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Nuclear Power and Society: Development and Interaction

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Components of the Nuclear Energy Image

- ▶ **Weight of history**
 - ◆ Background and military culture
 - ◆ Professional opponents
 - ◆ The religious war

- ▶ **Globalized image**
 - ◆ The world "lobby"

- ▶ **Favorable factors**
 - ◆ Global warming
 - ◆ Awareness of energy issues
 - ◆ Energy independence



Frame of Mind of Good Communications



▶ Openness

- ◆ Explain rather than convince
- ◆ Discuss rather than ignore

▶ Transparency

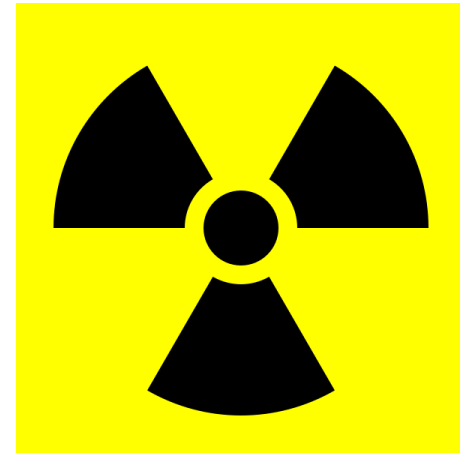
- ◆ Media initiatives
- ◆ Internet
- ◆ Sustainable development indicators
- ◆ Stakeholder sessions
- ◆ Neighborhood communications

▶ Modernity

- ◆ Look towards the future
- ◆ Break with conventional standards

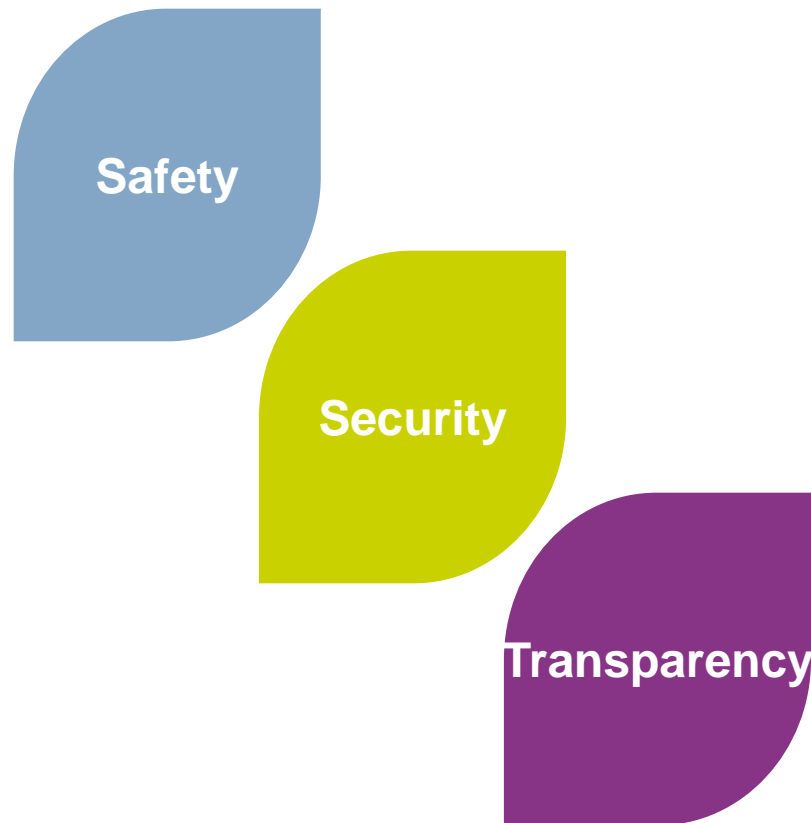
Risk Assessment and Public Perception

- ▶ Natural risks perceived as less scary
- ▶ Imposed risks more negatively perceived
- ▶ Risks with a benefit better assumed
- ▶ Risks associated with complex technologies and catastrophes amplified by the intensity of media coverage



Conditions for Public Acceptance

- ▶ 3 pillars for further nuclear industry development



Preserving Public Acceptance



▶ Risk prevention

- ◆ Risk mapping
- ◆ Understanding media logic

▶ Anticipation

- ◆ Media and public opinion watch
- ◆ Message development
- ◆ Identification of spokespersons

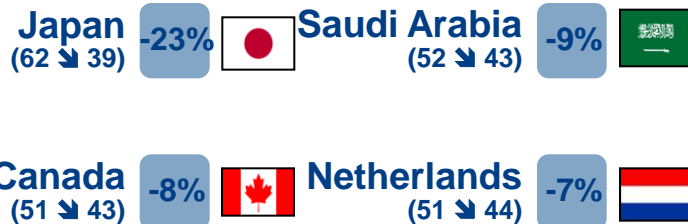
▶ Responsiveness

- ◆ 24/7 communications
- ◆ Rapid deployment of resources

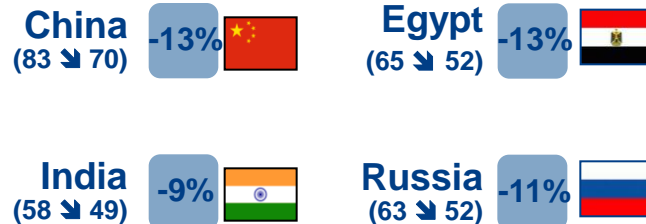
Impact of Fukushima Event on Public Opinion



Majorities turned minorities



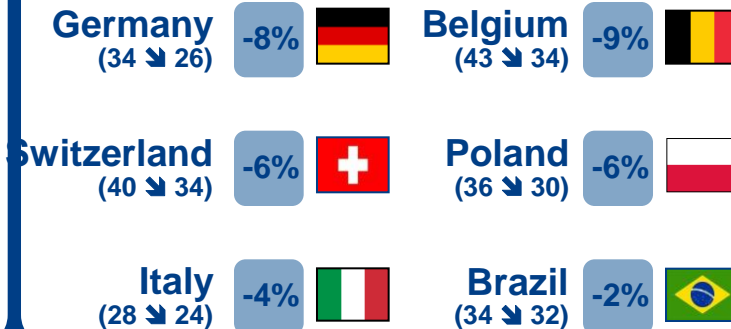
Majorities severely thinned by 10% or more



Majorities affected moderately drop in support less than 10%

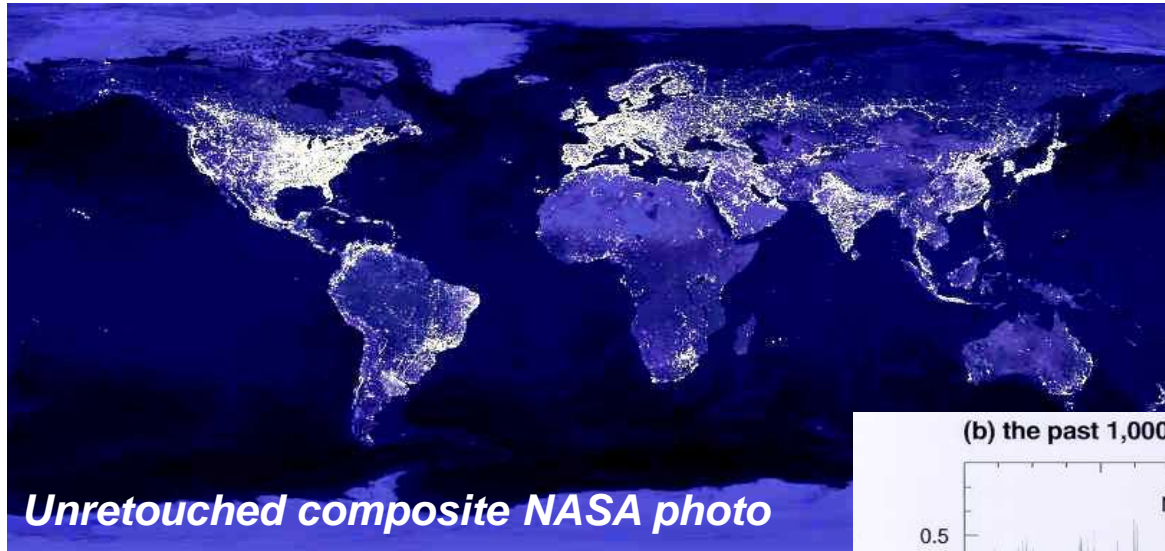


Minorities further thinned

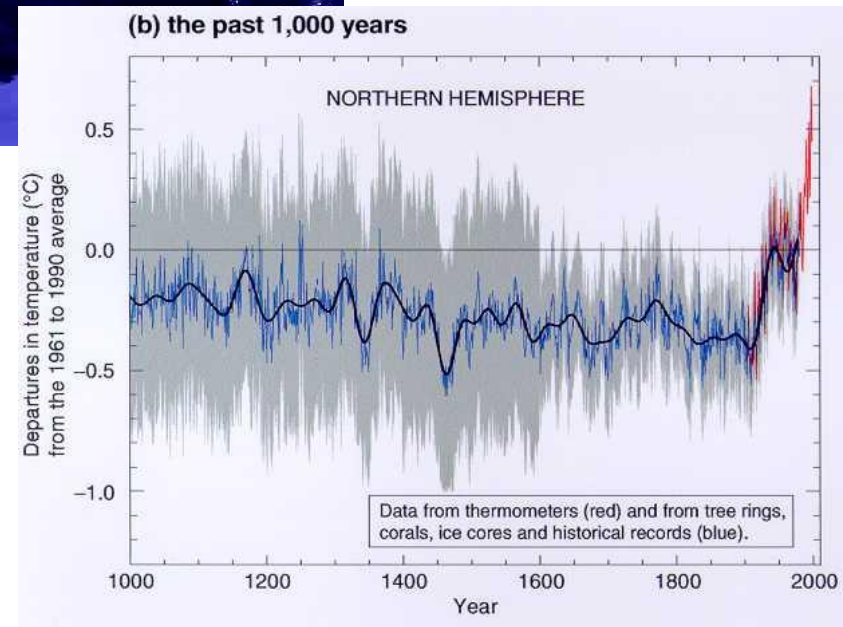


WIN-Gallup, April 19 (sample) Full scope of study: 47 countries – Study based on a set of 8 questions – Implementation varies country by country

Fundamentals Remain Unchanged



- ▶ 2 billion people do not have access to electricity
- ▶ Unprecedented global warming
- ▶ Depletion of fossil resources and worrying geopolitical context



Remaining on Rational Ground



▶ From the emotional to rational level

- ◆ Cost of electricity
- ◆ Limits of renewable energies
- ◆ Fight against climate change

▶ Evolution of the anti-nuke stance

- ◆ Emotional arguments are not enough



Communicating in the Neighborhood

► Proximity communications

- ◆ Local communications plan
- ◆ Integration in local events
- ◆ Dialogue and debate



- J'aimerais expliquer les enjeux de l'énergie à mes enfants...

Du 11 au 14 novembre 2010
Foire de Bollène

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Famous Pro-Nuclear Environmentalists

▶ **Stewart Brand (USA) – Editor of Whole Earth Catalog**

“ Over the next ten years, I predict, *the mainstream of the environmental movement will reverse its opinion and activism in four major areas: population growth, urbanization, genetically engineered organisms, and nuclear power.* – Article in Technology Review, March 2005

▶ **James Lovelock (UK) – Author of the GAIA Theory**

“ *What an incredible mistake Greenpeace made when it took the government to court in an attempt to delay the building of new nuclear power stations* – Article in Times Online, February 2007

▶ **Stephen Tindale (UK) - Director of Greenpeace (2005-2005)**

“ *It was kind of like a religious conversion. Being anti-nuclear was an essential part of being an environmentalist for a long time but now that I'm talking to a number of environmentalists about this, it's actually quite widespread this view that nuclear power is not ideal but it's better than climate change* – Article in Times Online, February 2007

▶ **Patrick Moore (USA) – Co-founder of Greenpeace**

“ *Nuclear energy is the only non-greenhouse gas-emitting power source that can effectively replace fossil fuels and satisfy global demand* - Statement to US Congressional Subcommittee on Nuclear Energy April 28, 2005



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