

# **Issues of public relations in promoting nuclear power projects in the “new” countries**

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1992- Responsible for Nuclear PA  
Korea Nuclear Energy Promotion Agency

KONEPA

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# **I. The Importance of Public Acceptance**

# Why is Public Acceptance Important?

Positive Aspects of Nuclear Energy

Negative Images of Nuclear Energy

- Fears of large-scale accidents
- Nuclear weapons
- RW disposal problem

Enforcement of NPP construction without agreement from a majority of citizens

- Friction with the people in introducing policies
- Social disruption

**Gaining Public Acceptance**

- ◆ Most powerful and effective tool for implementing nuclear policy and/or project

## **II. Lessons from Past Experience**

# Occurrence of Anti-Nuclear Movement and how to overcome it

## Causes of Anti-Nuclear Movement

Disregarding the citizens

Insufficient investigation during site selection

Insufficient technological inspection

Inaccurate information on nuclear energy

Insufficient discussions with related parties

Unilateral announcement on the project

Lack of organization, budget, and legal framework

Rampant NIMBYism

Paradigm Shift

Consistent Government Policy  
On Nuclear Energy

To Increase Public Acceptance:

- Build Public Trust
- Democratic and Fair Decision Making Process
- Socio-economic incentives for Local Residents
- Nuclear Communication

# **III. Successful Strategies**

# Consistent Government Policies

Consistent Policy on Nuclear Energy

Active support for nuclear energy  
regardless of political alignment

**Steady Political  
Support**



**Sustainable  
Development  
of Nuclear Energy**



# Building Public Trust

## Ensuring the “independence” of regulatory authorities

- Establishment of a subjective, independent regulatory authority

## Encompassing the anti-nuclear NGOs

- Establishment of a decision-making body that includes both government and non-government organizations

## Transparent disclosure of information

- Ensure transparency of information concerning policies and projects

# Democratic & Fair Decision-making Process

## Emphasizing the “rights” of citizens

- Give priority to the opinions of the public

## Equal and fair opportunity for all stakeholders

- Ample discussion with stakeholders including local government
- Opportunity to express opinions based on accurate and subjective information

# Socio-economic incentives for local residents

- Appropriate compensation and incentive packages
- Past site selection failures
  - Necessary to include neighboring communities for compensation and incentive packages



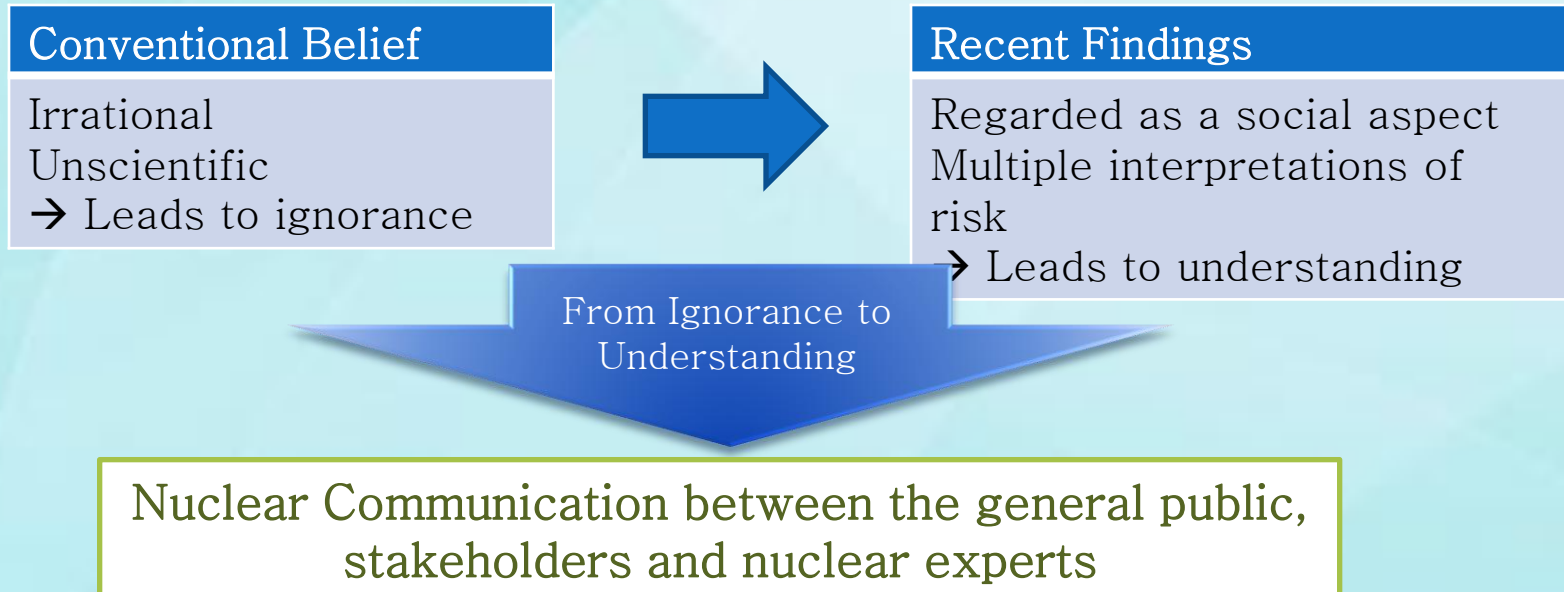
- Negotiations between the Operating Company and neighboring communities
  - Tailor-made compensation/incentive packages



- Legislation to ensure systematic support

# Nuclear Communication

## Public Perception on nuclear energy and its dangers



## Issues on Nuclear Energy

- No longer scientific issue, but social issue
- Should be viewed from a socio-cultural aspect
- Political, social, cultural, religious



Need to establish a Professional Nuclear Communication Body to promote the safety and the usefulness of Nuclear Energy

# **IV. Professional Nuclear Communications Body**

# Professional Nuclear Communications Body



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Korea Nuclear Energy Promotion Agency

**Established in 1992 to improve the  
understanding of the public on the  
peaceful use of nuclear energy**

Projects for improvement of Next-Generation  
Understanding

Projects to improve Public Awareness

Projects to assist in the solution of Current Issues

# Communication Target Categorization

Knowledge	High	1 <sup>st</sup> Group (Opinion Leaders)	2 <sup>nd</sup> Group (NGOs)
	Low	4 <sup>th</sup> Group (General Public)	3 <sup>rd</sup> Group (Local council, local residents)
		Low	High
		Level of Participation	

## Communication Strategy for Each Group

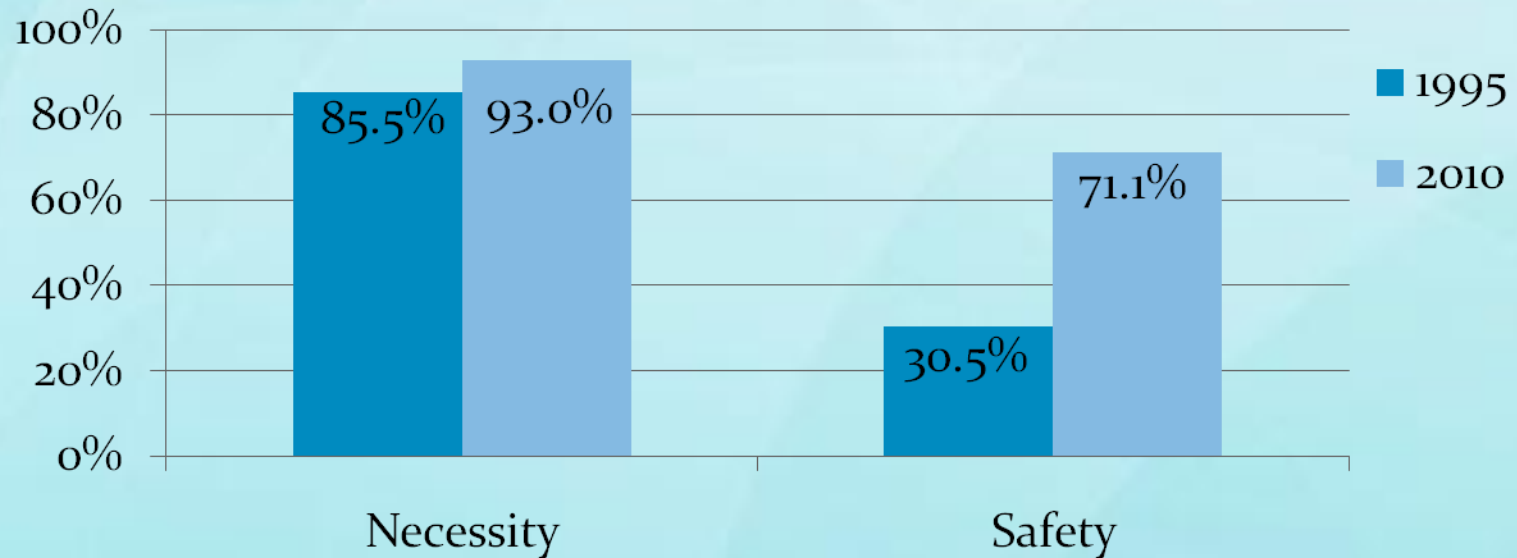
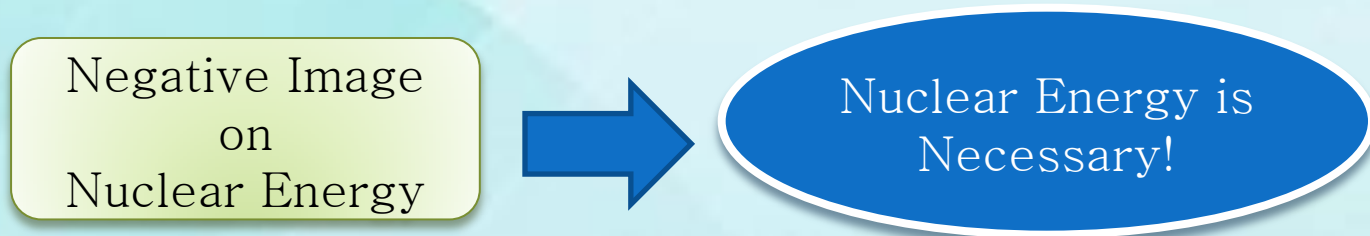
**1<sup>st</sup> Group: Participation Strategy**

**2<sup>nd</sup> Group: Negotiation Strategy**

**3<sup>rd</sup> Group: Arbitration Strategy**

**4<sup>th</sup> Group: Popularization Strategy**

# Achievements of KONEPA



✓ Improved the perception on Nuclear Energy through active nuclear energy communication

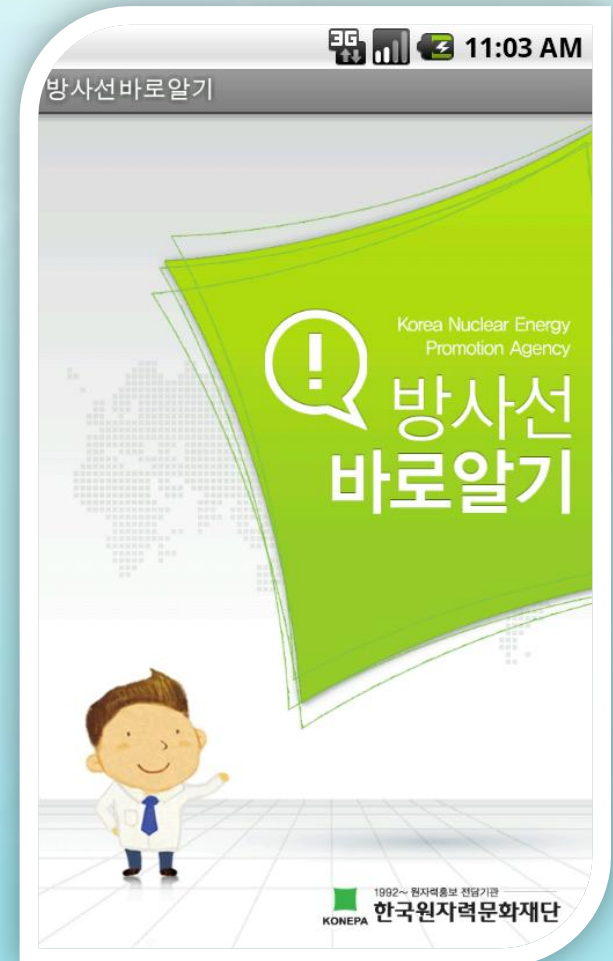


# Activities Following Fukushima Accident

## Smartphone Application on Radiation Safety



## Nuclear Energy Safety Conference



# International Cooperation of KONEPA (1)

## : Participation for Science Picnic in Poland

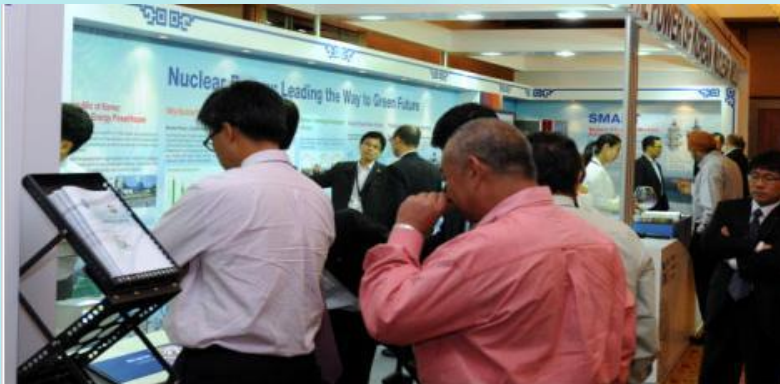




# International Cooperation of KONEPA (2)

## Nuclear Energy Pavilion of Korea in Malaysia

## Technical Trip to Npp site of Thai officials



# **V. Suggestions for a Successful Nuclear Project**

# Suggestions

Sustainable pan-governmental  
cooperation structure & project  
implementation dynamics

**Ensure consistent policy implementation**

Legislations to support residents living  
near nuclear power plants

**New public buildings, residential welfare  
support, education support, etc.**

# Suggestions

Institute an independent, professional  
Nuclear Communications Body

- **Exchange of information between the communication body and the public**
- **Maintain good relationship with the media**
- **Utilize online methods including blogs and websites**
- **Establish and operate a Nuclear Exhibition to enable easy access to information on nuclear energy**
- **Tailor-made communication strategy and public opinion surveys**

**Thank you**