

Changing the way we communicate – a journey



David Hess, Communication Manager

22/06/2015 ENYGF

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

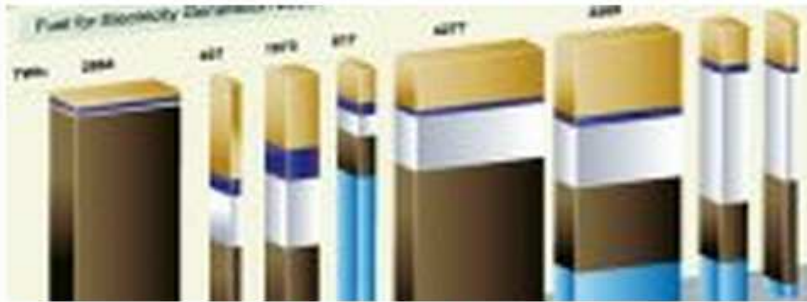
30 dedicated staff

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 Public Information Service



Country profiles, technical information, facts and figures in 200 frequently-updated papers providing full coverage of nuclear power worldwide.

“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



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w n n
world nuclear news

Energy & Environment | New Nuclear | Regulation & Safety | Nuclear Policy

Battle to stabilise earthquake reactors

12 March 2011

UPDATE 14: 23.44 pm GMT

Attention remains focused on the Fukushima Daiichi and Daini nuclear power plants as Japan struggles to cope in the aftermath of its worst earthquake in recorded history. A dramatic explosion did not damage containment and sea water injection continues through the night.

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

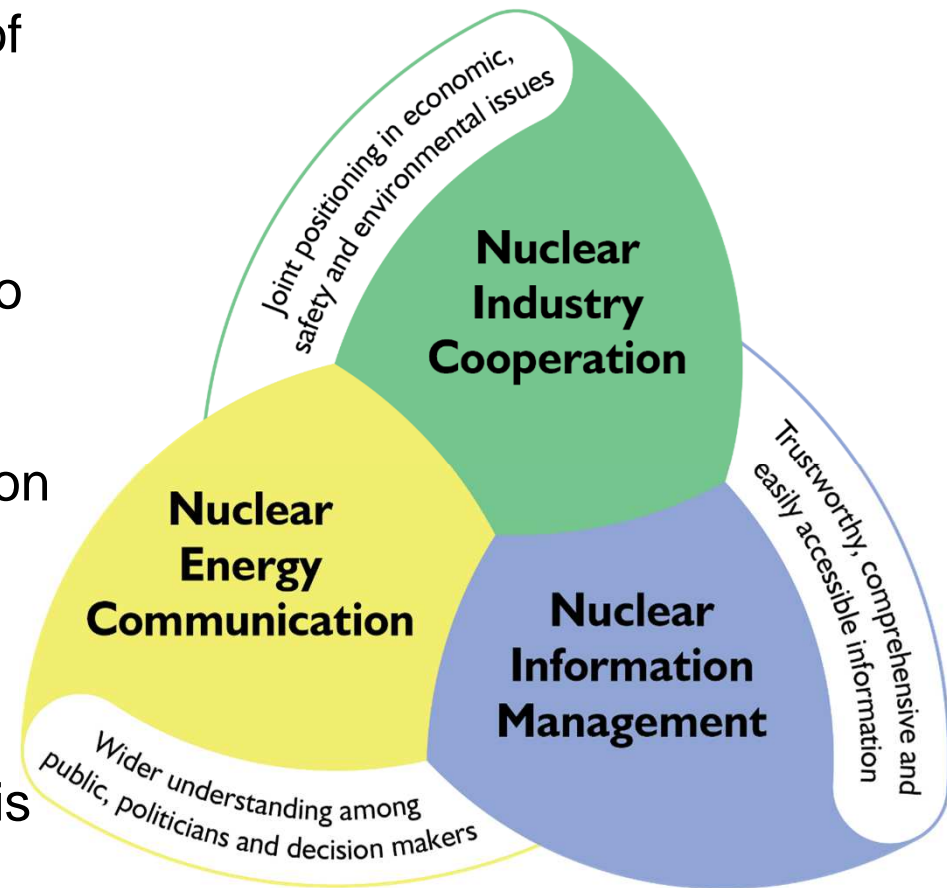
Our 'stress test'

April 2011 – extensive self review of WNA communication commences

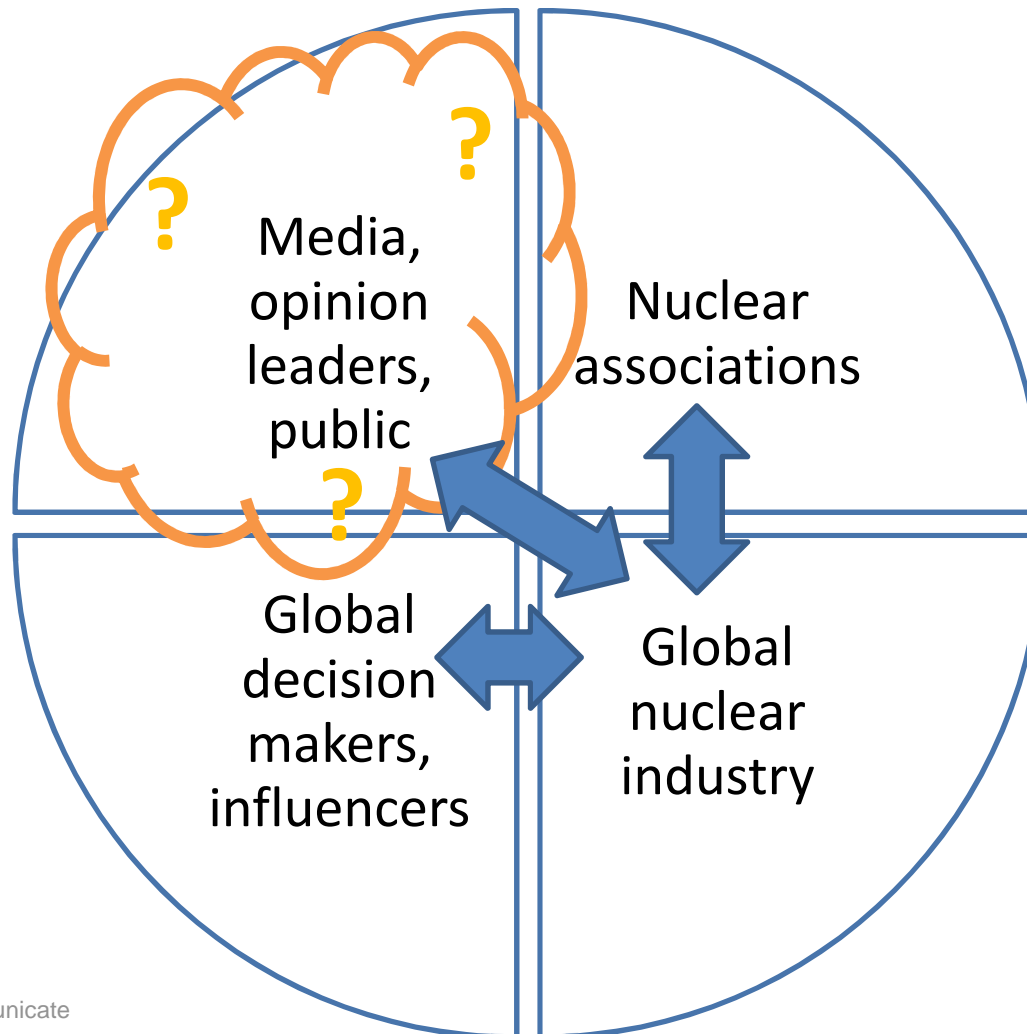
End 2012 – first communication strategy published and presented to Board

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...



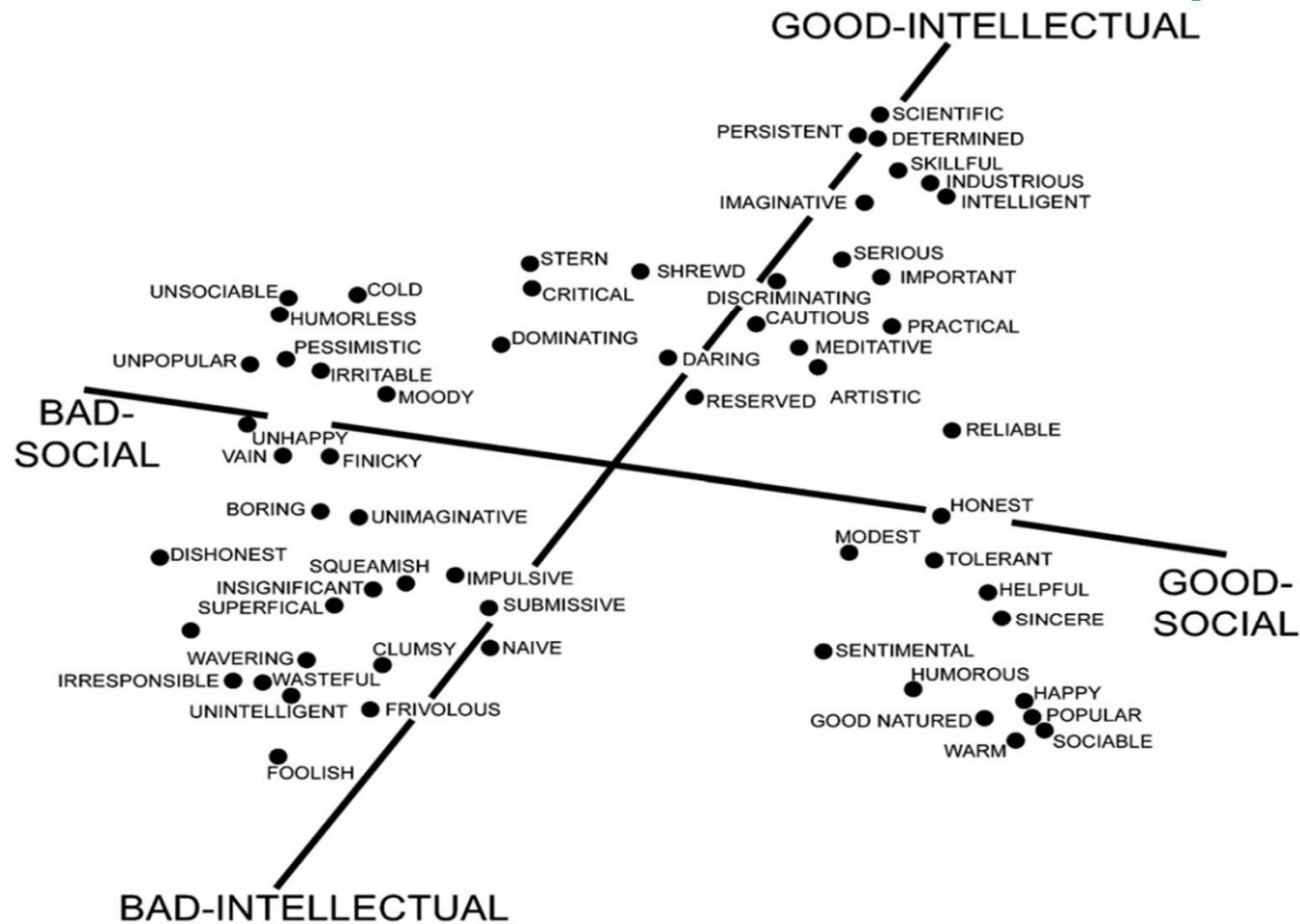
...and changing our approach

Model Name	Type of Communication
Press agency/publicity	One-way communication
Public information model	One-way communication
Two-way asymmetrical model	Two-way communication (imbalanced)
Two-way symmetrical model	Two-way communication

James Grunig's models of public relations.

Changing the 'how' 1

Be nice as well as competent

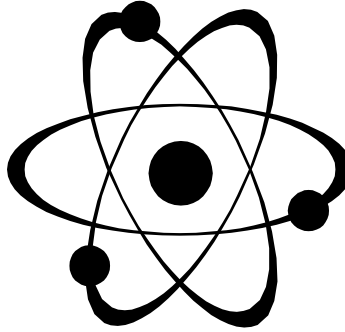


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Source: [Universal dimensions of social cognition: warmth and confidence](#)

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

Opportunities

Safety

Long time to build

Job creation / promote skilled workforce

Potential to become over-dependent / forget about renewables

Costly to build/operate/maintain

Sell technology

Potential for catastrophe due to human error

Should keep it away for high density areas

Limited number of nuclear scientists

Fear of unknown = tough "sell" for public

Storage of waste / long half life

Weaknesses

Source: IPSOS Public Affairs nuclear energy SWOT analysis

Perceived link to weapons

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](#)