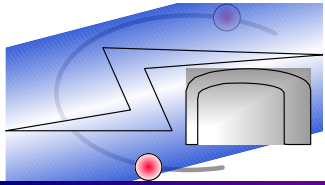


“Communication prospects on Cernavoda NPP site – A Balance Stream between Internal and External Tools”.

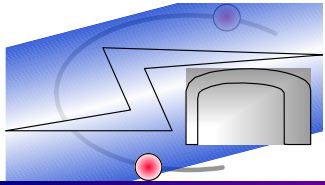
**Teodor Chirica, Mihaela Stiopol, Stefan Pall, Luminita Stanciu
Societatea Nationala “Nuclearelectrica” SA**



"NUCLEARELECTRICA", set up in July 1998, is a state owned company, as the Romanian state is the shareholder. Its main scopes of work are nuclear generated electricity and thermal power, and nuclear fuel manufacturing. SNN SA also co-ordinates the investment-development works as well as the activities concerning the training and instruction of human resources in the field.

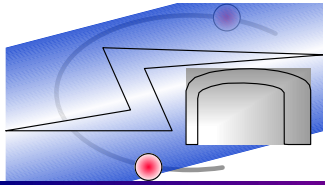
SNN SA has its headquarters in Bucharest and its management coordinates the activities of its three branches which are no legal entities:

- "CNE PROD" Cernavoda, which is in charge of the safe operation and economic efficiency of the Cernavoda NPP's Unit 1 and of the qualified human resources training so that they should be capable to cope with the specific processes developed inside the plant;



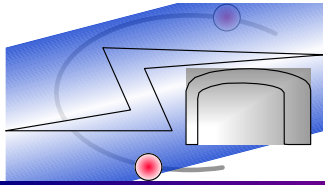
- "CNE INVEST" is responsible for the coordination of the investment-development works on Units 2 to 5; at present the main activity is dedicated to the completion and commissioning of Unit 2. At the same time, this branch is ensuring the completion of the social program related to the Cernavoda NPP project.
- "FCN-Pitesti", the Nuclear Fuel Plant, is the qualified manufacturer for CANDU 6 type nuclear fuel bundles; the branch achieved the extension of manufacturing capacity so that it is ready to provide the annual quantities required by the Cernavoda NPP with two Units in service.

Cernavoda Project is based on technology transfer process from Canada, Italy and United States. The transfer of technology covers mainly nuclear island, secondary cycle and turbo – generator



SNN SA main approaches are:

- To maintain the Cernavoda NPP Unit 1 at full power within the limits required by the licensing documents
- To maintain the control and manage the configuration of the plant
- To maintain the material condition of the plant at high standards
- To maintain and improve the existing business process in an efficient manner
- To turn to good account the operation experience
- To continuously develop and motivate human resources
- To maintain good contacts in the nuclear industry and international community
- To finalize Unit 2 and create an organization with two units in operation
- To maintain a good image of the company and permanent contacts with the public and media

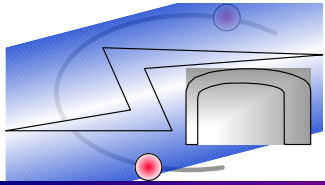


Communication:

- establishing understanding based on truth, knowledge and full information

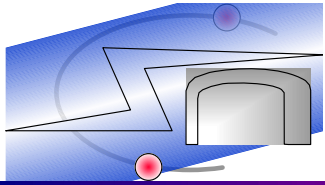
From the first story told in prehistoric times through mass-media of today, verbal communication was built the foundation of:

- who we are,
- where we come from,
- what we expect to become.



Public Relations (PR)- definitions:

- the act of informing and influencing various categories of public by internally and externally communicating and using tools such as marketing, advertising, promotions, publicity, special events and writing.
- a business management function that identifies, establishes and maintain mutually beneficial relationships between an organization and its public, upon which success or failure depends. It requires truth and honesty, free speech, two-way communications and consistency.
- represent activities developed by a certain group in order to establish and maintain trusting relationships among its members, as well as between the group and various categories of public that are, directly or not, interested in thereof economic and social activities.



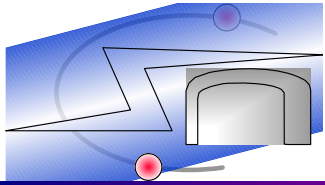
SNN SA ⇒ **PR program** ⇒ the promotion of nuclear power as a reliable, competitive and clean source of electricity.

The personnel ⇒ **the actors** ⇒ build a favorable image and promoting nuclear power ⇒ also contribute to the development of the company's business.

⇒ **each "actor"** must be well informed on the nuclear issues and trends, as well as on the objectives and activities of the company.

⇒ the employees of the three branches and headquarters **should act as a single voice outside.**

Every discrepancy between the messages sent outside by different branches may create a state of confusion and untruth, unfavorable situation for both the company's image and the nuclear sector as a whole.



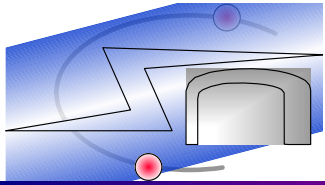
Why we need internal communication?

The scope: the employees of the organization should be encouraged to identify their own interest with those of the management team, to speak the same language.

The fundamental principle: the well informed people are profoundly motivated and the image of the organization and its activity are correctly spread out.

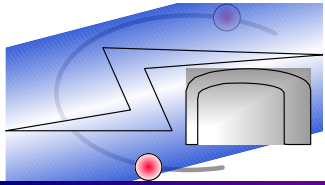
Motivation: is a vital factor that affects the bottom line by building moral, enhancing productivity and creating team spirit. It also helps recruit qualified people and retain them.

When the personnel are well informed upon the activity and the problems of the company they have the motivation to help an PR program, serving as official ambassadors.



Main directions of internal messages:

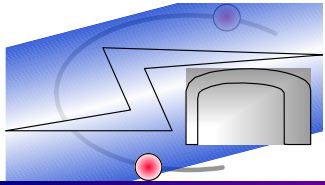
- The scope and the perspective of the organization;
- The role of each employee within the organization. This is important contributing at the understanding of its attributes within the organization;
- Activities. The involvement in educational and recreational activities is necessary for the employee 's moral condition;
- **Updated information. A well-informed employee, as regards the general communication policy of the company, is a more efficient one in achieving a proper external communication.**



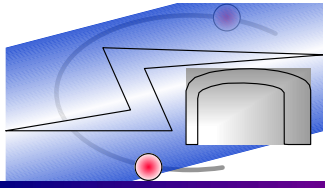
**SOCIETATEA NATIONALA
"NUCLEARELECTRICA" - S.A.**

Cernavoda NPP - General View

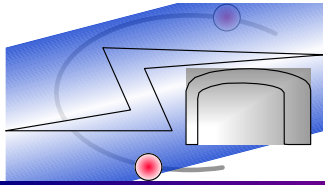




- **Broad target audience, including:**
 - ▶ *General public from Romania*
 - ▶ *Local public – living around the nuclear site(s)*
 - ▶ *Mass-media reporters*
 - ▶ *Young generation (kindergarten and schools, students etc.)*
 - ▶ *Different professionals: teachers, doctors etc.*
 - ▶ *Women*
 - ▶ *Politicians: national and local authorities, mayors, elected representatives*
- Special attention should be paid to the people living around the site, as well as to the young generation.
- Politicians represents a special target, sometime their interest may not mach with the nuclear industry
- Women are very important audience



- Radioactivity and impact over the health
- Impact over the environment - Tritium releases
- Nuclear accidents – reactor safety: Nuclear reactor = nuclear bomb?
- Nuclear weapons proliferation
- Radioactive waste management, storage and final disposal: lack of confidence in long term technical concepts
- Thermal impact over air and rivers
- Effects of the cooling water intake over the aquatic species
- Efficiency of nuclear power – impact over tariff
- Source for a clean environment: avoidance of CO₂ and other gaseous products from thermal power plant – climate change and global warming
- Impact over life conditions - low production costs
- High availability on nuclear energy for customers

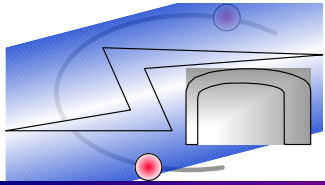


HEAD OFFICE

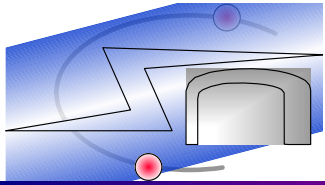
- Draft and promote strategies, politics, programs and methods to set-up and maintain a positive public image of company
- Propose the budget related to PR programs
- Produce written information for public and mass-media, cooperating with other departments
- Organize mass-media information campaigns and interviews of the company managers and provide support for the official speaker of the company
- Monitor the mass-media related to the company activity and energy field, and disseminate the information
- Organizing public debate and information meetings
- Organize seminars, workshops, conferences etc.
- Take part in Young generation information and education activities
- Coordinate internal communication
- Propose materials and displays
- Audit and control of the PR & communication and international affairs activity at site levels

CERNAVODA BRANCHES

- Draft of the presentation documents related to branch activities and public information
- Monitoring of the mass-media information related to the plant activity and reports to the station management
- Organize advertising and publicity activities
- Issuing of the INFOPLUS Bulletin and other plant bulletins for internal and international use
- Take part in organizing the mass-media campaigns and exhibitions dedicated to the Nuclear Energy
- Organize site tours, following the access procedures in force



1. **Written information:** pamphlets, bulletins, annual reports, calendars, yearbooks etc.
2. **The relationship with mass – media**
 - Producing support documentation for local radio and TV programs;
 - Adopting an "offensive" attitude at the press level by publishing "advertising" articles on Cernavoda NPP operation, reliability, safety, economic, ecological and social advantages, on radioactivity and so on
3. **Education of the young generation**
 - **Lectures** for the education of the young generation in view of the correct perception and understanding of all and various aspects related to the nuclear energy applications on the following topics:
 - *the history of atom, discovery of fission, chain reaction, energy sources;*
 - *operation of nuclear power plant, CANDU type reactor concept;*
 - *comparisons between various energy sources related to economic and environmental impact.*
 - *the Cernavoda Nuclear Power Plant presentation*
 - Organizing site visits at Cernavoda NPP
 - Drawing contest on energy sources and on nuclear energy issues
 - Support to local schools provided by utility: computers, furniture, special expertise for some courses, conferences, helping in the educational process

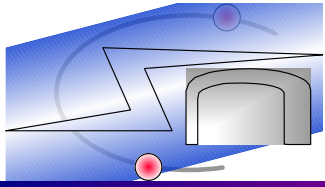


4. Informing politicians and decision-makers

- Providing information on a prompt and regular basis about all the aspects concerning the worldwide and Romanian nuclear energy;
- Participation of VIP as invited to the national and international emergency planning drills organized at Cernavoda site
- Supporting the local municipalities in their activity within the GMF (Group of European Municipalities)

5. Materials and displays: badges and trinkets, collages, and bags, note - books and calendars etc.

The aim is to capture the attention and to raise curiosity of the people on the nuclear energy and the results showed that, to a certain extent, we succeeded, and that was encouraging.



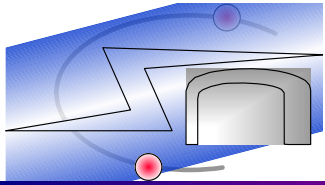
6. Organizing site visits to the company's nuclear sites: Cernavoda NPP and Nuclear Fuel Factory Pitesti

For Year 2004 were reported around 2000 visitors at Cernavoda NPP site, including students from schools and universities, experts from conventional power and from chemical plants, as well as foreign visitors

After September 11 the Romanian authorities did not cease the public access to Cernavoda site as well as the "open gate" during planned shut-down

7. Cooperation with the civil society (professional and nuclear industry non-profit making associations)

8. Internal communication programs



9. Public consultations on:

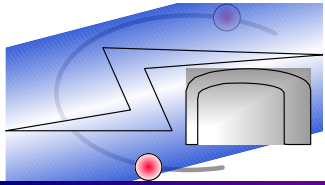
9.1 Cernavoda Unit 2 Environmental Impact Assessment (EIA), requested by Romanian and international Law

The purpose of the involving the public:

- obtain additional information on the impact of the project;
- notice aspects infringing the environmental legislation;
- obtain suggestions for potential changes to the project that would improve the environmental performance;

Methods available for informing and involving the public:

- the use of newspaper articles ;
- written correspondence with interested parties;
- public hearings and
- meetings with local community leaders.

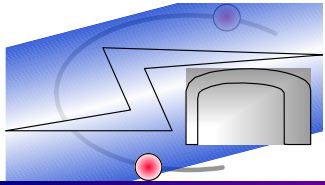


Information distributed to the public:

- The economic importance of Unit 2 (U#2).
- Environmental effects of nuclear energy.

Matters of concerns:

- Effects on the ecosystem caused by thermal, chemical and radioactive impact;
- The occupational and public doses;
- The radiological cumulative effects related to the spent fuel dry storage; and
- The water usage in the area.



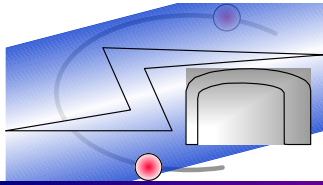
Results:

- Distribution to the media of the quarterly environmental reports;
- Completion of the thermal aquatic study for U#1 & 2
- Completion of a new evacuation route in case of emergency;
- Completion of an Intermediary Dry Spent Fuel Storage; and
- Extension of the Environmental Management System from U#1 to U#2.

The attendance: about 10 NGOs, 5 newspapers, 15 local and central authorities, as well the Regional Environmental Authority and the Owner of Cernavoda 2

9.2 Public debate based on the Report on the Environmental Impact Study in order to obtain Environmental Agreement for the Intermediate Storage of Spent Fuel

9.3. Public debate on the Report on the Environmental Balance in order to renew the Environmental Licence



SOCIETATEA NATIONALA "NUCLEARELECTRICA" - S.A.

Visits, Drawing Competitions, Information Kits, specials events

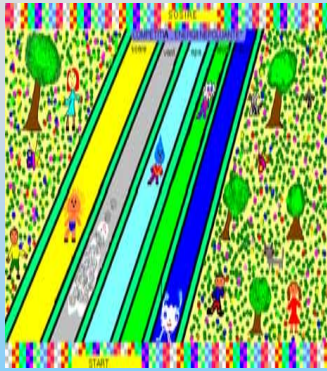
By the end of the 7th century AD Histria had been abandoned.

Mamaia, just to the North of Constanta, is Romania's oldest established beach resort which caters to international tourists and Romanian vacationers. **Eforie Nord**, 17 km from Constanta. Stay here if you would like to combine urban sightseeing with beach life. A few metres west of Eforie Railway Station, is **Techirghiol Lake**, which is famous for its black mud baths effective against rheumatism. The lake's waters are four times as salty as sea water, in fact the lake is two metres below sea level.

Mangalia, at the South end of the Romanian Black sea strip, was founded by Dorians from Heraclea Pontica at the end of the 6th century BC. Callatis (Mangalia) offers several archaeological sites. Near the port office is an intact **Turkish mosque** (1460). Down on the beach, beside Hotel Mangalia are the ruins of a 6th century **paleo-Christian basilica**, beside which is a small folk art museum.

Saturn, Venus, Aurora, Jupiter, Neptun and Olimp are the resorts along the Romanian Riviera between Constanta and Mangalia. Each of them resorts has an excellent beach and facilities which cater to the needs of the tourist.

Cernavoda is in a direct line between Bucharest (2 or 3 hours drive) and the port city Constanta. It is a small town with approximately 22000 inhabitants, an ancient harbour on the Danube River.



Author: IOANA MARIA NANIS - from Anghel Saligru High -school; third place at the drawing competition section "under 8 years old".

OBROGEA DISTRICT

... of Romania, in sharp contrast the exotic **Danube Delta**. The 2,000 mile run through Europe, outstretched arms. Between of delta land, with a fantastic variety of animals for the

... t, on the shores of the Black e ancient Tomis where nearly bent the last eight years of his important Black Sea port of

... Romania and the centre of the region's seaside resorts. Visitors should visit the ornate white **Casino**, the impressive **Palace of Culture** and the bust of the great Romanian poet Mihai Eminescu standing on a white column, **Archaeological Museum** on Piata Ovidiu with exhibits on three floors. The most unusual objects are kept in the treasury downstairs. Don't miss the 2nd century AD sculpture of a serpent with the muzzle of an antelope and eyes, ears and hair of a human. Also outstanding is the Goddess Fortuna, a hom of plenty in her arms and Pontos, God of the Black Sea, leaning on a ship at her feet. Near the archaeological museum is another museum sheltering a gigantic 3rd century **Roman mosaic** discovered in 1959 and left *in situ*. Other attractions are a great **Mahomedan mosque**, with a slender minaret, the modern **State Theatre**, the **Sport Palace**, the **Aquarium**, the **Naval History Museum** and the **Folk Art Museum**.

The Greco-Roman ruins at **Cetatea Histria**, the oldest ancient settlement in Romania, are on the coast about 70 km North of Constanta. Founded in 657 BC by Greek merchants from Miletus, Histria was protected by Dacians and absorbed by the Romans. Beyond the museum is a city wall complete with towers and gates, built at the end of the 3rd century AD with materials from buildings destroyed during the Gothic invasion of 248 and the foundations of basilicas, residences and temples.

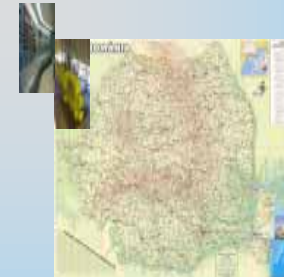


"OPENDOORS" Program
Fetesti High - school



Celebration for 6 years of commercial operation

Cernavoda NPP - UNIT 1



This brochure is realized by: CNE-PROD - Public Relations
March 2003



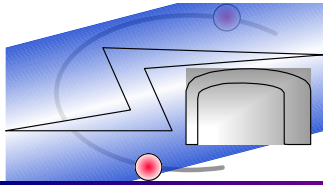
SOCIETATEA NATIONALA "NUCLEARELECTRICA" - S.A.
"CNE-PROD" CERNAVODA

N. Inreg. Reg. Com.: Tel: (40) 241 291-540 - 346
Sediul: Str. M. G. N. 1, C.P. 412 11318/01/98
825 Cernavoda, ROMANIA Cod Unic.: Fax: (40) 241 291-672/35-999
10949232

CERNAVODA NPP - UNIT 1



GENERAL INFORMATION



SOCIETATEA NATIONALA "NUCLEARELECTRICA" - S.A.

HX THE PLANT - The AQ Form

CARD INTREBARI / RASPUNSURI - SUGESTII

Acesta ca rãri se adreaza lui nr. angajatilor CNEPROD si reprezinta un alt pas in procesul de comunicare in actiunea FIX THE PLANT.

In max. 10 zile lucratoare de la inregistrarea cardului la Biroul Relatiilor Publice, veti primi ca raspuns. Propunerile si sugestile dumneavoastra sunt adoptate si intoabinate.

Cumna steti care sunt programele prioritare ale companiei pentru anul 2001?

DA NU

Din informatiile pe care le detineti, considerati un program FIX THE PLANT pentru centrala?

DA NU

Consistenti ca va sunt utile in desfasurarea activitatii proprii, informatii suplimentare despre derularea programului HX THE PLANT?

DA NU

Ce tip de informatii suplimentare?

Consistenti ca departamentul din care faceti parte are resursele necesare (informationale, umane) pentru participativ la acest program?

DA NU

Care considerati ca sunt principalele piedici in derularea programului HX THE PLANT in departamentul din care faceti parte?

Siti ca in momentul de fata a fost deja inchetata prima etapa de colectare si sortare a problemelor in cadrul programului HX THE PLANT?

DA NU

Siti ca problemele colectate sunt procesate de Departamentul de Planificare, conform procedurilor centrale?

DA NU

Siti ca planurile realizate de Dpt. de Planificare vor fi apoi discutate in cadrul dpt. centralei pentru a se lua decizia finala privind resursele, durata si responsabilitatile aferente?

DA NU

Sugestii / intrebari pentru imbunatatirea programului HX THE PLANT.

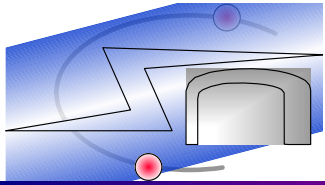
Sugestii / intrebari cu privire la procesul de comunicare in cadrul de Birou Relatiilor Publice.

- Analyzing the AQ Form we received useful suggestions regarding of: resources, terms, status, improvements of the process and the equipments, communications program, even regarding other important actions of the NPP;
- All the ideas was used in the "Fix the Plant" program;
- PR Group helps employs to get answers to their questions.



- PUBLIC "OPEN DOORS" Programme**
- American School Bucharest, 25 March 2002

opinions polls, schools



- **PUBLIC "OPEN DOORS" Programme**
"Dunarea de Jos" University, Galati, 18 July 2002



Cernavoda NPP schools visits and drawing competitions



- **PUBLIC "OPEN DOORS" Programme**
Drawing competition after the child visit.



Dragii colegi, suntem o echipa in realizarea programului:



"FIX THE PLANT"

Prioritatea Nr.1 pentru anul 2001 a centralei CNE-PROD Cernavoda

Deoarece in urma evaluarilor efectuate atat de noi cat si de organizatii internationale abilitate, s-au constatat deficiente in functionarea unor sisteme si echipamente, care au dus la reduceri de putere sau chiar opriri ale centralei, Conducerea unitatii a initiat programul "Fix the Plant". Domnul THEODOR CICERONE a acceptat si si-a asumat raspunderea coordonarii acestui program, mai precis identificarea punctelor slabe, remedierea in cel mai scurt timp a deficientelor cat si **INITIEREA ACTIUNILOR PREVENTIVE**



Din echipa de implementare a programului fac parte domnii:

- Sablin Voiculescu - Inginer Sef Reparatii
- Ionita Alexandru - Sef Serviciu Procurare
- Silviu Zaharia - Sef Serviciu Planificare



Dupa incheierea primei faze a programului, la sfarsitul lunii februarie, informatiile colectate vor fi analizate de catre Conducerea unitatii si se vor emite instructiuni noi pentru derularea in continuare a programului, respectiv etapa de implementare.

Ca de obicei, un raspuns profesional al organizatiei va permite finalizarea rapida si in conditii de calitate a programului.

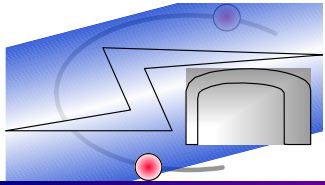
"Realizarea acestui program pana la sfarsitul anului depinde de fiecare dintre noi"

LUCRU IN ECHIPA GARANTEAZA REUSITA PROGRAMULUI

"FIX THE PLANT"

Director CNE-PROD
I. BOUR

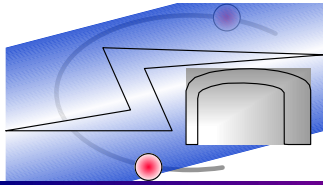
A good picture could replace 1000 words



PREPAREDNESS OF THE GENERAL EMERGENCY DRILL

- The drill involves anybody: **employees**, public from community, authorities, schools.
- **PR Group** was involved not only in procedure communication activities but, in keeping informed **the employees** and community about the status of preparing the emergency drill.
- For this drill, the media represents a great help in preparing the public to respond to emergency plans and drills, explaining the purpose, how the drill is organized, controlled and evaluated, publishing the results.

Following the emergency drill preparedness meetings, PR Group, prepared an informational bulletin with all the discussed items.



Radioactive waste, including transport, storage and disposal



INFO - NUCLEAR

Buletin Informativ al CNE-PROD Cernavoda

26.10.2003

CNE-PROD Depozitul Intermediar de Combustibil Ars

- ※ Zona de depozitare a combustibilului nuclear ars este amplasata in platforma C.N.E. langa unitatea # 5.
- ※ Primul modul din cele 27 care vor fi amplasate in aceasta zona pentru depozitarea uscata a combustibilului a fost finalizat.
- ※ S-au efectuat primele probe de functionare ale instalatiilor de transfer, depozitare si monitorizare a parametrilor de functionare si s-au obtinut rezultate conform proiectului.
- ※ Pana in prezent s-au transferat 3.000 de fascicule de combustibil.
- ※ Conditile de depozitare a combustibilului ars asigura protectia biologica, lipsa criticitatii, imprastierea contaminarii in caz de incident, posibilitatea mutarii lui la depozitul permanent de deseuri radioactive.

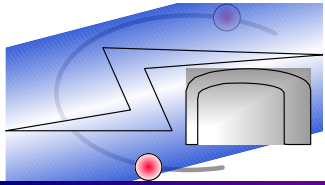


MODUL DE STOCARE

- ※ Combustibilul este transportat la modul cu un container specializat care asigura protectia impotriva radiatiilor si impiedica imprastierea eventualei contaminari radioactive.
- ※ Dozele de radiatii in exteriorul modului si containerului care contin combustibil sunt comparabile cu fondul natural, neexistand pericole pentru mediu si populatie.
- ※ Se asigura protectia fizica a combustibilului pe timpul transportului si stocarii combustibilului.
- ※ Transferul combustibilului si stocarea combustibilului se face sub supravegherea directa a inspectorilor Agentiei Internationale pentru Energie Atomica de la Viena si a CNCAN (Comisia Nationala pentru Controlul Activitatilor Nucleare).



MANEVRE DE INCARCARE
COMBUSTIBIL IN MODUL



- **PREPAREDNESS OF THE PLANNED OUTAGE** – based on the information received in the technical meetings, PR Group was editorial board of the first planned outage book for Cernavoda NPP.



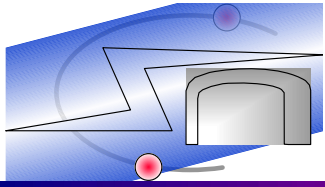
CNE-PROD CERNAVODA

OPRIREA PLANIFICATA 2001



Str. Medgidiei nr.1 CP.42
3625 Cernavoda Romania

Tel. F. 0040 31 239340 346
Fax F. 0040 31 239 670



What do we intend to realize in the future?

- to continue and to improve the methods used so far
- to find new ways to improve the communication at the local level
- to pay more attention to the internal communication
- to develop the information offices in the Cernavoda and Constantza town
- to cooperate with high-schools in establishing more common actions
- to organize "summer" school for teacher and majors