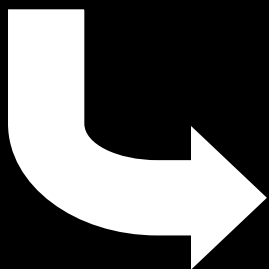


TEPCO and the Nuclear Safety Reform Communications Campaign: Rebuilding Trust, Transforming a Culture



TEPCO TOKYO ELECTRIC POWER COMPANY



Overview

After March 2011, A great loss of trust

In 2013, the Nuclear Safety Reform Plan

Developed & executed multifaceted communications campaign

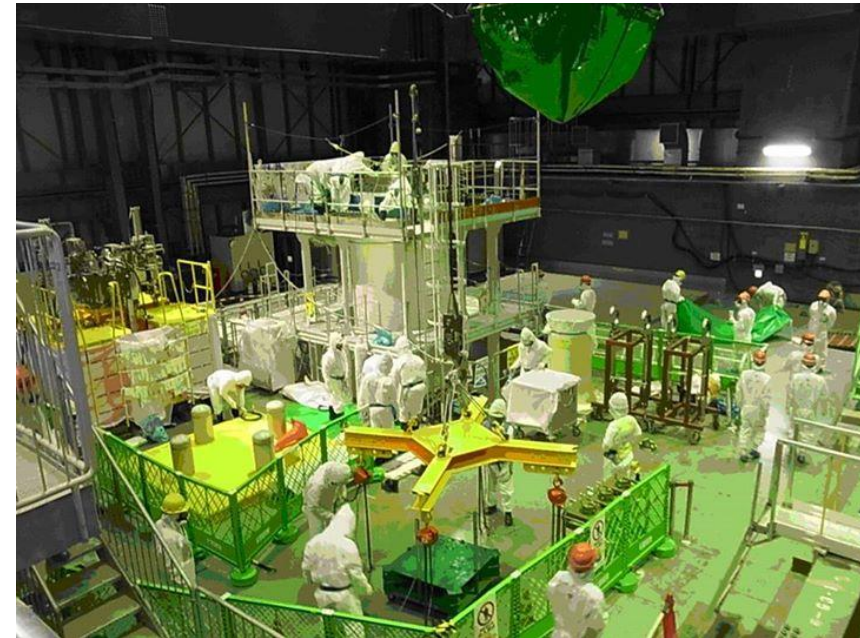


Objectives of the Campaign

Communicate Progress in Nuclear Safety

Transform Communications Culture

Restore Pride

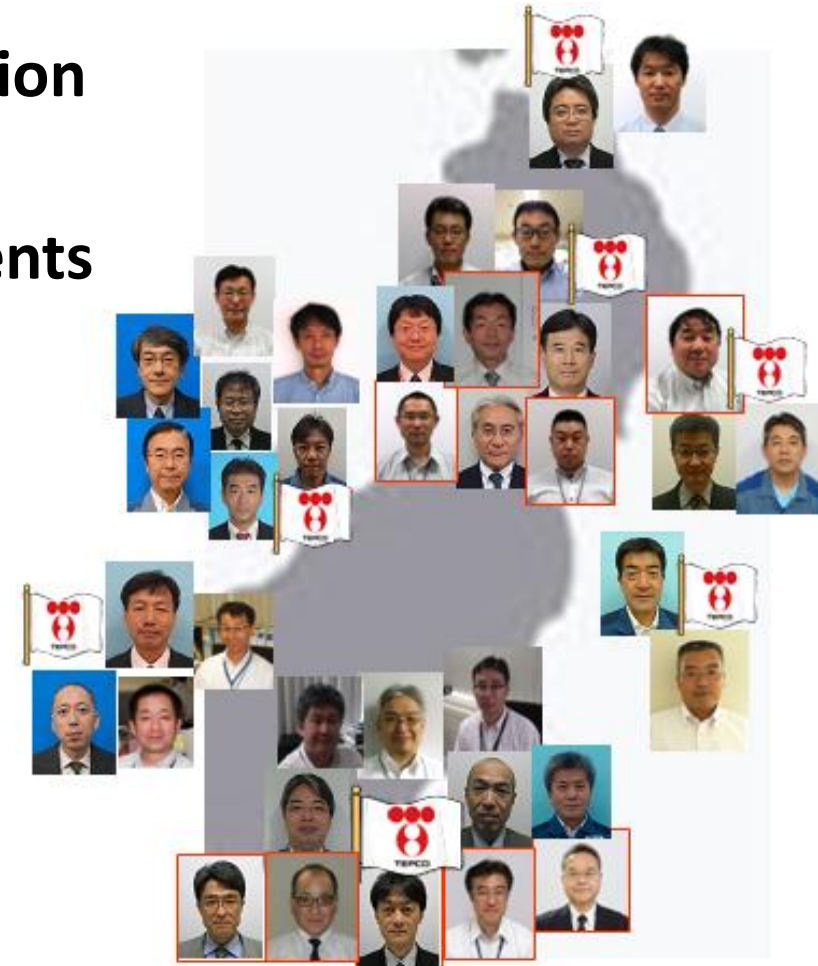
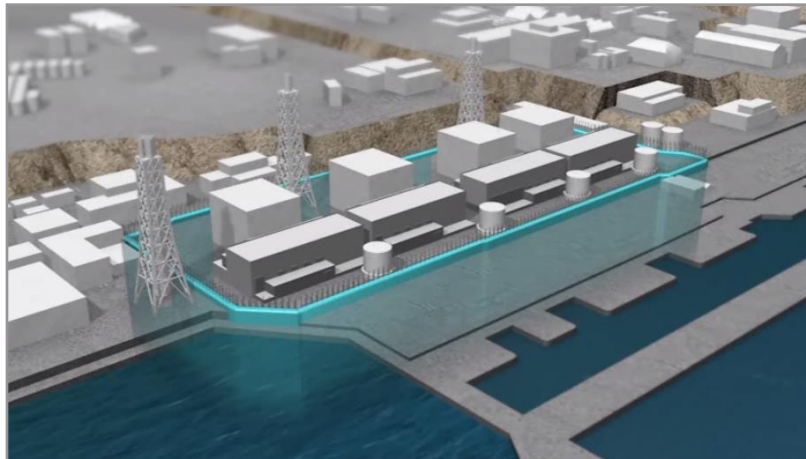


Key Components of the Campaign

Strategic Messaging

Providing Timely and Accessible Information

Risk Communicators for media and residents



Social Media and Rapid Response

Effective listening

Proactively and Rapid Response

Social Media



Results

Number of Fukushima
Daiichi NPS tours
Oct. 2013 - Dec. 2014

504 times

Number of
stakeholders who visited
Fukushima Daiichi NPS
Oct. 2013 – Dec. 2014

6,081 people

Total Facebook
May 2012-

4,764 likes

Twitter
May 2011-

464,249
followers

Improving Trust

Ambassador Hans Carl von Werthern, Germany



“The people of TEPCO politely answered our any question, and they mentioned various problems openly.

They seemed to talk all frankly as far as we could judge it.”

Ambassador Caroline Kennedy , U.S.A



“Decommissioning will take years of careful planning and arduous work, under difficult conditions.

Today, I was able to see firsthand these challenges, and I gained new appreciation for the dedication and determination of the workers at the Fukushima site. “

Dr. Ranga at ARD special program & SNS



Low radiation levels in Fukushima and progress with work at Fukushima Daiichi among topics discussed.

TEPCO's employees were open and the information they provided was clear.



Fukushima Visitors

Satisfied: 4.7
(5-point scale)



Under Global Scrutiny, A Transformation

Culture and
Commitment to
Transparency

Communications
in a **Strategic and
Proactive** way

**Trust
Recovery**

福島復興への責任

Responsibility for Fukushima Revitalization

**Wide-ranging
communication tools**

Communications with
the **International
Community**

11 March, 2015 – Our 4th Year