

***PROMOTING EUROFAB
COMMUNICATIONS ON A SENSITIVE
INTERNATIONAL PROJECT***



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PIME 2006 Conference

MILESTONES

- ▶ **09/00: Bilateral agreement between the US and Russia, over the disposition of 34 tons of weapon-grade plutonium from each side**
- ▶ **09/03: Areva is awarded the EUROFAB contract**
- ▶ **10/04: 140 kilograms of American weapon-grade plutonium are unloaded on a French wharf**
- ▶ **03/05: 4 MOX fuel assemblies, bound for the American power plant of Catawba, leave the port of Cherbourg**

THE EUROFAB PROJECT: PECULIARITIES

- ▶ **Different parties, different approaches to communication**
- ▶ **A sensitive geopolitical background**
- ▶ **To make things tougher: motivated opponents**
- ▶ **To make things exciting: the media frenzy**

THE EUROFAB PROJECT: PECULIARITIES

- ▶ **Different parties, different approaches to communication**
 - ◆ **AREVA's commitment to the US energy market**
 - ◆ **The US Department Of Energy**
 - ◆ **Coordination with other Authorities**

THE EUROFAB PROJECT: PECULIARITIES

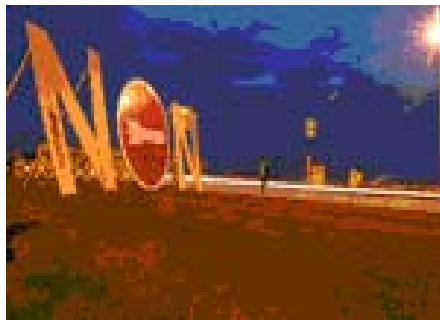
▶ **A sensitive geopolitical background**

- ◆ **A non-proliferation project**
- ◆ **Wording matters...**



THE EUROFAB PROJECT: PECULIARITIES

- ▶ **To make things tougher: motivated opponents**
 - ◆ **In France, the usual antinuclear activists**
 - ◆ **The American way to oppose**
 - ◆ **Opponents in disguise**



THE EUROFAB PROJECT: PECULIARITIES

- ▶ **To make things exciting: the media frenzy**



October 2004 : as 140 kilograms of U.S. weapons-grade plutonium are unloaded on a French wharf, the media interest reaches its peak

A DEDICATED COMMUNICATION PLAN

- ▶ **Networking before acting**
- ▶ **Key public affairs activities**
- ▶ **Industry's key messages: one event, several topics**
- ▶ **Learning the lessons**

A DEDICATED COMMUNICATION PLAN

- ▶ **Networking before acting**

- ▶ **Key public affairs activities**
 - ◆ **Language and communication material**

 - ◆ **Information disclosure**

 - ◆ **Organization of media events**

 - ◆ **Crisis preparedness**

A DEDICATED COMMUNICATION PLAN

- ▶ **Industry's key messages: one event, several topics**
 - ◆ **Purpose of the EUROFAB project**
 - ◆ **MOX fuel**
 - ◆ **Inconsistency of the environmentalists**
 - ◆ **Confidentiality of certain aspects of the project**
 - ...

- ▶ **Learning the lessons**
 - ◆ **A telephone survey**
 - ◆ **The general public's interpretation and reaction**

CONCLUSION

- ▶ **Along the information campaign,
many difficulties to face**
 - ◆ **Geopolitical environment**
 - ◆ **Complexity of the topics to be dealt with**
 - ◆ **Media frenzy**

- ▶ **In the end, good practices to point out**
 - ◆ **Crisis preparedness**
 - ◆ **Proactive information disclosure**
 - ◆ **Coordination among spokespersons**



MOX fuel assembly