

PiME
2014
COMMUNICATING NUCLEAR



Sunday 16 February 2014

17.00–18.30 Registration
18.30–19.30 Welcome drink

Monday 17 February 2014

9.00-10.30 OPENING and PIME Award Presentations **Union Hall**
Moderator: Jean-Pol Poncelet, ENS Secretary General

Welcome Address

Marco Cepin, President of the Nuclear Society of Slovenia, Vice-President of the European Nuclear Society

Host country presentation

Martin Novšak, Director, GEN energija

Presentation by the short-listed candidates for 2014 PIME Award

The short-listed candidates for the PIME 2014 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 select the winner.

10.30-11.00 Coffee break **Grand Foyer**

Exhibit of PIME Award shortlisted candidates

Delegates will be able to visit the stands of the PIME Award's shortlisted candidates and decide who they think is the winner.

PIME 2014 Showcase

A whole range of creative initiatives were developed by NPP's, ENS Young Generation Network, National Nuclear Societies and companies over the last years to explain nuclear issues to the public and possibly attract young people to a career in nuclear. The PIME 2014 Showcase will be an occasion to learn about and get inspired by these initiatives.

11.00-12.30 Plenary session: Social Media **Union Hall**

Moderator: Tracy Mason, Nuclear Energy Institute, United States

How to integrate social media into a comprehensive communications strategy: The use of social media by the EPP group of the European Parliament

Lada Jurica, European Parliament, interviewed by Pasi Tuohimaa, TVO, Finland

Communications on Twitter at EDF's generation and engineering division

The presentation will show how EDF integrates Twitter in its communication strategy and uses this tool to create close and strong bonds with local authorities, bloggers, local journalists etc.

Mathieu Cheret, EDF, France



Using social media for effective local community engagement

The presentation will illustrate how social media contributed towards effective community engagement at the local level and show a successful social media campaign that led to extraordinary interaction with the local community.

***Fatema Al Ansari**, Communications Expert, United Arab Emirates*

12.30-13.30 Lunch **Grand Foyer**

13.30-16.00 Workshops I-III

There are three parallel workshops to choose from:

I: Leveraging social media to maximise nuclear energy stakeholder influence and engagement **White Hall I**

Moderator: Tracy Mason, Nuclear Energy Institute, United States

How can an organization integrate successful social media campaigns into the overall communications strategy to build nuclear energy issue awareness, encourage stakeholder engagement and improve brand sentiment? This interactive discussion features case studies within the nuclear energy industry to share examples of social media do's and don'ts, various social media analysis approaches and ways to establish partnerships to create content and monitor engagement.

II: And what about our contractors? **Glass Hall I**

Moderator: Jean-Jacques Pleyers, Acte 4 Consulting (former Head of Communication at Tihange NPP)

Communications strategies tend to focus on local communities, politicians, journalists, employees But one group is frequently forgotten: the contractors. How can we integrate them into our communications strategy and achieve a real partnership with them? A presentation of existing good practices and discussion about innovative approaches.

III: WiN Workshop - Nuclear safety and security **Glass Hall II+III**

Moderator: Gabriele Voigt, International Atomic Energy Agency

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16.30-18.00 Plenary Session: Raising the level of public understanding of nuclear science, engineering & technology **Union Hall**

Moderator: Eileen Radde, Vice-President ENS Young Generation

Ionising radiation? Let's communicate!

A presentation of EAGLE, a European project aiming at coordinating the information and communications strategies related to ionising radiation for the general public, in order to get a better understanding of the effects of ionising radiation, taking into consideration also the lessons learnt from the 2011 accident at Fukushima (Japan).

Tanja Perko, *The EAGLE – FP7 Project Coordinator*

Maximising outreach: How ANS enables its members to reach out and explain nuclear issues to their environment

Donald Hoffman, *President, American Nuclear Society*

Guest contribution: Unleash your creativity and win an 'out-of-the-box' award

How can we as communicators make sure the media create a positive buzz around the Nuclear Industry Summit that will be held in Amsterdam from 23 to 25 March? Think of ways to achieve this and use all of your imagination, wow us with your ideas! The best idea will be used in the communications campaign for NIS and the out-of-the-box thinker will receive the matching award.

Bonnie Förster, *URENCO Nederland*, **Eric van Leeuwen**, *COVRA*, *members NNL Communications team*, *members NIS Facilitating Committee*

19.30-22.30 PIME dinner

Venue: Castle of Ljubljana



Tuesday 18 February 2014

8.30-10.00 Plenary Session: Facing communications challenges Union Hall

Moderator: Valentina Dinu, Nuclearelectrica, Romania

Crisis Communication: Under attack from anti-nuclear activists

Since Sweden changed the direction of its nuclear policy in 2010 Forsmark NPP has twice been the target of major actions. On both occasions Forsmark NPP increased plant preparedness and a crisis organization was called in. This presentation will highlight the challenges communicators were faced with both in terms of external and internal communications and report on experiences.

Kristian Ljungberg, Forsmark NPP – Vattenfall, SWEDEN

Crisis Communication: Communicating hydrogen flakes in reactor pressure vessels

In the summer of 2012, unexpected irregularities were discovered in the base metal of the reactor pressure vessel of the Doel 3 and Tihange 2 NPPs on the occasion of a voluntary UT inspection. In view of the uncertainty about the nature and origin of the irregularities, and in agreement with the requirements of the Belgian Safety Authorities, the operator Electrabel kept these plants in cold shutdown. The incident received a lot of public attention and created a communications challenge for GDF Suez.

Jan Van Brabant, GDF Suez, Belgium

ENEF's recommendations for Crisis Communications

ENEF (European Nuclear Energy Forum) has three Working Groups; one of those deals with transparency issues. A small subgroup, dedicated to crisis communications, is set to analyse whether there is a need for new recommendations on crisis communications within EU Member States.

Carl Sommerholt, Chairman ENEF Task Group Crisis Communication

10.00-10.30 Coffee break Grand Foyer

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10.30-13.00 Workshops IV-VI

There are three parallel workshops to choose from:



IV: Daily communications challenges at an NPP **White Hall I**

Moderator: Robert Holy, Slovenske Elektrarne, Slovak Republic

Let's have a closer look at local stakeholders. They shall play a crucial role in local, national as well as EU-level energy dialogue. Shouldn't decision-makers listen more to citizens living in the very vicinity of nuclear installations? Participants will discuss and search for the best communication tools with local population and examine how effective they are and how we can improve our communication efforts. What can be done to help local stakeholders representatives achieve higher visibility and audibility?

With:

Csaba Dohóczy, Group of European Municipalities with Nuclear Facilities (GMF)

Ida Novak-Jerele, NEK, Slovenia

Eric BRUEY, EDF, France

V: 'Fukushima' – a communications challenge **Glas Hall I**

Moderator: Christian Legrain, SCK-CEN, Belgium

The way we communicate is rapidly changing worldwide. Involvement of new media, 'citizens journalism' and need for faster, contextual and credible information about uncertainty, supported by visual material for traditional media, forced information sources to reorganise communication processes and to adjust to a new, global exchange of information, opinion and feelings. What were the experiences drawn from the Fukushima case and are we ready to face these challenges? This workshop will identify issues arising and look into ways of bridging the gaps.

With:

Mikihito Tanaka, Waseda University, Japan

Marc Poumadere, Institut Symlog, France

Peter Booth, Hylton Environmental, UK

Eliot Brenner, U.S. Nuclear Regulatory Commission, United States

VI: 'Talking Radiation' **Glass Hall II+III**

Moderator: Marco Streit, PSI, Switzerland, Michael Schorer, Nuklearforum, Switzerland

How can we explain a complex subject like 'radiation' to the public? This workshop zeros in on the very heart of PIME: Material Exchange. Participants are invited to come along with 3 -5 PowerPoint slides presenting how they explain 'radiation' to their target groups; the group will work on a set of materials that can support communications on 'ionising radiation'.

13.00-14.00 Lunch **Grand Foyer**



14.00-15.30 Plenary session: Storytelling – a way for communicators to connect meaningfully with audiences? Union Hall

Moderator: John McNamara, NuGen, UK

Stories can inspire everything from understanding to action; they can illustrate points and sell ideas. The film 'Pandora's Promise' is currently creating a buzz: is this a way to build a bridge and open a dialog? The projection of the film's trailer will be followed by a panel discussion with

Marielle Rogie, Belgian Nuclear Forum, Belgium
Pasi Tuohimaa, TVO, Finland
Valérie Faudon, SFEN, France

15.30-16.00 CLOSING Union Hall

Wrap-up of PIME 2014 outcomes

Tellervo Taipale, FORATOM

Announcement of the winner of the PIME 2014 Award for Communications Excellence

Robert Leclère, President, Belgian Nuclear Forum and Chairman of the PIME Award Jury

16.00- 16.30 Farewell Drink



Wednesday 19 February 2014

Technical visits based on pre-registration

Please see the programme on www.pime2014.org