

Webinar Series on **Stakeholder Involvement** related to **Nuclear Power**



#1

Basics of Stakeholder Involvement

Understanding Stakeholder Involvement as
a Strategic Tool for a Nuclear Power Programme





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Lisa Berthelot
Stakeholder Involvement Officer
IAEA Division of Nuclear Power



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Learning Objectives

By attending this webinar, you'll be able to:

- Recognize the importance of stakeholders in any nuclear power programme
- Understand how different key organizations carry out stakeholder involvement
- Formulate the first steps to develop a stakeholder involvement programme



#1 Basics of Stakeholder Involvement

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Today's Speakers



Kelle Barfield



Emmanuel Bouchot



Kirsty Gogan

Definition of a stakeholder

- Stakeholder: Anyone with a specific interest in a given issue or decision.



The reality is we don't always get to decide who our stakeholders are, stakeholders select themselves!

Stakeholders in a nuclear power programme



Operators
Investors NEPIO
Educational institutions Government Regulators
Regional communities Neighbouring countries
Employees Local community
Media Economic developers
Labour unions NGOs Electricity customers
International organisations Suppliers
Public

*This list is always changing and the priorities will evolve over time.
It is useful to develop customized plans for engagement.*

Stakeholder involvement

- An integral part of a decision making process - a meaningful part of formulating and implementing good policy
- Involvement may take the form of sharing information, consulting, participating in dialogue, or deliberating on decisions
- Enabling stakeholders to make known their views
- Building trust and understanding ... not just 'communication'

Establishing this dialogue among all stakeholders is an essential part of any **complete** nuclear project and in the best interest of stakeholders.



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Let's interact



How knowledgeable do you feel on the topic of stakeholder involvement or nuclear energy related communication?

- This is my first time receiving any information on SI and/or nuclear energy communication
- I have some basic knowledge on SI and/or nuclear energy communication topics
- I have been involved in SI and/or nuclear energy communication related work for 1-5 years
- I have been involved in SI and/or nuclear energy communication related work for 5+ years



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Today's Speakers

Kelle Barfield

- Nuclear communication expert
- Owner of Lorelei Books
- 33 years at Entergy Corporation
 - Vice President of Integrated Communications
 - Technical Editor at Grand Gulf Nuclear Station
 - Vice President for nuclear public affairs
- Master of Science in Communications Management from Syracuse University in New York.
- Bachelor's degree in magazine journalism from the University of Texas at Austin.





What is Stakeholder Involvement related to Nuclear Power?

Kelle Barfield
United States

Stakeholder Involvement: Cross-cutting

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Stakeholder Involvement

Licensing

Operations

Decommissioning

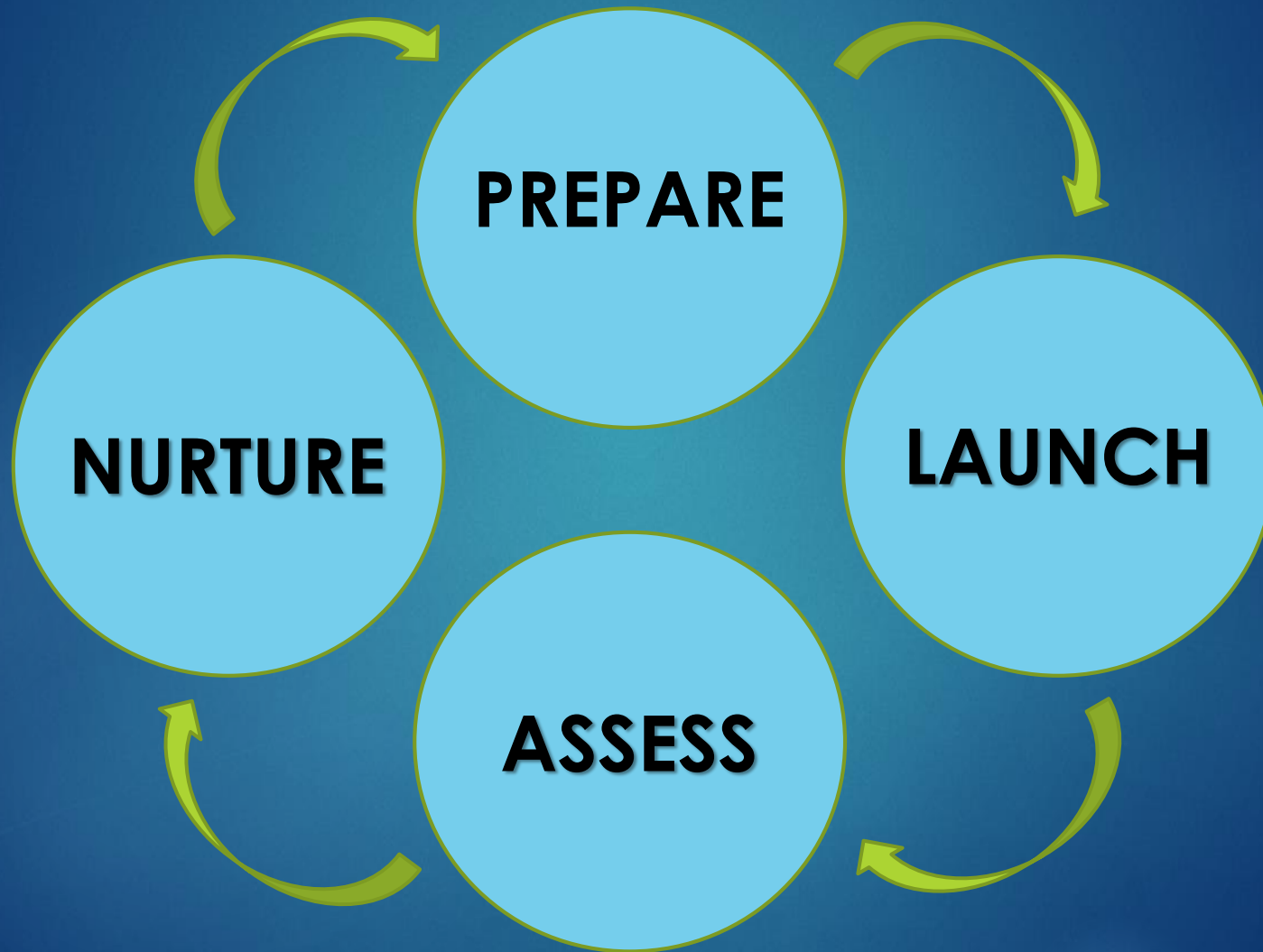
Stakeholder Involvement: Comprehensive

Key Components

- Objectives and Goals
- Stakeholder Prioritization
- Messages
- Communication Channels/ Tools
- Timing/ Frequency
- Budget Requirements
- Responsible Party to Implement

PLAN = A Cycle

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Stakeholder Involvement as a Priority



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Let's interact



Stakeholder involvement planning. Check all that apply:

- Our organization has a stakeholder involvement plan.
- We are actively implementing that plan.
- We regularly update the stakeholder involvement plan
- We use a variety of assessment tools to adjust our stakeholder involvement plan.
- Our organization does not have a stakeholder involvement plan.
- I don't know if our organization has a stakeholder involvement plan.



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Today's Speakers

Emmanuel Bouchot

- Communication manager at the French nuclear safety authority (ASN)
- 20 years in the communication field
 - Crisis and risk communication
 - Relations with stakeholders
 - Educational approach
- Master's degree in Politics from Université Panthéon-Assas Paris 2





The French Nuclear Safety Authority and Stakeholder Involvement

From Public Information to Call to Action



Foreword

We are independent but we are not isolated.

Stakeholder involvement is the natural counterpart to independence.

Stakeholder involvement is a core value for a nuclear regulator, neutral towards nuclear policy.



Contents

From Public Information to Call to Action

- 1) Step 1: Informing stakeholders
- 2) Step 2: Consultation with stakeholders
- 3) Step 3: Public debate with stakeholders
- 4) Step 4: Involvement of stakeholders in the decision making process
- 5) Step 5: Calling stakeholders to action
- 6) Lessons learned



Step 1: Informing stakeholders

- *Information is a prerequisite for any stakeholder involvement.*
- *Information must be accessible, clear and as comprehensible as possible for every body = Transparency.*
- *Giving information is giving capacity; informing someone is giving him the opportunity to act.*



Step 1: Informing stakeholders

Right to information (legal framework)

Any person has the right to obtain from the public authorities, nuclear licensees.

On the risks that might result from their activity and on the safety and radiation protection measures taken to prevent or reduce such risks or exposures.

Queries from the public have to be answered within 1 month (extended to 2 months in certain cases)

ASN deals with +/- 100 queries of that kind per year

Audience: informed and general public

ASN carries out valuable information

Inspection reports

Nuclear incident/accident

Expert reports

Audience: general public



ASN participates in the High committee for transparency and information on nuclear security (national level)
and in the Local Information Committees (local level)

ASN is heard by the Parliament

ASN shares information and answers questions from pluralistic assemblies.

Audience: informed public



Step 2: Consultation with stakeholders

- *Consultation is a process by which decision-maker seeks public input to hear their opinions, expectations.*
- *No interaction.*



Step 2: Consultation with stakeholders

- **Consultation of the public on draft statutory resolutions having an impact on the environment**
 - All ASN general resolutions (at draft status) are submitted for public comments on www.asn.fr for at least 3 weeks
 - An explanatory notice is provided
 - All comments are made public and a summary is done
 - 4 draft statutory resolutions posted in 2018
- **Consultation of the public on draft individual resolutions having an impact on the environment**
 - Same procedure as for general resolutions, timeframe: for comments at least 2 weeks
 - 105 draft individual resolutions posted in 2018
- **Audience : informed public**

Areas of improvement:
Improve the intelligibility of our consultations to reach out more effectively to the public in order to generate more constructive contributions.



Step 3: Public debate with stakeholders

- *The authority, which wants to make a decision, provides it and engages in dialogue with stakeholders.*
- *Interaction with stakeholders.*
- *The contributions are made public and it is explained how they have been taken into account /or not.*



Step 3: Public debate with stakeholders

- ASN participates in public debates organized by other public bodies about:
 - Radioactive waste management
 - Extension of the service life of the French reactors beyond forty years.
- Audience : informed public





Step 4: Involvement of stakeholders in the decision making process

- *Stakeholders participate in the development/implementation of a project or action.*

Step 4: Involvement of stakeholders in the decision making process

- **ASN advisory committees**

- 7 thematic groups :
reactors, cycle facilities, radioprotection and environment, pressure equipment, waste, transportation, medical activities
- Experts from operators, former regulators, NGOs, civil society
- ASN submits complex technical topics and considers the expert advice in the decision making process



- **ASN constitute dedicated expertise groups on complex or controversial issues**

- Committee for post-accident management
- Tritium management
- Leukemia
- Human, social and organizational factors

Audience : informed public and professionals



Step 5: Calling stakeholders to action

- *Prescriptive approach: stakeholders are asked to do something.*
- *Eg. Try to make the citizens responsible for their own protection (eg. Raise awareness of the protective actions in case of an emergency).*

Step 5: Calling stakeholders to action

- **Iodine distribution campaigns**
 - Objectives: boost the tablet collection rate from pharmacies; Raise a “radiation protection culture”.
 - The citizens are at the core of this action; because in an emergency situation, they will have to take action to protect themselves.
 - Objective: teach 6 self-protection reflexes in the event of a nuclear alert.
 - **Audience: general public**



alerte nucléaire je sais quoi faire !

Vous entendez le signal d'alerte de la sirène, vous recevez une alerte sur votre téléphone

6 RÉFLEXES POUR BIEN RÉAGIR

- 1** Je me mets rapidement à l'abri dans un bâtiment
- 2** Je me tiens informé(e)
- 3** Je ne vais pas chercher mes enfants à l'école
- 4** Je limite mes communications téléphoniques
- 5** Je prends de l'iode dès que j'en reçois l'instruction
- 6** Je me prépare à une éventuelle évacuation

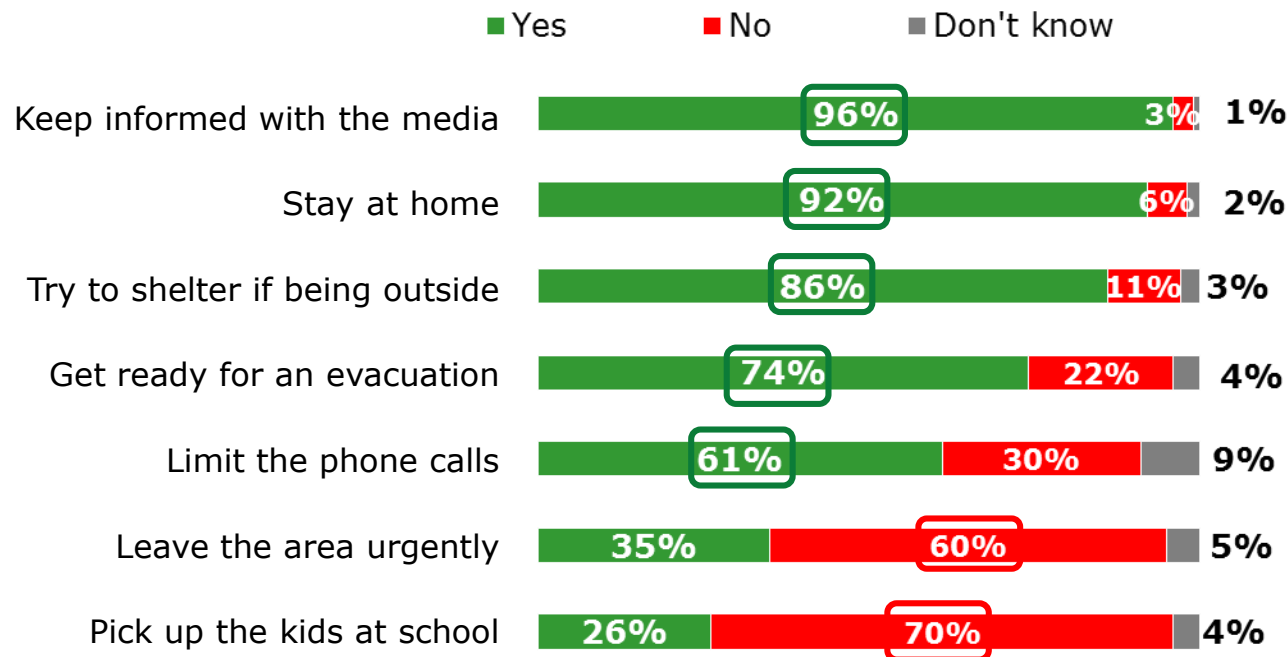
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ASN - ASSOCIATION NATIONALE DE SECOURS ET DE SOUS-VOIE
EDF

Step 5: Calling stakeholders to action

Raising of the public awareness regarding protective actions

In a case of a nuclear accident, you must (1.030 people living in the vicinity of a NPP, 2017):



 Right answers



Lessons learned

- Involvement of the general public works well with personal health issues (iodine, radon, etc.).
- Technical topics are too complex to draw attention of the general public.
- Technical topics can attract informed public BUT:
 - The debate is very polarized (the pros and the cons)
 - The stakeholders are often the same (NGOs, licensees)
 - Increasing distrust of experts by the public.



www.asn.fr



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Let's interact



Where do you work?

Government

Regulator

Operator

NEPIO

Technical Support

Organization

NGO

Academia

Research Institution

Media

Private Sector-non-nuclear

Nuclear Advocate

/Independent Advocate

Other

I prefer not to say



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Today's Speakers

Kirsty Gogan

- Co-founder and executive director of Energy for Humanity (EFH)
- Co-founder and managing partner of LucidCatalyst
- Received the US Nuclear Industry Council 2019 Trailblazer Award
- Kirsty has 20 years' experience as a senior advisor to industry, non-profits and Government. She ran the national public consultation on nuclear new build, reviewed the national communications response to Fukushima and revised national guidance for civil nuclear emergency planning and response.



ENERGY FOR HUMANITY

IAEA 2019





ABOUT US

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Energy for Humanity is a UK-and Switzerland-based non-profit organisation with a global outlook focused on solving climate change and enabling universal access to modern energy services.

We are a small, independent NGO focussed on promoting universal access to clean electricity. To meet our goals of deep decarbonisation whilst meeting rising global energy demand, we advocate for all zero carbon technology, including advocating for nuclear energy from an environmental and humanitarian perspective.

We strongly advocate for evidence-based, whole-system, and technology-inclusive solutions in pursuit of the best (fastest, most cost-effective, most feasible) outcomes for people and nature. Our goal is to address these themes and to inspire meaningful action.

We believe that future leaders need all the tools at their disposal to solve global challenges including climate change and air pollution, whilst providing low cost, clean power to billions of people and improving life chances for women and children throughout the world. Nothing should be off the table.

Energy for Humanity was established in 2014 by Academy Award Nominee Robert Stone, environmental activist Kirsty Gogan and Swiss Entrepreneur Daniel Aegerter as a global non-profit organization.

In addition to the global organization, an affiliated chapter was founded in Switzerland in March 2015. Since August 2016 the global organisation Energy for Humanity was integrated as a foundation under the umbrella Fondation des Fondateurs.

TEAM



Daniel S. Aegerter
Co-Founder & Chair



Kirsty Gogan
Global Director



Wolfgang Denk
European Director



COMMUNICATION
TRUST
CREDIBILITY



ENERGY FOR
HUMANITY _

Social Proof



80% of Mums Agree...



What is a Frame?

Drilling for Oil



vs.

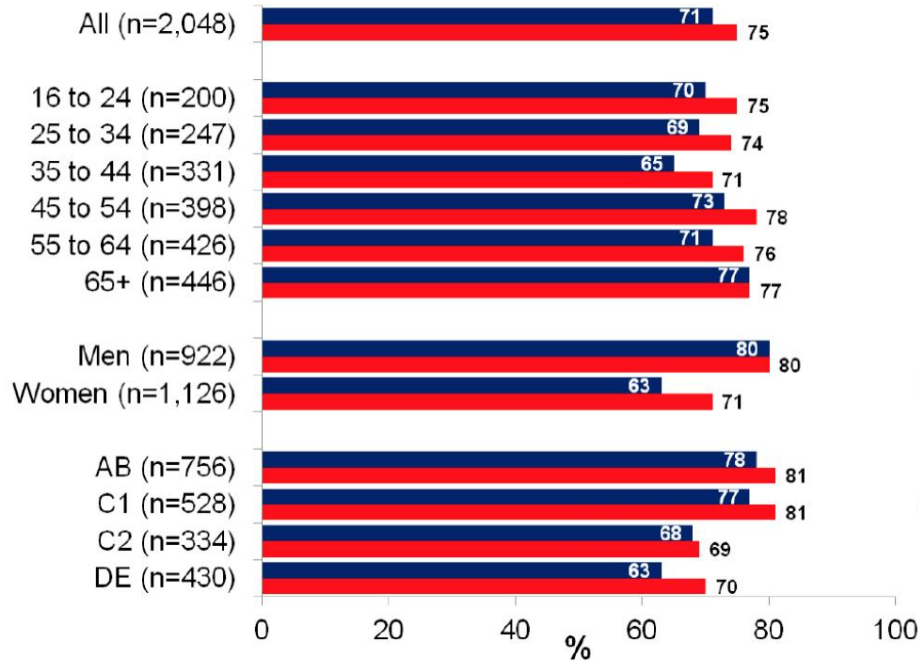
Energy Exploration



**ENERGY FOR
HUMANITY _**

**ENERGY FOR
HUMANITY _**

75% SUPPORT BALANCED ENERGY MIX INCLUDING NUCLEAR AND RENEWABLES



■ Net: Agree (2012)
 ■ Net: Agree (2013)

Who wants a 2030 decarbonisation target?



PARIS COP21 CLIMATE SUMMIT



More than 60 major news articles were published. The Guardian op-ed co-authored by the scientists was shared more than 16,000 times, attracting more than 500 comments. Coverage reached an estimated audience of more than 800 million. This includes the Daily Mail website, with an audience of 200 million unique visitors per month, which ran the Associated Press article and attracted 1400 comments.

**ENERGY FOR
HUMANITY** _

CLEARPATH

ENERGY FOR
HUMANITY

THIRD WAY



Event: Hybrid Energy Systems for Deeper Emissions Cuts

Join us for a panel on how pairing low-carbon technologies can help achieve deeper emissions cuts across sectors—including how North America and Europe can collaborate to increase deployment of hybrid energy systems. Reception to follow.

Wednesday, May 23

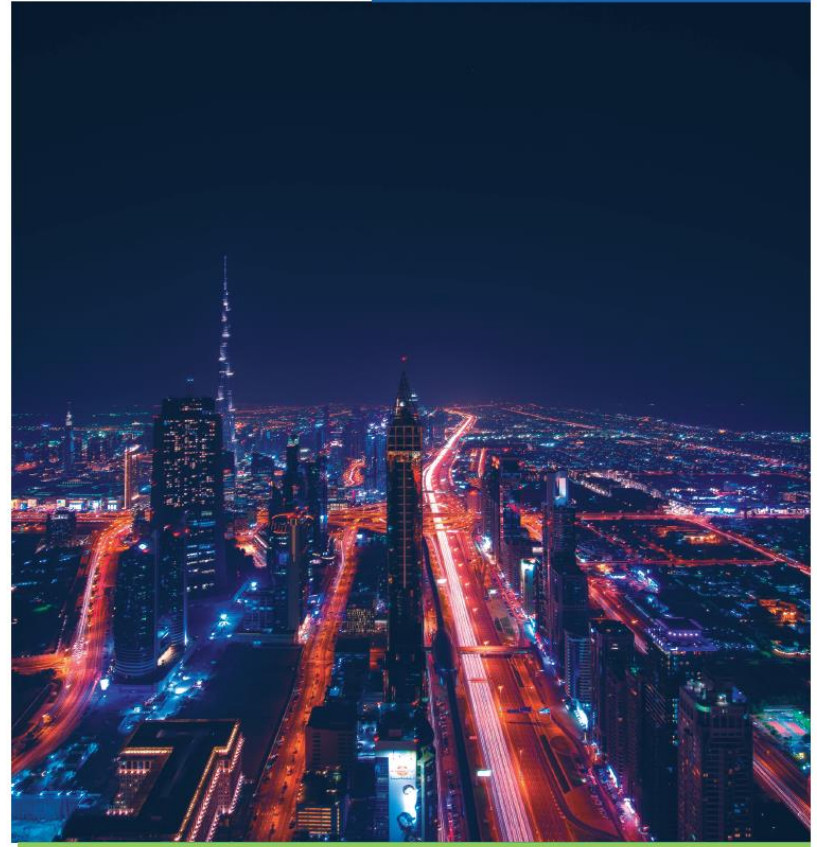
6:00-9:00 PM

**Copenhagen GL Strand Art Gallery
Gammel Strand 48, 1202 København**

RSVP: [hybrid-energy-systems.eventbrite.com](https://www.eventbrite.com/e/hybrid-energy-systems)

 **NICE Future**
Nuclear Innovation: Clean Energy Future
An initiative of the Clean Energy Ministerial

The Clean Energy Ministerial Nuclear Innovation:
Clean Energy Future (NICE Future) presents:



 **FLEXIBLE NUCLEAR CAMPAIGN**
FOR NUCLEAR-RENEWABLES INTEGRATION

A CAMPAIGN OF THE CLEAN ENERGY MINISTERIAL

ENERGY FOR
HUMANITY

THE TRUST EQUATION

< (CREDIBILITY) + (RELIABILITY) + (INTIMACY)

(SELF-ORIENTATION)



TRUSTWORTHINESS

ENERGY FOR
HUMANITY_

Practical Next Steps

- Communication, trust and credibility are essential elements in building relationships.
- The time to start engaging with stakeholders is *as early as possible*.
- Assign stakeholder relationship building as a project performance requirement – complete with adequate resources and authority.
- **Call to action:** *Look at how much time and resource you are putting into building relationships and coalitions and double it!*



KIRSTY GOGAN
ENERGY FOR HUMANITY
Kirchgasse 42, 8001 Zürich
Switzerland
www.energyforhumanity.ch
www.energyforhumanity.org



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Q&A





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Before you go...

#2



Public Surveys

Listening to the Public through Surveys

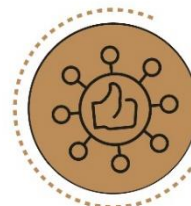
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Public Information Centres

Opening the Door: Maximizing the Benefits of Public Information Centres

#4



Social Media

Rising to the Social Media Challenge

#5



Messaging, Storytelling & Plain Language

Telling Your Nuclear Story

#6



Media Relations

Today's Media Landscape and Communicating Nuclear Power