

Acceptance for New Projects - Day 1, November 19

- Understanding the public mood
- Measuring Public Awareness
- Reading between the lines
- Importance of project support
- Government Responses

Acceptance for New Projects

Day 2, November 20

- Industry Responses to Public Interest
- Education or Advocacy
- The Public Education Process
- Targeting Education Programs
- A Thai Case Study

Video on Nuclear Industry

- Analysis of Fear
- Limitations of scientific explanation
- Different Standards for Personal security versus public security
- Role of culture in reinforcing values
- Trust in institutions and government
- Real consequences

The Project Decision Process

- Identification of Need\Opportunity
- Proponent, research, plan and strategy
- Pretesting
- Announcement - filing of plan
- Required approval process
- Go, No Go, Modification

Why is public mood important?

- Sometimes not
- Sometimes Is
- Important to know
- What you don't know can kill you

Importance of Project Support

- Difference between yes or no
- Cost implications - delay, modification, etc
- Operating implications - hostile, friendly
- Risk implications

Understanding the Public Mood

- Population Characterization
- General Values, Trends and Attitudes
- Top of Mind Issues (Sample)
- Intensity x Number = Level of Support
- Static versus Dynamic - Agree with versus Taking Action

Measuring Public Attitudes

- Scientific Surveys
- Qualitative versus Quantitative Information
- Cluster Group Analysis
- Focus Group Analysis
- Expert Panels
- Composite images
- Static versus dynamic

The Survey Instrument

- Sample and Population Suppositions
- Information Requirements
- Survey design - Questions, technique, reliability, measurement capability
- Telephone, direct interview, site, self-selection responses
- Biases and their impacts.
- Understanding and validating the findings

Cluster Group Analysis

- Disaggregated understanding
- Specific targeting
- Identify Influence and attitude leaders

Focus Group Analysis

- Role Playing Exercise
- Follow up to Market Survey
- Participants - Observers
- Finding the things that turn us on
- And the things that turn us off

Experts Group Analysis

- Process and Content experts
- Factual explanations
- Experts impressions
- Experts advice on how to proceed

Government Responses

- Regulation
- Processes
- Approval
- Delay
- Deferral
- Denial

Government Regulation

- Project Proponent responsible to explain
- Project Review Panel
- Scoping for Terms of Reference
- Review process for public involvement
- Public decision on how to proceed

Why Public Review Process

- Permits involvement
- Takes attention away from Government
- Provides increased public awareness
- Reduces opposition at later stages

Thai-Canada HRD Project

- Chulalongkorn University
- EGAT
- OAEP
- Thai Government
- Canadian Government
- AECL
- Some Canadian Universities

Models for Thai Public Acceptance of Nuclear Power

- EGAT - Public Affairs Group
- EGAT - Technical Group
- OAEP - Public Affairs Group
- OAEP - Technical Group

Public Acceptance Model for Thai Nuclear Project

- Step 1 - Describe Public Mood
- Step 2 - Identify Target Audience and Strategies for communication and education
- Step 3 - Identify Critical Path

Step 1- Guidelines to help Describe Public Mood

- Describe Population Demographics
- Describe general values, trends, attitudes
- Top of mind issues
- Estimate intensity of feelings
- How changeable in future?

Packaging Messages

- Association with good things
- Association with progress
- Association with helping
- Contrasted against problem - solution
- Connected to national pride
- People not things

Use Appropriate Model

- Match to Occasion
- Match to Audience
- Impressions
- Factual Record and Reference
- Access
- Cost Effective

Trusted Sources of Info

- Recognized and validated externally - Medical Journal, University Research
- Familiar - Television
- Teacher - Professor - Doctor - Scientist
- Religious Leader
- Knowledgeable People
- Peers
- More Extreme - Elvis

Distrusted Sources

- Politicians
- Advocacy Groups
- Journalists
- Project Proponents
- Public Expect these groups to distort facts

Use of Novelties

- Golf Balls
- Key Chains
- Pens, Decals, Prizes
- Demonstration Kits
- Desk Sets
- Other

Step 2 - Identify Target Clusters and approaches

- See Matrix Handout

Step 3 - Identify Critical Path

- To achieve a good level of public acceptance for nuclear power programs, we must:
 - 1
 - 2
 - 3
 - 4
 - 5

Education or Advocacy

- Material - Information or Opinion
- Source - Credible or promoting self interest
- Style - educational or marketing
- Audience - accepting or critical
- Forum - Voluntary or compulsory
- Presenter - Independent or connected
- Delivery - Requested or imposed

Exercise

What do you do that is Educational?
What do you do that is Advocacy?

Can the Past help us get better in the Future?

• What have we learned:

Done well.

Could Do Better.

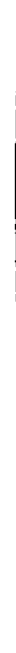
• Hydro

• Coal

• IPP

• Gas

• Nuclear



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Thai Nuclear Education Project

- Aimed at 15 year old - level 3 Secondary
- Intended to test communication techniques
- Four subject areas: Radiation, Health, Environment and Nuclear Power
- Production of materials
- Essay Contests - Voluntary
- Outcomes

Early Findings of Thai Project

- Established viability of Third Party involvement
- Established acceptability of subject matter in Thai school system
- Established capability of University to work with industry without being compromised.
- Promising beginning

Strengths of approach

- Credible source for information
- Accuracy and independence
- Pilot project permitted experimentation
- Few bureaucratic problems

Areas of Concern

- Poor Understanding of Target group - *no research*
- Limited contact with teachers and schools - *followers.*
- Limited post essay evaluation
- Lack of critical evaluation of project - *outside review*
- Quality of materials
- Limited horizon of program - What next? *How does it fit.*