

Safety First – Always, Immer, Toujours

International cooperation makes us safer

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Security Class: Open (S1)



Forsmark NPP

WANO mission



“To maximize the safety and reliability of the operation of nuclear power plants by exchanging information and encouraging communication, comparison, and emulation amongst its members”

Key Message



- /

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Layout / design

安全
Bezpečnosť na prvom mieste 第一
La seguridad ante todo **Safety first** Sicherheit zuerst
بإلى تحفظ La sicurezza prima di tutto Безопасность в первую очередь
La sécurité avant tout Siguranța înainte de toate
Najprej varnost **Safety first** Είσω a biztonság 안전
Сак большыз **Safety first** Будьте осторожны Veiligheid voor alles
Always
Pirmiausia sauga **Safety first** La sécurité avant tout 安全 第一
السلامة أولا
Сигурността на първо място Segurança em primeiro lugar
Sicherheit zuerst Veiligheid eerst सुरक्षा पहले
Első a biztonság Turvallisuus ennen kaikkea **Safety first** بىلى تحفظ
Najprej varnost Сак большыз **Safety first** Будьте осторожны Bezpečnosť na prvom mieste
안전
체일

VATTENFALL 

International cooperation makes us safer

VATTENFALL 

The layout is a "blog-cloud" with "Safety first" in every WANO member language, around the word "Always".

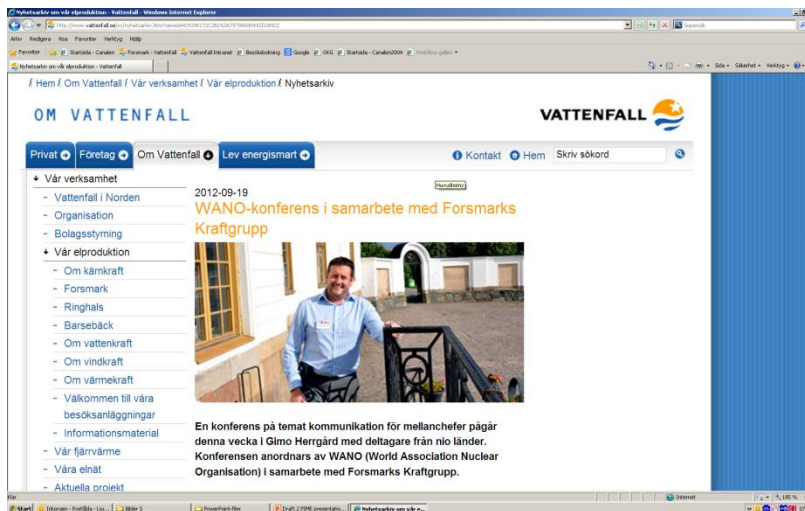
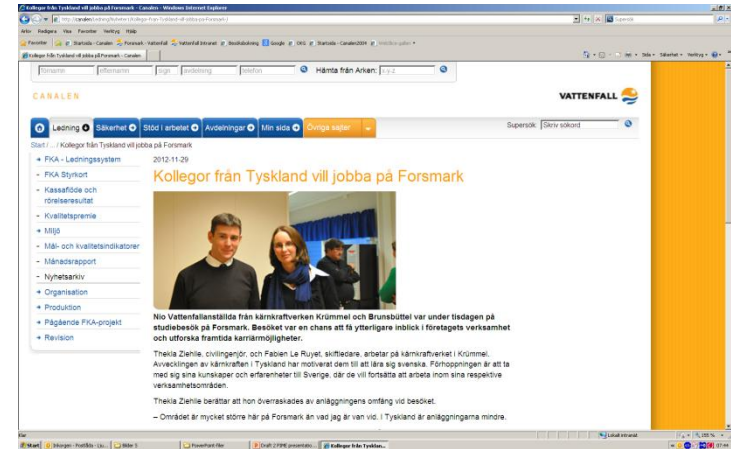
Giveaways



Regular channels of communication



Regular channels of communication



Regular channels of communication



Primary senders



Storytelling

- Every month a new story/article is published on the topic "International cooperation makes Forsmark safer"
- True stories with real employees from our plant
- Stories from present and past
- What experiences we have shared / what we have learnt from others
- All articles will be published in a booklet at the end of the campaign



Results so far

- Proud employees – good ambassadors
- Very popular among visitors
- Media impact
- 85% of the local residents have confidence in our business
(*Opinion poll Nov 2012, regional result: 75% confidence*)
- Campaign will be exported to German NPPs Krümmel & Brunsbüttel



Sicherheit
zuerst

安全第一

Pirmiausia – sauga

Сигурността на първо място

Πιζηνηηηηη ηηηη

Sicherheit zuerst

Безопасность в первую очередь

Turvallisuus ennen kaikkea

Safety First

Első a biztonság

Veiligheid eerst

La sécurité
avant tout

Always

السلامة أولا

Сақ болыңыз

Будьте *обережні*

Najprej varnost

La seguridad ante todo

Siguranța înainte de toate

Veiligheid voor alles

پہلے تحفظ

Bezpečnosť na prvom mieste

La sicurezza prima di tutto

안전 제일

Säkerheten främst

सुरक्षा पहले

Bezpečnost na prvním místě

Sigurança em primeiro lugar