



2 February 2012

PIME 2012

12 - 15 February 2012, Warsaw, Poland

PROGRAMME

Sunday 12 February 2012

17:00–18:30 Registration

18:30–19:30 Welcome drink

Sheraton Warsaw Hotel, foyer of the Conference room

Monday 13 February 2012

9:00–9:30 OPENING

Welcome Address

Marco Streit, *Swiss Nuclear Society, ENS President*

Host country presentation

Hanna Trojanowska, *Deputy Minister of Economy, Government Commissioner for Nuclear Power in Poland, Ministry of Economy*

Witold Drożdż, *Acting President, PGE Energia Jądrowa SA*

9:30–11:00 Plenary session 1: How have communicators met the Fukushima challenge?

The unprecedented events of Fukushima have undoubtedly raised the stakes for nuclear communicators. We have to mobilise all the skills and resources at our disposal to meet the challenge of providing accurate and regularly updated information at a time when public concerns have intensified and transparency, accountability and credibility are the watchwords.

Chairperson: **John McNamara**, *Head of Corporate Communications, NuGen, UK*

What exactly happened in Fukushima? What was communicated and how?

Takuya Hattori, *President, Japan Atomic Industrial Forum Inc. (JAIF) and President, JAIF International Cooperation Center (JICC), Japan*

What role did scientific stakeholders play?

Professor Dr. Tim van der Hagen, *Dean Faculty of Applied Sciences, Professor in reactor Physics, Delft University of Technology, NL*

What role did IAEA play?

Gill Tudor, *Spokesperson, Head of Media Outreach, International Atomic Energy Agency (IAEA)*



11:00-11:45 Coffee break and Communications Showcase

Communications Showcase: Once again PIMers will have the chance to showcase their communications achievements, discuss new tools and methods, network and seek inspiration from their peers. During the Communications Showcase delegates will also be able to visit the stands of the PIME Award's shortlisted candidates and decide who they think is the winner.

11:45-12:15 Plenary session 1: Continued

How did we communicate during the Fukushima crisis?

Walter Hill, *Senior Director, External Communications, Nuclear Energy Institute (NEI), USA*

12:15-13:15 Plenary session 2: How have events in Japan affected public acceptance of nuclear

Since Fukushima public acceptance of nuclear in some countries has, inevitably, decreased. The nuclear debate has been given fresh impetus and views have become even more polarised. And yet, on the whole, public support has held up well - in spite of legitimate concerns raised by events in Japan and Germany's much-publicised decision to withdraw from nuclear. What impact has global media coverage had on public acceptance? How can the industry increase public acceptance of nuclear at such a pivotal and difficult time?

Chairperson: **Nathalie Guillaume**, *Special Advisor to the Director of Communications, the French Alternative Energies and Atomic Energy Commission (CEA), France*

Facts and emotion: How did the British media cover Fukushima? What impact has it had on public acceptance?

Joseph Milton, *Senior Press Officer, Science Media Centre, UK*

How did the Italian, Belgian and Slovenian media cover Fukushima? What lessons can we learn from it to improve crisis communications?

Christian Legrain, *Secretary General, SCK-CEN*

The nuclear industry in Germany: The impact of the phase-out law on the German economy and public opinion

Dr Ephraim Gräff, *Manager Strategy / Energy Economics, E.ON Kernkraft GmbH, Germany*

13:15-14:15 Lunch and Communications Showcase

14:15-15:45 Workshops I-III

There are three parallel Workshops to choose from:

Workshop I YGN: Preparing for nuclear new build: get on the bus!

This Workshop is organised by the ENS Young Generation Network (YGN)

PiME
2012
COMMUNICATING NUCLEAR



YGN representatives from the United Kingdom, Slovakia, Finland and Poland will identify the most important challenges that their countries are facing while planning to build new NPPs. You are invited to design the communications activities that need to be performed in one of the new build countries that the "nuclear information bus" will visit. So get on the bus!

Moderator: **Marco Streit**, *President, European Nuclear Society (ENS)*

Workshop II Do you want to know more about electricity production and energy?

Communicators at all levels of an organisation have to communicate clearly and in an easily understandable way about complex technological and political issues. Do you really know enough about the basic facts and figures to make this a straightforward task? This Workshop will provide a short introduction on reactor technology and enable delegates to appreciate the differences between electricity and energy and to find out more about, e.g., the role of TSOs (transmission supply organisations) and nuclear transportation?

Moderator: **Monique Linger-de Bruijn**, *Communication Manager, EPZ, NL, tbc*

Differences between electricity and energy – What does a TSO do?

Peter Tuominen, *Manager, Development and Communications, FORTUM, Finland*

Short introduction to the reactor technology

Alain Huchet, *Advisor, Nuclear energy and R&D, EDF Brussels office, Belgium*

Find out more about nuclear transportation

Henry-Jacques Neau, *Secretary General, World Nuclear Transport Institute (WNTI), UK*

Workshop III Internal communications in a time of crisis

Fukushima has revealed how an external event can greatly affect the perception that employees have of their own work. Furthermore, nuclear employees are often considered to be a reliable source of information by their family and friends. This workshop will investigate what is the most effective way, in a time of crisis, to keep employees informed about what's going on and to answer their concerns. This way they will be better equipped to answer questions from those close to them.

Moderator: **Carol Leak**, *Head of Corporate Affairs, Sellafield Ltd, UK*

Case study: the French Alternative Energies and Atomic Energy Commission (CEA)

Nathalie Guillaume, *Special Advisor to the Director of Communications, CEA, France*

Case study: Westinghouse

Adrian Bull, *Manager - Media and Stakeholder Relations, EMEA Region, Westinghouse, UK*

Case study: Czech Nuclear Power Plants

Marie Dufkova, *PR Specialist, communication, Czech Power Company CEZ, Czech Republic*

15:45-16:15 Coffee break and Communications Showcase

16:15-17:00 Presentation by the short-listed candidates for the 2012 PiME Award



The five short-listed candidates for this year's PIME Award for Communications Excellence will have an opportunity to present and promote their campaigns to PIME delegates and to convince fellow communicators why their campaign is the best. PIMErs will have the last word and elect the winner. Chairperson: **Robert Leclère**, *President, Belgian Nuclear Forum*

19:30-22:30 PIME dinner

Venue: The Palace of Culture and Science



Tuesday 14 February 2012

9:00-9:30 Results of the Workshops I-III

The spokespersons of Workshops I, II and III will give an overview of the issues covered during their respective Workshops, with an emphasis on the deliverables and recommendations that emerged from their deliberations.

Chairperson: **Marco Streit**, *Swiss Nuclear Society, ENS President*

9:30-11:00 Plenary session 3: Nuclear has a future - new build still on track in Europe

With the global media spotlight on nuclear having increased tenfold since Fukushima, and the anti-nuclear fraternity having raised its game, you could be excused for believing that nuclear new build has received a major setback. And yet new build momentum has not been lost and projects across Europe remain on track. How is this being communicated and are we doing enough?

Chairperson: **Jean-Pol Poncelet**, *Secretary General, ENS and Director General, FORATOM*

New build in Europe

Jean-Pol Poncelet, *Secretary General, ENS and Director General, FORATOM*

Communicating new build: The United Kingdom

John McNamara, *Head of Corporate Communications, NuGen, UK*

Communicating new build: Poland

Urszula Baranowska, *Director, PR and Marketing, PGE Energia Jądrowa SA, Poland*

11:00-11:45 Coffee break and Communications Showcase

11:45-13:15 Workshops IV-VI

There are three parallel Workshops to choose from:

Workshop IV Media training

Improving media training skills is something that many communicators need to do on a regular basis. A professional media trainer will interview some delegates in front of the audience. Attendees will then have a chance to analyse the interviews and learn how to improve their on-camera communications skills.

Rémy Le Champion, *Media trainer, ESJ Pro, France*

Workshop V WiN: Learning more about nuclear safety and legal issues after Fukushima

PiME
2012
COMMUNICATING NUCLEAR



This workshop is organised by Women in Nuclear (WiN) Europe and WiN Global.

Have you ever received simple answers to your questions about Nuclear Safety and Nuclear Law? If you want to learn more about it, come and meet our experts. Test your knowledge and leave with clear answers to all your questions!

Moderator: **Annick Carnino**, Women in Nuclear Europe, former Director of the Division of Nuclear Installation Safety, International Atomic Energy Agency (IAEA)

Nuclear Safety

Annick Carnino, Women in Nuclear Europe, former Director of the Division of Nuclear Installation Safety, International Atomic Energy Agency (IAEA)

Nuclear Law

Ximena Vásquez-Maignan, Senior Legal Adviser, OECD Nuclear Energy Agency (OECD/NEA)

Workshop VI Other Industries

It is always informative and revealing to see how fellow communicators from other industries have faced communication challenges. To what extent can we relate the experiences of others to our own context, adopt new approaches and master new tools?

Moderator: **Miroslav Sarisky**, *Institutional Affairs Senior Specialist, Slovenské Elektrárne as, Slovakia*

Crisis communications of Finnair

Päivyt Tallqvist, *Director, Media Relations, Communications, Finnair Plc, Finland*

Responsibility is key to nuclear communications

Zsófia Lakatos, *Managing Director, Hill&Knowlton Strategies, Hungary and Vice-president, Hungarian PR Association, Hungary*

13:15-14:15 Lunch

14:15-15:45 Plenary session 4: Learning the lessons of Fukushima: cliché or reality?

Learning the lessons of Fukushima is a major and oft-repeated priority for nuclear communicators. But are we really learning the lessons and putting into practice what we preach, or are we paying lip service to an empty cliché? The lessons learned have to be seen to be believed.

Chairperson: **Gill Tudor**, *Spokesperson/Head of Media and Outreach Section, IAEA*

How can we improve the learning process?

Gaston Meskens, *Researcher, Centre for Ethics and Value Inquiry (CEVI) (University of Ghent) and Belgian Nuclear Research Centre (SCK-CEN), Belgium*

Delivering the right messages

Peter Tuominen, *Manager - Development and Communications, FORTUM, Finland*

Fukushima changed our communications – a project in the design phase



Fahad Al Qahtani, Director, External Affairs & Communications, Emirates Nuclear Energy Corporation, United Arab Emirates

15:45-16:15 Results of the Workshops IV-VI

The spokespersons of Workshops IV, V and VI will give an overview of the issues covered during their respective Workshops, with an emphasis on the deliverables and recommendations that emerged from their deliberations.

Chairperson: *Marco Streit, Swiss Nuclear Society, ENS President*

16:15-16:45 CLOSING

How can nuclear communicators get the right messages across bearing in mind what happened in Japan?

Announcement of the winner of the 2012 PIME Award for Communications Excellence

Jean-Pol Poncelet, Secretary General, ENS and Director General, FORATOM

16:45-17:00 Farewell glass of champagne and announcement of the venue for PIME 2013

POST CONFERENCE TECHNICAL VISIT

Wednesday 15 February

PIME delegates are invited to participate in the technical visit to the MARIA research reactor

8:00-15:45 Technical visit to the MARIA research reactor

Social Programme

Networking will be a major benefit of the PIME 2012 conference. The social events will help 'connect' participants. Participation is included in the registration fee.

Welcome Cocktail

Come and meet your fellow delegates at the Welcome Cocktail on Sunday 12th February from 18.00-19.30, organised at the Foyer of Sheraton Warsaw Hotel. A pre-registration facility will allow quick access to the conference on Monday morning.

PIME 2012 Conference Dinner

On Monday 13 February Polska Grupa Energetyczna Energia Jądrowa SA will invite PIME delegates to the dinner in the highest building of Poland – the Palace of Culture and Science (PKiN). It was erected as a 'gift of the Soviet nation for the Polish nation' and Joseph Stalin himself was behind the idea of the present. PKiN is the youngest and highest historical sight in Warsaw (55 year old), and it is visible from every corner of the city. PIME delegates will not only experience the historical venue but also the delicious Polish cuisine served with special choreography. The evening will end up with dances moderated by DjBratos.



The PIME 2012 Conference Dinner is sponsored by Polska Grupa Energetyczna Energia Jądrowa SA

Wednesday 15 February 2012

8:00-15:45 Technical visit to the MARIA research reactor

The Polish nuclear research reactor, MARIA, is named after Marie Skłodowska-Curie, who won the Nobel Prize for Physics for her discovery of radium and polonium. This research reactor was designed by Polish engineers and physicists. It is built mainly for material research, which is important for design and operation and maintenance of nuclear power stations. MARIA is one of the best of European medium size nuclear research reactors. It is a valuable tool for the application of research into nuclear technology.