



THE NUCLEAR PUBLIC ACCEPTANCE GAME

2015 PIME AWARD PRESENTATION
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enPM[®]

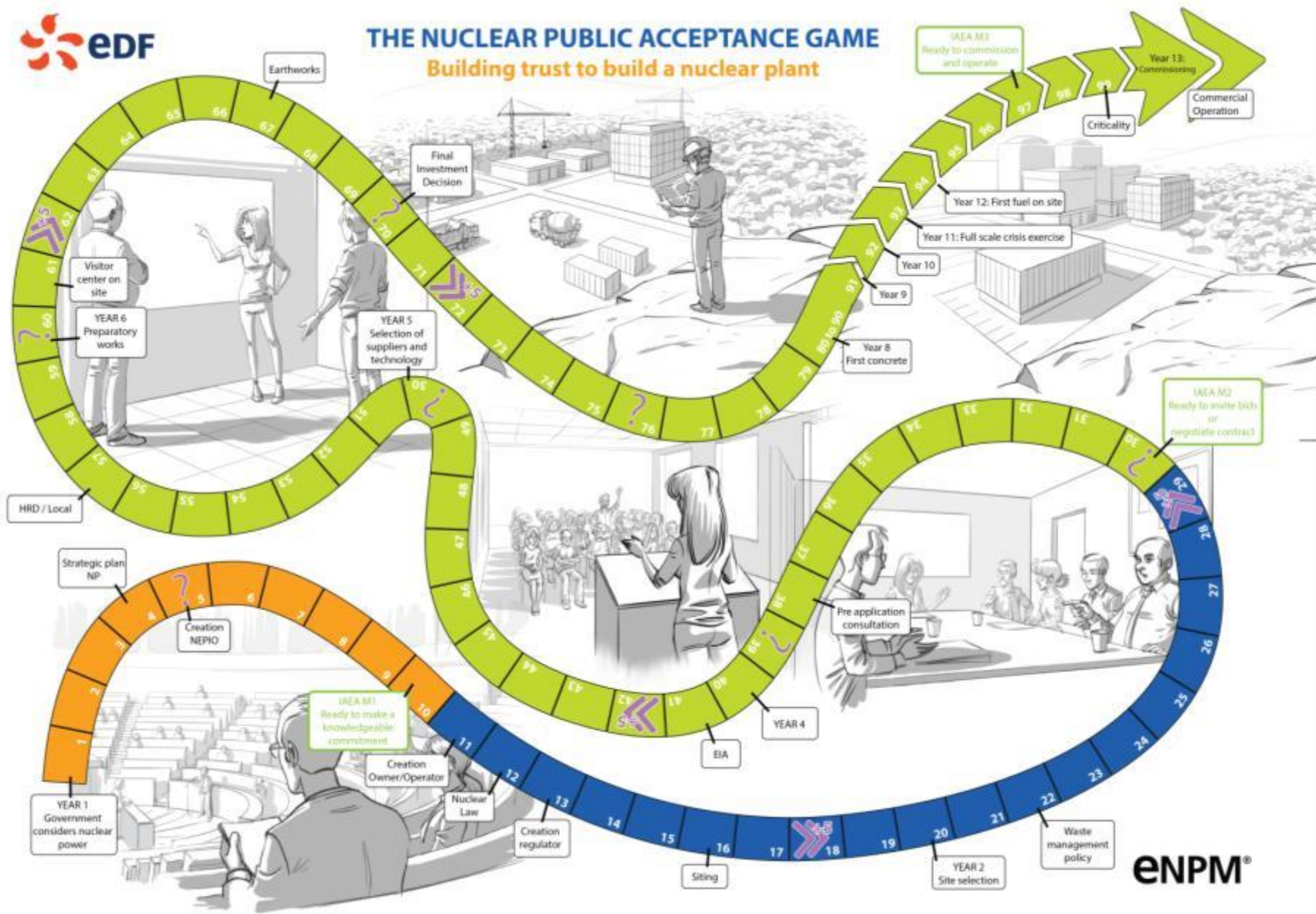
- Newcomer countries: biggest challenges when deciding on whether or not to go forward with a new nuclear programme is: **public acceptance, nuclear communication** and **stakeholder involvement**
- Often heard that those in charge of communication and stakeholder involvement were **not getting the proper attention from senior officials and project managers**
- Another challenge: How to translate concepts and guidelines into **practical steps** ?
- An **antidote** to boring meetings





THE NUCLEAR PUBLIC ACCEPTANCE GAME

Building trust to build a nuclear plant



→ IAEA guidelines for newcomers

- IAEA 3 phases
- IAEA Milestones

→ EDF Nuclear Performance Model – a roadmap for newcomers

- Nuclear project industrial and business milestones

Each team begins with a budget of €30,000



Each team purchases HR and tools according to where they are on the board

HR card



Tool card



Quiz card
Multiple Choice Question

Depending on where you land on the board...



YOU HAVE TO HAVE THE RIGHT RESOURCES TO WIN!



As you move on the board, you have to:

- ⇒ manage events with the appropriate resources (HR and tools);
- ⇒ or you have to answer a quiz

→ PHASE 1 EVENT

The Government publishes a White Paper in favor of nuclear power expansion

➤ CONDITION TO WIN

- Lobbyist
- White Paper

→ QUIZ

An investigative journalist releases confidential information to a national newspaper that could negatively impact public opinion. How do you alleviate a potential communication crisis?

➤ POSSIBLE ANSWERS

- A. Have your media officer contact journalists and run a smear campaign to discredit the investigative journalist
- B. Have your CEO to on the evening news and acknowledge the problem immediately so there is no time for a controversy to build up
- C. Do nothing hoping that the issue goes unnoticed
- D. Contact your stakeholders and take the time to explain exactly what happened and any corrective measure to avoid such incidents in the future.

- After each play, the gamemaster reads out the **lessons learned** from experience feedback and **best international practices**.

- The gamemaster can also provide additional input from **personal professional experience**.

- The winning team is the one that **“pours the first concrete”** first.

→ Uses real-life examples from all over the world

→ Gamemaster explains best practices and lessons learned for each event or quiz

→ The game is very comprehensive by addressing all kinds of scenarios

→ Demonstrate key concepts: the importance of good planning; managing a budget; team work, etc.

The game has so far managed to reach the right stakeholders:

→ Communication managers from ministries and project teams

→ Regulatory agencies

→ Future owner/operators

→ Senior governmental officials

→ Ambassadors

→ Senior executives from utilities, etc



Bristol, UK

IAEA Technical Meeting (4 November 2014)

On Effective techniques and Messages to Engage with Decision Makers and the Public

42 participants from 22 countries – Mainly communicators from newcomer countries

Vienna, Austria

IAEA Side Event (4 November 2014)

10 participants (players and observers / IAEA secretariat + 2 countries)

Residence of the Ambassador of France to the IAEA (3 February 2015)

18 participants from 8 countries: Ambassadors and Member States representatives in teams with senior management of the IAEA Secretariat

Breakout session of the IAEA Technical Meeting (4 February 2015)

On Topical Issues in the Development of Nuclear Power Infrastructure

18 participants from 17 countries – senior government officials in charge of the development of new nuclear power programmes

Future dates

Kuala Lumpur, Malaysia

Malaysia Nuclear Power Corporation seminar (11 March 2015)

Organized for major Malaysian governmental stakeholders

Riyadh, Saudi Arabia

IAEA National Workshop (21 April 2015)

On Strategy and Approaches for Stakeholder Involvement and Communication

Organized by King Abdullah City for Atomic and Renewable Energy

- **An innovative concept**
- **Responds to an expressed need**
- **Uses real-life examples = gives the game credibility**
- **Makes a boring subject fun**
- **Money is not everything – good communication tools do not necessarily need to be expensive: this is one of the lessons from the game and is true about the game as well!**
- **Enthusiastic feedback from all those that have played the game**

The Nuclear Public Acceptance Game

A picture is worth a thousand words!

