Public Communication and Women in Nuclear

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In China’s Mainland, there are 26 units in operation and 25 units under construction.

- **In Operation:**
  - 26 Units / 24.64GWe

- **Under Construction:**
  - 25 Units / 27.59GWe

**Our Target:**

**By 2020:**
- 58GW in operation
- 30GW under construction
In 2014, the gross electric power production has reached 5540 TWh.

Rapid development of the economic and the demand of power provide an important opportunity to nuclear power development.
Survey of Nuclear Women in China Mainland

Survey Sample
- 12 nuclear related entities
- 5 indicators
- Nearly 45000 employees

• Less women engaging in nuclear industry in China Mainland
• Less women in nuclear senior management level

Female in nuclear industry
- Female in all staff
- Female in senior management staff

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<thead>
<tr>
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<th>CHINA NUCLEAR</th>
<th>CHINA</th>
<th>IAEA (2011)</th>
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<tbody>
<tr>
<td>Female in staff</td>
<td>24%</td>
<td>45%</td>
<td>43%</td>
</tr>
<tr>
<td>Female in mgmt</td>
<td>2%</td>
<td>25%</td>
<td>20%</td>
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Who Cares About NPP?
Stakeholder identification

From utility view

NPP project has a great number of important stakeholders.

Sourced from: Initiating Nuclear Power Programmers
Mendelow Power-Interest Matrix

<table>
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<tr>
<th>High Power related to project</th>
<th>Low Power related to project</th>
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<tr>
<td>High Interest related to project</td>
<td>Low Interest related to project</td>
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- **Strategy A**: To satisfy
  - Investor
  - NGO
  - Public

- **Strategy B**: Key player
  - Government
  - Vendor

- **Strategy C**: Keep Informed
  - Customers
  - Education institutions

- **Strategy D**: Lest influential
  - Regulatory body
Strategy: Win-Win Framework For NPP Project and Effective Public Communication
What are the mentalities that underlie nuclear power concerns?

Fears of the Unknown
- ‘Will the NPP explode?’
- ‘How big is the risk of NPP?’
- ‘Will the Fukushima Accident happen again?’

Risk Aversion
- ‘As long as 100% safety is not guaranteed, accident may happen.’
- ‘Once an accident occurs, it is certainly a disaster.’

Not-In-My-Back-Yard Effect
- ‘Even safety criteria are satisfied, the NPP should better not be built in my backyard.’

Doubts of Credibility
- ‘Is it true and complete of what you said?’
- ‘Is it for profits that you are doing the promotion?’
Experience & Suggestions
How to win over the public’s understanding and support?

- Spreading nuclear power knowledge to the public
- Releasing nuclear power project information to the public
- Bringing nuclear power values to the public

- Popularization of nuclear science
- Transparency reduces speculation
- Win-win attracts support
- Publicity and communication
- Social responsibilities
- Understanding defuses panic
The effect of nuclear power public communication depends not only on the communication itself.
Dialogue Program with Interested Parties

Collaborating to promote nuclear power

Set up a public communication mechanism and strategy in which governments, owners, nuclear associations and construction contractors work together in their respective roles.

Experience Sharing with other NPPs.
Dialogue Program with Interested Parties

Knowing timely the public opinion

- Conduct public opinion polls
- Perform public opinion monitoring
- Through professional companies, get the analysis report of public opinion and attitude toward nuclear power on the Internet
Dialogue Program with Interested Parties

- continuous dialogue with anti-nuclear groups

- Pinpoint Explanation
- Regulator’s Clarity and Experts’ Influence
- Inviting Anti-nuclear Groups to Supervise NPP
- Information Transparency
Dialogue Program with Interested Parties

Communication and cooperation with media

- Nuclear popularization to media and reporters: lectures, NPP touring
- Provide Media with Professional Support
Popularization of Nuclear Science

In-community and School Science Popularization

- Visit to NPP
- NPP touring
- Knowledge Contest
- Expert Lecture
- Open-House Activities

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Nuclear Power Information Disclosure & Transparency Program

- Availability of NPP Safety Information
- Online NPP Operation Data Disclosure
- Public Participation in Project Progress
Information Center

Nuclear Science  Popularization & Education Training
Project Touring
Core Business Display
Information Center Construction Program

Online Information Center
Publications for Science Popularization
We set up WIN Website to attract more females to join in nuclear power work!

www.winchn.org       www.wincn.org
Conclusion

Public communication is a strategic task, and it needs joint efforts from governments, nuclear power groups, associations, academies, R&D institutions as well as all the nuclear power employees.

Good performance on nuclear power safety operation is the base of the public communication of nuclear power. ‘Facts speak louder than words.’