



PIME AWARD 2009 Candidate



BELGIAN NUCLEAR FORUM

In February the Belgian Nuclear Forum recently launched **the first ever extensive pro-nuclear public advertising campaign in Belgium**. Its immediate aim was to open a dialogue with the Belgian public and make it more aware of the true facts and inherent advantages of nuclear energy. The ultimate objective is to influence the public and politicians to rethink the nuclear option and reconsider the current phase-out policy. The public is also prompted to learn more about nuclear energy by visiting the Forum's web site

The campaign, which uses extensive billboard, internet, TV, and printed press advertising, revolves around a series of key questions aimed at getting citizens to think again about nuclear energy. Each question contrasts a popular misconceived anti-nuclear view with another one highlighting the truth. The public is asked to consider the facts and make up its own mind.

An extra internal communications dimension is added to the campaign, with employees in the nuclear sector made to feel proud about working in the industry.

