

# Public Awareness and Acceptance On Nuclear Power

## A Strategic need to Shift to 5Ps (Politicians, Policy makers, Professionals, Public and Press) Awareness and Acceptance on Nuclear Power

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### Introduction :

Business should not be as usual in formulating strategies and plans to enhance awareness regarding the benefits of nuclear power as an option for energy mix. ( See Fig 1)

Fig 1: Business as Usual is Not an Option in delivering benefits of Nuclear Energy to the Public. Pertinent to shift efforts to enhancing awareness and acceptance of 5Ps ( Politicians, Policy Makers, Professionals, Public and Press)

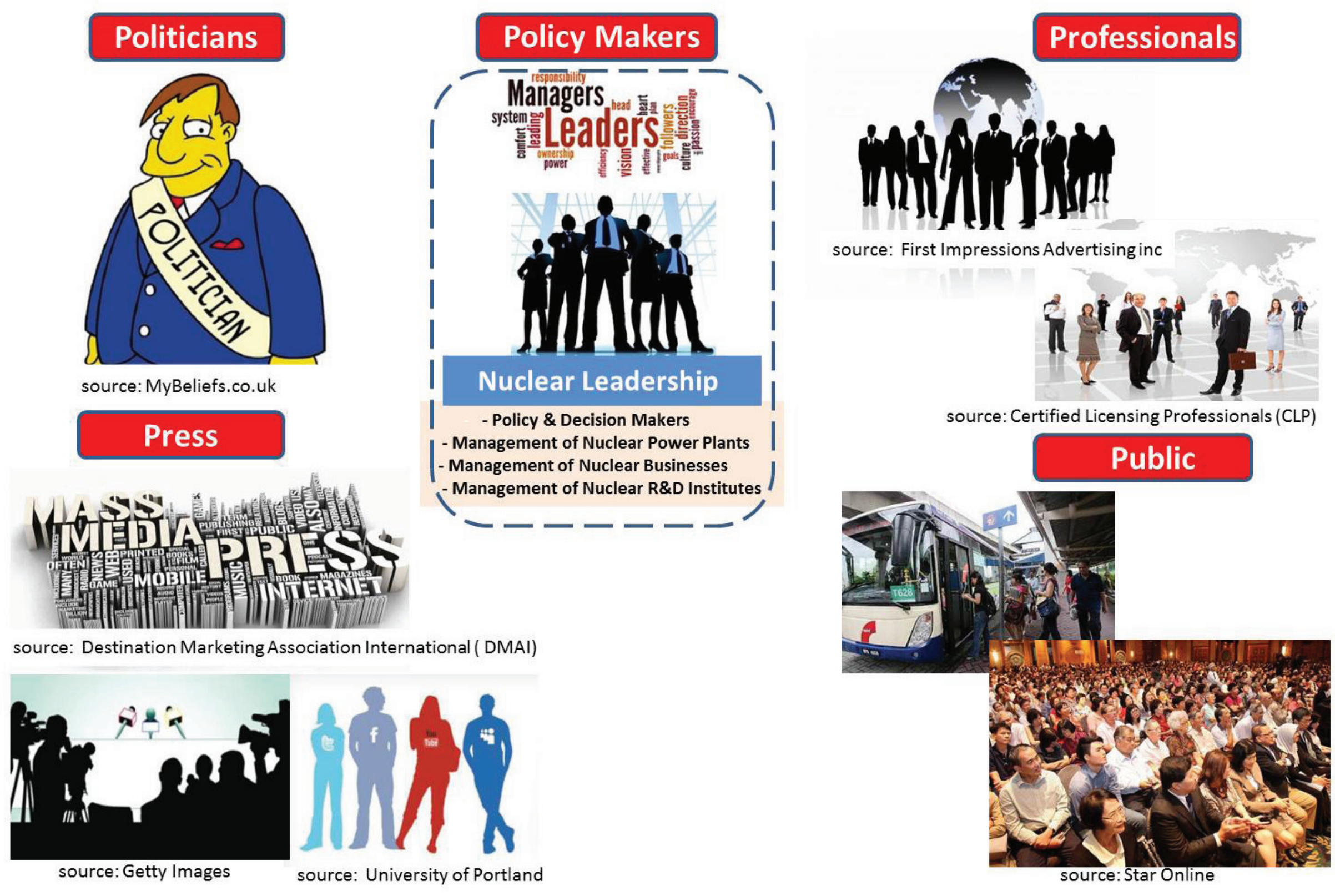
Fig 1: Business as Usual is Not An Option for enhancing awareness regarding Nuclear Energy



Traditionally, Public awareness programmes on nuclear energy have targeted the general public with the key recognition that without public acceptance and support Nuclear Power Programmes (NPP) cannot be successfully introduced and implemented.

However, it is critical to note that in addition to public acceptance and support, the successful and effective introduction and implementation of the Nuclear Power Programme also requires the awareness, acceptance and support from Politicians, Policy makers, Professionals and Press , in addition to the Public. (see Fig 2)

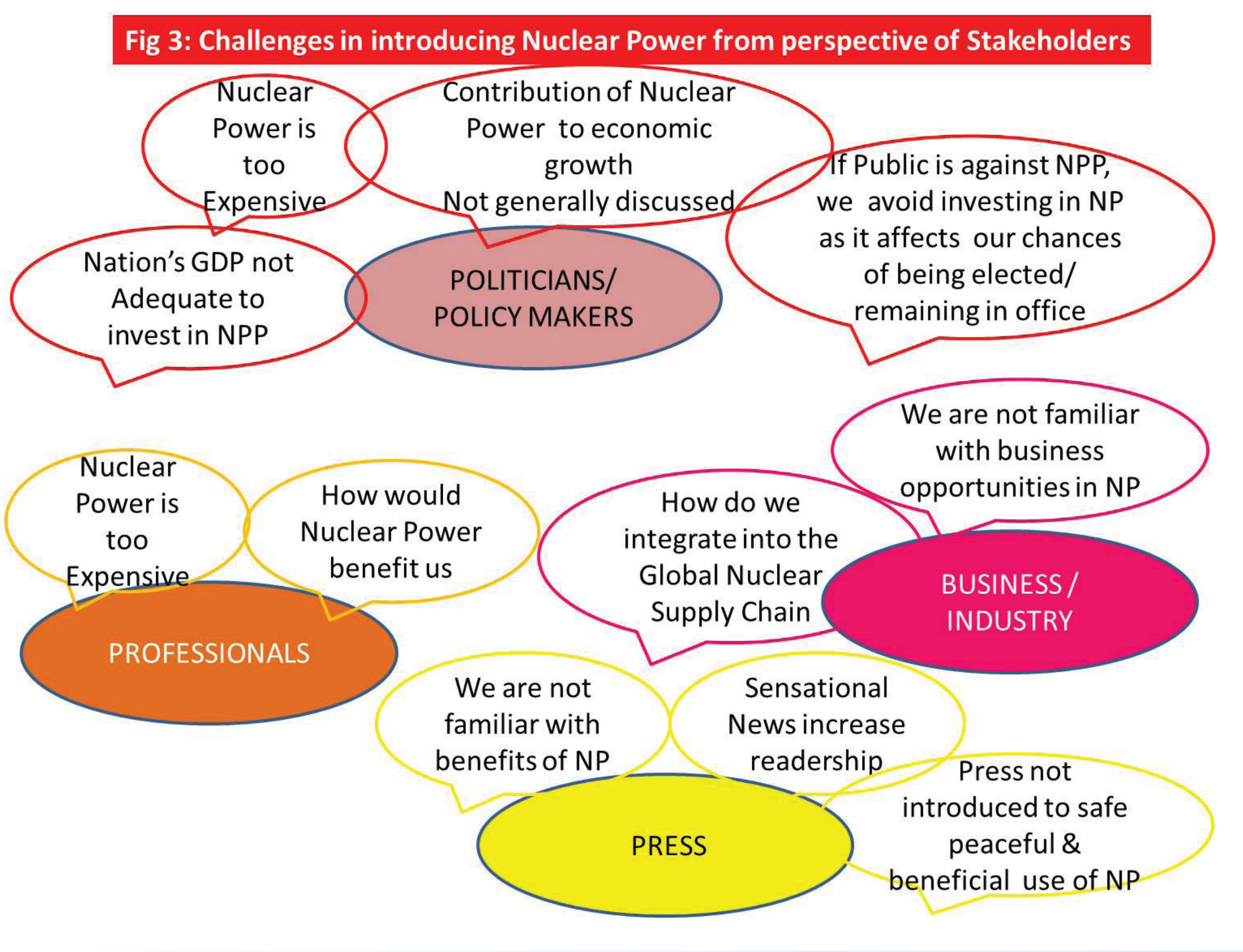
Fig 2: Enhancing Awareness of Nuclear Energy to 5Ps ( Politicians, Policy Makers, Professionals, Public and the Press)



Thus it is fundamental that specific and targeted presentations and discussions are developed to enhance the awareness of Politicians, Policy makers, Professionals and Press.

As a critical starting point, it is imperative that presentations to these stakeholders must include not only the usual matters relating to issues involving safety, waste amongst others but very significantly these presentations on nuclear energy must take into cognizant the specific concerns and interest of each of these stakeholders ( see Fig 3)

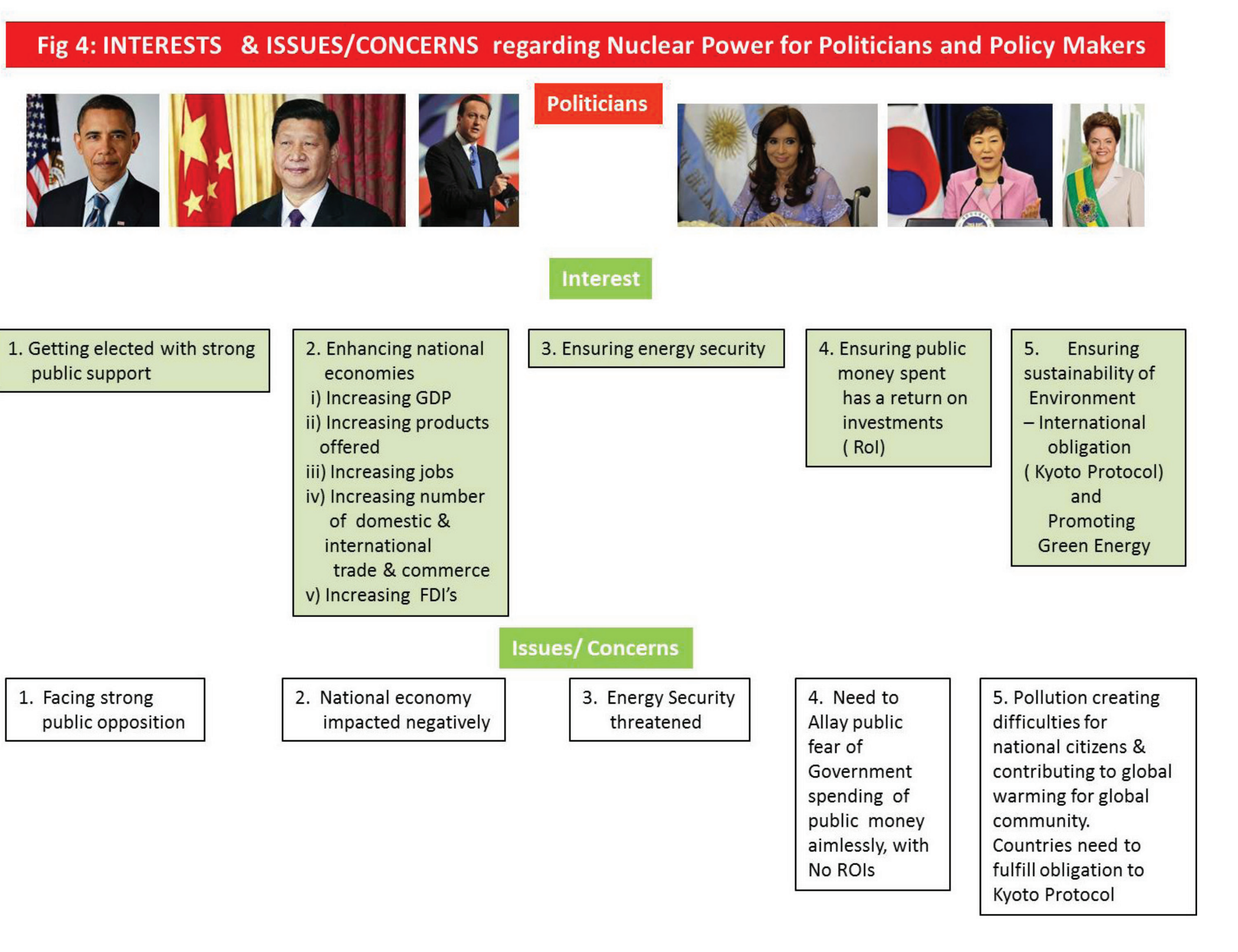
Fig 3: Fundamental to take cognizant of concerns and interests of 5Ps in efforts to enhance their awareness and acceptance of nuclear energy



## 1) Recommendations for Enhancing Awareness regarding Nuclear Energy to Politicians and Policy Makers

Start by listing the interest of Politicians and Policy Makers ( see Fig 4) and then develop strategy and plans to cover these areas in presentation s delivered at key platforms to these stakeholders (see Fig 5 - Fig 7)

Fig 4: Interests and Issues/concerns of Politicians and Policy Makers regarding Nuclear Energy



- Visits of Heads of State and Government to Countries advanced in Nuclear Power Programme ( NPP)

For countries with advanced and successful nuclear power programmes such as France (see fig 5), South Korea ( see Fig 6) , China and India, amongst others could consider forming a strategic consortium to support the IAEA in the Agency's efforts to assist Member States in their plans to introduce and expand nuclear power programme.



# Public Awareness and Acceptance On Nuclear Power



Fig 5.  
Nuclear Power Plants  
in France

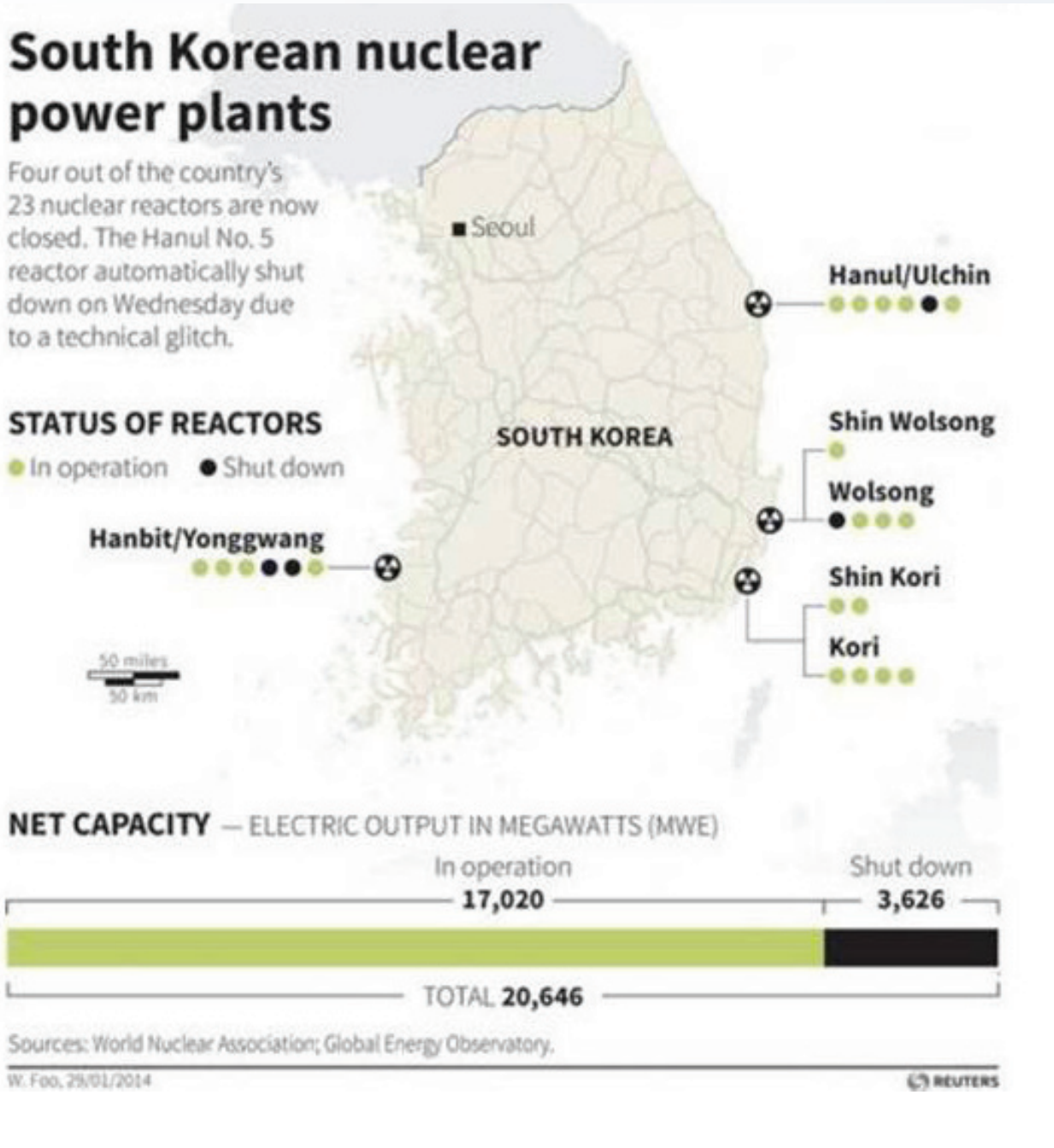


Fig 6.  
Nuclear Power Plants  
in South Korea

Generally politicians, policy makers, in particular in countries with no experience in nuclear energy, often face strong opposition from the public in their quest to consider introducing nuclear energy as part of national energy mix .

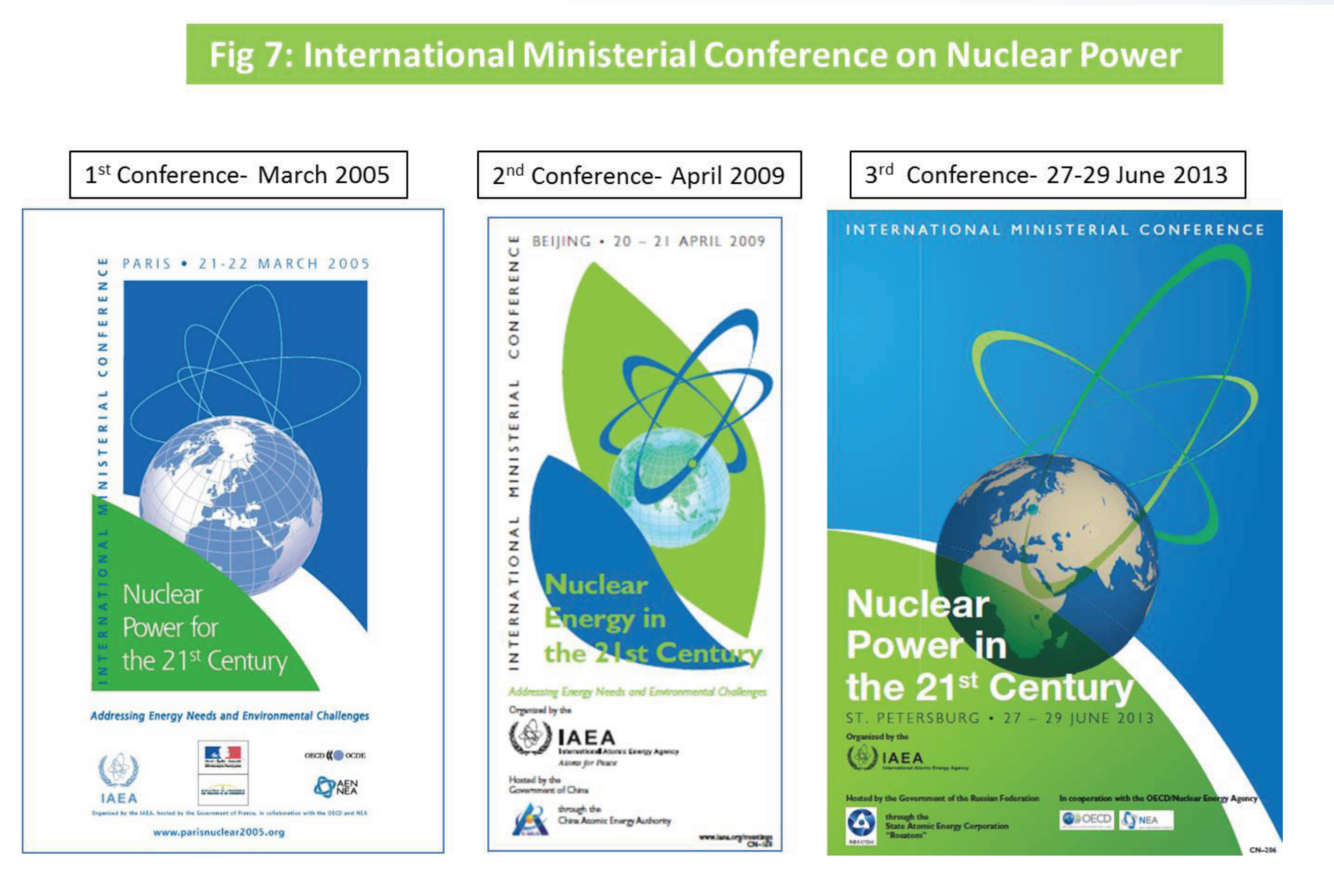
Thus as one fundamental programme to assist Member states, a visit to one or a few of the countries in the above consortia could be organized for the Head of Government, Politicians, Cabinet Ministers and policy Makers to be updated regarding the role of nuclear energy in particular in terms of economic development of these nations.

For Politicians and policy makers benefits and contribution to social and economic growth and prosperity contributed by nuclear energy should be accorded as top priority for engaging and enhancing awareness and acceptance of these stakeholders

ii. International Ministerial Meetings on Nuclear Energy organized by the IAEA

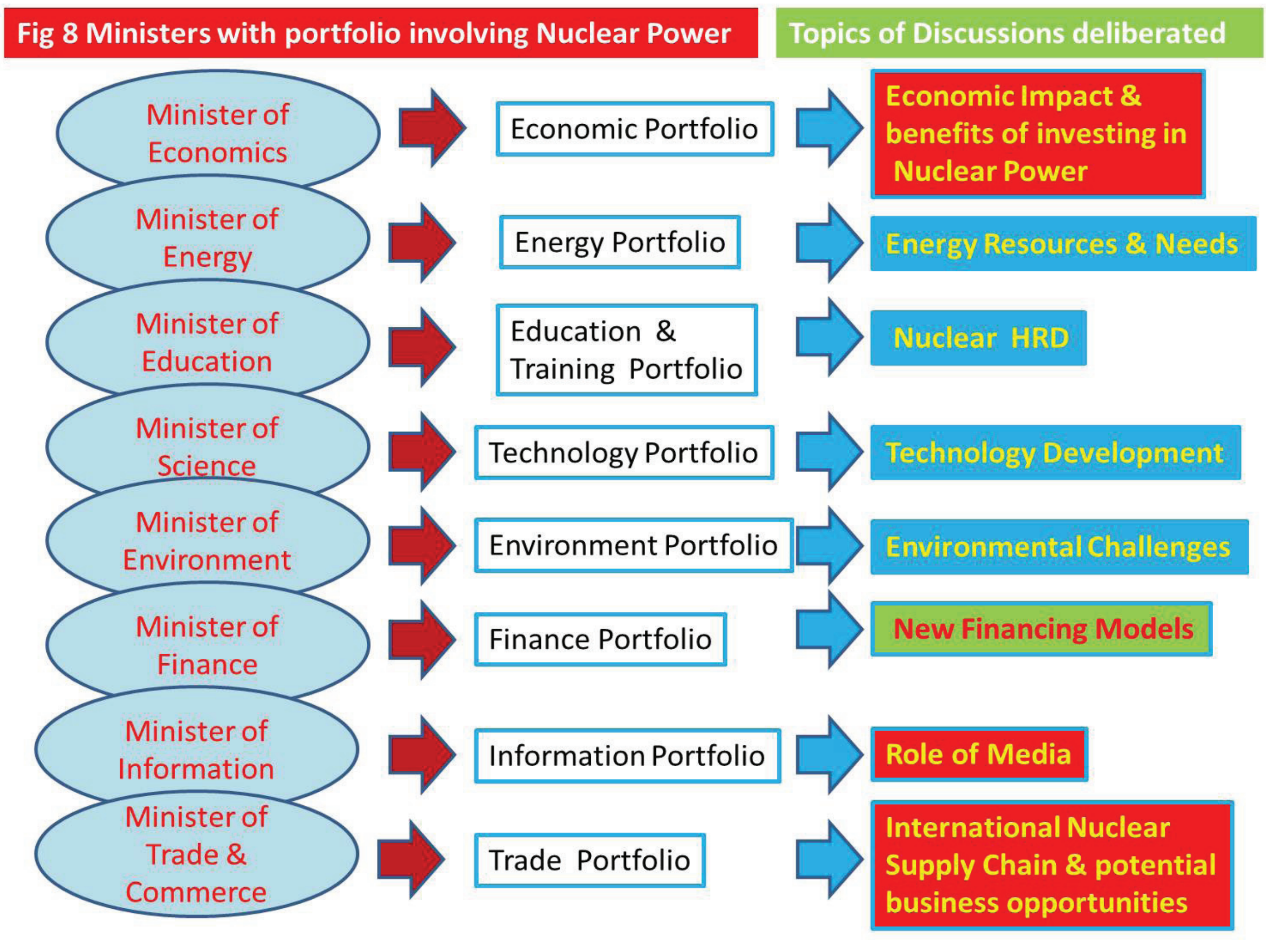
The IAEA organizes every three years once an International Ministerial Meeting on Nuclear Energy, which is generally attended by Ministers of Energy. (see Fig 7)

Fig 7: International Ministerial Conference on Nuclear Power organized by the IAEA



In view that Ministers of Energy are almost always converted and are committed to the need for nuclear energy, with however other Cabinet Ministers usually having less access and awareness regarding benefits of nuclear energy, it is thus proposed that the IAEA please consider organizing the International Ministerial Meeting on Nuclear Energy to include and engage with, apart from Ministers of Energy, also Ministers with portfolio critical to support the introduction and implementation of a Nuclear Power Programme (NPP) (see Fig 8)

Fig 8: Ministers with Portfolio necessary to support NPP



Within this context, the programme agenda must be tailored to specifically enhance awareness and acceptance of these ministers in their respective portfolios by including related and relevant topics and presentations related to these ministers portfolio. [see Fig 8 under Topics of Discussions deliberated]

## 2) Recommendations for Enhancing Awareness regarding Nuclear Energy to Professionals

Many Professionals in energy and other sectors , in countries interested in or planning for NPP, may initially have lack or inadequate access to information regarding nuclear energy. Thus it may be useful for relevant agencies within these countries to introduce programmes to address this. For example a 2-3 Day Introduction to Nuclear Energy [some countries have introduced 3 day MBA in Nuclear Energy for Professionals and Executives] covering a wide scope of information on nuclear energy would be relevant to engage and enhance awareness and support of professionals regarding nuclear energy.

## 3) Recommendations for Enhancing Awareness regarding Nuclear Energy to Press

**In view of the great importance of public understanding and awareness regarding nuclear energy to determine their support for implementation of NPP and the significant role of the media in providing information to the public , it is critical to enhance the awareness of media regarding nuclear energy**

a. Introduce & offer Nuclear Education & Training to Media representatives.

Develop specialized topics/curriculum to encourage media participation and consider inviting foreign media to share their views and experiences on nuclear power with local media and the general public.

b. Invite media representatives to visit nuclear power plants in countries which have advanced Nuclear power programmes to have a first hand explanation regarding plant operations, and also to visit the local mayor, administrators and communities where the nuclear plant is located to gather information regarding the social and economic benefits impacted to the area arising from nuclear plant built in the area.

This is intended to provide media representatives with a balanced view regarding nuclear as opposed to the generally negative news covered by media during nuclear accidents and incidences. By gaining a practical insight regarding the safe operations of nuclear plants contributing to social benefits to local residents , communities and nations, it is envisaged that the media who are now better informed will be able to write articles on nuclear energy in more positive aspects and perspectives to share with the readers and public.

This will subsequently contribute to further enhancing awareness and support of the readers ( comprising Politicians, Policy makers, Professionals) and the public regarding nuclear energy.