



cooperation



knowledge



future



tomorrow comes!

energy

safety

ROSATOM regional
information centers:
1st step in nuclear career



Public opinion on nuclear energy

- People do not trust the information from mass-media, but trust their peers and relatives;
- People are afraid of nuclear energy traditionally, because they do not understand it due lack of information;
- Negative stereotypes are so strong, that can not be overcome by rational arguments, e.g.;
- *Radioactivity has industrial nature*
- *Nuclear power plant damages environment even working well*

Public does not understand how NPP generates electricity



Mission of information centers

- To give the experience of learning something about nuclear energy through entertainment
- To influence on rational and emotional levels





Project geography

Today our centers work in Tomsk, Voronezh, Moscow, Rostov-on-Don, Kaliningrad, Murmansk, Nizhny Novgorod, Saint-Petersburg, Krasnoyarsk, Chelyabinsk, Novosibirsk.

4 more centers will be opened by the end of 2011, including Hanoi.





INSTRUMENTS

- Straight communications
- Simple language and comparisons
- Bright picture – emotional effect
- Interactivity

CAPACITY

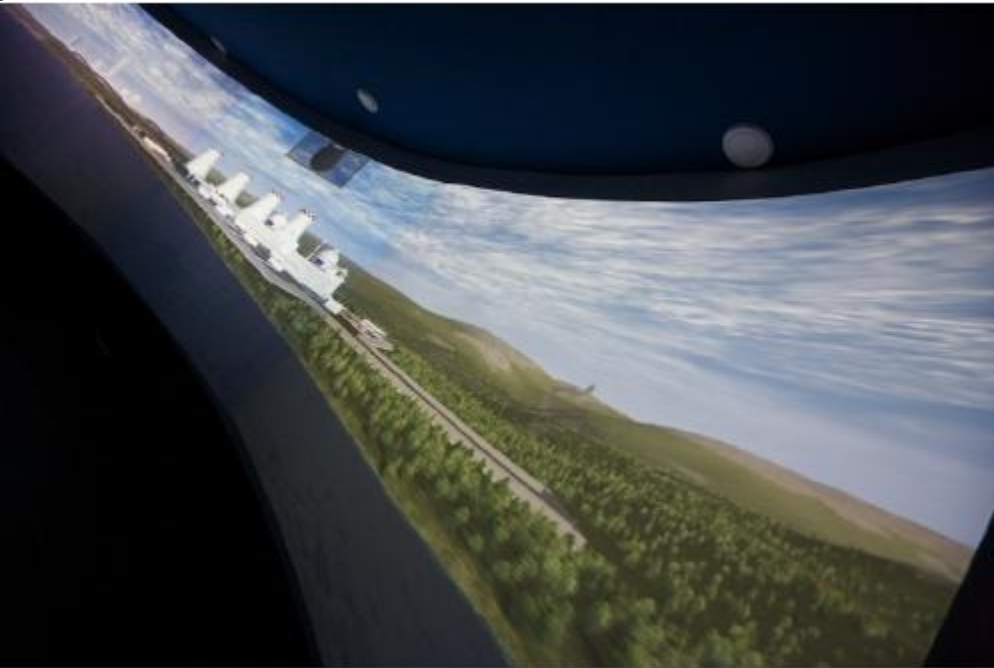
- More than 2 000 visitors per month in each center
- More than 40 000 visitors per year

- Total: more than 200 000 visitors in last two years.



Equipment and technologies

- Large panoramic screen.
- Three-channel video-broadcast
- Computer animation
- Stereo-sound
- Special education tables with personal monitors and interactive





Personal monitor slide example

Nuclear Pellets



3 barrels
of gasoline

or



700 kg of coal

Uranium pellets are produced from low-enriched uranium. Uranium is placed into the reactor in shape of pellets.



tomorrow comes!



Target audience

Center visitors:

- Schoolchildren of 2-11 grades (core audience – 5-11-graders)
- Students and grown-ups
- Organized groups of visitors





Main messages of the session

- Along with industrial growth and raise of household comfort the need for electricity constantly grows;
- Getting energy through burning hydrocarbons is expensive and harms the environment;
- No toxic or radioactive substances come out into the atmosphere due to NPP's work;
- Stocks of fossil fuels are limited, and alternative sources (sun, wind etc.) are not capable to give sufficient amount of energy;
- Only using nuclear power people can get enough energy for their growing needs without harming the nature;
- Radioactivity is a natural phenomenon. It surrounds us and even is contained in our body and food;
- Modern Nuclear Power Plants have sophisticated security systems, assuring that no radiation comes into atmosphere in any accident.



Interactive quiz





Interactive game “Gather a Nuclear Power Plant”

СОБЕРИ АЭС





Souvenirs and literature

- Brochures
- Child books
- Flyers
- Souvenirs





Preliminary results

- more than 200 000 visitors in existing centers

Informational Effect (according to research in Tomsk):

- 95% visitors would like to visit it again;
- 62,8% are sure, that modern NPPs are secure;
- 65,9% think that in 50 years nuclear power will dominate;
- 65% parents would like to visit center after kid's story;
- 57% parents changed their attitude to nuclear power into positive after kid's story.

12,5% parents have changed their views on nuclear energy to positive upon mass-media information.



Demonstrated programs

- **“World of Nuclear Power”** is the basic program.

Additional programs:

- “Planet Earth”
- “History of astronomy and space exploration” (in Russian and English)
- “Cities of the World”
- “St. Petersburg – journey across time and distance”.

All programs are 45 minutes long



Regional Volunteer school in N.Novgorod





Science Day at Saint Petersburg center





Festival of Science & Technology in Murmansk





Work schedule

- Monday-Friday – planned group visits
- Saturday – free access

Ticket to Tomorrow

Free flight every Saturday!

All clear!

Information center in Tomsk invites you and your family to a journey to the WORLD OF FUTURE!

tomorrow comes!



E-Library on nuclear energy



завтра будет!

информационные центры
по атомной энергии

Эковизор

Возможно его
изобретет в 2024 году
ученик 3Р класса средней
школы №212



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Development abroad

- Information center based on our technology worked at Russian Pavilion at EXPO 2010 in Shanghai, China





International recognition

Nuclear energy information centers project was nominated first place on PIME conference held February 2010.

