



**The Abdus Salam
International Centre for Theoretical Physics**



2257-86

Joint ICTP-IAEA School of Nuclear Energy Management

8 - 26 August 2011

Building Public Support – Stakeholder Involvement

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Joint IAEA/ICTP School of Nuclear Energy Management

Trieste, Italy , 8 – 26 August 2011

Building Public Support for Nuclear Power - Stakeholder Involvement

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Atoms for Peace: The First Half Century
1957–2007



BUILDING PUBLIC SUPPORT

- How can you find out what level of support you have for any activity?
- How can you increase the level of support you have?

Answer:



Communication

STAKEHOLDER INVOLVEMENT

PRESENTATION OBJECTIVES

By the end of this session the participant should be able to:

- Demonstrate an understanding of the concept of Stakeholder Involvement
- Recognise the importance of Stakeholder Involvement to the success of a Nuclear Power Programme
- Demonstrate an appreciation of the public perception of risk
- Demonstrate an appreciation of IAEA assistance available in this area

TERMINOLOGY

- What is a Stakeholder?
- What is Stakeholder Involvement?

DEFINITION OF A STAKEHOLDER

- Any institution, group or individual with an interest in or a role to play in a societal decision making process*
- The reality is YOU don't get to decide who the stakeholders are, stakeholders select themselves!

*source: OECD/NEA

STAKEHOLDER INVOLVEMENT

- An integral part of a of decision making process.
- At different phases and with different stakeholder groups, involvement may take the form of sharing information, consulting, participating in dialogue, or deliberating on decisions.
- It should be seen always as a meaningful part of formulating and implementing good policy.
- Stakeholder involvement techniques should not be viewed as convenient tools for 'public relations', image-building, or winning acceptance for a decision taken behind closed doors.*

*source: OECD/NEA

STAKEHOLDER INVOLVEMENT

- How it is accomplished is very much related to national norms, standards and culture.
- Expectations regarding stakeholder involvement have and will continue to change over time.

WHY STAKEHOLDER INVOLVEMENT

- Communication is a necessary, but not sufficient prerequisite to build understanding and trust
- The media is not the only “stakeholder” of importance
- Involvement includes the decision making processes

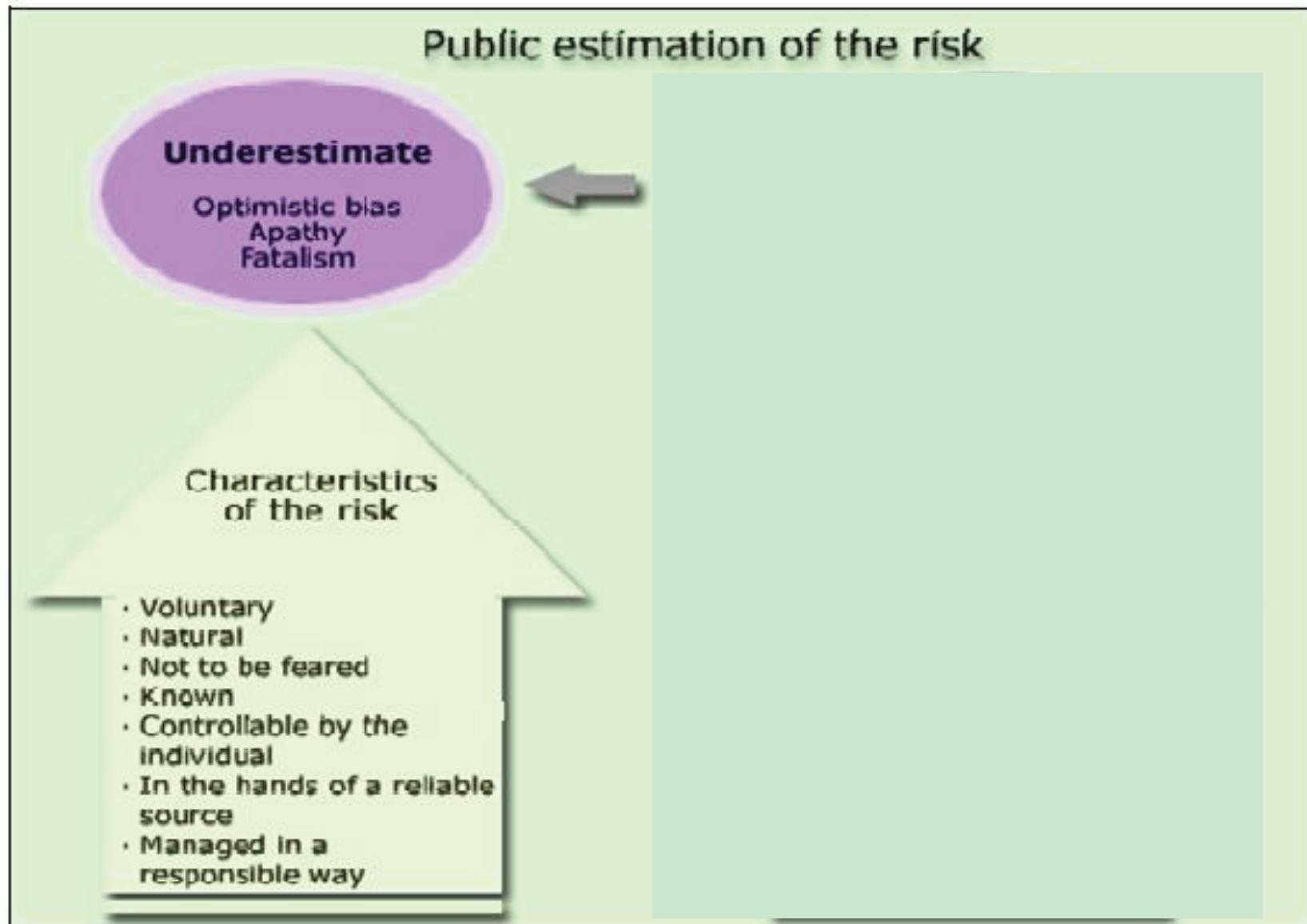
WHO ARE OUR STAKEHOLDERS?

- Politicians
- Regulators
- Special interest groups
- Investors
- Economic developers
- Media
- Electricity customers
- Local community
- Employees past and present
- Labour Unions
- Suppliers
- Educational Institutions
- Neighbouring Countries
- International Organisations
- Etc., etc.

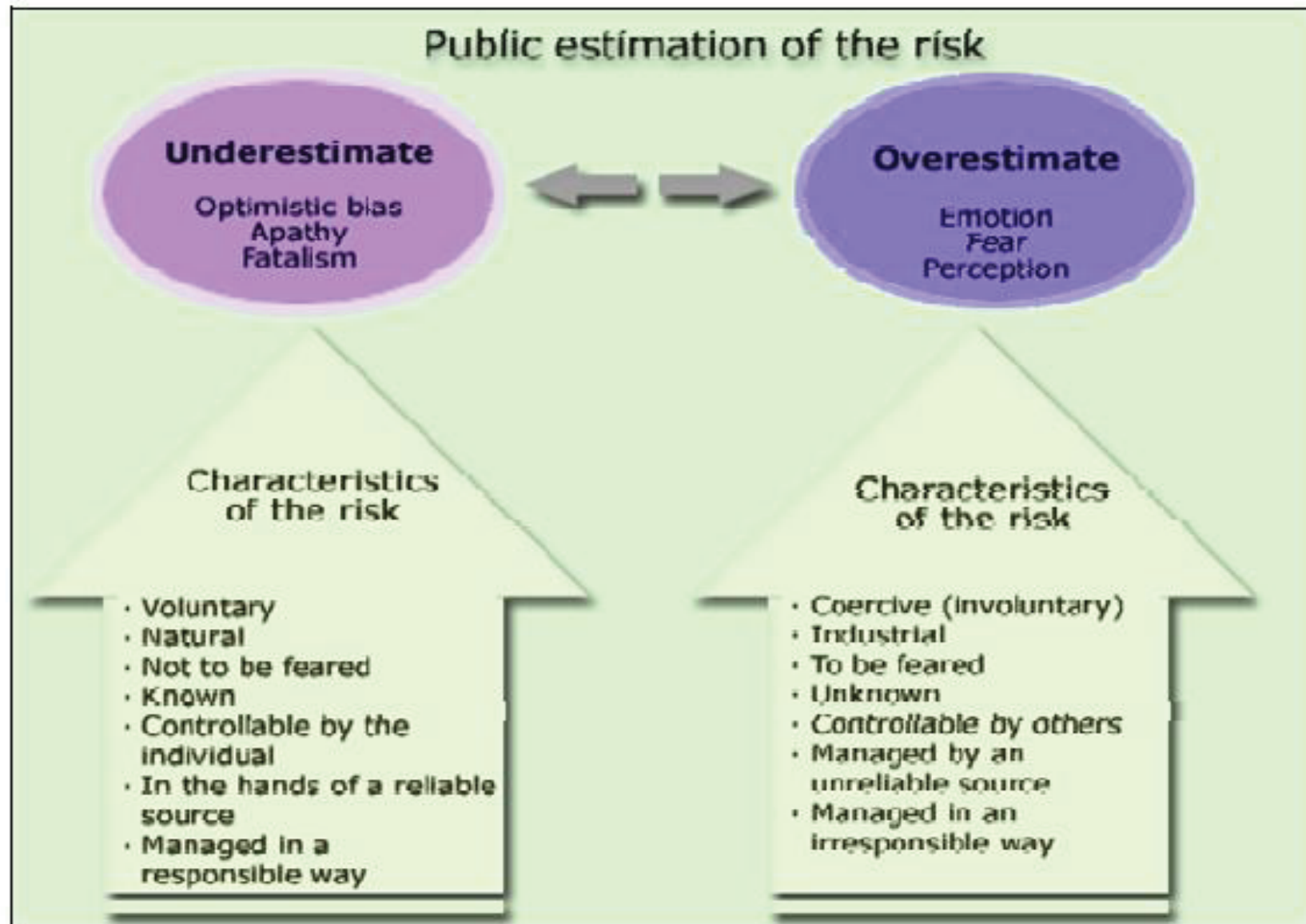
NUCLEAR ENERGY AND THE PUBLIC

- Public acceptance is a major concern in many newcomer States
- Decision makers themselves not convinced
- Nuclear establishment often ignorant
- Legacy of the past
- Can't be trusted
- Lot's of lessons to learn

RISK PERCEPTION



RISK PERCEPTION



Comparison of Fatalities due to Primary Energy Sources

(Electricity generation accounts for about 40% of total primary energy)

Fuel	Immediate fatalities 1970-92	Who?	Normalised to deaths per TWy* electricity
Coal			
Natural gas			
Hydro			
Nuclear			

[Safety of Nuclear
Power Reactors.pdf](#)



Source: Ball, Roberts & Simpson, Research Report #20, Centre for Environmental & Risk Management, University of East Anglia, 1994; Hirschberg et al, Paul Scherrer Institut, 1996; in: IAEA, *Sustainable Development and Nuclear Power, 1997; Severe Accidents in the Energy Sector, Paul Scherrer Institut, 2001*).

Comparison of Fatalities due to Primary Energy Sources

(Electricity generation accounts for about 40% of total primary energy)

Fuel	Immediate fatalities 1970-92	Who?	Normalised to deaths per TWy* electricity
Coal	6400		
Natural gas	1200		
Hydro	4000		
Nuclear	31		

[Safety of Nuclear
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Comparison of Fatalities due to Primary Energy Sources

(Electricity generation accounts for about 40% of total primary energy)

Fuel	Immediate fatalities 1970-92	Who?	Normalised to deaths per TWy* electricity
Coal	6400	workers	
Natural gas	1200	workers & public	
Hydro	4000	public	
Nuclear	31	workers	

[Safety of Nuclear
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Comparison of Fatalities due to Primary Energy Sources

(Electricity generation accounts for about 40% of total primary energy)

Fuel	Immediate fatalities 1970-92	Who?	Normalised to deaths per TWy* electricity
Coal	6400	workers	342
Natural gas	1200	workers & public	85
Hydro	4000	public	883
Nuclear	31	workers	8

[Safety of Nuclear
Power Reactors.pdf](#)



Source: Ball, Roberts & Simpson, Research Report #20, Centre for Environmental & Risk Management, University of East Anglia, 1994; Hirschberg et al, Paul Scherrer Institut, 1996; in: IAEA, *Sustainable Development and Nuclear Power, 1997*; *Severe Accidents in the Energy Sector*, Paul Scherrer Institut, 2001).

NUCLEAR ENERGY AND THE PUBLIC

- Why nuclear energy is essential for the country
- Demonstrate that all options have been duly analysed
- Comparative assessment of benefits and risks
- Use plain language
- Preferably presented by a trusted source

BENEFITS AND RISKS

- Energy essential for socio-economic development
- No technology without risks and wastes
- Inherent uncertainty
- Energy security
- Economics
- Environment
- Operating safety and public health

PUBLIC INFORMATION SEMINARS

Organized by IAEA

- upon request from Member States (RB, TC, MTPI)
- as integral part of regional or national TC projects on assistance to newcomers
- on general or specific nuclear topics
- for different audiences

LESSONS LEARNED FROM PAST SEMINARS

Essential for any newcomer

- Understanding benefits and risks (awareness)
- Confidence building
- Ongoing activity

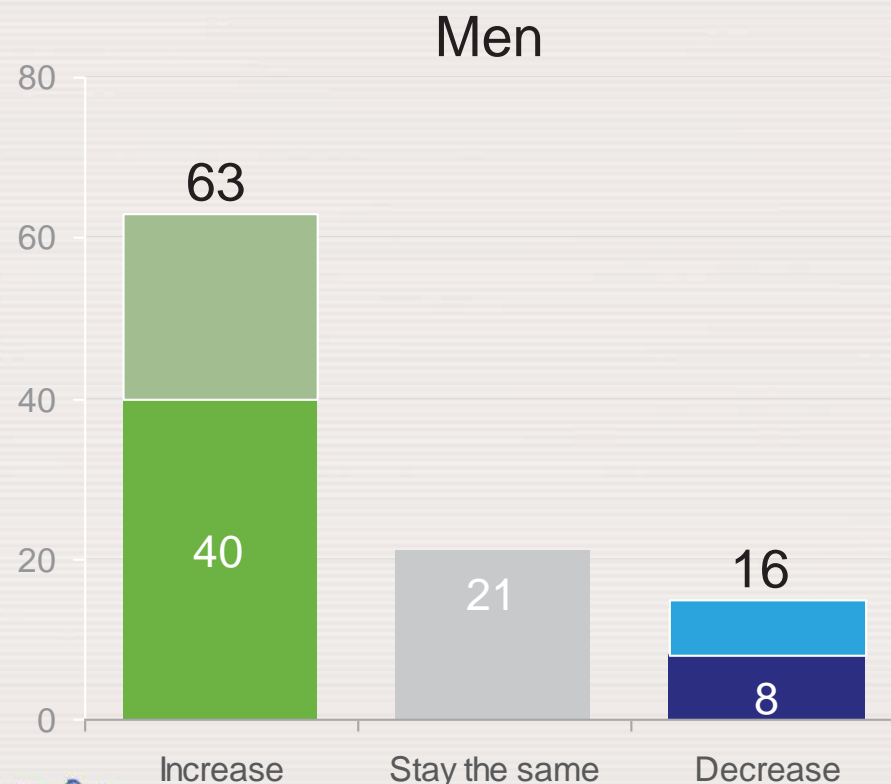
One size does not fit all

- Need to be tailored to specific stakeholder interests/concerns
- Smaller groups better than large audiences
- Meet on their turf
- Involve stakeholders from communities with nuclear power
- Listen to their concerns

ONE SIZE DOES NOT FIT ALL

Now I am going to read you a list of different forms of energy produced in the U.S., and I'd like you to tell me if you think the United States should increase its production of this type of energy, decrease it, or produce the same amount as we currently produce.

Nuclear Energy



IAEA

Atoms for Peace: The First Half Century

1957-2007

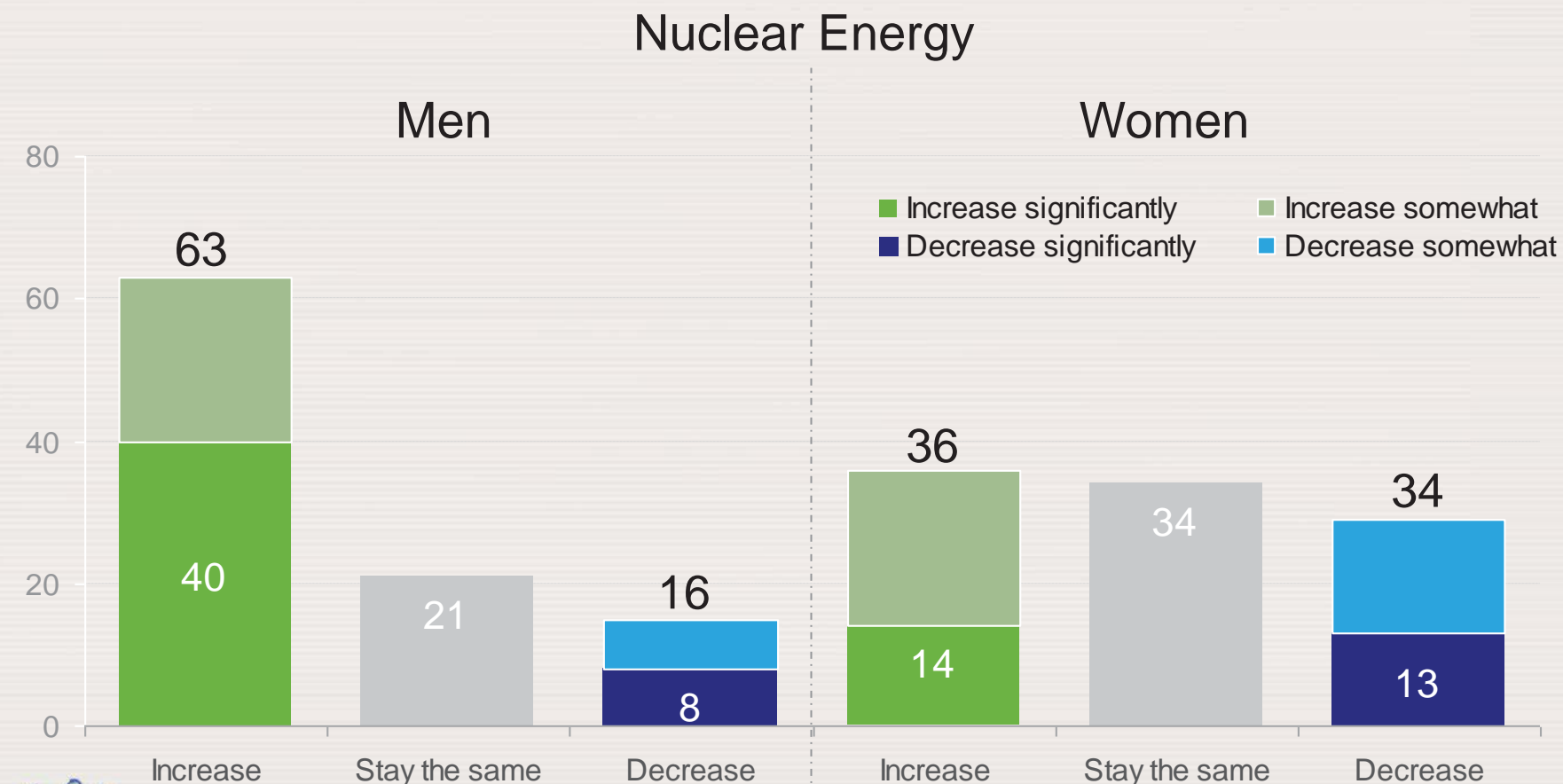
Source: Greenberg Quinlan Rosner

ICTP/BRM_SI

20/11/2010

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LESSONS LEARNED FROM PAST SEMINARS

Two major education gaps

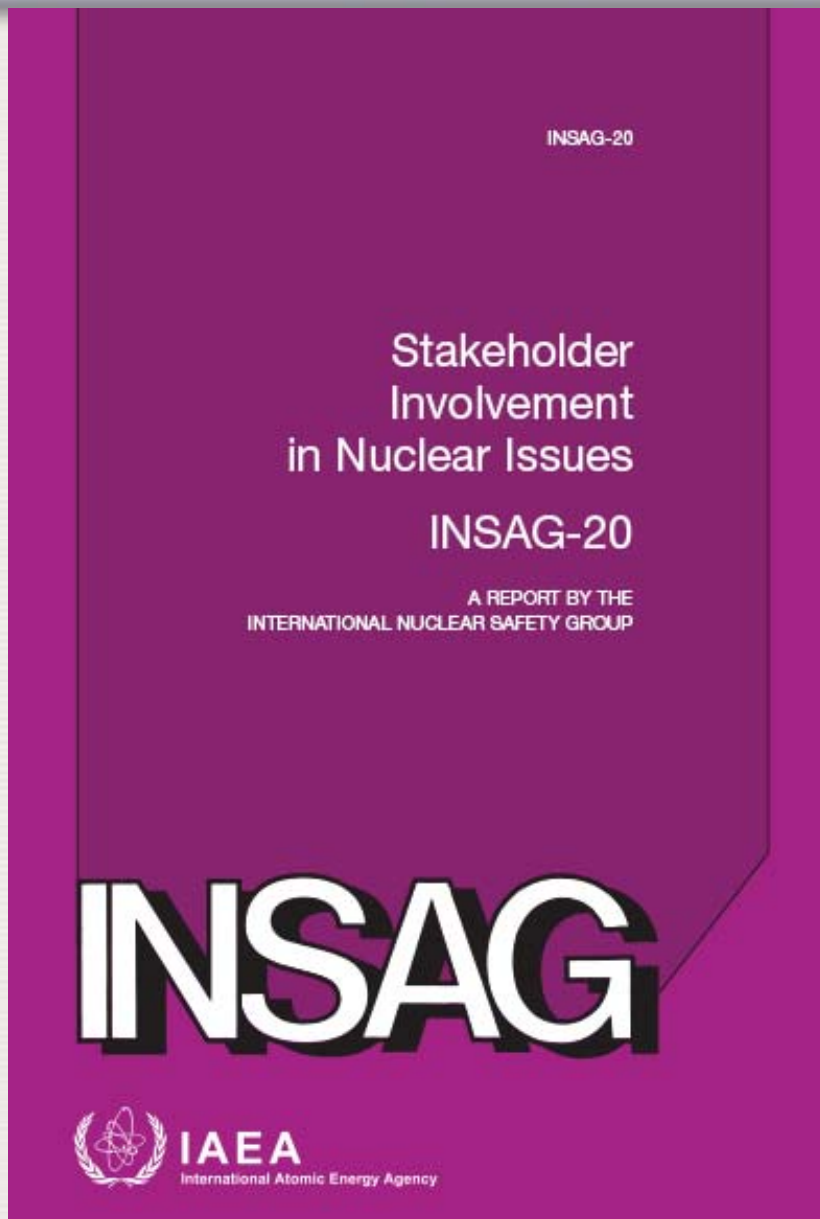
- Nuclear community and decision makers: How to deal with the public
- Public: Nuclear facts

Without a well designed strategy for continuing communication on the issues, build up of public support for a nuclear power programme is unlikely

Lessons Learned (Communications)

- Decisions in a modern society are not left only to “experts”
- Politics is based on reflections in media
 - Politicians follow the media to see what voters want
- Media can influence perceptions of truth
 - Half truths, misinformation and one-sided views can be publicly accepted if repeated in media
- There is no shortcut toward gaining public acceptance of nuclear energy; start as soon as possible
- Persistent public information with clear and honest messages can have positive results in the long term

IAEA PUBLICATIONS



Published in 2006

Primary focus on
nuclear safety

Policy level document

IAEA Nuclear Energy Series

No. NW-T-2.5

Basic
Principles

Objectives

Guides

Technical
Reports

An Overview
of Stakeholder
Involvement in
Decommissioning



IAEA

International Atomic Energy Agency

Published in 2009

First Nuclear Energy
Series doc on
Stakeholder
Involvement

Provides examples
as well as overview

SI DOCUMENT BEING FINALIZED

- IAEA Nuclear Energy Series document, Stakeholder Involvement in the Lifecycle of Nuclear Facilities, NG-T-1.4 (currently in publication)
- A brief (less than 50 page) document that provides an overview of the justification for SI for nuclear facilities and the main activities recommended for SI
- Intended to be a link to living examples of lessons learned and good practices, as well as to other documents that provide specifics regarding SI for particular types of facilities as well as detailed procedures/templates for SI

SI Workshops for Countries Considering Nuclear Power

- National Workshops/Assistance:
 - Conducted: Chile, Egypt, Philippines, (Argentina) UAE, Malaysia, Kuwait, Jordan
 - Planned: GCC, Indonesia, Iran, Nigeria, Thailand, Vietnam
- Regional Workshops/Assistance:
 - Conducted: RLA, RER, RAS (partial)
 - Planned: RAS, Africa, GCC

Nuclear Communicator's Toolbox - Microsoft Internet Explorer provided by IAEA

http://www-stage.iaea.org/nuccomtoolbox/knowwtsay/know_what_to_say.html

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Nuclear Communicator's Toolbox

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International Atomic Energy Agency


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NUCLEAR
Communicator's Toolbox


You are in: [Home](#) » [Know What to Say](#)

Key Topics:

 Know What to Say

 Getting the Message Out

 Working with the Media

 Nuclear Matters

Why good communication matters

When do we communicate?

Why do we communicate?


Communications planning

Identify and measure your goal

Know your vision and mission

Targeting your audience

Know What to Say



Those working in the nuclear technology field face increasing scrutiny from the public, the media, political authorities, NGOs and other constituents such as Member States. The creation of effective communication strategies is one important way in which an organization can stave off potential crises while positioning itself as a worthy recipient of support and public trust.

On the flip side, poor public communications can contribute to lower levels of safety and to an antagonistic environment in which nuclear professionals lose public trust.

Knowing what to say, how to say it and when to say it, are prerequisites in effective nuclear communications.

Tools & Links

W.W. Kellogg Foundation's Communication Toolkit

http://www-stage.iaea.org/nuccomtoolbox/index.html

Local intranet 100%

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FINAL THOUGHT

Public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed. Consequently, he who moulds sentiment goes deeper than he who enacts statutes or announces decisions.

Abraham Lincoln (1865)

<http://www.iaea.org/nuccomtoolbox/index.html>

ANY QUESTIONS?



...atoms for peace.