

Richie Enrichment URENCO's Nuclear ambassador



URENCO
education
programme

listening...

urenco



Richie science workshops



- An education programme was created as a result of stakeholder feedback
- Research identified a need for industry to be more involved in community initiatives for the younger generation

We listened to our feedback



youth fund

established to support projects relating to youth
and education

We listened to our schools



The first project to benefit from the fund:

Richie Science Workshops



We listened to the children

We developed a workshop which provides 90 minutes of hands on science which is both interactive and fun!



Richie makes science fun!



The workshop objectives:

- to nurture an interest in science
- to create an understanding of nuclear power, projecting a positive image and dispelling misinformation

- Make science fun!



Richie teaches science



- The workshops have proved beneficial in creating a greater understanding of nuclear energy through science



In the past!



The demand for the workshops increases year-on-year

Since 2005, Richie has created an understanding of the science behind nuclear power to over

6,000 students!!!



Now!



Stakeholder engagement



- Richie is URENCO's nuclear ambassador
- Richie's personable approach makes communication easy across global barriers and cultural boundaries
- Richie has also endeared himself to our wider stakeholder groups



Richie the filmstar!



- Richie stars in his own DVD
- Richie explains the science behind energy production in an easily digestible manner
- URENCO's non-science employees learn the fundamentals of Nuclear energy via Richie

Richie website



- www.urenco.com/richie
- Quizzes; games; goodies; downloads



Successful stakeholder engagement

- We listened to our audience
- We understood their needs
- We tailored our communications to suit our audience



the future of nuclear

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URENCO

enriching young minds –
securing our future