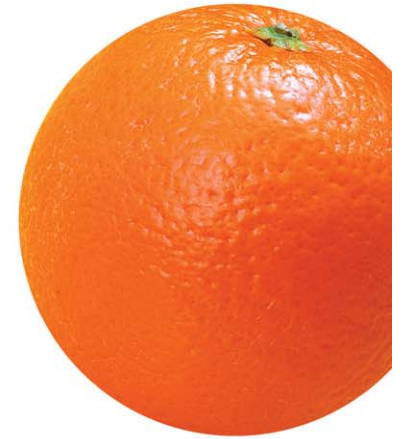




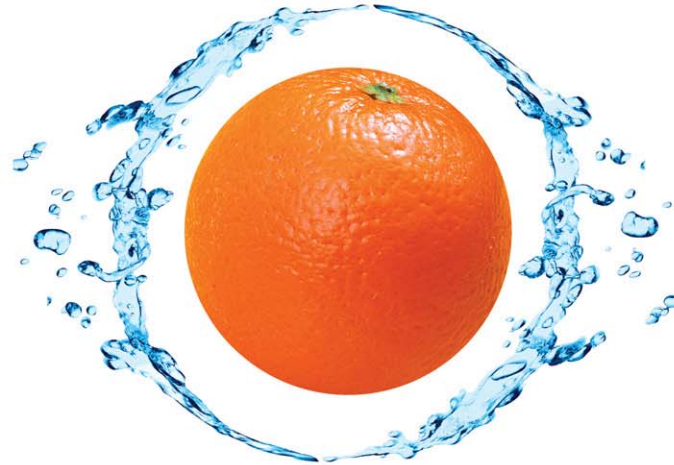
cooperation



knowledge



future



tomorrow comes!

NUCLEAR ENERGY INFORMATION CENTERS

safety

energy





Public opinion on nuclear energy

- People do not trust the information from mass-media, but trust their peers and relatives;
- People are afraid of nuclear energy traditionally, because they do not understand it due lack of information;
- Negative stereotypes are so strong, that can not be overcome by rational arguments, e.g.:
- Radioactivity has industrial nature
- Nuclear power plant damages environment even working well

Public does not understand how NPP generates electricity



Mission of information centers

- To give the experience of learning something about nuclear energy through entertainment
- To influence on rational and emotional levels





Public opinion research shows

The level of support of nuclear energy is:

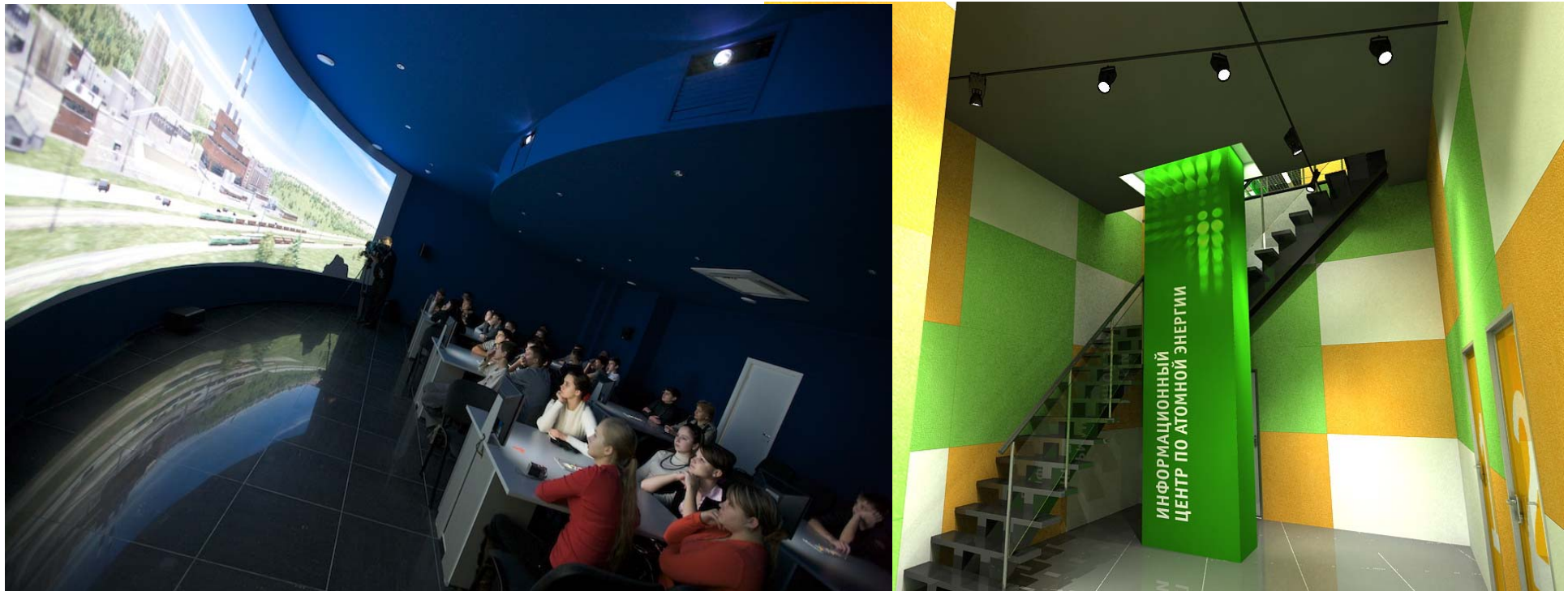
1. the higher, the closer the respondent lives to the NP plant
2. the higher, the longer NP plant functions

This means, that level of support depends on personal experience and access to basic information



What is information center?

Information center is a high-tech multimedia movie theatre with broad interactive capacities





Characteristics

INSTRUMENTS

- Straight communications
- Simple language and comparisons
- Bright picture – emotional effect
- Interactivity

CAPACITY

- More than 2 000 visitors per month
- More than 24 000 visitors per year



Equipment and technologies

- Large panoramic screen.
- Three-channel video-broadcast
- Stereo-sound
- Special education tables with personal monitors and interactive consoles





Personal monitor slide example

Nuclear Pellets



=



3 barrels
of gasoline

or



700 kg of coal

Uranium pellets are produced from low-enriched uranium. Uranium is placed into the reactor in shape of pellets.



tomorrow comes!



Target audience

Center visitors:

- Schoolchildren of 2-11 grades (core audience – 5-11-graders)
- Students and grown-ups
- Organized groups of visitors





Main messages of the session

- Along with industrial growth and raise of household comfort the need for electricity constantly grow;
- Getting energy through burning hydrocarbons is expensive and harms the environment;
- No toxic or radioactive substances come out into the atmosphere due to NPP's work;
- Stocks of fossil fuels are limited, and alternative sources (sun, wind etc.) are not capable to give sufficient amount of energy;
- Only using nuclear power people can get enough energy for their growing needs without harming the nature;
- Radioactivity is a natural phenomenon. It surrounds us and even is contained in our body and food;
- Modern Nuclear Power Plants have sophisticated security systems, assuring that no radiation comes into atmosphere in any accident.



Try to gather a Nuclear Power Plant

СОБЕРИ АЭС



Помоги собрать
ядерный реактор и АЭС



Interactive quiz





Management of nuclear plant at a session





Souvenirs and literature

- Brochures
- Child books
- Flyers
- Souvenirs





Preliminary results

- Tomsk: 16913 visitors in 14 months, 15 320 – schoolchildren (30,5% of Tomsk schoolchildren)
- Voronezh – 14 217 visitors in 9 months, 12 926 – schoolchildren (17.4 % of Voronezh schoolchildren);

Informational Effect (according to research in Tomsk):

- 95% visitors would like to visit it again;
- 62,8% are sure, that modern NPPs are secure;
- 65,9% think that in 50 years nuclear power will dominate;
- 65% parents would like to visit center after kid's story;
- 57% parents changed their attitude to nuclear power into positive after kid's story.

12,5% parents have changed their views on nuclear energy to positive upon mass-media information.



Demonstrated programs

- **“World of Nuclear Power” is the basic program.**

Additional programs:

- “Planet Earth”
- “History of astronomy and space exploration” (in Russian and English)
- “Cities of the World”
- “St. Petersburg – journey across time and distance”.

All programs are 45 minutes long



Additional events

- Exhibitions
- Conferences
- Seminars
- Contests
- Professional orientation





Holiday for kids, sick with leukemia





Famous ecologist, Bruno Kombi at the center in Tomsk





Work schedule

- Monday-Friday – planned group visits
- Saturday – free access

Free flight every Saturday!

All clear!

Ticket to Tomorrow

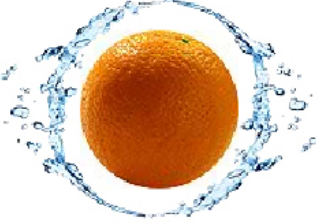
tomorrow comes!

Information center in Tomsk invites you and your family to a journey to the **WORLD OF FUTURE!**



Official web-page


http://centers.atomexpo.ru/



завтра будет!





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Интернет 125%



E-Library on nuclear energy



завтра будет!

информационные центры
по атомной энергии

Эковизор

Возможно его
изобретет в 2024 году
ученик 3Р класса средней
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Мировая атомная
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Photo gallery



завтра будет!

информационные центры
по атомной энергии

Чистаймер
Возможно его изобретет в 2036 году
ученик 1А класса средней
школы №136

ЦЕНТРЫ



Информационный центр в городе

Томск

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Project geography

Today our centers work in Tomsk, Voronezh, Moscow, Rostov-on-Don and Kaliningrad.

In total, 11 centers will be opened by the end of 2010.





Contacts

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