



TO PAY OR NOT TO PAY?

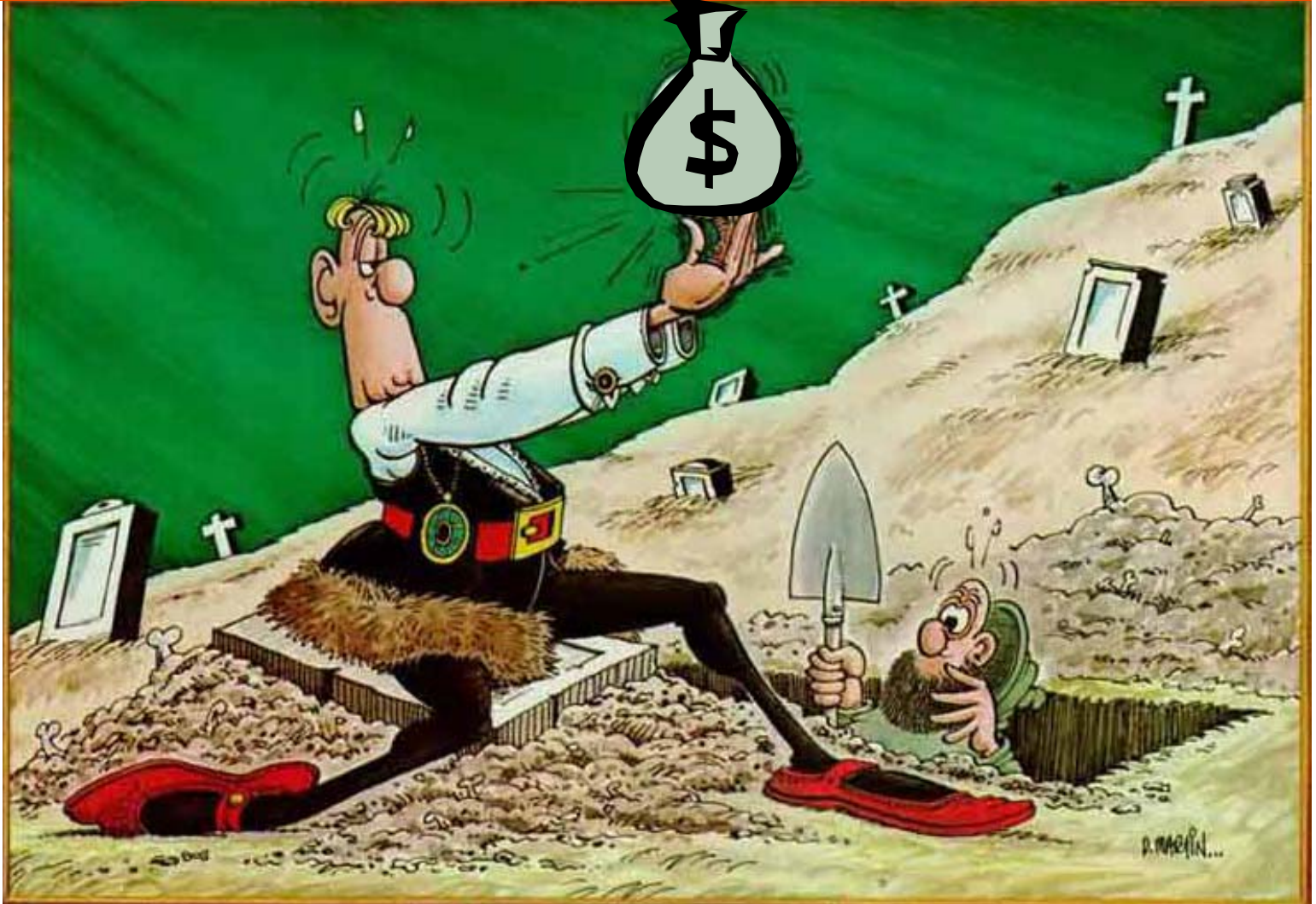
The pitfalls of supporting nuclear regions

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Czech Power Company ČEZ



To pay or not to pay?

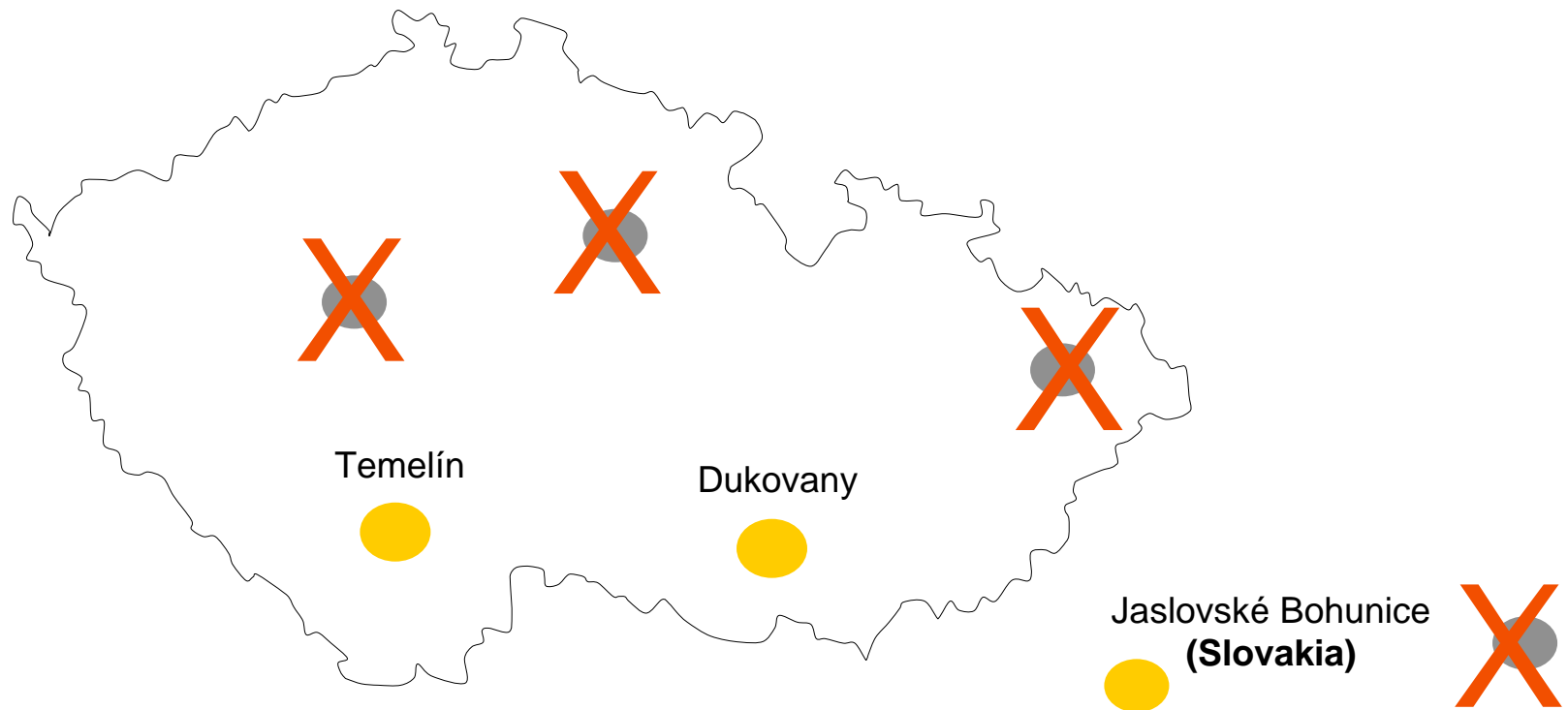


**We are one of only the few countries in the world
which can produce the equipment necessary to build
and operate nuclear power plant.**





Czech Nuclear Regions





Dukovany





Temelín





Cheaper Electricity Promissed

Temelin





Týn – City of Temelín Region





“...during the time of the construction the flow of money would be guaranteed ...”





No cheaper electricity today
– of course...



Temelín municipality



Týn – Temelín Region





Dukovany



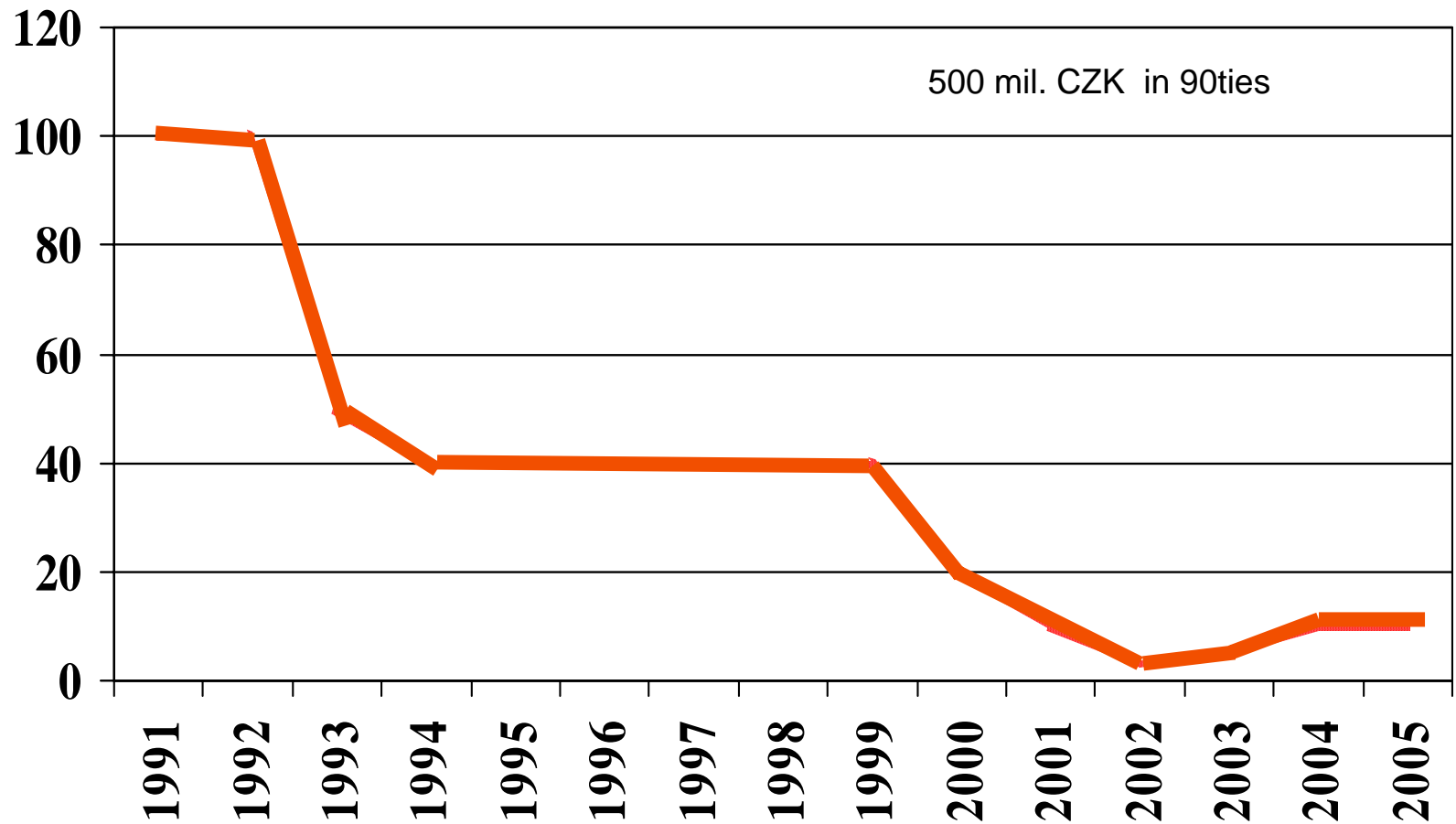


Dukovany – promises also given...





Money flow to the Dukovany region





Dukovany - castle





The money is not the only thing

Non-financial benefits:

- Employee shuttles used by local inhabitants
- Use of NPP's professional fire brigade in local municipalities
- Use of medical services in NPP by local inhabitants
- Employment
- Improving services
- Increasing the university educated population



Dukovany Fire Brigade





Energy conservation project

Rouchovany near Dukovany NPP

Energy audits

Thermo-camera imaging

Financing of housing heat insulation

The project was terminated

Publicity about school only



Hrotovice – Dukovany Neighbour





Projects of Regional Development





Special law

Industrial Tax?

**We would support it only in the case
that it would be valid for**

all industrial constructions!



Where we succeeded

- Permanent opposition against nuclear was not created
- Support for nuclear energy in the region was achieved
- partner, work-friendly relationships with the municipalities and their representatives were created
- A cooperating group called Civic Safety Committee was created in Dukovany
- Good public relationships at home and with Niederösterreich were created
- We have very much helped the surroundings and its inhabitants
- Radioactive waste is transported from Temelín without any problems to the storage facility in Dukovany
- The people from the surroundings practically did not participate in protests organized by anti-nukes



Where we did not succeed

- In giving unrealistic promises about the level of appropriations
- Only a little bang for our buck
- We did not manage more small scope projects personnel wise
- Faults in communication caused by process differences of continual and discontinued development



Lessons learned

- Never promise anything for the future. The citizens have a very good memory!
- Keep your sponsorship strategy as transparent as possible
- Have the rules for gift giving as simple as possible
- Motivate the distribution of gifts so that it will support a potential development of the power plant
- Do not make fundamental decision about the power plant before elections
- Let the region decide what they are going use the money for



Lessons learned

- Include into your budget that for every crown spent, you will have to spend another one to communicate the deed of giving
- Regional public will also appreciate other forms of support
- Try to make industrial tax general for every industrial facility
- Maintain one established sponsorship strategy and do not change it often
- If you have a new director getting aboard try to convince him/her about it



Thank you for
your attention