



1992~ Responsible for Nuclear PA  
Korea Nuclear Energy Promotion Agency

# Post-Fukushima Nuclear Energy Public Acceptance Strategies in South Korea

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# I. Objective

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## ✓ Promotion of 'Nuclear Energy Culture'



Project for:

- ① Next Generation Understanding
- ② Build-up of Public Confidence
- ③ Solution of Current Issues

## ✓ Developing modified communication strategies

- Fukushima accident increased negative public perception and had public educational effect about nuclear energy
- Diversification of public communication brought by **powerful social network services SNS** requires **new ways** of improving public acceptance
- From indirect to **direct communication between the government and citizens**

## II. Post-Fukushima Social Environmental Analysis

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### Oversea

Coexistence of conflicting views:

- international NPP market will shrink
- construction of NPPs will continue because of limitation of alternatives as well as its economy and eco-friendliness

#### Pursuing renewable energy

- Germany
- Switzerland
- Italy
- Belgium

#### Continuing nuclear energy plan

- USA
- France
- Canada
- Russia
- China

## II. Post-Fukushima Social Environmental Analysis

### Domestic

- Increased anti-nuclear activities
- Active anti-nuclear activities by politicians and NGOs
- growing public distrust in safety of NPPs

Demand by political sector for reconsideration of NPP policy

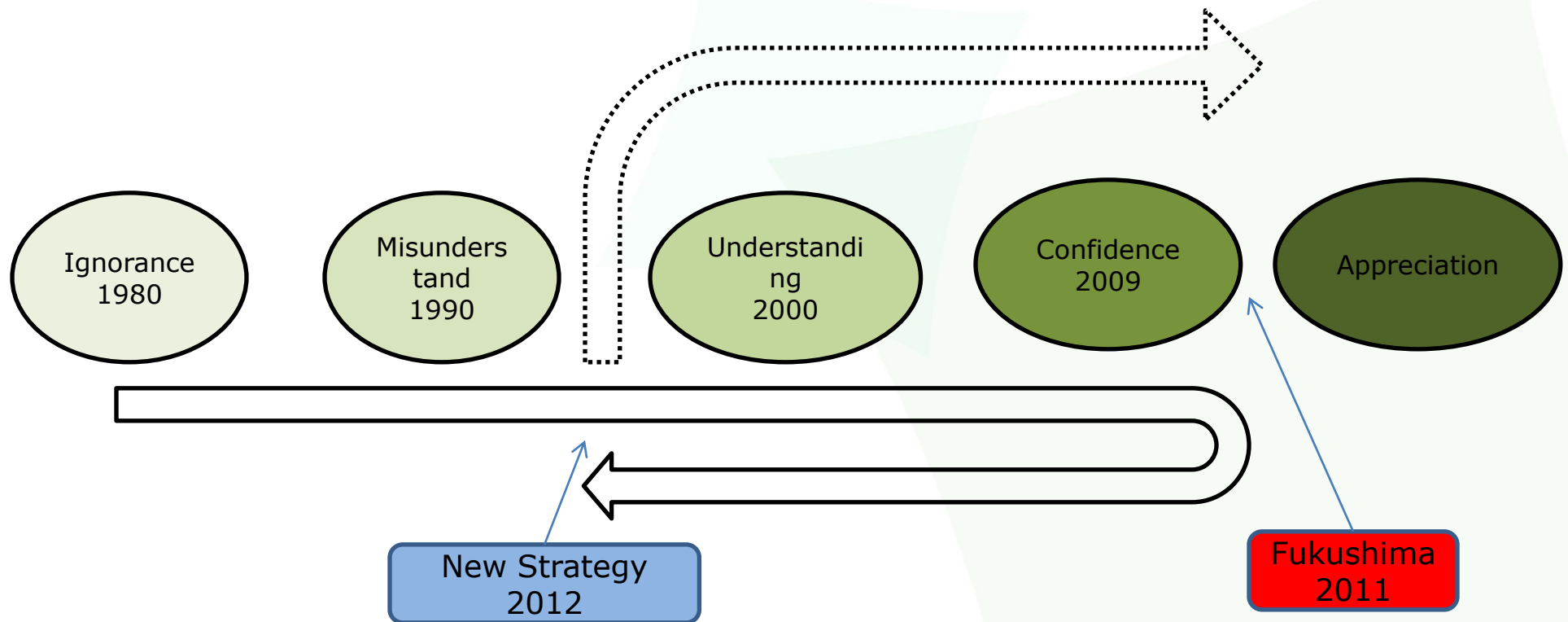


Local anti-NPP propaganda by opposing groups



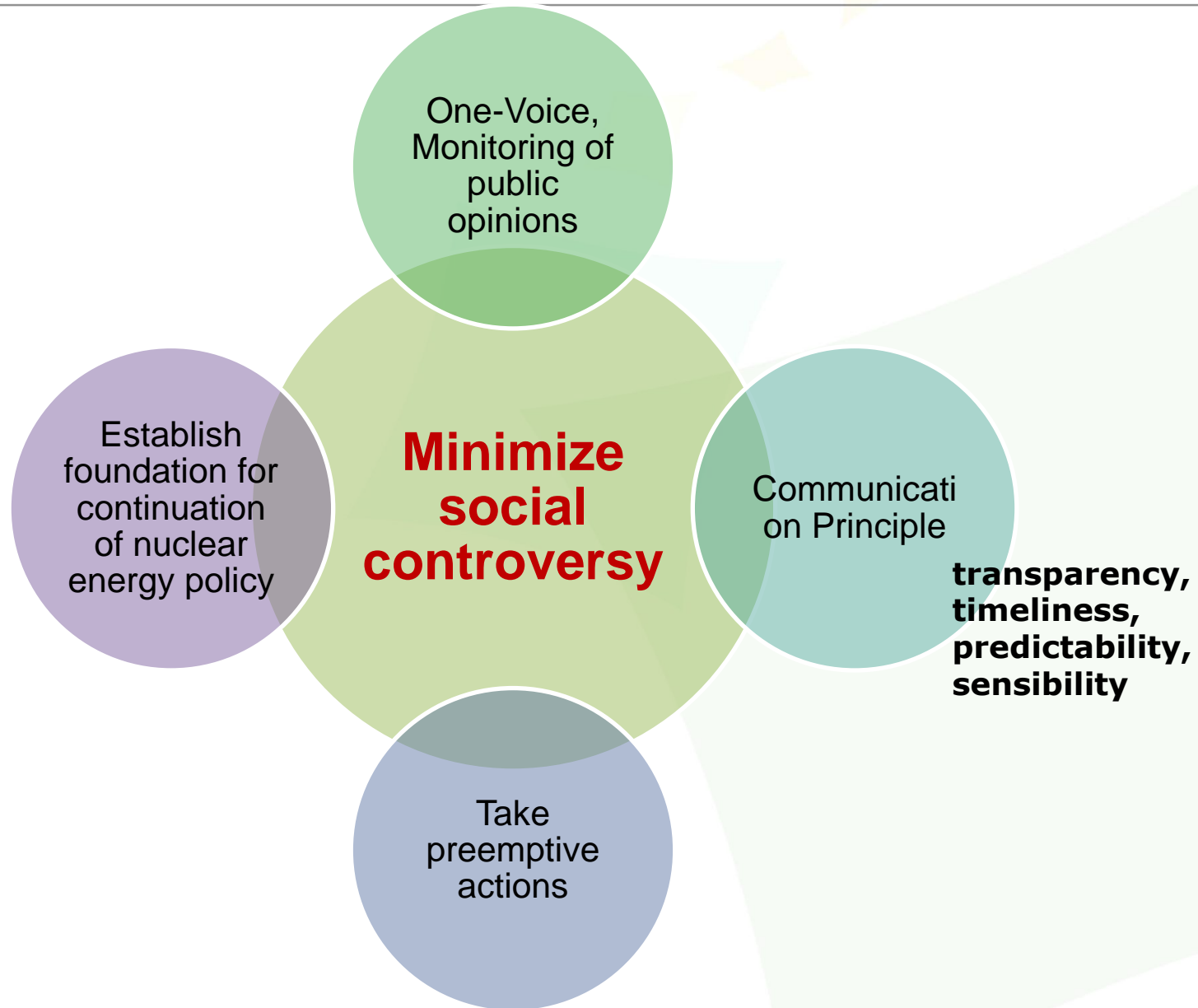
## II. Post-Fukushima Social Environmental Analysis

### The Evolution of Public Acceptance of Nuclear Energy



# III. Public Acceptance Promotion Plan

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# III. Public Acceptance Promotion Plan

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## Post Fukushima Basic Promotion Strategies

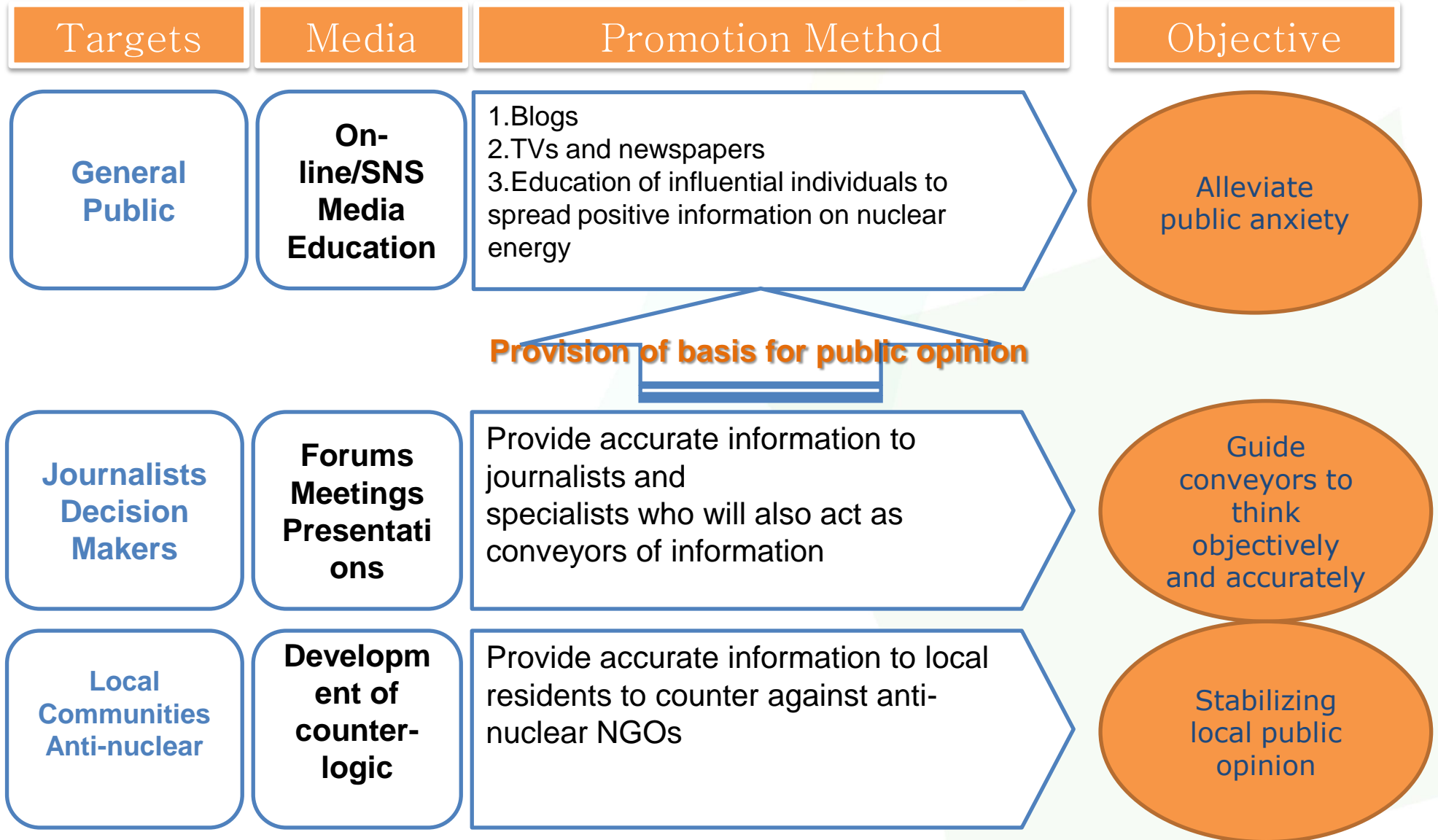
**Reorganization of internal communication system for maintenance of One-Voice**

**Use of third party communication channels to get messages through**

**Prevent public from connecting Japanese NPP accident with domestic nuclear energy issues by dealing with them separately**



# III. Public Acceptance Promotion Plan





# III. Public Acceptance Promotion Plan

## Immediately after NPP accident (March-May) Post Fukushima Promotion Activities 2) Q&A Leaflet



Target

- ▶ Subway and railway passengers, visitors of department stores and large supermarkets, park, bank, public offices, etc

Contents/  
Methods

- ▶ Production of simple Q&A leaflets **containing key messages**  
\* Use core messages **based on facts** for greater effect

# III. Public Acceptance Promotion Plan

*Immediately after NPP accident (March-May)*

## Post Fukushima Promotion Activities

### 3) Grand Forum on Safety of Nuclear Energy

#### Date & Place

- ▶ Date: April 27, 2011
- ▶ Place: International Conference Room, Seoul Press Center



#### Target & Methods

- ▶ Targets: General public, public officials, personnel of public institutes and organizations of interest
- ▶ Presenters and Panel: Journalists, experts from nuclear science academy, research institutes, Safety Technology Institute, and etc.

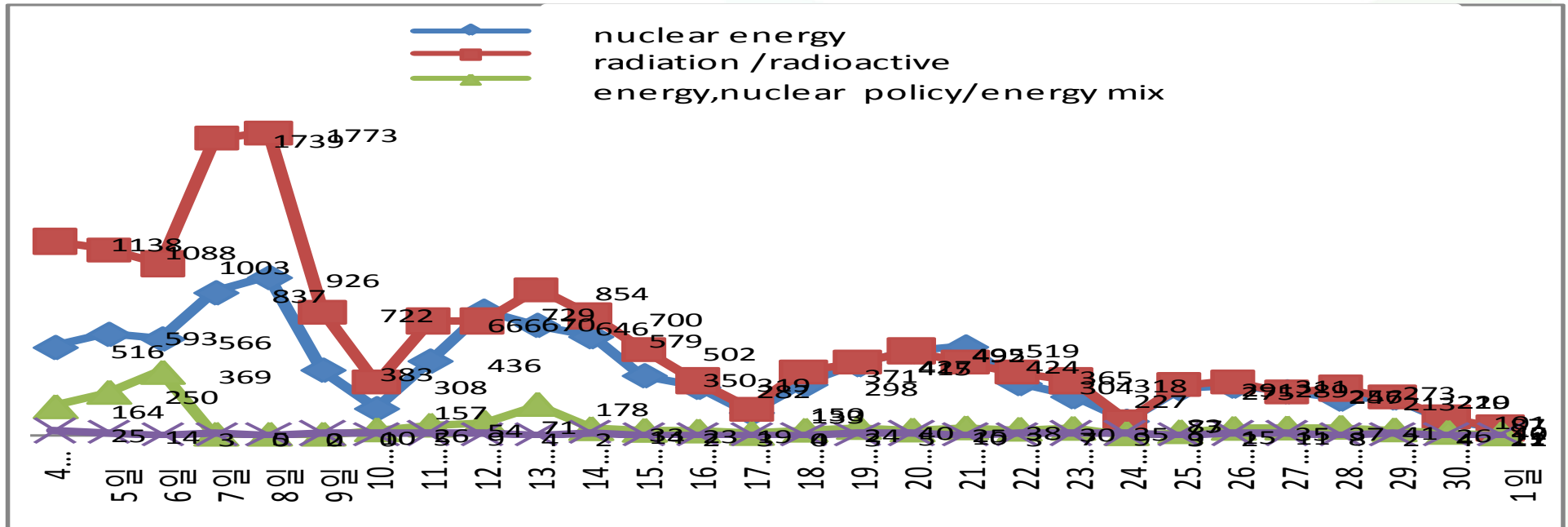
Local 'Grand Forums': Daegu (6.16), Gwangju (6.23)

# III. Public Acceptance Promotion Plan

*Use of Social Network Services(SNS)*

## Post Fukushima Promotion Activities

Post-Fukushima on-line reports during April, 2011



Concerns on **radioactive leakage** and **its effects** and **safeness** on human body than in the accident itself

# III. Public Acceptance Promotion Plan

## Use of Social Network Services(SNS)

### Post Fukushima Promotion Activities

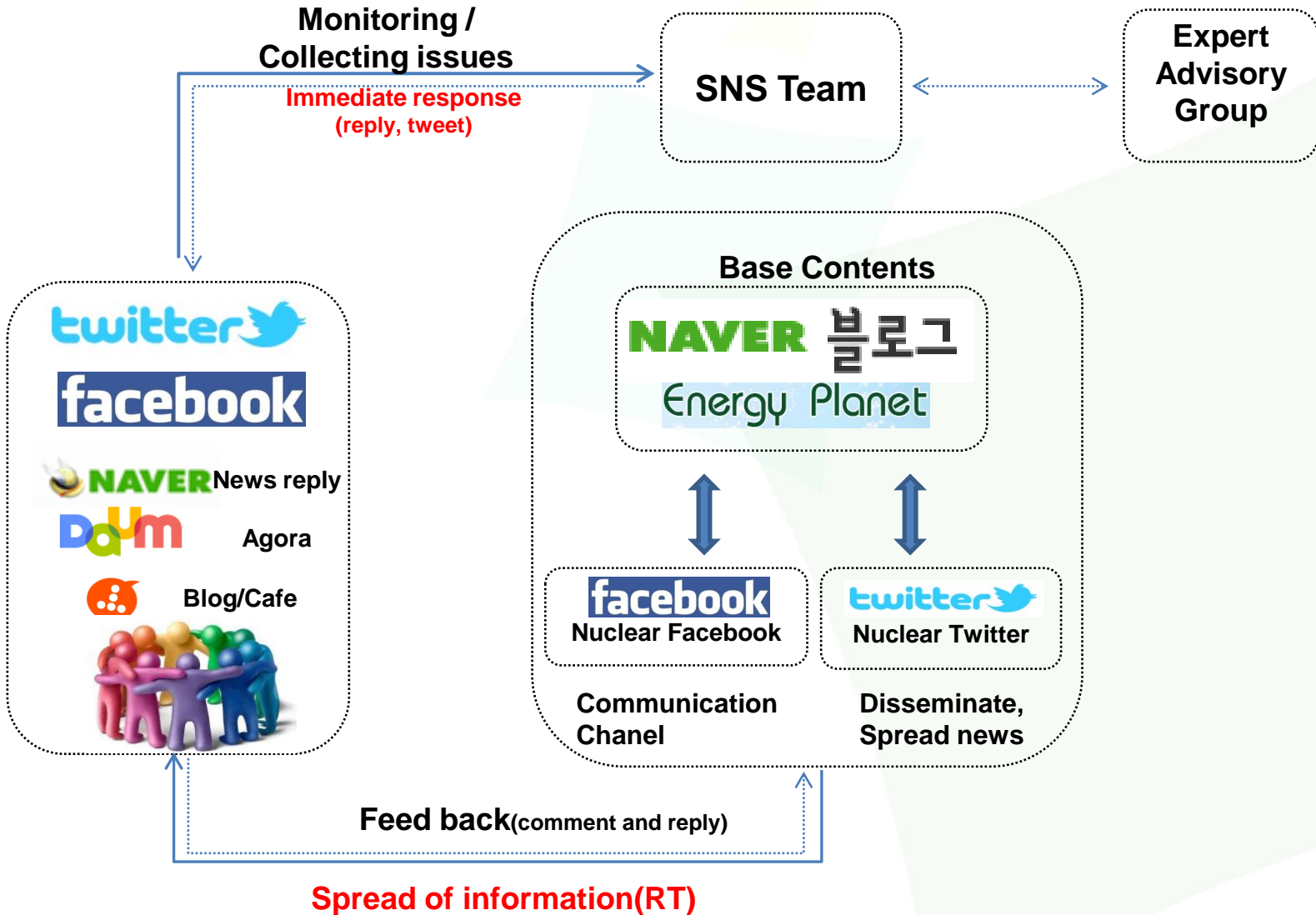
Issues	Management of NPP accident in Japan	Trend of global nuclear energy policies and public opinions	Exposure to radioactive materials	Breakdowns at domestic NPPs	Anti-nuclear Activities
Cases	Melt-down possibility of Reactor 1-3 of Fukushima	Decision to close all NPPs by German Government	Issues relating to radioactive rain	Issues relating to suspension of operation of Gori #1 reactor	Green Peace Demonstration offshore Yeonggwang
Portal	623	616	4,355	1,201	57
Twitter	3,790	254	90,058	626	18
Blogs, Cafes, Agora	1,554	1,084	49,730	791	32

<Routes and No. of cases of on-line public opinions propagation of issues, 3.11~7.1>

# III. Public Acceptance Promotion Plan

## Use of Social Network Services(SNS)

### How does SNS work?



## IV. 2012 Seoul Nuclear Security Summit(NSS)

“Beyond Security, Towards Peace”

### Key Factsheet

- 2012.March 26<sup>th</sup>~27<sup>th</sup>, Seoul, Republic of Korea
- Participants: 53 heads of state and government
- int'l org: UN, IAEA, INTERPOL, and EU
- Seoul Communique with 11 action plans





## IV. 2012 Seoul Nuclear Security Summit(NSS)

**Nuclear Security Pavillion: Nuclear Energy creates an ART!!**

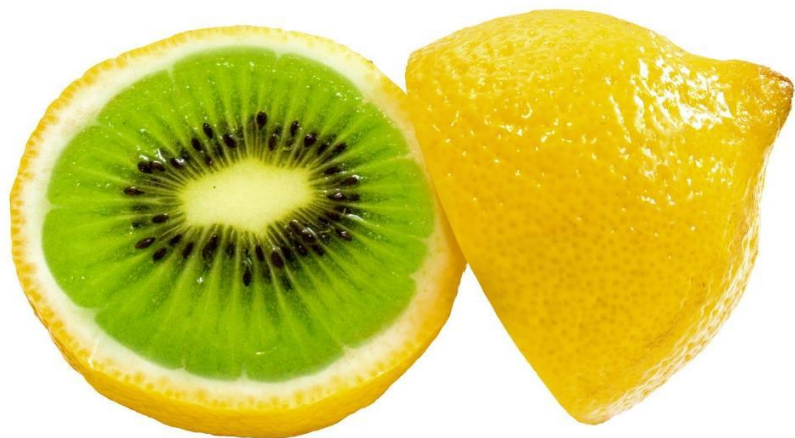


X-Ray art

Nuclear Energy  
Drawing Contest



## IV. KONEPA-IAEA Communication Seminar



Lemon or Kiwi??

**No communication, no consensus!**

### **<KONEPA-IAEA regional seminar on stakeholder communication>**

- 2012. Sep. 24<sup>th</sup>~26<sup>th</sup>, Seoul, Republic of Korea
- Purpose: To strengthen PA strategies and share best practice among nuclear related organizations

## V. Lessons Learned from Fukushima Accident

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'Comprehensive Control Tower'

Active preparation for and response to changes in communication environment

Efficient development and transfer of communication messages



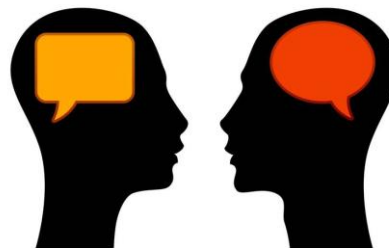
## V. Lessons Learned from Fukushima Accident

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Strengthen the extensive educational, experiential and participating activity programs

Continuous close networking with stakeholders

Improvement of the brand value of 'Nuclear Energy'



**Thank you!**

