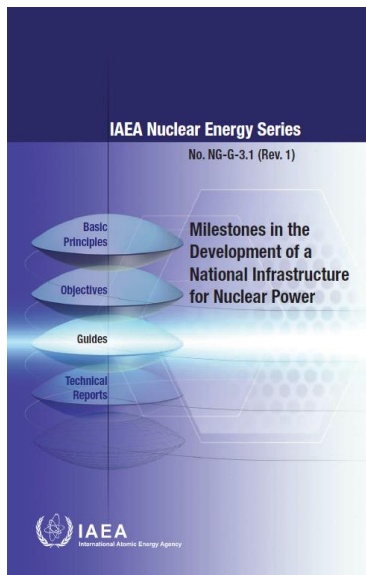




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VIENNA, 2007



Milestone 1 — Ready to make a knowledgeable commitment to a nuclear programme

4. **Train** and have available **senior spokespersons** to interact with stakeholders in response to any request

This training will aim to provide members with the skills necessary to use their stories, statistics, and key messages to make their messages stand out and connect with relevant audiences/stakeholders



source: How Communications Training Leads to Superstar Teams, Deborah Eastman, Duarte.com



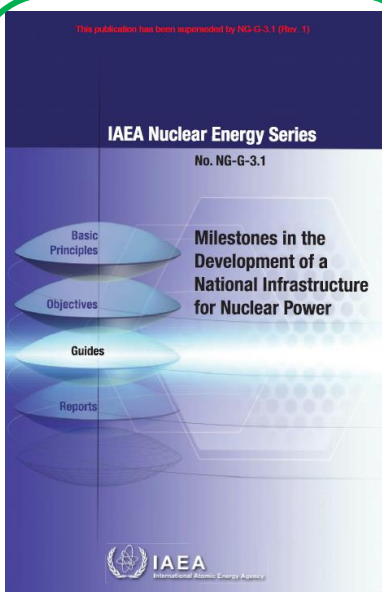
source: Communications, Media and Spokesperson Training, Kansas Farm Bureau, 2 December 2019



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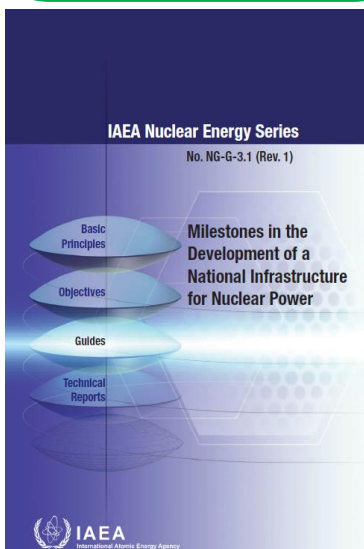
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source: Public Relations- Effective Government Relations by study.com



source: Professional Code of Ethics in Public Relations by study.com

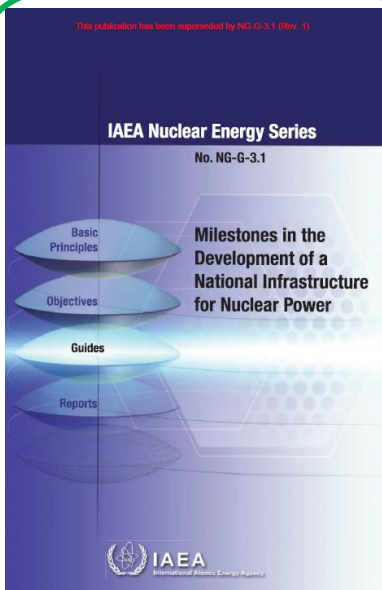


source: Public Relations Agency Insurance, Insureon

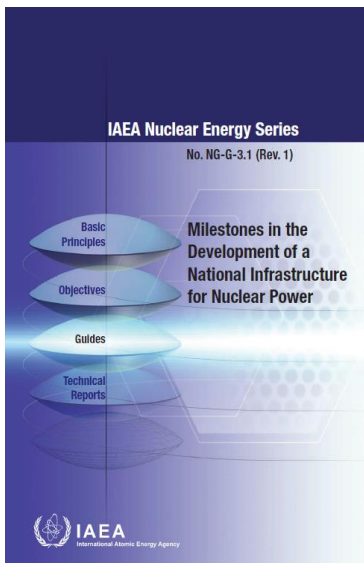


source: Public Relations –Online course by smartme.ie

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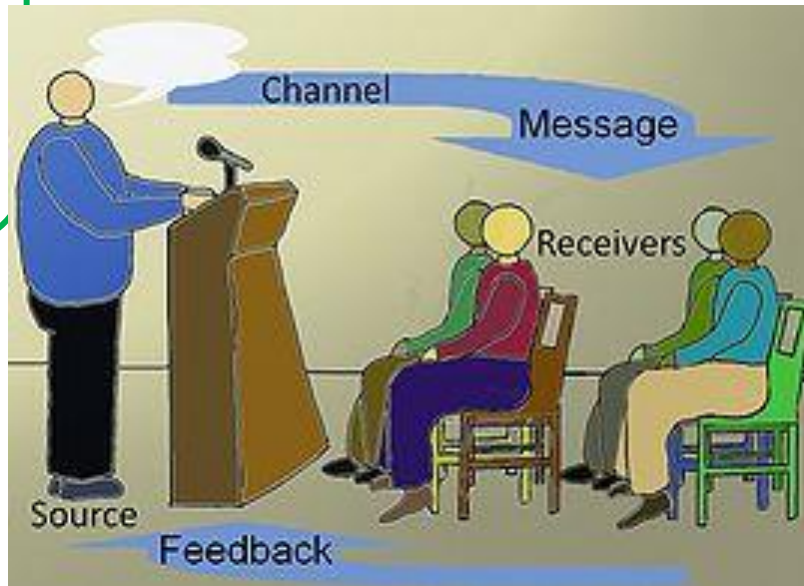
INTERNATIONAL ATOMIC ENERGY AGENCY  
VIENNA, 2007



## Milestone 1 — Ready to make a knowledgeable commitment to a nuclear programme

4. Train and have available senior spokespersons to interact with stakeholders in response to any request

Spokesmen/Messenger



Source :

- 1. Sender
  - The sender (communicator) is the originator of the message. To be an effective communicator, he must know:
    - - his objectives. clearly defined
    - - his audience : it's interests and needs
    - - his message
    - - channels of communication
    - - his professional abilities and limitations



The impact of the message will depend on his own social status (authority), knowledge and prestige in the community.

source: Barriers of Communications presented by Dr S.D. Shekde, JR2, guided by DR V.M. Holambe  
HOD, Asst Professor, Department of Comm Medicine, GMC Latur, 26 June 2014

# Qualities of a Good Communicator



Source: de.nspu.ru



Source: Training, Internexus

**CREDIBILITY**

Source: Supplier Relationships, sgt.net

HAS HIGH CREDIBILITY- SOCIAL STATUS OR AUTHORITY IN THE PROJECT

**CREDIBILITY**

Source: The Importance of Credibility, optomi.com

HAS HIGH CREDIBILITY- SOCIAL STATUS OR AUTHORITY IN THE COMMUNITY

**well-respected**

Source: Well Respected, well-respected.com

IS WELL RESPECTED

**Experts**

Source: College of Expert Reviewers. esf.org

KNOW THE SUBJECT WELL

**Interest**

Source: Simple and Compound Interest, courses..lumenlearning.com

IS INTERESTED IN THE SUBJECT & IS ENTHUSIASTIC

**R E S P E C T**

Source: Why is Respect Important, kidshelpline.com.au

HAS RESPECT & EMPHATY FOR THE AUDIENCE ( STAKEHOLDERS)

**Tolerance**

Source: Islamic Tolerance, Islamicom.kw

TOLERANCE OF VALUES & BELIEFS DIFFERENT FROM COMMUNICATOR

**SPEAKS AT THE LEVEL OF THE RECEIVER ( STAKEHOLDERS)**

SPEAKS AT THE LEVEL OF THE RECEIVER ( STAKEHOLDERS)

**Unbiased**

Source: Unbiased.co.uk

IS UNBIASED

**PATIENCE**

Source: The Do's and Don't's about Patience in Trading warriortrading.com

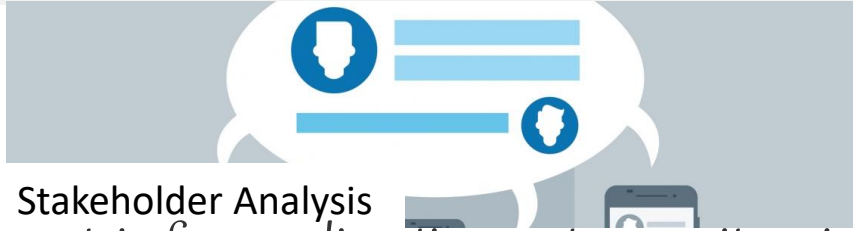
HAS PATIENCE





**IAEA**  
International Atomic Energy Agency

## Nuclear Communicator's Toolbox



### Stakeholder Analysis

Table shows an example of a stakeholder matrix for a radioactive waste repository in terms of the key stakeholders:

Stakeholder groups	Key concerns	Existing communication methods	More effective communication methods	Key messages
Host community	-Safety of operations -Health and environmental impacts -Benefits package -Emergency preparedness	-Meetings -Presentations -Written communications	-Visits to similar facilities -Educational activities and exhibitions	-Solution to long-term management of radioactive waste -Safe and responsible operation -Local socio-economic development
Media	-Public concern -Is it newsworthy? -media impact	-Meetings -Seminars -Written communication -Social media	-Press conferences and press releases -Site visits (media tours) -Training -Personal contact -Social media	-Safe and responsible operation (in conformity with international standards) -Direct access to accurate information
Politicians currently in power	-Funding of the project -Legislative framework	-Meetings -Written communications	-Meetings -Lobbying	-Sustainable solution to long-term management of radioactive waste -Safety first
NGOs	-Environmental issues -Transparency -Safety	-Meetings -Seminars -Written communication -Social media	-Open forums -Presentations and meetings -Emails -Personal approaches	-Safe and responsible operation -Transparency

## Monitor and Evaluate the Results

Constantly monitor and track your results in order to understand whether you are any closer to achieving your goals.

If you have failed, proceed to mark it down so you can make necessary improvements next time.



Source: Monitor Communications Process, PMC Lounge on Youtube



Source: Evaluation , blog.insynctraining.com



Effective communications with stakeholders and their awareness and understanding, as one of the biggest challenges when *initiating a nuclear power programme* or undertaking *related activities, such as uranium mining*

*Nuclear power programmes require engagement* with a variety of stakeholders and a commitment of at least 100 years

CREATING AWARENESS and PROMOTING UNDERSTANDING among various stakeholders, not only from the Nuclear Industry or Government, but also the Media, Local Communities, Youths , Students ,NGOs and the public is important to BUILD MUTUAL TRUST related to NUCLEAR SCIENCE & TECHNOLOGY

*Stakeholder management is a key part of project management.*

*Stakeholder engagement and management is an ongoing process*



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Mobile: + 6017 6853075



source: Questions to Ask. HHS.gov



source: Common Interviews Questions and Answers, Camden Kelly