



Issue 21, 2/2009 (June)

WiN GLOBAL 17TH ANNUAL CONFERENCE



Enhancing Our World through Nuclear Technology

July 20-24, 2009

Grand Hyatt Washington, Washington, DC

U.S. Women in Nuclear is pleased to host WiN Global for the combined WiN Global and U.S. WIN 2009 Conference.

Plenary sessions include:

- Perspectives on Nuclear Technology
- Ensuring Nuclear Safety around the World – Regulating the Industry
- Ensuring Nuclear Safety around the World – Securing Nuclear Materials and Technology
- Managing Nuclear Risks

Breakout sessions will cover a wide range of technical topics and professional development opportunities.

Register on line at:

<https://register.nei.org/conferences/winglobalregistrationform.asp> for WiN Global members
<https://register.nei.org/newsandevents/conferencesandmeetings/uswin> for U.S. WIN members



Come celebrate the 10th Anniversary of U.S. WIN in the heart of the U.S. capital.



HEADLINES

2009 WiN AWARD

The selection process for the 2009 WiN Award is complete. To be considered as a viable candidate, a nominee must have demonstrated excellence in one or more of the following areas:

Communications: by communicating clearly and without bias about the many applications of nuclear and radiation related technologies

Education: by working with students, teachers and school programs

Leadership: by upholding the WiN goals and growing the WiN organization

Mentoring: by supporting students, new employees and others seeking professional growth in nuclear and radiation related technologies

Merely to be nominated by your peers is a significant accomplishment. WiNners are known to be very selective in those they permit to represent the organization. The standards for the WiN Award are exceptionally high.

Congratulations to the following individuals who were considered for the 2009 WiN Award:

Laurence Ata, WiN South Africa;
Caroline Bernard, WiN France;
Ágota Hanti, WiN Hungary;
Angelina S. Howard, U.S. WIN;
Sue Ion, WiN United Kingdom;
Sue Kloosterman, U.S. WIN;
Carol Lenestour, WiN Canada;
Catherine Monzel, WiN IAEA;
Ishrat Rehana, WiN Pakistan.

The 2009 WiN Award nominees and 2009 Award recipient will be honored during the 2009 WiN Conference in Washington D.C. USA in July.

If you have any questions on the 2009 WiN Award please contact your Chapter Board Member or Country Contact, the WiN President, or the WiN Secretariat.



WHAT'S NEW?

STRATEGIC PLAN – WiN BOARD APPROVES REVISION 0

In April the WiN Board approved the first ever WiN Strategic Plan. The 2009 WiN Strategic Plan was developed to enable WiN members, as individuals and collectively as Chapters, to better meet the vision, mission, goals and objectives of our organization. The contents of the strategic plan define a series of actions to support implementation and assess the effectiveness of the plan objectives. The long term strategy of the plan is to establish a clearly defined framework for governance and sustainable growth and recognition of the world-wide organization of WiN.

WiNners from around the world have embarked on the task of completing the actions outlined in the plan. The Messaging Committee will present the results of current efforts to create materials to communicate on nuclear technologies during the 2009 Conference.

Many opportunities remain to get involved. Plan Element Champions will be looking for WiNners to work on all four Elements – Administration, Benefits, Development, and Communication. Please contact your Chapter Board Member or Country Contact, the WiN President, or the WiN Secretariat for a copy of the plan and get involved.

WiN is engaging the Public with a Message that Connects and Communicates, $E=mc^2$. Join the team and make a difference in the world today and for tomorrow!

MEMBERSHIP - GETTING AND STAYING CONNECTED

WiN is consistently growing and WiN members are constantly on the move. If your Chapter is growing and your members are not connected with the Global organization please encourage them to register.

If you, as an existing WiN member, or one of your Chapter members are not getting regular information please contact the WiN Global President, Cheryl Boggess or the WNA WiN Secretariat, Isis Stafford.



THE WORLD OF WIN

WiN SWITZERLAND

At the **General Assembly on May 7th 2009** the new polls in Switzerland concerning acceptance of existing and new nuclear power plants were presented to WiN members, especially the differences between women and men. Women are still less in favor of nuclear than men.

These findings should motivate WiNners to start a dialogue with all female groups. The WiN members were glad, that the Board of WiN Switzerland decided, to have WiN actively participating at an open podium on June 4, 2009. WiN will join with the female environmental organizations in discussing the direction of the Swiss Energy policy in respect to Climate change: "2000 Watt Energy consumption or 1 ton CO₂ per capita" which way to follow? Implicitly the question is: Can we lower the consumption so that nuclear power plants are no longer needed? On the panel, **WiN-Switzerland President Dr. Irene Aegerter** represented the proponent of nuclear being part of a climate friendly energy mix.

A critical topic against nuclear - not only among women - is the waste issue. Therefore **WiN member Dr. Monika Jost**, Deputy Head of Disposal of Radioactive Waste Section, Swiss Federal Office of Energy, SFOE, introduced the new procedure (with public involvement) of the site selection for deep geological repositories. One repository will be for high level and one for low level radioactive waste. The procedure for selecting suitable sites for deep geological repositories is specified in a federal government sectoral plan.

The "Sectoral Plan for Deep Geological Repositories" permits the comprehensive co-ordination of all impacts of geological repositories on spatial development, and guarantees the inclusion of the involved cantons (states) and communes, as well as the relevant authorities in neighboring countries, at an early stage. The general population and all interested organizations receive comprehensive information about the progress of the site selection procedure, and are also given an opportunity to actively participate.

The Federal Council adopted the conceptual part of the "Deep Geological Repository" sectoral plan on April 2, 2008. This initiated a three-step procedure that will result in the designation of suitable sites for deep geological repositories within ten years. The first step involves a list of proposals for suitable geological regions, which the National Co-operative for the Disposal of Radioactive Waste (Nagra) identified on the basis of safety and geological criteria – this was published on October 17, 2008.

The site selection procedure (i.e. Sectoral Plan for Deep Geological Repositories - Conceptual Part) is published under:

http://www.bfe.admin.ch/radioaktiveabfaelle/01277/01306/index.html?lang=en&dossier_id=02151



After announcing the selected geological sighting areas, the Swiss Federal Office of Energy organized a series of information events at which the population was able to gather information about the disposal of radioactive waste. Aarau, December 17, 2008.

For more information on this and other WiN Switzerland activities please contact Irene Aegerter.

WiN BULGARIA

In February 2009, Women in Nuclear – the Bulgarian branch of Women in Nuclear Global organized a round-table discussion in Kozloduy "Nuclear Energy in the Hands of Youth". A quick update shows the outreach has already returned results. In the two months following the February meeting a new university specialty was developed and approved resulting in a Master's Degree in chemical technologies in Nuclear Power engineering at the Chemical, Technological and Metallurgical University – Sofia. The Bulgarian Hydrogen Association and WiN Bulgaria worked together in developing the educational plan and program. The university is now prepared to welcome students for the autumn 2009 session.

WiN Bulgaria continues to focus their outreach on future WiNners. Twelve young people from the youth parliament in the German town of Lorsch visited Kozloduy in April 2009. Their activities included a tour of the Kozloduy Nuclear Power Plant.

As part of the tour a meeting was conducted with representatives of WiN Bulgaria. The meeting also included the youth section of WiN Bulgaria with presentations and discussion on the advantages and benefits of nuclear power. The guests asked questions about the future of nuclear power engineering and radioactive waste storage. The members of WiN Bulgaria, lead by Ms. Katya Minkova, were very successful in competently and comprehensively answering the students questions.



The efforts of WiN Bulgaria continued WiNning children for “Clean Energy” by conducting a tennis tournament in May in the town of Kozluduy. The tournament was organized and supported by Kozluduy NPP and WiN Bulgaria. The event was dedicated to 1st June which is celebrated as the ‘Day of the Child’ in Bulgaria. Twenty-eight children played in the tournament and received lots of prizes for their efforts. This successful event was part of the WiN Bulgaria initiative to work with children and WiN them for “Clean Energy”.



The International Nuclear Forum was held in late May in Bulgaria. The members of WiN Bulgaria participated actively both in the organization and the work of the different sections. WiNners contributed to the success of the conference with their presentations and took part in the discussion on the different areas of work.

The current activities and future plans of WiN Bulgaria were made popular by the presentation “WiN Bulgaria and Young People - Sharing Equal Attitude Towards Nuclear Energy Benefits” which received unanimous approval and support by the whole forum.



For more information on these or other activities of WiN Bulgaria please contact Katja Minkova.

WiN KOREA

WiN-Korea Leadership Workshop

The annual WiN-Korea, WiNK, leadership workshop was held on 10th to 11th June 2009 at the Nuclear Education Center, Hydro & Nuclear Power Company, (KHNP). The Education Center is located near the Kori nuclear power plant. Twenty eight members participated in the workshop. It is composed of leadership and nuclear information lectures.

WiNK invited Prof. Myoung-Chul Lee, Seoul National Hospital as a leadership lecturer and he spoke on "Human Networking for WiNK Members". Other lectures on nuclear information dealt with current nuclear issues including:

"Current Nuclear Research on GEN III+ with Energy Policy in Korea" by Dr. Chong-Ho Lee,

"Current study on How to Make Public Opinion for Spent Fuel Site Securing Project, by Professor Sung-Kyung Cho", and

"National Long-Term future Nuclear System", by Ms. Jung-Mi Hwang".

In this workshop a number of young nuclear specialists from Doosan Heavy Industry and from KHNP participated. An introduction on WiNK and WiN-Global were given by Dr. Se-Moon Park (President of WiNK). This lecture drew young members' interest and helped them to understand the vision, mission and activities of WiNK and WiN-Global. The results of the workshop will help to direct development and methodology on public education and communication for future WiNK projects.



For additional information please contact WiNK President, Dr. Se-Moon Park.

WIN FRANCE

WiN France is very proud to announce the launching this year of the first edition of the Fem'Energia Award. This project is the result of the successful collaboration between WiN France and EDF. One of the highlights of this campaign, shared by WiN France and EDF, is a commitment to communicate to the public about the exciting opportunities available in the nuclear field.

A springboard for your nuclear career

Fem'Energia Awards 2009

Participate and win...
Applicants file and regulations:
www.edfrecrete.com
www.win-france.fr
before 12 June 2009

- You are a high-school or university student,** win one of three €2,000 scholarship grants and gain first-hand professional experience in a nuclear multinational company.
- You are a woman working in the nuclear industry,** win a trip for two to the USA or France with a tour of a nuclear power plant and receive guidance in your career path.

Build your professional future with EDF and WiN France.

The Fem'Energia award is addressed to women. Its objectives:

- to promote the participation of women in the nuclear sector, to give more visibility to women in scientific, technical and technological occupations and highlight exemplary careers in the nuclear industry
- to attract young women and detect student profiles susceptible to be orientated to scientific, technical and technological occupations in the nuclear field
- and to encourage those already working in the sector to persevere in their career and achieve their ambitions

Two prize categories have been created. The first is the student category, subdivided into three subcategories corresponding to strategic levels of study, and the second category concerns "Women in Activity". In all, 4 prizes will be awarded:

- Three awards in the student category attributed to three levels of diploma.
 - The first of these levels concerns students studying for the vocational high school "baccalaureate" diploma in Nuclear Environment. This diploma has recently been created by the French Education authorities in collaboration with representatives from the Nuclear sector in order to meet the specific human resource needs of the industry
 - The second and third levels concern the different higher education cycles (2-3 years or 4-5 years and more) which provide the much needed technicians and engineers.
- One award for the "working women" category to reward an exceptional commitment, achievement or exemplary action or to encourage a courageous professional project.

The Winners in the student categories will be rewarded with scholarship grants, accompanied by internships or apprenticeship contracts, or assistance to first employment depending on their profile. The winner of the working women category will receive career guidance and a trip to a foreign country that includes a visit to a nuclear installation.

Extensive sourcing has been carried out through contact with educational establishments, with power plants, through professional networks and by direct mailing. In France, some 850 educational establishments covering a wide range of programs applicable to the nuclear sector have been contacted while a direct mailing campaign has enabled to contact more than 3300 female students enrolled in these streams. We are hoping to obtain a high level of response from the first year.

The Fem'Energia award will also be open to international candidates. EDF have diffused information to their overseas subsidiaries and partners. Posters and pamphlets have been sent out to many WiN chapter representatives throughout the world to inform them of the award and our objective is that as from next year, the Award shall become truly international.

The award is sponsored by the "European Foundation for Tomorrow's Energies" and benefits from the patronage of the French Ministry of Higher Education and Research. Its patron is Caroline Bernard, who is currently the only woman to be at the head of a French Nuclear power plant.

For more information please contact Dominique Mouillot, WiN France President.

PERCEPTION OF RISK AND USE OF ITEM

A Viewpoint

Helene Langevin-Joliot, granddaughter of Marie Curie, said in a seminar at the College de France in February 2007:

“The speed of scientific and technological development added to the opacity of the method of decisions, with impact of disasters of various extents and causes, promoted in people the feeling that nothing anymore was mastered. The craving for progress blurred in front of the fear of the risk and even simply of the unknown.”



The perception of the risk lessens with exposure to the item of concern, reduces with increased familiarity. It is often heard that the magnetic fields induced by high voltage lines can interfere with the natural electricity of the human body contributing to health problems. These concerns usually only relate to high voltage lines, remote and frightening looking objects. Such concepts are often overlooked in the common place appliances such as microwaves, hotplates, electric shavers and such. These common items are much more harmful because of their nearness. Mobile phones hardly cause fear but contrast the proximity of the cell phone, located against the user's brain, to the location of these frightening towers located kilometers away.

The perception and the acceptance of the risk are very influenced by the conveniences that the technology and the facility of use bring to the individual. The nuclear reactor appears as a mysterious building whereas the outlet is very much part of everyday life. The fact remains that electrocution causes deaths and not radiation created in nuclear reactors.

For additional information contact Anne-Marie Goube Win-France Board.

WIN FRANCE ATTENDS THE ANNUAL NUCLEAR MAINTENANCE PROFESSIONAL DAY AT THE MONTEREAU NUCLEAR EDUCATION CENTRE.

On 25 March 2009, WIN France members Annie Wallet and Anne Marie Roy participated in the annual nuclear maintenance professional day organized by the high schools, college and technical university of the educational centre of Montereau, located in the suburban area of Paris.

This meeting, organized every year since 2002, focuses on training opportunities in the field of nuclear maintenance and reunites the teachers and the main industrial partners of this important educational centre: EDF, the French state-owned

utility, and its main subcontractors and service providers for the maintenance of nuclear Power plants.

The perfect logistic organization of the day was taken in charge by the students themselves.

For WIN France, participating for the first time in this event, this was an excellent opportunity to present WiN France and the key activities in which its members are engaged, notably the value of nuclear professions and communication on the career opportunities offered by the nuclear sector, especially for girls. WiN representative Annie Wallet also gave information about the "Fem'Energia Award", inviting all female students, fitting with the criteria of the contest, to apply.

The teachers and students expressed their interest for this communication with schools, conscious of the need to increase the number of female students in the professional and maintenance diplomas. Daniele BUTET, the very dynamic Dean of the Montereau Educational Centre, expressed her eagerness to cooperate with WIN France, and to define together actions which could contribute to attracting girls to these technical career paths. She emphasized the nuclear sector's workforce needs and recalled that 100 % of the students, who have successfully passed their diplomas, find a job offer before the end of their studies. The definition and follow-up of these actions will be ensured by Anne Marie Roy whose office is in the same district as the Montereau centre.

The Montereau educational center is the fruit of a very effective partnership between the Ministry of Education, EDF and the service providers for nuclear maintenance and the Montereau town administration. It includes two professional high schools, a technical college ("Institut de Technologie de Senart") and also the very famous technical university dedicated to the preparation of technical teachers ("Ecole Normale Supérieure de Cachan"). Structured as a campus, it also provides students accommodation since students are recruited from all parts of France. This cooperation allows the centre to ensure teaching and practical training for more than twenty five different technical jobs in nuclear maintenance. Its professional diplomas were created in 1990, and today the educational centre delivers diplomas from vocational secondary school diploma ("Baccalaureat professionnel") up to two year and three-year college diplomas in nuclear maintenance.

The teaching programs have been organized to fit with industrial needs, and may be followed on a full time basis or on a part-time basis for students who are in the activity ("work-study programs"), or following customized programs for those professionals wishing to improve or acquire new competences.

A representative example is given by Elodie, a young woman met during this day. She has a two-year college diploma in a mechanical speciality and a first

professional experience .She has decided to return to school to complete a three year diploma, and find a contract as a salaried student with a nuclear service provider.

For more information: www.formation-nucleaire.net
Or contact Annie Wallet, WiN France, Ile de France.

WIN SOUTH AFRICA, WiNSA

WiNSA members were very busy hosting learners from all different areas in the annual "Take a Girl Child to Work Day" event.

WiNSA-WE-SA

Westinghouse Centurion hosted nine learners from five different schools in the Tshwane area. The girls were grade 11 and grade 12 learners whose subject choices included mathematics, science, and finance subjects. Each learner was treated to a handy backpack containing some special hand-outs. These were accepted with great excitement and were much appreciated. The learners were also presented with a certificate to remember the day.



It was a great team effort. Thank you to all of you who participated, either actively or just for a welcoming smile in the corridor. We are grateful that we had this opportunity to "**Change Someone's World**". The learners were inspired to consider engineering as a career option and the Westinghouse participants felt good having reached out and were able to see their own jobs in a new light.

For more information, please contact Esther Mohube (mohubees@westinghouse.com) or Renee Penman(penmanrg@westinghouse.com).

WiNSA-PBMR



(Integrated from various news bits prepared by Dianne Tipping-Woods, editor of PBMR Pebble World)

The Cell C "Take a Girl Child to Work" day hosted by WiN-PBMR was a great success, with the response from the girls being overwhelmingly positive. Almost 40 girls were hosted in Centurion, with another 20 at Pelindaba. The programme consisted of an introductory session and safety briefing, followed by presentations from various female employees at PBMR. This was followed by a walking tour of six PBMR departments, chosen according to each girl's interests, a team-building session and a close out session where the girls were given bursary-related information.

Wearing school uniforms of various colours, high school learners arrived, escorted by their parents or a friend's parent. This trademark campaign of cell phone network company Cell C was initiated countrywide some five years ago and was originally tailored to demystify a generally male-dominated workplace, with just 32% of the workforce consisting of women.



The day targeted girls from grades eight to 12, and included girls who have already decided what to study at university, and those looking for direction. The initiative has, over the years, had a dramatic effect on the lives of thousands of young South African girls who have participated through registered participating companies in South Africa.

"We wanted to give these bright young women a taste of what PBMR is all about, by exposing the girls to a general overview – and more specifically, the many and exciting science, engineering and other disciplines that these girls can study" said Mary Fetcher, WiN-PBMR president.

The feedback from the learners, as well as the group facilitators, was overwhelmingly positive. With a bit of luck, the ideas the girls have been exposed to will plant seeds of ambition in fertile ground, and will inspire a future generation of women leaders in science and technology.

WiN-PBMR would like to thank everyone at PBMR who assisted in organizing the day and who participated in the program.

For more information on these or other WiNSA activities please contact Renee Penman, WiN-WE-SA; Dianne Tipping-Woods, PBMR Pebble World; or Isabel van Rooyen: WiNSA-Communication.

WiN-South Africa Social Project: June 2009

Members of WiN-SA WiNPBMR are partnering with Abraham Kriel Childcare for a winter project. They will be gathering food, blankets and toiletries to

distribute to this welfare organization. The Abraham Kriel Childcare has a number of homes and campuses in and around Gauteng that take care of nearly 800 kids. Their main campus is in Langlaagte and they have 2 other campuses in Johannesburg. They also have 7 satellite homes and support 400 kids that have been affected by HIV/AIDS. Another important function of them is to help in the development of previously disadvantaged communities and distribute food to children from Soweto, Westbury and Zola.

For more information on this outreach project please contact Annelize van Rooyen: WiN-PBMR Projects.

WiN SPAIN

WiN Spain is providing support to the recently launched initiative led by the Spanish Nuclear Forum, the digital platform www.yosoyonuclear.org.

yosoyonuclear.org (I am nuclear) is a digital platform created by several professionals that represent all the social sectors: citizens, consumers, internet users, companies, students, teachers, businesspeople and nuclear energy experts.

The main goals of this initiative are:

- To allow citizens to debate on nuclear energy and facilitate a dialog among those in favour, those against and those who do not take a stand.
- To develop a Web that builds a space for all opinions and where citizens interested in knowing more on nuclear energy can find unbiased information.

Now is the right time to give citizens this communication tool, because the debate on the future of energy has transcended from the energy fora to society, and decisions must be made that will affect nuclear industry and the country's energy future. It is urgent to make society aware of the need for a balanced energy mix.

In this web, people accessing it can sign in support of nuclear energy, but most of all, the debate on nuclear energy and its future in Spain will be on line, inducing people to present their ideas, questions, initiatives and any other suggestion to allow a transparent flow of information and in accordance with the energy needs.

Friendly webs are linked to this digital platform, and WiN is one of them.

For more information please contact Maria-Luisa Perez-Griffo, WiN Executive, WiN Spain.

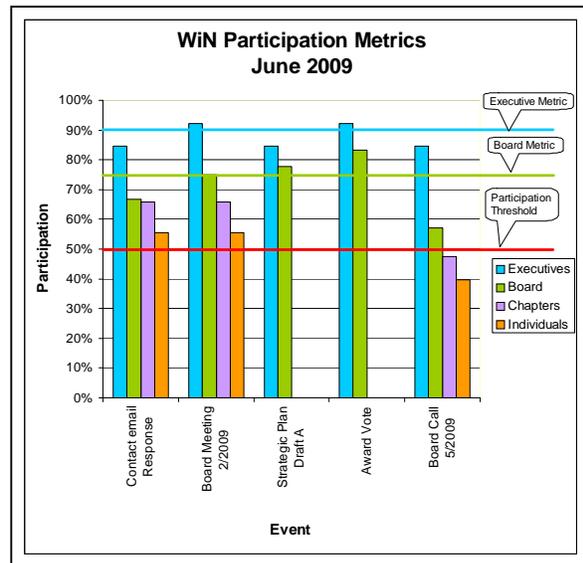
PERFORMANCE METRICS

The WiN Executives established participation measurements for the WiN Leadership of 90% for the Executives and 75% for the Board. Participation includes meetings, conference calls, votes, and requests for information or other similar items. These measures are based on the following criteria:

- Direct participation
- Participation of a previously identified alternate
- Providing inputs on agenda items prior to the meeting

The WiN President is responsible for determining items to track aligned with WiN strategic goals and to publish the results on a regular basis. As we move through our first year the Executives and Board will review the results and determine how best to interpret the information and utilize it to support WiN strategic goals.

The following graphical summary represents the year to date results.



Congratulations to all WiNners for working so hard to meet objectives.

If you have any questions, comments, or would like more information please contact the WiN President, Cheryl Boggess.



CELEBRATING SUCCESS

WiN JAPAN

On April 21st 2009, WIN-Japan was honored to receive an award from the Atomic Energy Society of Japan (AESJ). The members of WiN-Japan were presented the “Nuclear Energy Historic Landmark Award” during a special ceremony celebrating the 50th anniversary of AESJ at the Sankei Plaza, Tokyo.

The Award specifically acknowledges the contribution of the honoree to historical construction and activities in the nuclear field. The purpose of the award is to acknowledge those who have achieved significant performance in contributing to prosper the development of the nuclear field over the last 50 years.

In this the inaugural year, 65 awards were presented. Most of the items were for technical or engineering based efforts. WIN-Japan was unique, it was the only association recognized for its contribution to public communication regarding nuclear energy and the environment.

Why WIN-Japan? Consider the following:

1. WIN-Japan is the only professional association in Japan where women specialists are contributing to advance the state of knowledge of nuclear-related issues.
2. WiN uses volunteer networking activities to communicate towards positive understanding of the nuclear field.
3. WiN has established a positive reputation and status throughout the nuclear industry by participating in a large range of activities.
4. Mentoring and fostering professional growth of women in the nuclear field contributes directly to provide critical resources to fuel the nuclear renaissance.

Receiving this award is significant in that WIN-Japan is recognized widely as the leading group in promoting the public awareness and understanding among the nuclear academy and industry. WiN-Japan is honored to receive such a commemorative award, and would like to express our gratitude to all those who have been supporting WIN-Japan.



Accepting the Award on behalf of WiN-Japan are, from left, Suomi Ishibasi, Junko Ogawa, Youko Kobayashi, and Haruko Kuroiwa.

Congratulations to WiN-Japan for many consistent years of a job well done!



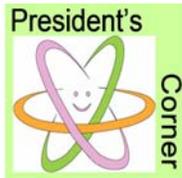
MARK YOUR CALENDARS

2009 17th Annual WiN Global Conference

WiN Global 2009 is combined with the 10th Annual U.S. WIN Conference July 29 to 24.

U.S. WIN invites the World of WiN to come and join the celebration of 10 years of U.S. Women In Nuclear.





The winds of change are blowing and the members of WiN have set their sails.

More and more we are seeing WiNners entering the upper management ranks, on the leading edge of new and innovative developments, or as a spokesperson for informing the public on nuclear technologies. As WiNners become more and more visible on multiple levels, trust and transparency are critical.



In a recent article discussing transparency, Gayle Turner of Catch Your Limit Consulting, suggested that a definition for transparency could consist of:

- Clarity
- Candor and
- Communication

Pretty simple approach. Balanced by knowledge and credibility it struck me that this was a very WiN like way to communicate when we consider the WiN approach to communication:

“Communicating from a human perspective in a balance integration of emotion and reason, informing people by people on three different levels:

- *the level of ethical values and emotions*
- *the technical and scientific level*
- *the economical level”*

Mr. Turner continued by explaining that transparency sets the right tone for leaders in communicating. Clarity was related to being clear about values in relating to decisions and performance in living out a vision. Candor was related to accepting the facts of a situation, facing the facts directly, and using good judgement in communicating not only the facts but how you are managing the reality of the information. Communication relates to not only talking and providing information but listening to the response and making sure there is a clear and balanced understanding of the information.

Clarity – Have a clear picture of the situation.

Candor – Be straight with people.

Communication – Look and listen before you speak.

Communication is not an easy task. As the interactions and debates on nuclear technologies continue to be more frequent, and perhaps more confrontational, WiNners are likely to find themselves sailing through dangerous and rough waters.



Clarity, candor and communication are three tactics for strengthening trust through clear and informative interaction.

WiNners are positioned to play an important role in communicating with the public. The WiN vision is to be a forum for exchanging information and raising awareness of the benefits of nuclear and radiation applications, and of the safety that ensures protection of the public and the environment, to enhance the quality of life. The first bullet in the WiN Mission is to develop a dialogue with the public to promote awareness and education about the factual contribution to people and society from nuclear technologies.

To look, listen, and candidly deliver a clear and accurate message on the positive benefits of nuclear technologies is directly living out the Vision and Mission of WiN. How better to be transparent in gaining and maintaining the public trust.

Change is upon us. WiNners are setting their sails and catching the wind.

Enjoy the ride!
Cheryl

