

**efficient**

One nuclear fuel pellet the size of your fingertip produces as much energy as 1 tonne of coal.

Now that's a powerful fact.

Nuclear is one of the most efficient energy sources known to man and the uranium required to produce it is abundant across the world. Given our growing global energy demands, nuclear power can help take the strain off existing power plants. Through a balanced energy mix, nuclear power can deliver consistent, efficient power, reducing greenhouse gas emissions and ensuring a secure future for all.

URENCO plays a key part in the nuclear process – developing the industry leading enrichment technology we have safely and efficiently enriched uranium to the highest standards for more than 60 years. URENCO is helping to make nuclear power one of the most efficient energy sources with our average size for the foreseeable future.

[www.urencocom/power/facts](http://www.urencocom/power/facts)

**urencocom**  
enriching the future

**customer service**

In 2012, we met 100% of our customer delivery commitments.

Now that's a powerful fact.

[www.urencocom/power/facts](http://www.urencocom/power/facts)

**urencocom**  
enriching the future

**reliable**

Population of London is 7.54 million in the 2011 census.

URENCO produces enough fuel every year to power London's entire population for 30 years.

Now that's a powerful fact.

Nuclear power is a critical part of our energy mix and will ensure our growing population's electricity supply is in reliable hands. Delivering a consistent and efficient energy, nuclear power will make a low-carbon, and energy-secure future easier to achieve.

URENCO plays a key part in the nuclear process – operating the world's leading technology to enrich uranium for nuclear power plants. Our four global facilities have provided customers with a sustainable supply of enriched uranium for 60 years. With a strong order book, you can be confident that when you turn the lights on, we'll be there. And for decades to come.

[www.urencocom/power/facts](http://www.urencocom/power/facts)

**urencocom**  
enriching the future

**global**

China, Russia and the US all consume on average more than 1,000,000,000kWh per year.

The 10 highest electricity consuming countries in the world include nuclear in their energy mix.

Together they represent more than 50% of the entire global electricity consumption.

Now that's a powerful fact.

Our energy needs are ever increasing, and our changing lifestyles require more and more electricity to power them. By including nuclear power within a balanced energy mix, countries move closer to energy independence and are less affected by volatile factors. Given the efficiency of uranium as a low-cost fuel source, nuclear can help supply a secure, reliable and affordable base load energy globally.

URENCO plays a key part in the nuclear process – we are committed to ensuring the stability of the nuclear industry by making affordable energy easier to achieve. Our four global facilities have provided customers with a sustainable supply of enriched uranium for decades. With a full order book, we'll be helping secure more affordable energy for future generations too.

[www.urencocom/power/facts](http://www.urencocom/power/facts)

**urencocom**  
enriching the future

# URENCO Powerful Facts Campaign

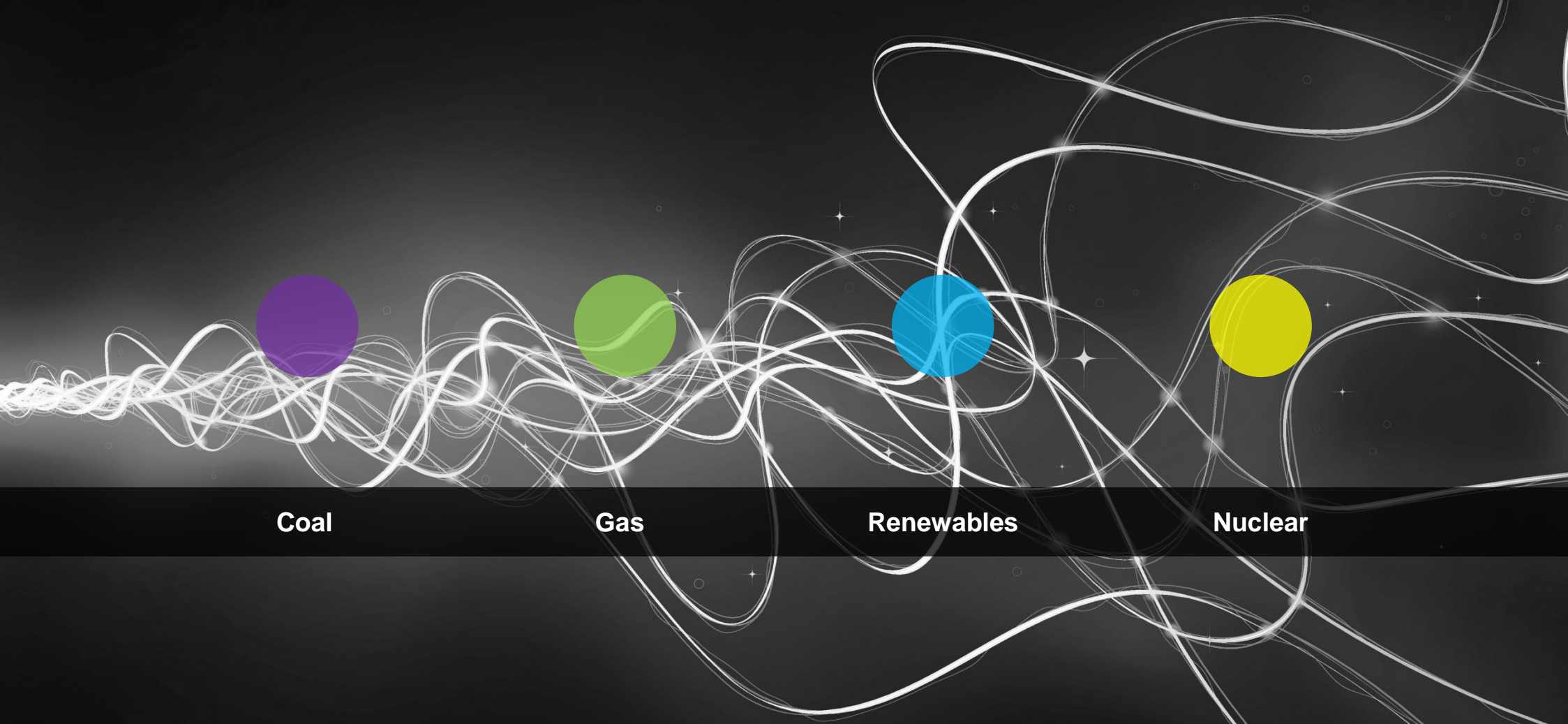
## PIME Award 2014

### Jayne Hallett

### Director of Corporate Communications



# Energy mix



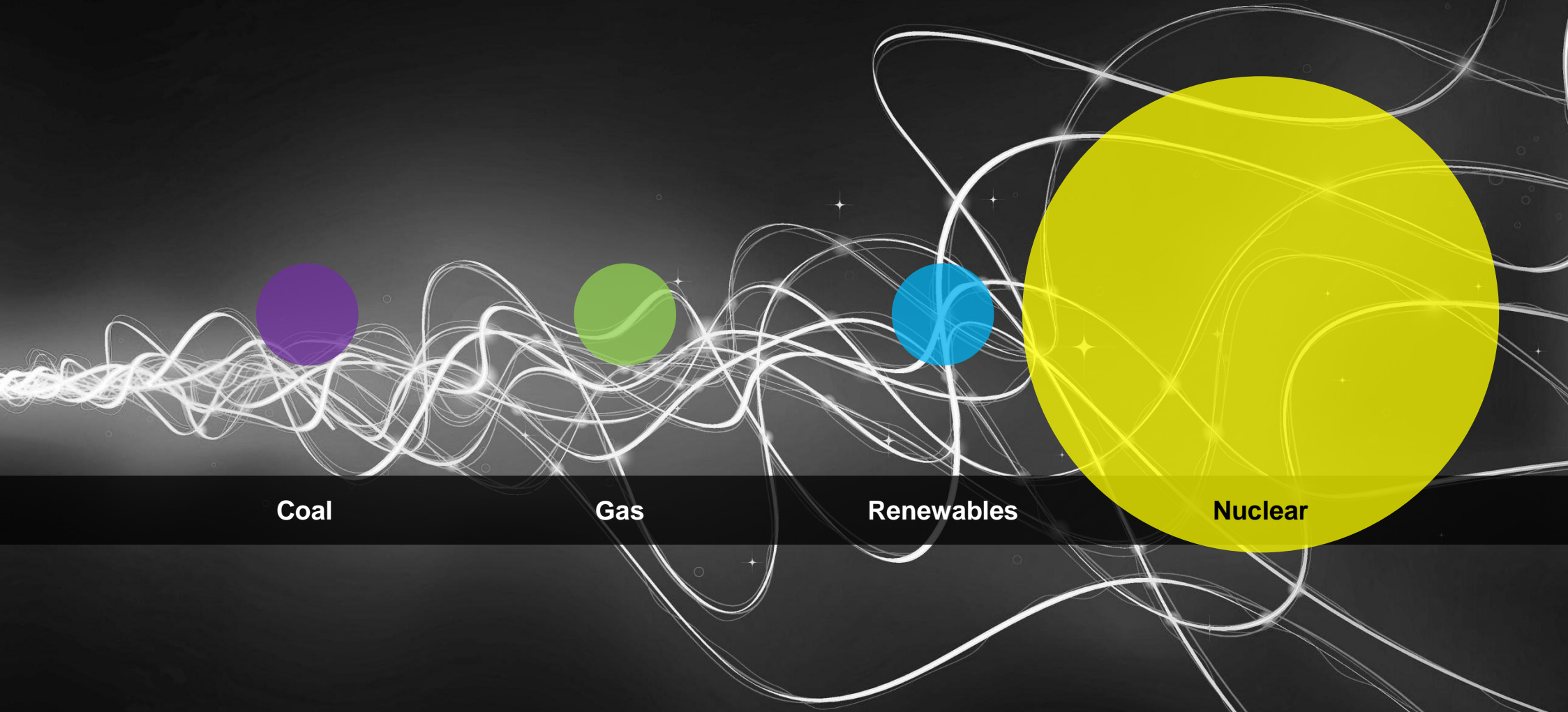
Coal

Gas

Renewables

Nuclear

# Energy mix



Coal

Gas

Renewables

Nuclear

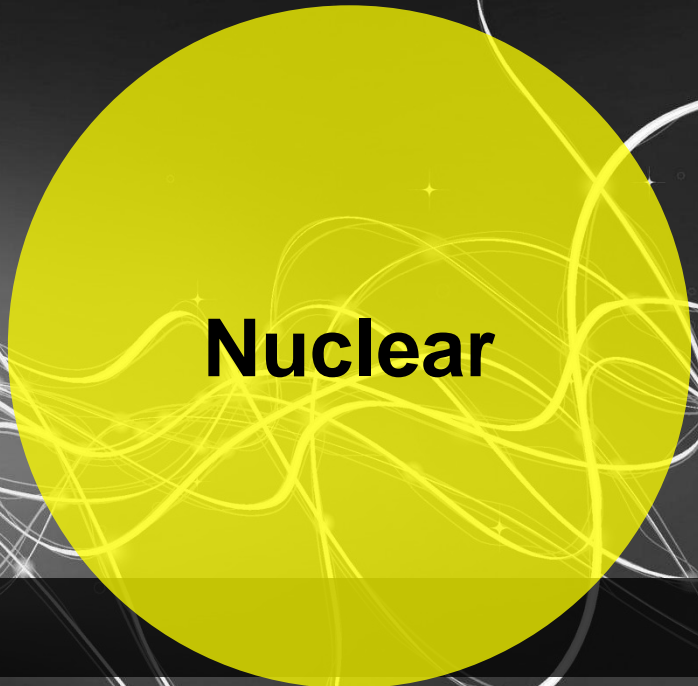


Clean

Energy security

Jobs & Skills

Low carbon



**Nuclear**

Reliable

Affordable

## Artisan toast? Crumbs, that's really expensive

Latest foodie fad has taken the breakfast staple and given it a twist and price hike, **Tony Turnbull** writes

Just how much would you pay for a slice of toast? That is the question exercising food bloggers on both sides of the Atlantic after a report about the rise of "artisan toast bars" in San Francisco.

A cluster of enterprising bakeries and cafes have started selling posh grilled bread with toppings such as "small-batch almond butter" or "sour strawberry jam" for up to \$4 (£2.40) a slice.

One owner, who chalks up his daily toast menu on a blackboard, told *Pacific Standard* magazine: "On a busy Saturday or Sunday, we'll make 350 to 400 pieces of toast. It's ridiculous, isn't it?"

For many San Franciscans, this fad has become symbolic of the unwanted repercussions of the tech boom.

In a city where you can now spend \$48 on a plate of fried chicken or \$20 on a bacon sandwich, it is another sign of the economic distortion created by the highly paid employees of Silicon Valley.

A journalist for *VentureBeat.com*, a technology blog, complained that "flaunting your wealth has been derided to new lows. We don't go to the opera, we overspend on the simplest facets of life."

Before you shake your head at American extravagance, however, you should take a tour of London's breakfast spots, where gourmet toast has long been a feature. A long-time chef Yotam Ottolenghi offers 3 slices of sourdough or focaccia toast with butter, jam or

### When it comes to the crunch

White or brown, seeded or wholemeal, in the toaster or under the grill... In case you thought it was a question of personal preference, scientists say they know the perfect formula for toast.

Dr Dom Lane spent a week toasting and tasting 2,000 slices of bread and established that the ideal is an outside 12 times crunchier than the middle.

Take a pale seeded loaf from the fridge at 3C, cut a 14mm slice and cook for 3 minutes 36 seconds in a toaster with an internal temperature of 154C.

Place the toast on a plate heated to 45C to minimise condensation and spread with butter, 0.44g per sq in.

Marmite for £3.50 at his restaurants. The Pain Quotidian chain charges £2.95 for two slices of sourdough, wheat, rye, walnut or multigrain, served with jam, chocolate or hazelnut spread. Gail's charges £2.50 for two slices of toasted soda bread.

"Artisan toast is a great turn of phrase but it is something that has been around for long time," said Seb Emuña, author of *The Breakfast Bible*. "What we used to think of as purely things to eat at home for breakfast are being sold to us more and more by high-end breakfasting establishments. We've seen it with granola as well and even cereal."

"People will happily think of eggs or mushrooms on toast as being artisanal," he said, "but find it more difficult when it comes to cold toppings like jam. I personally would



Slice of the good life as a breakfast staple goes upmarket, with a price to match

bulk at paying money for a slice of toast and butter, but I'm not going to condemn anyone for doing it."

Tonia George, author of *Things on Toast*, who owns two Ginger & White cafes in North London, includes two slices of toast on the menu for £3.50. "If we were serving Mother's Pride, we'd charge less, but this

is two slices of really good brown sourdough with salted butter and a selection of handmade jams and peanut butter which we roast and whizz up ourselves," she said.

"If you want a place to go out and meet friends over a couple of hours, you can have a toast and a cup of coffee for £6 and that's actually quite a cheap meal out."

## The night for all plucky pudding eaters

Patrick Kidd

Oh you are offal — but I like you. The thought of haggis may not be everybody's taste but if you are going to give it a try, tonight — Burns Night — is the time to honour this great chieftain of the pudding-race.

Traditionally, the dish is made from a lamb's pluck — its heart, liver and lungs — bulked out with oatmeal, onion and spices, but this year there is a new recipe: venison haggis, made with wild Highland red deer. Staggis, perhaps.

Macswen, an Edinburgh family company, created the variation to mark its 60th year in business. "Venison has a good association with Scotland," Jo Macswen, the granddaughter of the founder, said. "It is seen as a healthy, wild-bred meat."

It tastes meatier than traditional haggis, though not excessively so. While staggis is still based on lamb's offal, almost 20 per cent of the recipe is venison meat, heart and liver. Redcurrants, port and juniper berries give it a richer taste. A glass of claret would probably go well with it, but not, as is my custom, a noggin of whisky poured over the top.

"Whisky is too complex to work with food," Macswen said. "It is better as an aperitif or drunk late into the night. You can make a whisky and cream sauce, but the best drink with haggis, I think, is a robust beer."

The company sells six million portions of haggis a year, 60 per cent of them in England. Inevitably, almost a third of annual sales come in January in the run-up to Burns Night, but Macswen is keen to sell haggis in its various guises, as a year-round dish. "It is as versatile as mince," she said.



URENCO  
The 15 biggest electricity generating countries in the world produce nuclear in their energy mix.

Now that's a powerful fact.  
If a racing car was as reliable as a URENCO centrifuge, it could travel non-stop at top speed for 15 years without a pit-stop.

## Powerful Facts

ureenco

How...

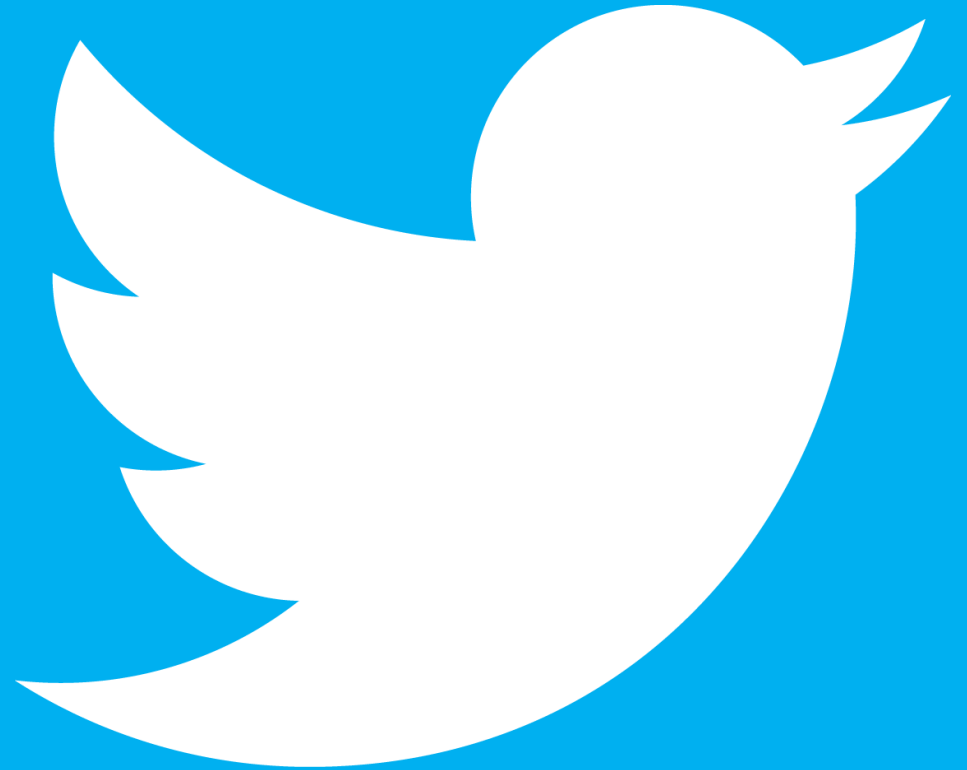
A new  
conversation

Simplify

Engage

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**@NIAUK URENCO**  
launches Powerful Facts  
campaign to promote  
nuclear energy  
<http://bit.ly/10Q3tF1>





# dynamic

If a racing car was as reliable as a URENCO centrifuge, it could travel non-stop at top speed for 15 years without a pit-stop.



Now that's a powerful fact.

At URENCO, our world-leading centrifuge technology is recognised as one of the most cost-effective, proven forms of enrichment globally. Our ultrahigh centrifuges, made from advanced materials, are able to move at high speed for over 15 years. Non-stop. And unlike a racing car no servicing is required. This makes our technology one of the most reliable and efficient that there is.

[www.urencocom/powerfulfacts](http://www.urencocom/powerfulfacts)



Population of London: 8,174,100 in the 2011 census

ices  
very

The 10 highest electricity consuming countries in the world include nuclear in their energy mix.

China, Russia and the US all consume on average more than 1,000,000,000MWh per year



URENCO produces enough fuel every year to power New York's entire population for 30 years.

Population of New York City: 8,344,910 in the 2011 census



1 in every 38 people living in the US resides in New York City

et 100%  
er delive

URENCO produces medical isotopes which save lives all over the world.

# Innovative

One nuclear fuel pellet the size of your fingertip produces as much energy as 1 tonne of coal.



Now that's a powerful fact.

Nuclear is one of the most efficient energy supplies known to man and the uranium required to produce it is in abundance across the world. Given our growing global energy demands, nuclear power can help take the strain we currently place on other fuels. Through a balanced energy mix, nuclear power can deliver constant, efficient power, making a low-carbon and energy-secure future easier to achieve.

URENCO plays a key part in the nuclear process – developing the industry-leading centrifuge technology, we have safely and efficiently enriched uranium to the highest standards for more than 40 years. URENCO is helping to make nuclear power one of the most efficient energy supplies within our energy mix for the foreseeable future.

[www.urencocom/powerfulfacts](http://www.urencocom/powerfulfacts)

Now that's a powerful fact.

From diagnostics to pain relief and treatment, the demand for nuclear medicine is constantly growing. Within the medical industry, URENCO's Stable Isotopes are used worldwide. As the largest western supplier of Stable Isotopes, we supply several research reactors. Each year, 30 million patients worldwide are diagnosed or treated using isotopes, which can detect countless illnesses and ailments, from bone fractures to cancer. URENCO will continue to progress with and support research into new medical applications and products, helping to keep people healthy.



# Driving Britain's road traffic.

Now that's a powerful fact.

CO<sub>2</sub> emissions from the production of nuclear energy are virtually non-existent. Including nuclear power as part of our energy mix will ensure we can afford to keep our CO<sub>2</sub> emissions at a responsible level.

URENCO plays a key part in the nuclear process – we are committed to improving environmental standards, ensuring better lives for future generations. Our four enrichment facilities enable nuclear power to produce the affordable, low-carbon electricity the world needs.

[www.urencocom/powerfulfacts](http://www.urencocom/powerfulfacts)

Now that's a powerful fact.

At URENCO, customer service is our priority. We consider integrity and 100% delivery against our commitments paramount to ensure provision of clean, affordable and sustainable energy.

We are flexible, evolving to meet our customers' changing needs. Our leading centrifuge technology, along with our dedicated workforce, enables us to deliver a high level of customer service.

Over more than 40 years, we have built a reputation for quality and reliability. In the years ahead, we will strive to strengthen our reputation as a global leader and continue to deliver for our customers year on year.

[www.urencocom/powerfulfacts](http://www.urencocom/powerfulfacts)



# The tactics

The infographic features a blue background with white text and graphics. At the top left, a small circle is labeled '1/3 road traffic'. Below it, the text reads 'The current nuclear fuel output saves as much CO<sub>2</sub> emissions as halving Britain's road traffic.' To the right, a dashed white outline of a car is shown, with an arrow pointing to it from the text 'UK total CO<sub>2</sub> emissions from road traffic represents more than 80Mt a year'. Below this, two solid white car outlines are shown, one above the other. At the bottom left, there is a block of smaller text: 'CO<sub>2</sub> emissions from the production of nuclear energy are virtually non-existent. Including nuclear power as part of our energy mix will ensure we can afford to keep our CO<sub>2</sub> emissions at a responsible level. URENCO plays a key part in the nuclear process - we are committed to improving environmental standards, ensuring better lives for future generations. Our four enrichment facilities enable nuclear power to produce the affordable, low-carbon electricity the world needs.' Below this text is the URL 'www.urencocom/powerfulfacts'. At the bottom right, the URENCO logo is displayed with the tagline 'enriching the future'.

environment

1/3 road traffic

The current nuclear fuel output saves as much CO<sub>2</sub> emissions as halving Britain's road traffic.

UK total CO<sub>2</sub> emissions from road traffic represents more than 80Mt a year

CO<sub>2</sub> emissions from the production of nuclear energy are virtually non-existent. Including nuclear power as part of our energy mix will ensure we can afford to keep our CO<sub>2</sub> emissions at a responsible level.

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www.urencocom/powerfulfacts

urencocom  
enriching the future

- Simple and compelling messages
- Eye-catching graphics
- Bite-size information
- Easy to share across channels



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.com



Unet

# Audiences & Tools

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## Audiences

.....  
Sector



.....  
Public



.....  
Employees



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## Tools/Channels



Website



Intranet



AboutU



On-site posters



Facebook



Twitter



LinkedIn

# Audiences & Tools

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## Audiences

.....  
Sector



.....  
Public



.....  
Employees



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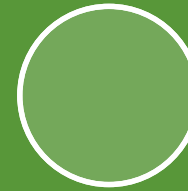
## Tools/Channels



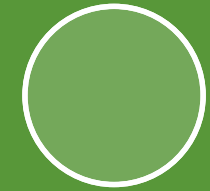
Website



Intranet



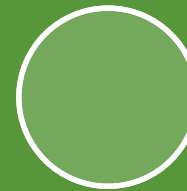
AboutU



On-site posters



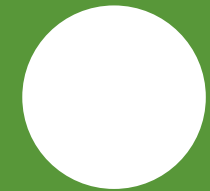
Facebook



Twitter



LinkedIn



**Employees**



# URENCO employee's winning Powerful Fact

‘One nuclear fuel pellet  
the size of your fingertip  
produces as much energy  
as 1 tonne of coal.’

efficient

Now that's  
a powerful  
fact...



about U 15

As an employee at URENCO, you'll be well aware of the key role that URENCO plays within the nuclear industry and the wider energy mix. Demand for energy is expected to continue to increase, and URENCO is in a strong position to be a leading contributor to low carbon energy production for the world.

Countries are increasingly turning to clean, sustainable fuels to meet their energy needs and the need of the fossil fuel era may be in doubt. To support the long-term development of our business and the wider nuclear industry, we already actively engage with stakeholders, through community support initiatives for example, which help raise awareness of nuclear energy and what we do at URENCO. The Rizzle education programme has reached more than 25,000 school children since its launch in 2006.

Now, to achieve further engagement with an even wider audience, we are excited to be launching the new Powerful Facts campaign to increase understanding of the many benefits of nuclear energy.

The series of Powerful Facts, like the one on the opposite page, will appear on UNet, on Infoccreens and within about U. The campaign will also appear externally within the media, on our website and be shared on our social media platforms.

Help us  
spread the  
message!

As an ambassador for the nuclear industry, help us to spread Powerful Facts via your own networks.

Each day, Powerful Facts will be published on Twitter and please share via your own social media accounts whether it's on Twitter, through a blog post or on LinkedIn.

#### WIN! Get your Powerful Fact published!

We're after your own Powerful Facts focusing on the nuclear industry or URENCO. Please submit your entries to Brooke Charlesworth at [brooke.charlesworth@ureenco.com](mailto:brooke.charlesworth@ureenco.com) by Monday 8 July 2013 and the most effective, striking entry will be chosen for the final advertisement in the Powerful Facts campaign.

Terms and conditions apply.

Visit:

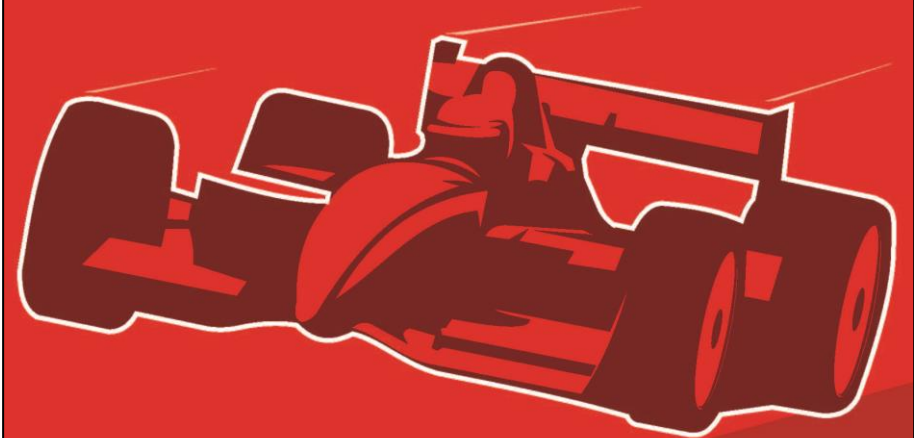
[www.ureenco.com/powerfulfacts](http://www.ureenco.com/powerfulfacts)

14

ureenco.com/magazine Summer 2013

dynamic

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[www.ureenco.com/powerfulfacts](http://www.ureenco.com/powerfulfacts)

ureenco  
enriching the future

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# Results

**+7,000%**

Web traffic

**+ 49%**

internal web traffic

**12%**

social media

**+6%**

twitter

**251**

Facebook shares

**20.84%**

LinkedIn Mail open rate

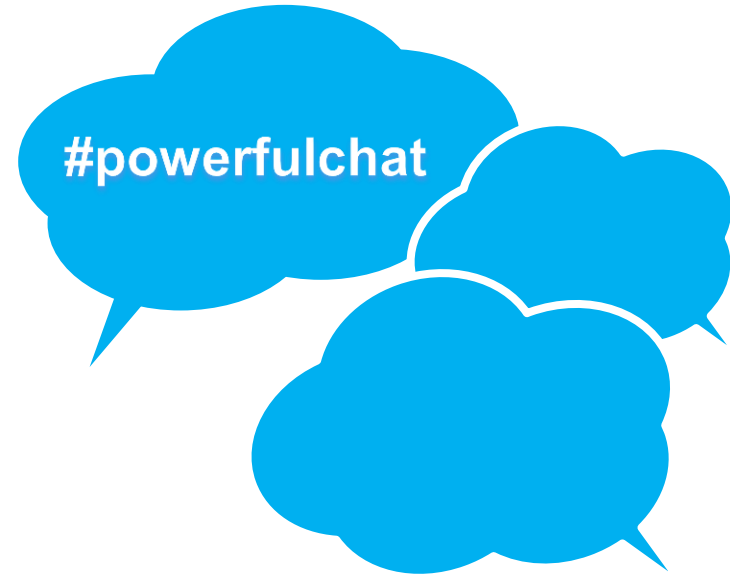
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# Next steps



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Educational  
programmes



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Two-way  
dialogue





**What's your Powerful Fact?  
Tweet us:**

**@urencogroup**

**Thank you**