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

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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.

Although, presently 435 nuclear power reactors in operation in 30 countries are delivering cost competitive electricity to consumers, creating significant job, investment and business opportunities , supporting enterprises , contributing significantly to these nations economic growth, however these positive impacts and benefits have not be sufficiently transmitted to the various stakeholders and population, who have until recently only received unbalanced views and news from an uninformed press .

Negative and generally unbalanced press coverage of isolated nuclear incidents and accidents such as TMI, Chernobyl and most recently Fukushima has resulted in public protests to nuclear power , contributing to several nuclear power programmes being delayed or not able to take off. This situation is further exacerbated by uninformed politicians and policy makers who have the influence but were not able to harness their positions to assure the public due to lack of knowledge regarding the economic and social benefits of nuclear power . As the challenges to the nuclear industry presently also include ageing nuclear professionals , lack of updates regarding business and financing opportunities to business and financing professionals , thus the benefits of career, business and financing opportunities must also be disseminated to these Professionals .

This paper aims to highlight the fundamental need to expand present Public Awareness Programme to become the 5Ps ( Politicians, Policy makers, Professionals ,Public and Press ) Awareness Programme on Nuclear Power

### Country or International Organization

Malaysia

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