



# Enhanced communications strategy of the Ljubljana Nuclear Information Centre

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# Ljubljana Nuclear Information Centre

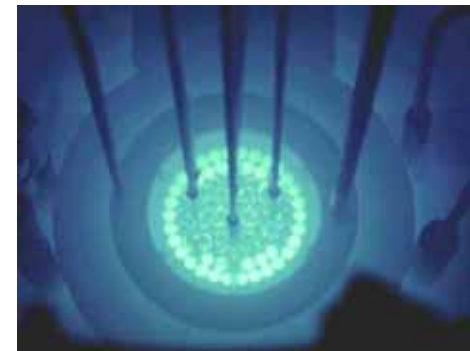
Live lectures and radlab



Info materials



TRIGA reactor tour



Exhibition about nuclear power and fusion



Nuclear Training Centre  
Ljubljana



# Communications strategy

## Activities

Target groups

	Live lecture	Exhibition tour	Rad. Lab.	Info materials	TRIGA tour	Website
Elementary school	100%	100% guided	100%	100%	10%	
High school	100%	100% guided	100%	100%	20%	
Students	50%	50% unguided	50%	100%	100%	
Organised groups	50%	50% guided	50%	100%	20%	
General public	/	unguided	/	100%	/	

8000 visitors/year,  $\sim 1/2$  generation of schoolchildren in Slovenia



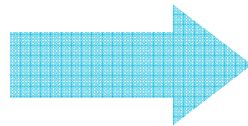


## Live lecture

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Before:

Nuclear power  
plant description  
and radwaste  
issues



**New approach includes:**

- Nuclear energy as part of the energy mix
- Global warming
- Security of supply in the changing world
- New technologies (fusion)



# Exhibition tour



## New exhibits:

- Krško NPP control room mockup
- Human powered electricity

Graphically improved and updated information panels

New exhibition about fusion complements the existing nuclear technology exhibition



# Radioactivity demonstration laboratory

## Improvements:

- Graphically better and simpler information panels
- Measurement of radon
- Risks comparison
- Explanation of regions of the electromagnetic spectrum



# Information materials

New edition:

- thoroughly revised and updated
- new chapters about energy, nuclear fuel cycle and fusion
- improved graphic design

A free publication for every visitor of the Information Centre

- bilingual (Slovenian/English)



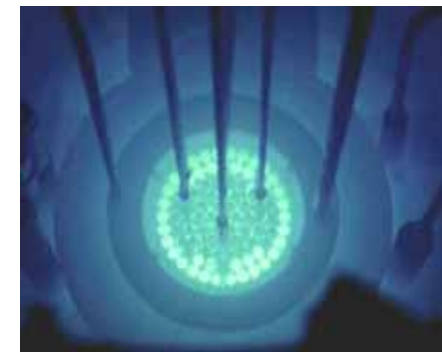


# TRIGA research reactor tour

- used to visit the reactor platform
- new security rules make this difficult
- visit of the control room



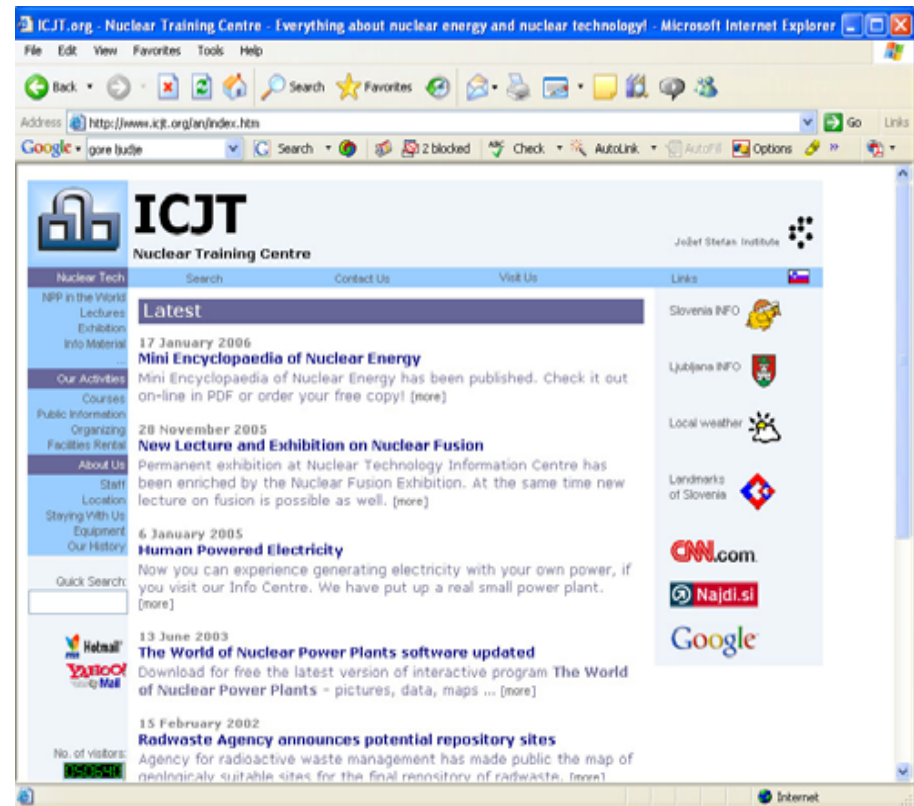
- explanation of the reactor at the core barrel at the exhibition





# Website

- 300 000 hits/month
- 10 000 visits/month
- nuclear database
- copies of our lectures
- FAQ
- new questions answered within days





## Polling of youngsters in Ljubljana Nuclear Information Centre

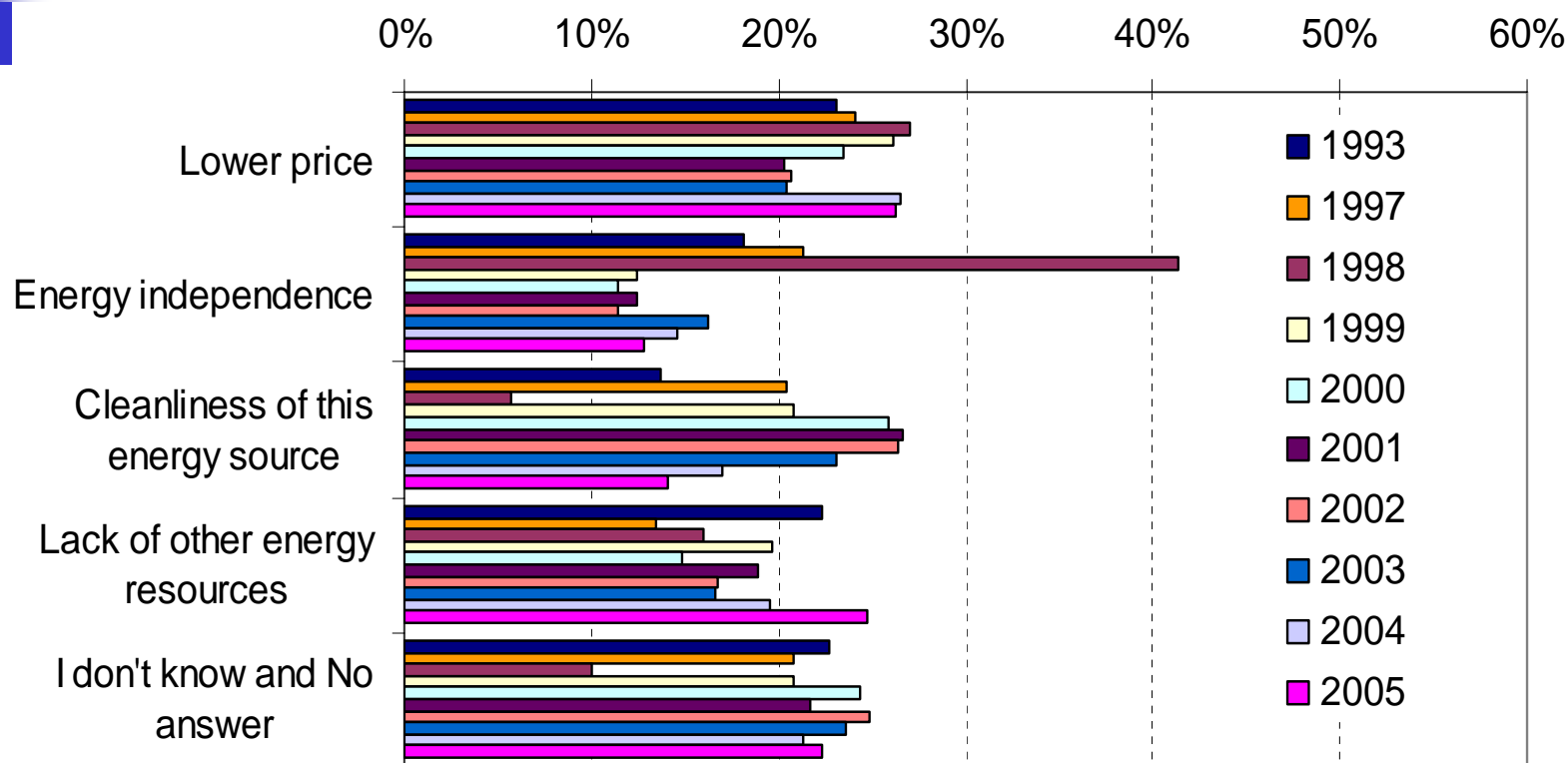
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Goal: monitoring of social acceptability of nuclear energy among youngsters in Slovenia

- Regular polling every year
- The same basic set of questions since 1993
- Polled **before** the lecture or visit to the exhibition (uninformed opinion)
- 1020 youngsters polled in 2005

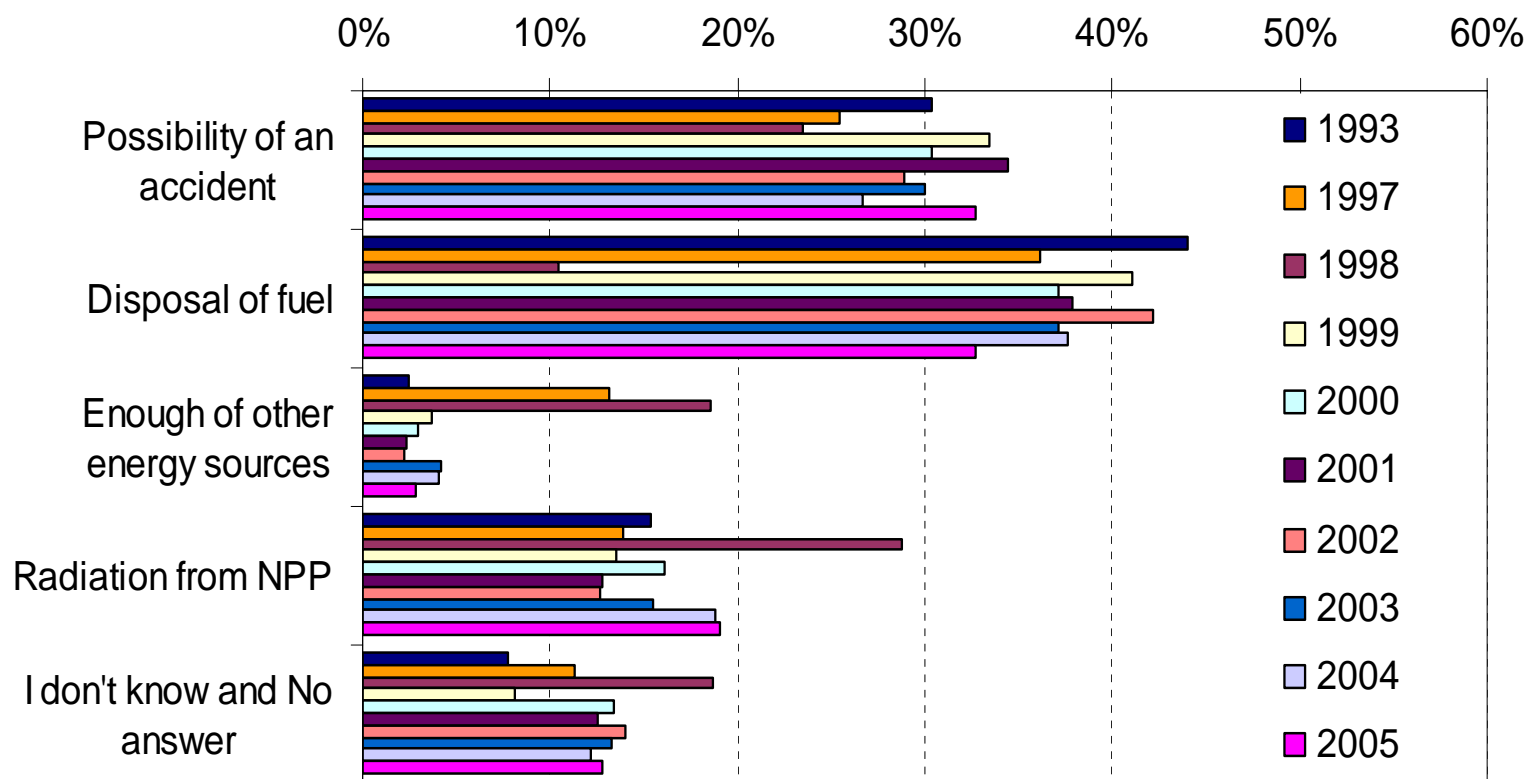


# What are the reasons for the use of nuclear energy in Slovenia?



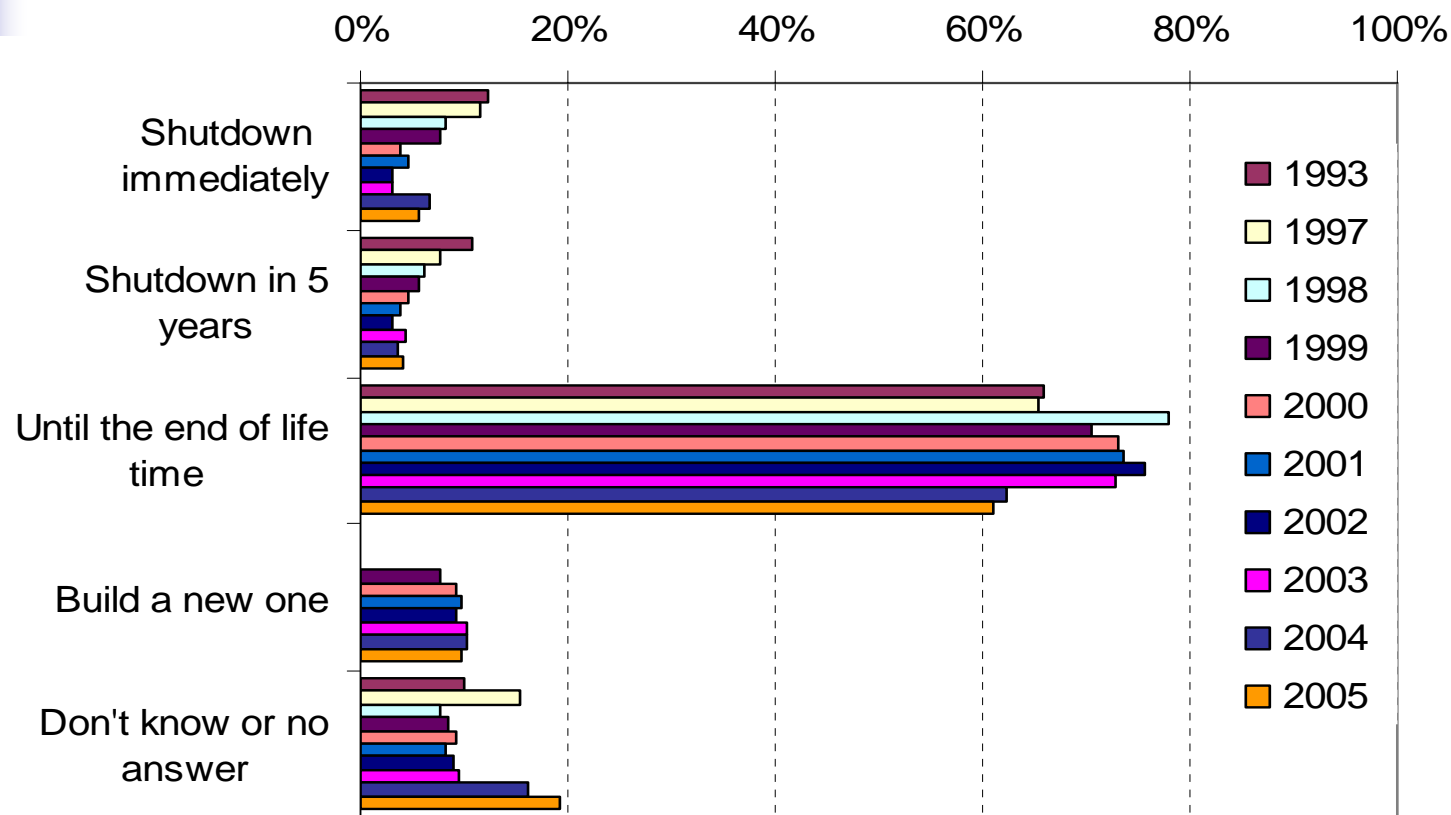
Awareness about economical advantages and energy security is increasing.

# What are the reasons against the use of nuclear energy in Slovenia?



Possibility of an accident and disposal of spent fuel are seen as major obstacles.

# What should be the future of nuclear energy in Slovenia?



Despite some drop in last years there is good support for the life-time operation of the Krško NPP, opposition is low.