



Building support for nuclear power amongst women opinion leaders in Canada

Susan Brissette

Change Leadership, Bruce Power
WiN Canada Representative



Nuclear Industry in Canada

- 15% of country's electricity safely generated using nuclear power
- 2/3 of the world's radioisotopes for nuclear medicine-12m medical procedures per year.
- 75% of the world's Cobalt-60, used to sterilize 40% of the world's medical supplies
- 21,000 direct jobs; 10,000 indirect jobs
- Heavily regulated



About Bruce Power

- 4700 MW installed capacity – 6 operational units
- Restarting 2 reactors
- Privately operated
- 3500 employees
- Largest nuclear facility in North America



Public Perception of Nuclear


- Active anti-nuclear lobby
- Lack of knowledge but strong opinions
- Growing recognition that nuclear power is only large scale generation source that does not emit greenhouse gases
- Perceived as a male dominated industry
- Significant gender gap in support for nuclear



In 2003, only 42% of Canadian women *supported* the nuclear industry, compared with 59% of men.

Canadian Nuclear Association commissioned research
EnviroNics Research Group, July 2003






In 2003, the majority of men felt that nuclear power plants were safe, compared with only 35% of women.

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Building support amongst women

- Why does the gender gap matter?
- Who is best positioned to build support and close the gender gap?
- What do we need to do differently?
- How can we generate more support for nuclear amongst women?
- When will we know we are successful?



“Women control 80% of consumer dollars spent in North America”

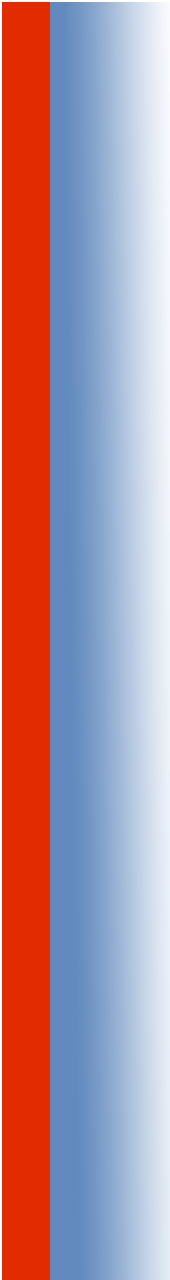
Joanne Thomas Yaccato.
The 80% Minority: Reaching the Real World of Women Consumers



Closing the gender gap

- Launched WiN-Canada in February 2004
- Commissioned innovative gender based research targeted at women opinion leaders to understand “*why the gap?*”
- Influenced nuclear association advertising campaign to target a female demographic
- Began a dialogue with women opinion leaders to educate about nuclear






On a scale of 0 to 10,
35% of women *opinion leaders*
rated their knowledge of nuclear
power as a *level 2 or lower*

Bruce Power commissioned research into attitudes of women towards nuclear power.
Conducted by the Thomas Yaccato Group, Spring 2004

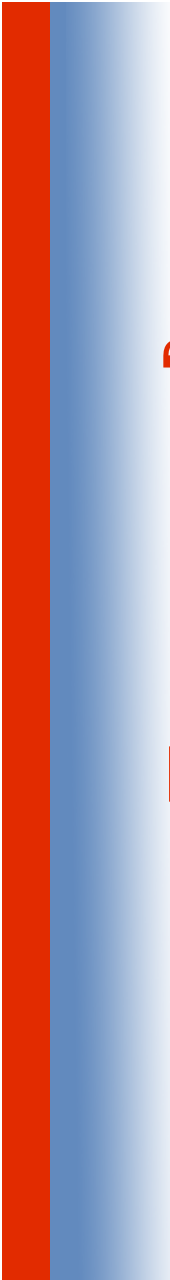




“The most effective way to communicate with women about nuclear power is through education. Marketing efforts will only increase women’s distrust of the industry”

Bruce Power commissioned research into attitudes of women towards nuclear power.
Conducted by the Thomas Yaccato Group, Spring 2004





“Distrust in the industry is the most significant hurdle that must be overcome in order to open the minds of women to nuclear power”

Bruce Power commissioned research into attitudes of women towards nuclear power.
Conducted by the Thomas Yaccato Group, Spring 2004



Proven approach

- Bruce Power hosted a series of “listening event” follow-up sessions for women opinion leaders on research findings.
- “Real women” from Bruce Power addressed the top 3 issues:
 - What is nuclear power?
 - Is it safe / what about the waste?
 - What about alternatives?

Education – not “spin”

- The events are female-friendly.
- Presenters were not all professional communicators or senior executives.
- Questions from the audience were encouraged.
- Women left with significantly better self proclaimed knowledge.
- Bonds were formed.

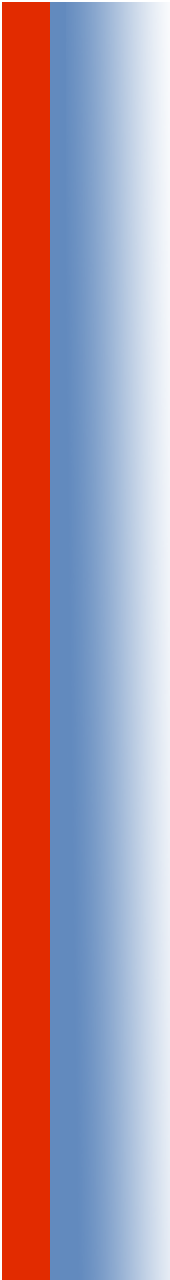


Opportunity for WiN-Canada

- Public education
 - Supports Canadian Nuclear Association advertising and communication activities
- Use the passion and knowledge of WiN members to reach the public.
- Build on existing research and approach to reach women opinion leaders.

Results for Nuclear Industry

- Mobilize Canadian women in the nuclear field to support industry wide public education initiatives;
- Demonstrate the excellence of Canada's nuclear industry and use the skills of women in our industry to do so;
- Build *sustainable* support for nuclear power in Canada amongst a female demographic.

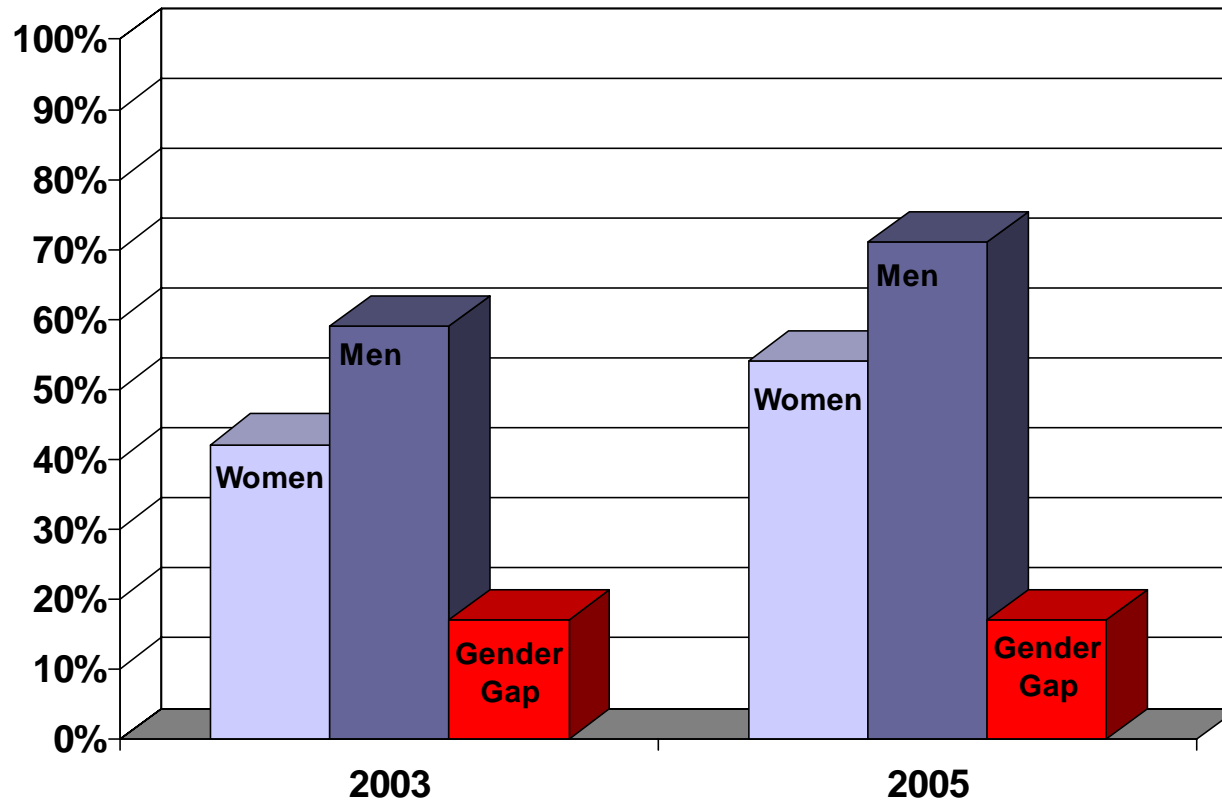


In 2005, 54% of Canadian women
supported the nuclear industry,
compared with 71% of men.

Canadian Nuclear Association commissioned research
IPSOS Reid, November 2005



In Canada today, the majority of men & women support nuclear power



Securing our future

- New build dialogue taking place in Canada
- Refurbishments funded by private sector
- Progress on long term waste strategy
- Recognition that nuclear has a role to play in Canada's energy mix

Creating a political and social environment that is favourable towards nuclear power will ensure the industry is viable long after current reactor life end.

Securing our future

- Less than one quarter of employees in Canada's nuclear power generation industry are women
- Average age of employees is late 40s
- Over one third of employees are eligible for retirement within 5 years

To continue to attract the best and brightest employees, the nuclear industry needs to become an attractive career options for women.





Putting a fresh face on the
nuclear industry:

women talking to women

