

PIME 2006 PRELIMINARY PROGRAMME

- Last updated 8 February 2006 -

SUNDAY 12 FEBRUARY 2006

- 18:00 – 21:00 **REGISTRATIONS**
Vienna International Centre, Gate 1
- 19:00 – 20:30 **WELCOME RECEPTION: WINE AND CHEESE PARTY**
Vienna International Centre, Mozart Room, ground floor

MONDAY 13 FEBRUARY 2006

MORNING SESSION (PLENARY, INVITED PRESENTATIONS)

09.00 – 12.15

Vienna International Centre, Boardroom, 4th floor

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- 09:00 – 09:10 **Frank Deconinck**
European Nuclear Society President
- WELCOME ADDRESS
- 09:10 – 09:15 **Marc Vidricaire**
Director of Public Information, Spokesperson, International Atomic Energy Agency
- WELCOME ADDRESS
- 09:15 – 09:45 **Tomihiko Taniguchi**
Deputy Director General, Department of Nuclear Safety and Security, International Atomic Energy Agency
- OPENING ADDRESS
- 09:45 – 10:15 **Fatih Birol**
Chief Economist, OECD/International Energy Agency
- “GLOBAL ENERGY OUTLOOK: WHAT ROLE FOR NUCLEAR?”
- The “World Energy Outlook” series provides energy demand and supply projections by fuel and by region, up to 2030. It analyses the implications of trends for global energy markets, international oil and gas prices and energy security, trade and investment, quantifies energy-related carbon dioxide emissions and assesses policies designed to reduce them. The 2005 focus is on the Middle East and North Africa. What lessons must be learned if we are to have a nuclear future?
- 10:15 – 10:45 **Morning coffee break**
- 10:45 – 11:30 **Mikhail Balonov**
Head, Radioactive Discharges Unit, International Atomic Energy Agency; Scientific Secretary of the Chernobyl Forum and Conference (Forum including the International Atomic Energy Agency, World Health Organisation and United Nations Development Programme)
- “CHERNOBYL: THE TRUE SCALE OF THE ACCIDENT”
- 20 years on, a UN report provides definitive answers. A study of health, environmental and socio-economic impacts: What is the “Chernobyl legacy”?
- 11:30 – 12:15 **Bruno Comby**
Founder and President of Environmentalists for Nuclear Energy
- “FROM CONFRONTATION TO CONSENSUS: THE CASE FOR NUCLEAR FROM AN ENVIRONMENTALIST’S POINT OF VIEW”
- An environmentalist’s view on the role of nuclear in the future energy package.
- 12:15 – 14:00 **Lunch**

AFTERNOON SESSION

14:00-15:00 Plenary workshop 1
Vienna International Centre, Boardroom, 4th floor

WORKSHOP 1: MESSAGES FROM CHERNOBYL, 20 YEARS ON

Moderator: David Kinley, International Atomic Energy Agency, Editor of "Chernobyl Forum Digest"

Few events in recent times have sparked so much controversy or fuelled so much public and political debate as the Chernobyl accident. The recent Chernobyl Forum report on the health effects linked to Chernobyl showed that while every death is one too many, the apocalyptic forecasts about how many Chernobyl-linked deaths would occur were based more on irrational projections than on sound scientific reasoning. Nuclear communicators must put the record straight and dispel the myths surrounding Chernobyl, but without minimizing its seriousness. This workshop focuses on delivering the right messages about the lessons of Chernobyl and about our industry's excellent safety record.

- Mikhail Balonov, International Atomic Energy Agency, Scientific Secretary of the Chernobyl Forum and Conference: Follow-up of the plenary presentation "Chernobyl – The true scale of the accident"
 - Rick Jones, OECD / Nuclear Energy Agency: "Stakeholders and radiation protection: Lessons from Chernobyl after 20 years"
 - Contribution from the Nuclear Information Committee Energy (representatives from the European Nuclear Society and FORATOM): Tellervo Taipale, Chairwoman, WANO Paris (introduction) and John Shepherd, NucNet, Switzerland
 - Attila Aszódi, University of Technology and Economics, Hungary; Tamás Pázmándi, Atomic Energy Institute; Judit Silye, Hungarian Atomic Energy Authority: "Expedition to the 30 km Chernobyl exclusion zone and the utilization of its experience in education and communications"
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15.00 - 15.30 Afternoon coffee break

15.30 - 17.30 Parallel workshops 2, 3 and 4
Vienna International Centre, meeting rooms IV (workshop 2), V (workshop 3) and VI (workshop 4), 7th floor

WORKSHOP 2: CRISIS COMMUNICATIONS AND COMMUNICATING ON SAFETY

Moderator: Torsten Bohl, Ringhals, Sweden

The nuclear industry conforms to the very strictest of international safety standards and procedures. That goes without saying. But how we communicate on issues like, safety, risk evaluation and incident management certainly needs to be said - public confidence and trust depends upon it. But, how well the industry communicates when things go wrong is the acid test that all nuclear communicators must pass. PIME focuses on what messages about safety need to be articulated - whether in a time of crisis or not - and on the mechanics of crisis management.

- Rejane Spiegelberg Planer, International Atomic Energy Agency: "The International Nuclear Event Scale (INES): Enhanced reporting on nuclear and radiological events"
- Anni Bölenius, Swedish Nuclear Fuel and Waste Management (SKB), Sweden: "Incident management routines. Implementation and practice"
- Julien Duperray, COGEMA LOGISTICS (AREVA Group), Fred Yapuncich, TRANSNUCLEAR Inc/PACTEC (AREVA Group), and Rose Cummings, DCS Group, France: "Communication activities on the Eurofab project"
- Dan Serbanescu, Pebble Bed Modular Reactor Company, South Africa: "Understanding and communicating on risks"
- **Visit of the Incident and Emergency Centre of the International Atomic Energy Agency, the 24 hour contact point for notification of and request for assistance with a nuclear accident or radiological emergency anywhere in the world**

WORKSHOP 3: LOCAL COMMUNITY RELATIONS

Moderator: Sten Kjellman, Swedish Nuclear Fuel and Waste Management (SKB), Sweden

We live in the age of the stakeholder. All sections of civil society with an interest in a local industrial project must be fully involved in the local democratic decision-making processes. Stakeholder groups increasingly set the communications agenda. *Empowerment, involvement and governance* are commonly expressed concepts that define how good local community relations should be conducted. By focusing on specific case studies, this workshop shows how good communications with local stakeholders can make all the difference, with greater public acceptance the ultimate prize.

- Radko Istenic and Igor Jencic, Jozef Stefan Institute, Slovenia: "Enhanced communications strategy of the Ljubljana Nuclear Information Centre"
- Metka Kralj and Nadia Zeleznik, Agency for Radwaste Management (ARAO), Slovenia: "Response of local communities to their volunteering for repository siting in Slovenia"
- Marie Dufkova, Czech Power Company (CEZ), Czech Republic: "To pay or not to pay? The pitfalls of supporting nuclear regions"
- Valery Safutin, Igor Rybalchenko and V. Sorokin, Project and Scientific Research Institute of Complex Power Technology (VNIPIET), Russian Federation; C. Lindberg and H. Johansson, Swedish Nuclear Fuel and Waste Management (SKB), Sweden; C. Bergman, Swedish Regulatory Inspectorate, Sweden: "International cooperation for solving radwaste disposal problems in the Leningrad region of Russia. Dialogue for an optimal solution"
- Teodor Chirica, Mihaela Stiopol and Luminita Stanciu, SN Nuclearelectrica, Romania: "Communications prospects on Cernavoda NPP site - A balance between internal and external tools"

WORKSHOP 4: TWO-WAY COMMUNICATIONS WITH SOCIAL STAKEHOLDERS (POLITICIANS, OPINION LEADERS, HOUSEWIVES, WORKING WOMEN, YOUNG GENERATION...)

**Workshop organised by Women In Nuclear (WIN),
moderated by Helen Spencer, Canadian WIN Chapter, Ontario Power Generation, Canada**

Every stakeholder group has its own particular concerns, priorities and guiding principles. This workshop, organized by WIN looks closely at how tailor-made communications activities that target specific audiences can help the nuclear industry to better understand its target audiences, to reach out to a broader range of stakeholders and to state its case with greater conviction. A good opportunity for communicators, both men and women, to focus on targeted communications.

- Junko Ogawa, WIN Global President, Japan Atomic Power Company, Japan: "The challenge facing the Japan Atomic Power Company: Establishing a multiple communications network in the community"
- Susan Brissette, Canadian WIN Chapter, Bruce Power, Canada: "Pioneering gender-based marketing in Canada's nuclear industry to build support for nuclear power amongst women opinion leaders"
- Cheryl Boggess, American WIN Chapter, Westinghouse, USA, and Patricia Bryant, WIN Global: "US women in nuclear – A journey from vision to reality"

TUESDAY 14 FEBRUARY 2006

MORNING SESSION (PLENARY, INVITED PRESENTATIONS)

09.00 – 12.30

Vienna International Centre, Boardroom, 4th floor

09:00 – 09:30

Brooke Rogers

Researcher, Centre for Risk Management, King's College, London University, London, UK

"THE KING'S COLLEGE 'FUTURE OF NUCLEAR POWER IN EUROPE' STUDY: POLICIES, PERCEPTIONS, AND THE COMMUNICATION OF RISK"

What do the public and policy makers view as the key barriers to introducing new nuclear power operations in Europe? How might these barriers be addressed, and can they be overcome? Set against the backdrop of an exploration of energy policy since WWII, the King's College study explored these issues across six work packages centred around public perceptions of risk and the effectiveness of risk communication in respect to civil nuclear energy. Issues addressed by the project include risk perceptions and nuclear stigma, security of supply, nuclear waste, economics, safety, non-proliferation and public perceptions of new technologies.

09:30 - 10:00

Philip Dewhurst

Chairman, Nuclear Industry Association, UK

"THE NEW COMMUNICATIONS INITIATIVE IN THE UK"

At a time when UK is seriously reconsidering nuclear energy, how are we using research to develop new ways of building a dialogue?

10:00 – 10:30

Christine Gould

Policy Communications & Research Manager, CropLife International

"GENETICALLY MODIFIED COMMUNICATIONS?"

CropLife International is the global federation representing the plant science industry. How are the food and agriculture industries handling communications? Do they have any recommendations for the nuclear sector?

10:30 – 11:00

Coffee break

11:00 – 12:00

Panel session with journalists

Panellists: Michael Adler (Agence France Presse), **Bethany Bell** (BBC), and **George Jahn** (Associated Press)

Moderator: Melissa Fleming, Head, Media and Outreach Section, International Atomic Energy Agency

"MEET THE MEDIA: WHAT JOURNALISTS THINK ABOUT NUCLEAR COMMUNICATIONS"

12:00 – 12:30

JoAnn Sperber

Editor, "Nuclear Energy Insight"; Senior Writer, Nuclear Energy Institute

"THE POWER OF POSITIVE BRANDING"

Branding is a highly effective way to communicate the benefits of reliable, affordable and clean nuclear energy. It creates a positive, easily recalled image in the minds of policymakers, the media, financial community and the public. This presentation will describe the U.S. nuclear energy industry's branding effort, a comprehensive program that includes print advertisements, speaker and media outreach, opinion polling, a blog, Web site enhancements, and television commercials.

12:30 – 14:00

Lunch

AFTERNOON SESSION

14:00-15:00 Plenary workshop 5
Vienna International Centre, Boardroom, 4th floor

WORKSHOP 5: MY NEIGHBOUR DOESN'T LIKE NUCLEAR: RELATIONS BETWEEN "NUCLEAR" AND "NON NUCLEAR" COUNTRIES

Moderator: Peter Rickwood, International Atomic Energy Agency

Communicating effectively across borders, both physical and ideological, is not a skill that is easily mastered. When your neighbour is resolutely against nuclear energy and strongly expresses that opposition, mastering that skill can seem like a remote prospect. But mastered it must be if the nuclear industry is to increase public acceptance and expand into new territories of understanding. Testimonies from several countries show that much can be achieved if communicators are prepared to cross borders and go that extra mile.

- Helmuth Böck, Atominstitut, Austria: "Austria's anti-nuclear crusade"
 - Jiri Tyc, South Bohemian Daddies (an NGO supporting Temelin NPP), Czech Republic: "Cross-border co-operation between the Czech Republic and Austria"
 - Louise Robson, Department of Trade and Industry, UK, and Peter Brazel, Department of Environment, Heritage & Local Government, Ireland: "Cross-border co-operation between the UK and Ireland"
 - Christelle Mutschler, Electricité de France, France: "Communicating across borders between France and Germany: Testimony from Fessenheim NPP"
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15.00 - 15.30 Afternoon coffee break

15.30 - 17.30 Parallel workshops 6, 7 and 8
Vienna International Centre, meeting rooms IV (workshop 6), V (workshop 7) and VI (workshop 8), 7th floor

WORKSHOP 6: COMMUNICATIONS ON THE INTERNET: GETTING CLOSER TO THE USER

Moderator: John Shepherd, NucNet, Switzerland

With the advent of the Internet, communicators have found themselves with a workbox full of new tools at their disposal. Blogging, chat sessions, interactive games, video streaming, sophisticated websites and intranets....the possibilities for switched-on communicators are endless. This workshop surfs the ether and shows how integrated online communications campaigns can make the most of the limitless potential of the Internet.

- John Shepherd, NucNet, Switzerland: "How to optimize your internet presence"
- JoAnn Sperber, Nuclear Energy Institute: Follow-up of the plenary presentation "The power of positive branding"
- Ian Hore-Lacy, World Nuclear Association, "Experiences with the WNA blog"

WORKSHOP 7: BEST PRACTICES IN COMMUNICATIONS

Moderator: Juliette Van der Laan, Nuclear Research and Consultancy Group, The Netherlands

What are best practices? What is it that makes them the best? Communicators from the EU institutions, from state-owned and private companies give their take on what constitutes good communications and attempt to answer these questions.

- Alain Bucaille, AREVA Group, France: "Nuclear and climate change: How to communicate effectively?"
- Darren McGarry, Roger Hurst and Robert Houghton, European Commission (Joint Research Centre): "Communications excellence"
- Jayne Hallett, Trevor Farrington and Alex Moore, URENCO, UK: "Improving internal communications in the URENCO Group"
- Virginie Ryan-Taïx, AREVA Group, France: "AREVA dialogue and consensus-building policy"
- Isabelle Philippe, Commissariat à l'Énergie Atomique, France: "Debate on nuclear energy in Europe for young politicians and other opinion-leaders in France"

WORKSHOP 8: COMMUNICATING WASTE FOR THE NEXT GENERATION

**Workshop organised by the ENS Young Generation Network (YGN),
moderated by Rebecca Ferris, British YGN Chapter, United Kingdom Atomic Energy Authority, UK**

Radioactive waste treatment, be that disposal or interim site storage, is seen as the main hurdle in securing new nuclear build. The YGN workshop aims to outline the successful elements of communicating with the next generation on this important issue, and inform the delegates about communications strategy within individual YGN chapters across Europe.

- Kajsa Engholm, Swedish Nuclear Fuel and Waste Management (SKB), Sweden: "They talk about responsibility but who dares to take it?"
 - Sini Gahmberg, Teollisuuden Voima Oy, Finland: "Industry collaboration with schools"
 - Miranda Kirschel, Nuclear Industry Association, UK: "No time to waste"
 - Laurent Wouters and E. Hoof, ONDRAS/NIRAF, Belgium: "Local partnerships: A way to achieve a sustainable solution for LILW"
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CONFERENCE DINNER "Viennese style" AND DANCE

Wine tavern FUHRGASSL HUBER
Neustift am Walde 68 - 1190 Vienna

Bus departs from the Vienna International Centre at 19:00

WEDNESDAY 15 FEBRUARY 2006

MORNING SESSION (PLENARY, INVITED PRESENTATIONS)

09.00 – 12.30

Vienna International Centre, Boardroom, 4th floor

09:00 – 10:00

Panel session on public perception

Moderator: **Laurent Furedi**, Head, External and Institutional Relations, FORATOM

Philippe d'Iribarne

Sociologist and Research Director, National Centre for Scientific Research, France

and

Ute Blohm-Hieber

Head of Nuclear Energy, Waste Management and Transport Unit, Directorate General of Energy and Transport, European Commission

"PUBLIC PERCEPTIONS OF WASTE: A CROSS-CUTTING APPROACH THROUGH SOCIOLOGY AND OPINION POLLS"

What can we learn from the French sociological study "The French and nuclear waste" and the last EU25 Eurobarometer on nuclear energy and waste?

Scott Peterson

Vice-President Communications, Nuclear Energy Institute

"PUBLIC OPINION IN THE UNITED STATES"

Public support for nuclear energy has been growing steadily in the United States. Moreover, the industry's interest in new reactors is coinciding with growing public concern about climate change and the need for new electric sources that promote energy security and fuel diversity. In August 2005, the Nuclear Energy Institute has surveyed nuclear power plant neighbours for their attitudes on nuclear energy for the first time – with encouraging results.

10:00 – 11:00

Melissa Fleming

Head, Media and Outreach Section, International Atomic Energy Agency

"HOW THE INTERNATIONAL ATOMIC ENERGY AGENCY GET ITS MESSAGES OUT"

11:00 – 11:30

Coffee break

11:30 – 11:50

Presentation of **Electricité de France's corporate communications campaign** (NN) followed by the **PIME 2006 AWARD CEREMONY** presented by Frank Deconinck, European Nuclear Society President

11:50 – 12:15

Burton Richter

1976 Nobel Prize Laureate in Physics, Stanford University, USA

"SCRUTINISING THE PROMISE AND PROBLEMS OF NUCLEAR ENERGY"

Proliferation and waste issues will shape the nuclear future.

12:15 – 12:30

Closure and official announcement concerning PIME 2007

12:30 – 14:00

Closing lunch

TECHNICAL VISIT (1):

LABORATORIES OF THE INTERNATIONAL ATOMIC ENERGY AGENCY IN SEIBERSDORF

Bus departs from the Vienna International Centre at 13:00
Arrival at the VIC at 18:00 (bus will first stop at Vienna airport)

Lunch boxes will be provided at the registration desk
Please take your conference badge with you for the security check

THURSDAY 16 FEBRUARY 2006

TECHNICAL VISIT (2):

NUCLEAR POWER PLANT AND INFORMATION CENTRE IN TEMELIN (CZECH REPUBLIC)

Bus departs from the Vienna International Centre at 07:30
Arrival at the VIC at 19:00 (bus will continue to Vienna Airport, arrival 20:00)

Please take your passport with you for the security check

POSTER PRESENTATIONS

Posters will be displayed in the Boardroom foyer (4th floor) throughout the conference

Elena Melikhova and I.I. Linge, Nuclear Safety Institute of Russian Academy of Sciences, Russian Federation:
"A specificity of the local community as a stakeholder of the international assistance programmes tackling the nuclear legacy in North-West Russia"

Irina Abalkina and Elena Melikhova, Nuclear Safety Institute, Russian Academy of Sciences, Russian Federation:
"Barriers to effective public communication on nuclear issues in Russia"

Elena M. Yakovleva, RADON-PRESS Information Agency, Russian Federation:
"Public relations in the field of radio-active waste management"

Mikhail Pozdeev and Boris Krupnov, Central Research Institute of Management, Economics and Information of Rosatom ("ATOMINFORM"), Russian Federation:
"Children Nuclear Academy: Dialogue with the future"

Junko Ogawa, The Japan Atomic Power Company, Japan:
"What is the Forum for Nuclear Cooperation in Asia (FNCA)?"

Metka Kralj and Nadia Železnik, Agency for Radwaste Management (ARAO), Slovenia; Marko Polič and Drago Kos, Ljubljana University, Slovenia:
"Social acceptability assessment in the context of identification of potential sites for LILW repository in Slovenia"

Attila Aszódi, University of Technology and Economics, Hungary; Tamás Pázmándi, Atomic Energy Institute; Judit Silye, Hungarian Atomic Energy Authority, Hungary:
"Expedition to the 30 km Chernobyl exclusion zone and the utilization of its experience in education and communications" – Display in connection with the presentation in workshop 1 on Monday 13 February