

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



#9

Stakeholder Involvement in New Nuclear Power

Engagement in the Nuclear Newcomer Field





#9 Stakeholder Involvement in New Nuclear Power

Engagement in the Nuclear Newcomer Field



- #1 Basics of Stakeholder Involvement
- #2 Public Surveys
- #3 Public Information Centres
- #4 Social Media
- #5 Messaging, Storytelling, Plain Language
- #6 Media Relations
- #7 Crisis, Risk & Emergency Communication
- #8 Design & Tools for Engagement



Marta Kaczmarek
Associate Project Officer (Infrastructure)
IAEA Division of Nuclear Power

www.iaea.org/si-webinars



#9 Stakeholder Involvement in New Nuclear Power

Engagement in the Nuclear Newcomer Field



Learning Objectives

The objectives of this webinar are to:

- Recognize the importance of early engagement with stakeholders to effectively create sustainable relationships and support the successful development of the nuclear power programme.
- Identify approaches to build and maintain trust.
- Develop mechanisms to adapt to changing stakeholder needs in all phases of the Milestones Approach.



#9 Stakeholder Involvement in New Nuclear Power

Engagement in the Nuclear Newcomer Field



Today's Speakers



Lisa Berthelot



Vincent Y. Agbodemegbe



Arda D. Duran



Pavel Bertosh



#9 Stakeholder Involvement in New Nuclear Power

Engagement in the Nuclear Newcomer Field



Let's interact



Where do you work?

- Government
- Regulator
- Operator
- NEPIO: Nuclear Energy Programme Implementing Organization
- Technical Support Organization
- NGO
- Academia
- Research Institution
- International Organization
- Media
- Private Sector-non-nuclear
- Nuclear Advocate/Independent Advocate
- Other
- I prefer not to say



#9 Stakeholder Involvement in New Nuclear Power

Engagement in the Nuclear Newcomer Field



Today's Speakers

Lisa Berthelot

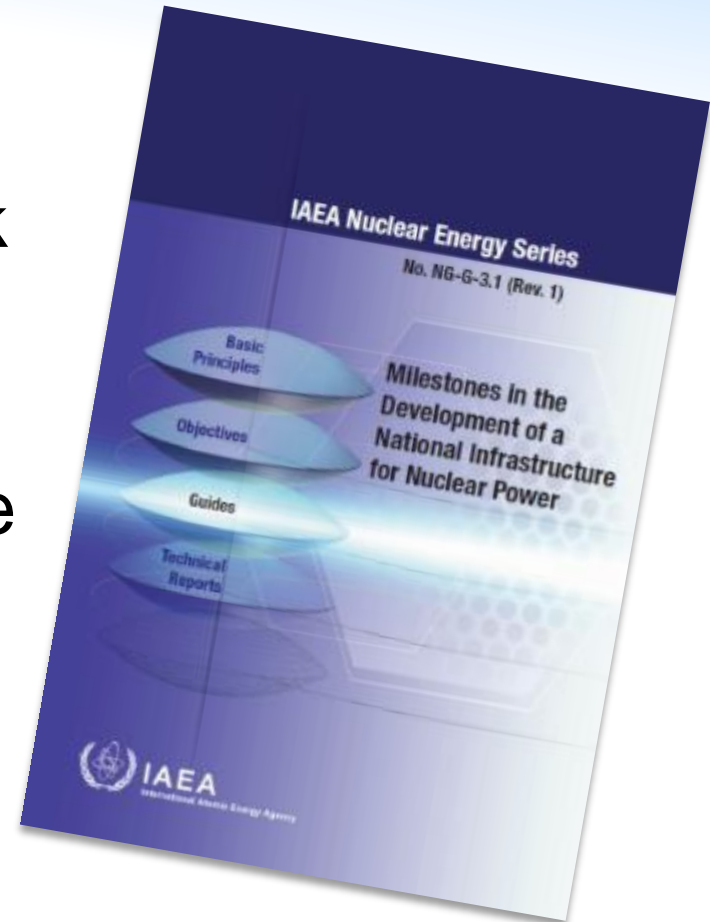
- Stakeholder Involvement Officer in IAEA Division of Nuclear Power since 2018.
- Outreach Officer in IAEA Incident and Emergency Centre (2008-2015).
- Additional experience in nuclear policy at the Council on Foreign Relations and in communication at the Organization for Security and Co-operation in Europe (OSCE).
- MA in International Administration, BA in Political Science, professional certificate in Energy Innovation and Emerging Technologies.

IAEA Assistance to Newcomer Countries



The Milestones Approach

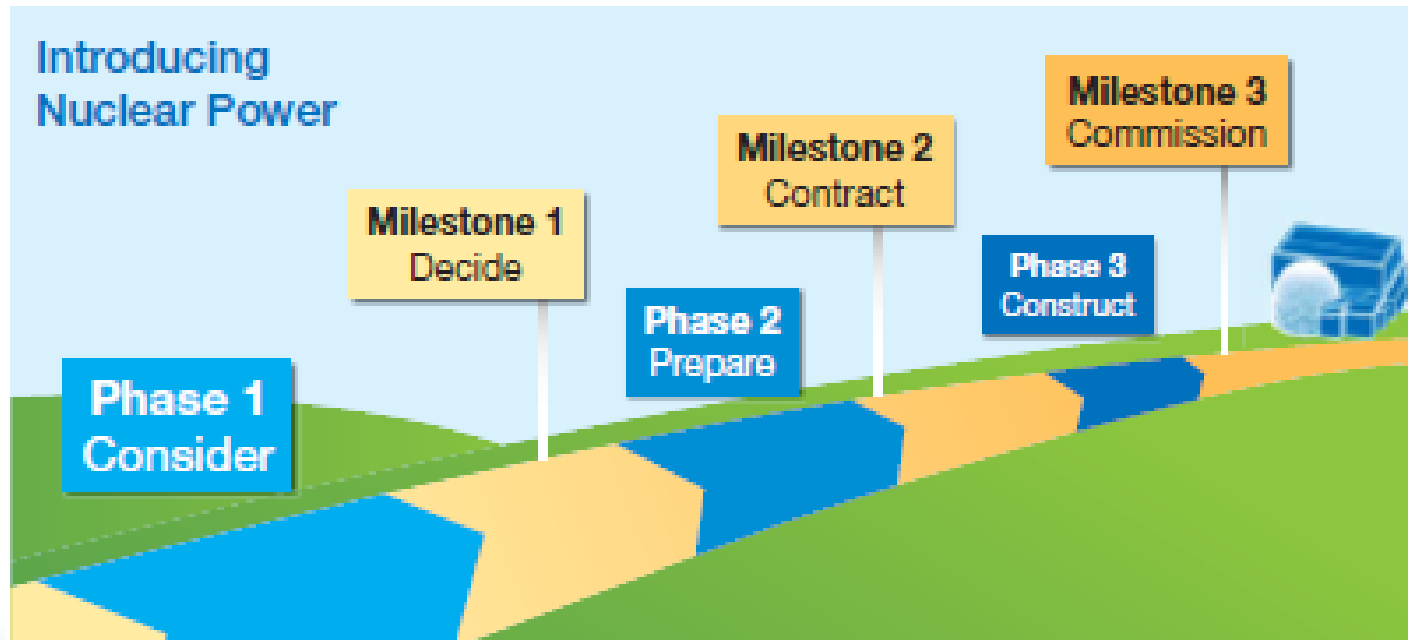
- Comprehensive framework for IAEA guidance
- Adopted by embarking Member States, as well the nuclear industry in general



NG-G-3.1 issued in 2007
Updated in 2015

Infrastructure Development Phases

- The Milestones Approach:
 - 3 Phases (Consider – Prepare – Construct)
 - 3 Milestones (Decide – Contract – Commission)



Infrastructure Issues



Stakeholder Involvement is cross-cutting and impacts on most of the other infrastructure issues

Stakeholder Involvement in the Milestones Approach

Milestone 1

Phase 1

NEPIO: Establish a SI programme.

Dialogue among all stakeholders should be supported by the efforts of authorities and institutions to increase public knowledge of nuclear power issues

Milestone 2

Phase 2

Government: Continue a public education and consultation programme.

Reg Body: Communicate the independent role of the regulator to internal and external stakeholders.

Owner/Operator: Continue a vigorous public information and consultation programme, especially with respect to the chosen sites

Milestone 3

Phase 3

Government: Continue to communicate the importance of the nuclear programme to the public.

Reg Body: Continue to interact with internal and external stakeholders in a transparent manner so that the independence of the regulator is evident.

Owner/Operator: Obtain public support for the operation of a nuclear power plant.



#9 Stakeholder Involvement in New Nuclear Power

Engagement in the Nuclear Newcomer Field



Today's Speakers

Vincent Y. Agbodemegbe

- Research Scientist at the Ghana Atomic Energy Commission (GAEC).
- Manager, Localization and Stakeholder Support Centre at the Nuclear Power Institute (NPI), GAEC.
- Responsible for ensuring the delivery of stakeholder involvement programme for the Ghana Nuclear Power Programme Organization (GNPPO).
- PhD in Nuclear Engineering from the University of Ghana (UG).





Involving Stakeholders in Ghana's Nuclear Power Programme

Vincent Y. Agbodemegbe, PhD

Nuclear Power Institute
Ghana Atomic Energy Commission

NPID-127540-PRS-055

Planning Involvement

- **Program Design**
 - Roadmap Development
 - Planning for 19 Milestone Issues
- **Program Implementation**
 - Promotional Activities
 - Conduct of Technical Studies
 - Training
- **Program Evaluation**
 - Self Assessment prior to the conduct of INIR Mission
 - Baseline & Other Surveys
 - Feedback Mechanisms
- **Program Reporting**
 - Programme Comprehensive Report & Others

Early & Continuous involvement help to effectively deliver on,
Scope
Cost
Schedule

Inclusivity
Materiality
Responsiveness

Openly
Transparently

Managing Involvement & Engagement

- Stakeholder Identification and Mapping
- Inclusion of stakeholders in drafting of strategies and plans
- Inclusion of stakeholders in reviews
- Inclusion of stakeholders in consultative meetings
- Prioritise Tool, Techniques & media so as to appropriately engage target audience
- Conduct of Traditional & Social Media Campaigns
- Organization of general and targeted sensitization meetings
- Participation in fora that offer a platform to sensitise
- Facilitation of Quiz Competitions
- Facility Visits

**Meeting Needs &
Expectations**

**Increase Support
Minimise Resistance**



Tools & Techniques

- Tools
 - Workshops & Conferences
 - Traditional Media (Talk Shows & Interviews)
 - Social Media (Audio visuals & short messages)
 - Publications (Newsletter, Newspaper,)
- Techniques
 - Presentations
 - Interviews
 - Discussions

**Provide background information to support decision making.
Provide general information about programme and its objectives.**

Provide specific information aimed at increasing understanding & support.

Feedback mechanism

Feedback Mechanisms

- **Monitoring**
 - Electronic and Print media reportage on Ghana's nuclear power programme
 - Comments on Social media handles
 - Media discussions on energy and nuclear especially
 - Comments by key personalities (policy, decision & news) makers.
- **Evaluation**
 - Pre-engagement surveys
 - Post engagement assessment
 - Assessment of media reportage & comments
 - Self assessment of delivery on material issues
 - ISSER Nationwide baseline survey
 - Performance Appraisal

Assess effectiveness of engagement activities.

Identify new stakeholders.

Retailer and Redirect engagement.

Reporting Outcomes

- Report
 - Engagement reports
 - Annual reports
 - Performance Appraisal reports
 - Programme Self Assessment report
 - Programme Comprehensive report
 - Nationwide baseline survey report
 - etc.

Reports are reviewed to look out for gaps and compliance.

Recommendations are used to further enrich engagement.

Building Trust

- Early stakeholder involvement in the programme.
- Periodic Reporting to stakeholders through briefings, feedbacks, follow ups etc.
- Open, Transparent & Dispassionate discussion of facts and figures.
- Graded approach to addressing stakeholder concerns put in the public domain.
- Proper balance of the advocacy voice of the implementers with the advocacy voice of the “informed neutrals in the field” within the society.
- Advocacy can start with the experts but must quickly roll in the “informed” public.

**Trust is reciprocal and must be earned in an atmosphere of
Respect & Honesty**



Thank you





#9 Stakeholder Involvement in New Nuclear Power

Engagement in the Nuclear Newcomer Field



Today's Speakers

Arda D. Duran

- Nuclear Communication Expert, Republic of Turkey Ministry of Energy and Natural Resources
- M.A Media and Public Relations, Brunel University London





WHAT WE DO TO INCREASE PUBLIC ACCEPTANCE
AS A NEWCOMER

Turkey's Nuclear Programme

- WHY nuclear?
 - Diversification of energy mix (coal, natural gas, hydro, sun, wind)
 - High energy dependency to foreign resources
 - Green energy sources (zero carbon emission, carbon footprint...)
 - Energy supply security
 - Energy reliance
- Akkuyu NPP
 - 4.800 MW
 - 4 units
 - 35 billion kWh/year
 - Financial structure (BOO)



AS A NEWCOMER

Legal framework:

- No 1 Executive Order Article 170
- Constitution Article 74
- No 4982 Knowledge Acquisition Law

We are aware of:

- Understanding current situation,
- Classifying the stakeholders,
- Hearing the public,
- Letting the public in decision making process,
- Finding a common ground

are important.



We are aware of:

- Having a two-way communication style,
- Early dialogue,
- Opinion leaders and gatekeepers,
- Having a good relationship with media,
- Simplifying messages,
- Digital media,
- Developing a strategy

are important.



We are aware of:

- Coping with industry's lack of sensitivity and credibility,
- Openness and transparency,
- Building and earning trust,
- Focusing on not only good sides but also risks

are important.



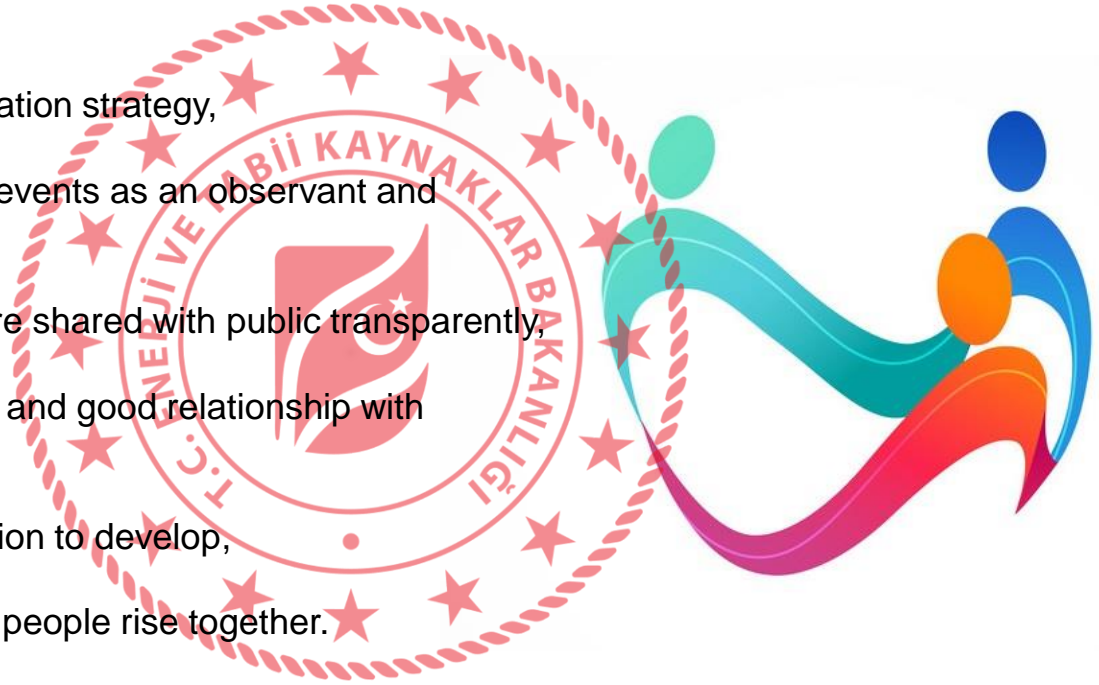
We do:

- Make sure project continues as planned,
- Make MENR and project company well coordinated,
- Raise awareness about nuclear energy,
- Take precautions against risks.



We do:

- Work on a national communication strategy,
- Attend the project company's events as an observant and participant,
- Make sure important issues are shared with public transparently,
- Help the industry to build trust and good relationship with people,
- Lead the industry help the region to develop,
- Catalyse the project and local people rise together.



We DON'T do:

- Hide information,
- Ignore people's thoughts,
- Prevent the public to know what is going on,
- Neglect public interests.





THANK YOU!



REPUBLIC OF TURKEY
MINISTRY OF ENERGY AND
NATURAL RESOURCES

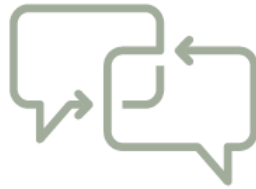


#9 Stakeholder Involvement in New Nuclear Power

Engagement in the Nuclear Newcomer Field



Let's interact



At what point of nuclear infrastructure development should stakeholder engagement activities commence?

- Phase 1 – consideration
- Phase 2 – preparation
- Phase 3 – construction
- Operation
- Expansion
- I don't know



#9 Stakeholder Involvement in New Nuclear Power

Engagement in the Nuclear Newcomer Field



Today's Speakers

Pavel Bertosh

- Consultant, International cooperation, training and information division, Department of Nuclear Energy of the Ministry of Energy, Republic of Belarus.
- International cooperation in nuclear energy sphere, information support of implementation of the Belarusian national nuclear energy programme and the project of building of Belarusian Nuclear power plant.
- Previously worked for the Foreign Economic Relations Department of Belarusian state energy company "Belenergo".
- Diploma in International Relations from Belarusian State University.





The experience of Belarus in stakeholder involvement throughout the phases of the IAEA Milestones Approach and into operation

Nuclear Energy Department
Ministry of Energy of the Republic of Belarus

Roles of Government and Organizations in stakeholder involvement

Phase 1

NEPIO: Establish stakeholder involvement programmes.

Authorities and institutions should support dialogue among all stakeholders in order to increase public knowledge of nuclear safety issues.

Phase 2

Government: Continue public information and consultation activities.

Regulatory Body: Communicate its independent role to national and external stakeholders.

Owner/Operator: Continue vigorous public information and consultation activities, especially in respect to the selected NPP location/technology.

Phase 3

Government: Continue to communicate benefits of the nuclear programme and respond to stakeholders' concerns .

Regulatory Body: Continue to openly interact with internal and external stakeholders so that its independence is evident.

Owner/Operator: Gain public acceptance for NPP operation.

Phase 1 (2006-2008)

2005

Surveys were carried out and indicated **28.3%** of positive attitude towards nuclear power.

2007

Realization of Plan, including communication with public involving Belarusian scientists to dialogue as experts.

2006

NEPIO
Inter-Departmental Commission
Plan of measures to work before construction of a nuclear power plant in Belarus including communication with mass media

2008

Surveys were carried out and showed the growth of positive attitude towards nuclear power and construction of NPP in Belarus - **54.8 %**.

Phase 2 (2008-2012)

2009

**Information
Center of the
NPP was
created**

2011

**Surveys were
carried out and
showed the growth
of positive attitude
towards nuclear
power and
construction of
NPP in Belarus -
59.4 %**

2010

**Realization of Plan,
including communication
with public involving mass
media and Belarusian
scientists and Information
Center of the NPP**

Since 2009



Information Center of BelNPP

more
than
26 000
visitors!



Phase 3 (2012-2021)

2015-2021

2012

Action Plan for information support of the Belarusian NPP construction project developed in cooperation with the Russian side (Rosatom)

Working Group on Information Support
2 Information Centers

Presence in Internet and social media network

Special BELTA Agency project about BelNPP

Press tours and press conferences with visits to the Belarusian NPP objects

Exhibitions during IAEA General Conferences

2015

The Atomic Energy Information Centre (AEIC) was opened in Minsk with support of Russian side (Rosatom)

2020

Surveys were carried out and showed **61,8 %** of positive attitude towards construction of NPP in Belarus



Since
2015

**ATOMIC ENERGY
INFORMATION CENTRE**
in Minsk



**more than
50 000
visitors !!!**

Communication activities

Exhibitions



Press conferences



Press tours for mass media

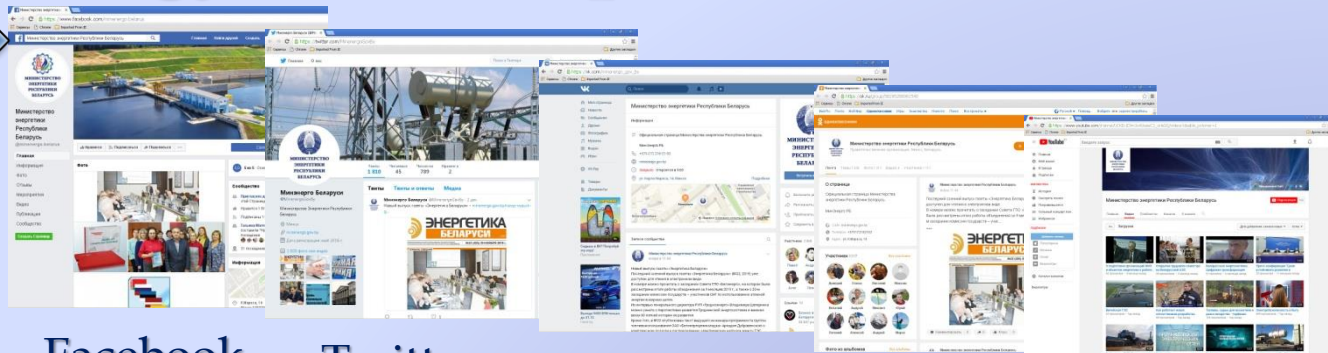
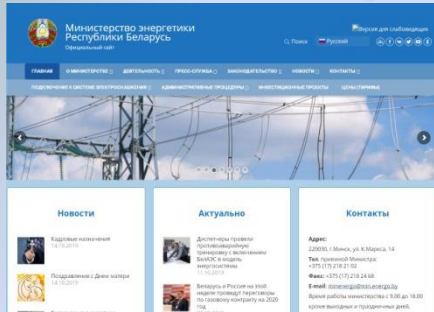


"Round tables"



Presence in social media networks

Ministry of energy of the Republic of Belarus



Facebook

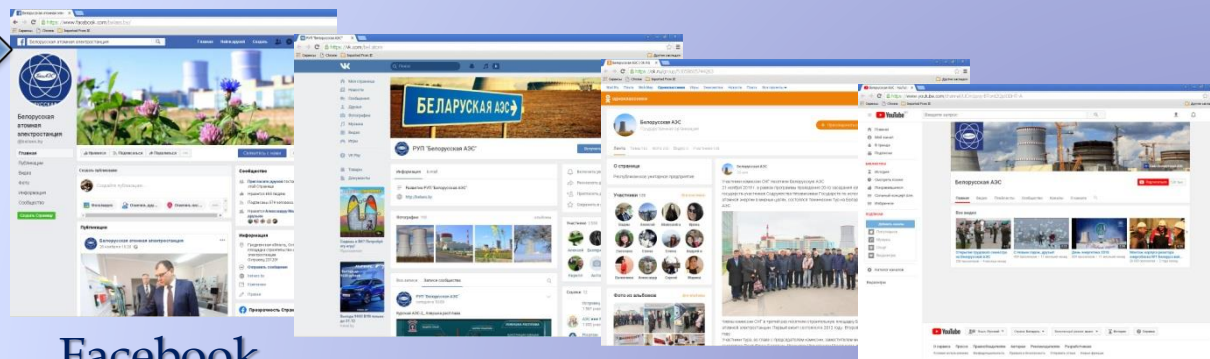
Twitter

VK.COM

OK.RU

YouTube

Belarusian Nuclear Power Plant



Facebook

VK.COM

OK.RU

YouTube

Thank you for your attention!





#9 Stakeholder Involvement in New Nuclear Power

Engagement in the Nuclear Newcomer Field



IAEA

Q&A



Lisa Berthelot



Vincent Y. Agbodemegbe



Arda D. Duran



#9 Stakeholder Involvement in New Nuclear Power

Engagement in the Nuclear Newcomer Field

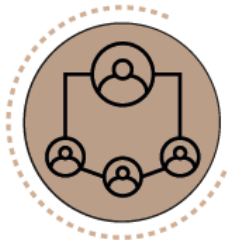


Upcoming Webinars

#10

Engaging with
Policy & Decision Makers

Knowledgeable and
Interested Leaders



#11

Talking about Nuclear
Power & Climate Change

Together for a
Clean Energy Future



#12

Communicating
about Nuclear Waste

Clarifying Waste Options
and Opportunities





#9 Stakeholder Involvement in New Nuclear Power

Engagement in the Nuclear Newcomer Field



Thank you !