Changing the way we communicate – a journey

David Hess, Communication Manager
World Nuclear Association

WNA Members

180 companies representing over 40 countries and covering all aspects of the nuclear industry.

WNA Board

18 Industry figures elected from our member companies

WNA Secretariat

30 dedicated staff
Our Mission (2015)

The World Nuclear Association’s mission is to promote a wider understanding of nuclear energy among key international influencers by producing authoritative information, developing common industry positions, and contributing to the energy debate.
How we used to communicate: Information model

“WNA vouches for and can support all that it publishes, and unreservedly offers to correct anything shown to be wrong or misleading.”
Our Fukushima nuclear accident response

We fielded interviews and provided up-to-date online news and information.

We were effective during crisis phase, but over the long term…?
Addressing our comms failures
Our ‘stress test’

April 2011 – extensive self review of WNA communication commences

End 2012 – first communication strategy published and presented to Board

Mid 2013 – Strategic Communication department is formed as part of restructure

September 2014 – expert group of member company communicators is formed to advise our activities
Cooking up our strategy…

Media, opinion leaders, public

Nuclear associations

Global decision makers, influencers

Global nuclear industry
...and changing our approach

<table>
<thead>
<tr>
<th>Model Name</th>
<th>Type of Communication</th>
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<tbody>
<tr>
<td>Press agentry/publicity</td>
<td>One-way communication</td>
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<tr>
<td>Public information model</td>
<td>One-way communication</td>
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<tr>
<td>Two-way asymmetrical model</td>
<td>Two-way communication (imbalanced)</td>
</tr>
<tr>
<td>Two-way symmetrical model</td>
<td>Two-way communication</td>
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</tbody>
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James Grunig’s models of public relations.
Changing the ‘how’
Be nice as well as competent

Source: Universal dimensions of social cognition: warmth and confidence
David Hess, Communication Manager
# Changing the ‘how’ 2
## Finding the positives

## Strengths
- Reliable source
- Relatively low cost/kW produced
- Efficient – huge amount of energy from small amount of raw material
- Virtually unlimited supply potential
- Opportunity for self-sustainability / less reliant on other countries for energy
- Produces isotopes for medical purposes
- Great for countries with limited natural resources
- Cleaner compared to fossil

## Weaknesses
- Long time to build
- Costly to build/operate/maintain
- Should keep it away for high density areas
- Limited number of nuclear scientists
- Fear of unknown = tough “sell” for public
- Perceived link to weapons
- Storage of waste / long half life
- Potential to become over-dependent / forget about renewables
- Potential for catastrophe due to human error

## Opportunities
- Job creation / promote skilled workforce
- Sell technology

Source: IPSOS Public Affairs nuclear energy SWOT analysis
Changing the ‘how’ 3
Aligning our values

Values underpinning energy preferences

- Reduced use of energy. Reduced use of finite resources
- Avoiding waste, efficiency, capturing opportunities
- Environmental protection, nature and naturalness
- Availability and affordability, reliability, safety
- Autonomy and freedom, choice and control
- Social justice, fairness, honesty and transparency
- Long term trajectories, interconnected improvement and quality

Source: UKERC, Transforming the UK Energy System Public Values, Attitudes and Acceptability Synthesis Report