

## Best practices workshop

# Communication to future opinion leaders

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*#No PIME 2006*

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Vienna, Austria

[www.pime2006.org](http://www.pime2006.org)

# Summary

- What, who, why, how, when, where
- Our experience
- Our new project for 2005
- Conclusion



# Chap. 1 : Description of our action

**What, who, why, when, where, how**



# What : Taking profit of time and youth

- Objectives :
  - To contribute to prepare future opinion leaders to handle the complex world of energy
  - To reduce fears about nuclear power
  - To promote nuclear industry as a possible vocation
  - To advertise for the YG, ENC and ENS



# Who ? Specific target of the French YG : future opinion leaders

- **French political parties young generations**
- « Grandes Ecoles »
- Universities



# Why : When their needs meet our offer

- French parliamentary lack knowledge as far as energy is concerned
- Their favourite fields are rather social and economical issues
- They are in search of prospective information from professionals, and want to go further than what they can find in the media.



# When

- We meet in the evening, after work, most of the time after 8 pm ...



# Where

- In bars or cafés
- In their premises
- In Paris





# How : Listen and adapt

- We present ourselves, our profession
- We write down their questions and answer them either immediately or provide them with documentation



# Chap. 2 :

## Our experience

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société française d'énergie

Jeune Génération

# Retrospective

- 2001 : first meetings
- 2002 : developing contacts
- 2003 : National debate on energies, taking the opportunity of a national event
- 2004 : Keep in touch !



# What we have learnt about young politicians

- They are divided in many sections, and often have affinities with young people from other close parties .
- They have some energy and environment commissions (some know well the subject !)
- They are a proposition force for the elders : they have to write a young generation programme. So they are in search of prospective ideas.
- They like our commitment : « you are militants as well, you are committed into the society ! »

# Chap. 3 :

## Our project for 2005

- Our objective for 2005 : to open the debate



# 2005 : a debate on Europe and energy at ENC 2005

- Our objective for 2005 : open the debate gathering :
  - young politicians from the left and from the right political scenes
  - students with different and complementary cursus : engineers, journalists, economists, ...
  - young european nuclear professionals



# To join in ENC

- In order to have a special goal to meet our targets, to create an event, a deadline
- An original framework for our targets to talk about energy
- The topic : Europe and energy
  - A burning issue
  - To mix points of view and optimize exchanges



# Preparation with young politicians

- Parti radical : mails – (Debate with C. Ngô, meetings all along 2004)
- UDF : 18 October 05 – (3 December 04)
- UMP : mails –(referendum European Constitution then internal meetings )
- PS : mails - (referendum European Constitution then internal meetings )
- MRC : 11 October 05 – (2 March 05)
- Greens : 6 October 05 – (8 April 05)





# Preparation with the students

- 3 phases :

*Target : Polytechnique, Centrale Paris, Supélec, Les Mines de Paris, HEC, ESSEC, ESCP, Science Po, CELSA, ...*

1. Spring 2005 : contacts with students associations. Few answers.
2. Fall 2005 : second contact. Few answers.
3. SFEN letter to 30 universities, followed by phoning.

- Results :

- CFJ : 3 journalists students came thanks to our Green contact.
- Centrale Paris



# Preparation with ENS young professionals

- Core Meeting in Paris before PIME 2005
- Project sent in March
- Zagreb forum
- Core Meeting in Bristol
- Marco Streit (Swiss YG pdt) and Enrico Mainardi (Italian YG Pdt) : highly appreciated testimonies.
- A convincing argument : our European network



# The debate

- 4 hours exchange
  - Presentation by Marco Streit from the Swiss Young Generation
  - 2 hours debate
  - Informal talks



# The VIP roundtable

- We obtained from ENC's organizers :
  - To stand at the VIP roundtable during the opening session beside L. Foulke (ANS), B. Barré (ENS), S. Bowman (NEI), T. Kanoh (House of Councillors, Japan) and R. Schenkel (EC)
  - The participants could attend the opening session



# Remarks about the debate 1

- A prestigious and comfortable place giving credibility notwithstanding the relaxed atmosphere we wanted to preserve
- Discussions of a very good level
- Interactive and satisfied participants :  
« We need to meet again ! »



# Remarks about the debate 2

- A deep explanation of the European electricity market
  - Electricity trading. Ex. Italy/Switzerland/France
  - Constraints of the grid – integration versus « local » production
  - Visions : producer/trader/grid owner
  - Coal versus gas
  - Iter versus EPR
  - Long ROI for nuclear power plants versus investors expectations
  - Impact of new entrants in the EU
  - Power plants are European projects
  - Of course, disadvantages and advantages of various energies



# Remarks about the debate 3

- A balanced, interactive public
  - Young politicians well aware and at ease
  - Young students : debate in English difficult
- Not so many divergences
  - Energy saving, political will, ...



# Remarks about the roundtable

- Very honoured by the interest many prestigious people showed
- L. Foulke :
  - Presentation
  - IYNC





# Conclusion

- « We need to meet again »
- Interactive and high-level debate
- Eversince new contacts : young journalists, PS, ...
- Some actions need time : we take profit from our youth



# Special thanks

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- Marco Streit and Enrico Mainardi for their highly appreciated contributions





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**Jeune Génération**

# Why this debate ?

- A burning issue
- An original framework to talk about energy

4h exchange : presentation + 2h debate  
+ informal talks



# Objectives

- To advertise for YG, ENC, ENS
- To contribute to prepare future opinion leaders to handle the complex world of energy
- To reduce fears about nuclear power
- To promote nuclear industry as a possible vocation



# Target : future opinion leaders

- French political parties young generations
- “Grandes écoles”
- Universities  
(region of Paris)

## Remark :

- Students not as reactive as young politicians



# Messages (1)

- A deep explanation of the European electricity market
  - Electricity trading :
    - Ex. Italy/Switzerland/France
  - Constraints of the grid :
    - Integration versus “local” production
  - Visions : producer/trader/grid owner
  - Coal versus gas
  - ITER versus EPR



# Messages (2)

- Power plants are European projects !
- Long return on investments for nuclear power plants versus investors expectations
- Impact of new entrants in the EU
- Disadvantages and advantages of various energies
- ...





# Remarks

- A balanced, interactive public
  - Young politicians well aware and at ease
  - Young students : first experience
    - Effectiveness of previous talks ?
    - Debate in English
- Not so many divergences
  - Energy saving, political will, ...



# Conclusion

- Discussions of a very good level
- Interactive and satisfied participants
- Participants :  
“We need to meet again !”

