

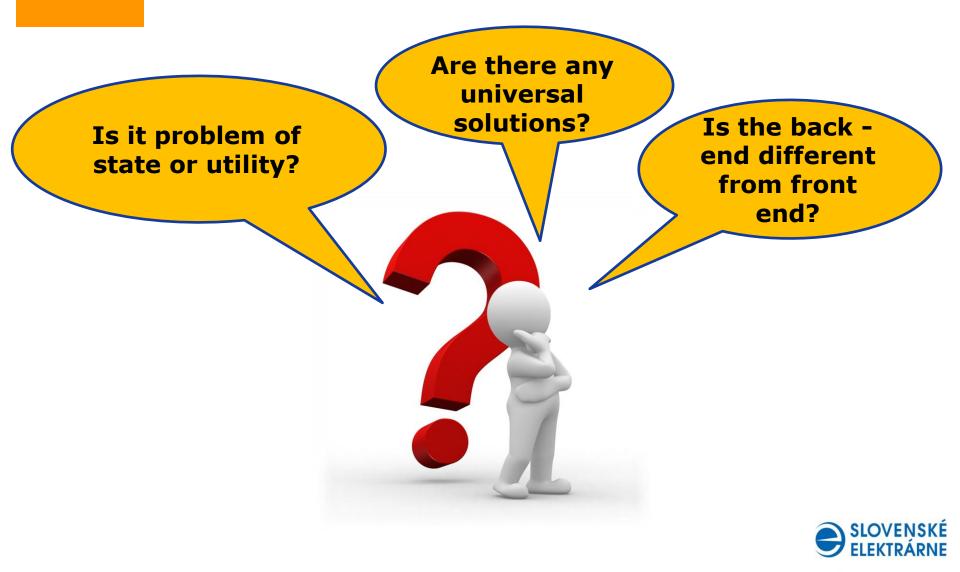


Communication as the basis for **success in nuclear energy back-end**

Juraj Rovný

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Communication of nuclear back-end across the whole society





Main subjects in nuclear energy back-end





- Large costs
- Determines public acceptance of nuclear

- Commitment for a very long period (financial and environmental)
- Sensitive topic for voters

 Concerns about long term safety

Public

 Part of the licensing processes



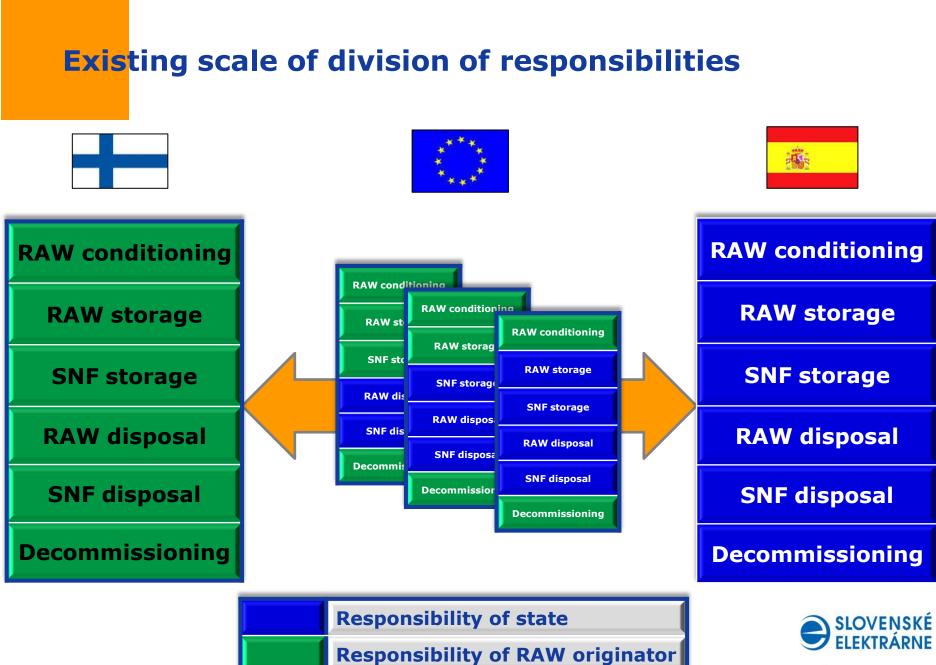
Eurobarometer 2008/2010

	RAW management	33%	D
In which of the following	Safety at NPPs	19%	
aspects related to nuclear	Emergency prepardness	13%	
in general, would you be	Contribution to fight climate	10%	
interested in knowing more	change	8%	
about?	Impact on electricity prices	8%	

Attitudes towards nuclear energy	44% support	45% opposition
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If there were a permanent and safe solution for managing RAW	62% support	27% opposition
		ELEKTRÁRNE

🎢 Enel



ME Enel

Agreement among stakeholders

discussions should not be formal only

universal solutions do not work

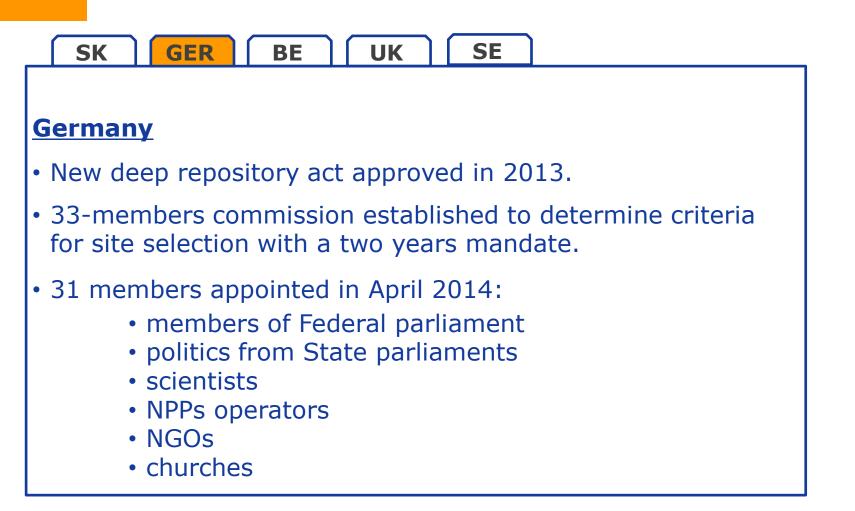
one-way information → involve in solution







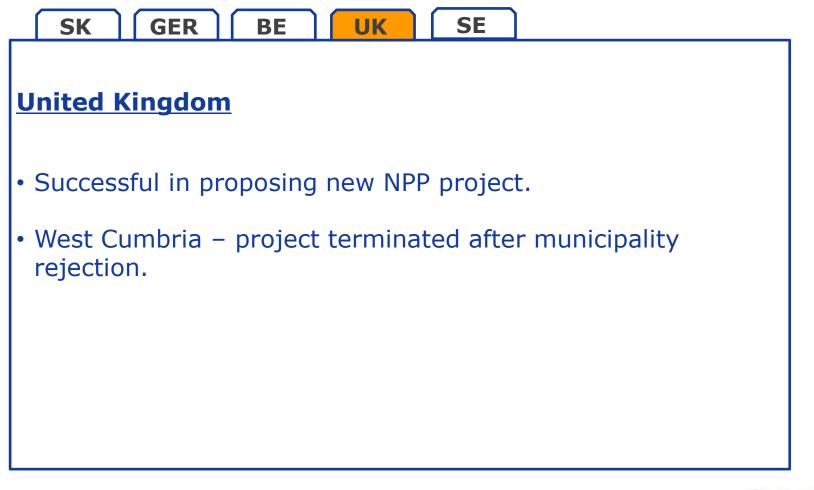
















Sweden

- Deep geological repository project under development for 30 yrs.
- One of the two countries with selected site Forsmark.
- Success thanks to above-standard communication.
- Main communication effort done out of the scope of compulsory processes (EIA, ESPOO, Aarhus).
- 82% citizens supports selected site, 12% is opposed (Novus opinion 2012).





If everyone is moving forward together, then success takes care of itself. HENRY FORD



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