

Hurry up! Indonesia is waiting for you!

WIN Global Annual Meeting 2007



Preparations for the 15th WIN Global Annual Meeting are well underway. The latest figures provided by the Indonesian organizers show that well over 50 participants from overseas have already registered to attend the event, including delegates from Bulgaria, Canada, Czech Republic, Finland, Hungary, Japan, South Korea, Mexico, Pakistan, Romania, Slovakia, Spain, South Africa, Taiwan, USA, and over 40 registered delegates from Indonesia.

Part 1 – OPTIONAL technical tours – 21-22 April, Yogyakarta and Jakarta

Part 2 – WIN Global Conference – 23-27 April, Bali

The event will be held in two parts. Part 1 will include a number of optional technical tours in Yogyakarta and Jakarta; and Part 2, the most important part, will comprise the Conference, social tours and cultural events in Bali.

The programme of the event is currently being updated to include recent requests and submitted papers. Please find registration forms, paper submission forms and the latest programme on the WIN Indonesia website here www.win-ina.org

The WIN Global website also contains some information related to the Meeting. Please visit www.win-global.org

The Meeting is sponsored by the National Nuclear Energy Agency of Indonesia (BATAN).

WIN Global at PIME

From 11-15 February 2007, over 170 professional communicators from 27 countries assembled in Milan, Italy, to take part in PIME2007 - the annual PIME (*Public Information Materials Exchange*) conference organised by the European Nuclear Society (ENS) in co-operation with the International Atomic Energy Agency (IAEA), the Nuclear Energy Agency of the OECD (NEA/OECD) and FORATOM. PIME is an international conference that provides communicators in the global nuclear community with a unique opportunity to discuss the key issues of the day, to focus on new communications solutions and tools and to network with their fellow professionals.

At a time when concerns about security of supply, combating climate change and growing energy prices have brought nuclear power back to the top of the global energy agenda, the need for effective communications is greater than ever.

The conference agenda consisted of a series of plenary sessions, panel discussions and parallel workshops focusing on specific communications issues.



WIN Global core members at the WIN stand, from left to right: Helen Spencer, Cheryl Boggess, Patricia Bryant, Junko Ogawa, Kathe Sarparanta, Monica Bowen-Schrire.

WIN has traditionally participated at PIME since the early 1990's, and this year was not an exception. WIN was represented by an exhibition stand and by a number of speakers. WIN also sponsored a session and PIME also hosted the WIN Board Meeting.

On Tuesday 13 February, a session "What do people really think about nuclear energy?" was organized in cooperation with WIN Global, and focused on monitoring, measuring and interpreting public opinion, as well as on lessons learnt from the views expressed by citizens. Cheryl Boggess of Westinghouse and the President of WIN-USA chaired the session. Speakers included:

- W. Hilden, Head of Nuclear Safety and Waste management Group of the European Commission, with a presentation about the recent Eurobarometer public opinion poll on nuclear safety, prepared by the Transport and Energy DG of the European Commission.

- Nadja Zeleznik, Agency for Waste Management of Slovenia and the President of WIN Slovenia, with a presentation "How to improve the communications in the Low and Intermediate Level Waste repository site selection process – the mental model approach."

- Helen Spencer from Ontario Power Generation talked on behalf of Susan Brissette, from Bruce Power, about the success of last year's WIN Global conference held in Canada.

- Monica Bowen-Schrire, Consultant for Vattenfall, Sweden (WIN Sweden), together with her colleague from Finland, Kathe Sarparanta, Communications Manager from TVO for Olkiluoto-3 (WIN Finland), gave two presentations about gender differences in public perception: "Woman-to-Woman on Nuclear. Why do women perceive nuclear differently from men and what can we do about it?"

- D. Witkowski, Director of Consultancy and Survey Department, EDF, France on the ways of understanding public opinion in order to optimise communications on nuclear.

- Stela Diaconu and Ionita Gheorghe, National Agency for Radioactive Waste, (WIN Romania) on public perception of nuclear energy and radioactive waste in Romania.

You can find details of the PIME Conference at: www.pime2007.org

Report from the WIN Global Board Meeting

Following the WIN-sponsored workshop, the WIN Global Board met on 13 February. Fourteen members attended the meeting. It was reported to the attendees that the current number of members

recorded in the WIN Global contact database is 1899 from 66 countries and regions, however many national networks maintain their own national membership lists where national WIN members choose not to become members of WIN Global.

Some changes occurred in the list of national country representatives and among WIN Global Board and Executive members:

- 1)Dijana Medeliene, Vatesi, Lithuania, left her job and moved away from Lithuania. She appointed her colleague Ruta Jarasuniene from the Lithuanian Radioactive Waste Management Agency as a country representative for Lithuania.
- 2)South Africa put forward two country representatives: Refilwe Moerane, from Pebble Bed Modular Reactor, and Ntebatse Matube of South African Nuclear Energy Corporation. Ms Moerane is the current Chairperson of the WIN South Africa (WINSA), and Ms Matube is the Vice-Chair.
- 3)The Hungarian Board member Ms Pasztor was replaced by Mrs Ludmilla (Milla) Kiss Zoltanne at the end of 2006.
- 4)Mrs Marina Labyntseva, from the St.Petersburg Education Center of ROSATOM, became a new country representative for the Russian Federation.
- 5)Patricia Bryant's term as an Executive Board member came to an end. To ensure that WIN U.S. is represented on the Executive Board of

WIN Global, Cheryl Boggess, Senior Project Manager from Westinghouse, replaced Patricia in March 2007.

Another interesting subject discussed was the venue for the **WIN Global Annual Meeting in 2008**. Currently two countries are bidding to host the future event – Switzerland (Basel) and France (Marseille). Both countries can boast of well developed national nuclear programmes and industry support. Both Basel and Marseille are conveniently located with easy access to Europe's most interesting research and commercial nuclear facilities. The WIN Global Board will have to make a difficult choice between the two countries. In addition, Hungary expressed its willingness to provide a back-up plan to the organization of the Annual Meeting in 2008.

Among other conclusions of the Board meeting were: 1) discussion of the reviewed **WIN Global Charter**, which will be finalised at the Annual Meeting in Bali, Indonesia, and placed on the WIN Global website; and 2) a new initiative to synchronize web contents and designs of national WIN networks. The latter would allow WIN in any country to present the network as a **globally recognized brand**. Nadja Zeleznik of Slovenia was nominated to lead this initiative.

WIN France Activities

Article provided by Dominique Mouillot, President, WIN France

- **“The prize of the scientific and technical vocation”**

Each year in France, the Ministry for the Parity and Professional Equality awards “The prize of the scientific and technical vocation”. This prize was initiated to develop and support the scientific and technical vocation for young women. Today, in spite of their success at school, young women don't choose scientific studies which could allow them to get valorized jobs.

In the region “Provence-Alpes-Côte d'Azur”, the award ceremony took place on the 8th March 2007 (the International Women's Day) in the presence of the Region Governor, Françoise Rastit, Regional representative delegated to women's equal rights, Michelle Archimbaud, WIN France representative, and numerous other personalities. 35 young women selected by a jury received an allowance of 800€.

During the meeting, Michelle Archimbaud underlined the importance of scientific careers in research, engineering, maintenance, nuclear energy etc, and presented the action plan of WIN France. This plan foresees various actions to attract students into scientific careers, in order to help them to find training courses and jobs.

- **Actions towards schools**

To promote nuclear careers and jobs, WIN France participates in forums organized by University-Level Colleges and companies. The members of WIN France will make contacts to set up partnerships with Scientific High Universities and Engineering High Schools.

“Job conferences” are planned for the students; our last conference took place in December 2006, at Ecole Centrale de Marseille.

- **Recruitment**

WIN France put online information concerning nuclear careers, employment and training courses. In collaboration with the Management of CEA (Commissariat à l'Energie Atomique) in Cadarache and ITER-France, 50 job offers for ITER International are available on the WIN France site www.win-france.fr

- **Congress**

WIN France will participate in ICAPP 2007 (International Congress on Advances in Nuclear Power Plants) in Nice on 13-18 May 2007 with a WIN corner located in the exhibition area.

Nuclear Communications Seminar in St. Petersburg

A seminar “PR Technologies: How to Work with Public and Media” was held in the Rosatom’s State Regional Education Center in St. Petersburg on 5-6 February 2007. The event was organized by a WIN Global member and the national representative for Russian Federation, Ms Ekaterina Ryabikovskaya, supported by the St. Petersburg’s Branch of the Russian Nuclear Society, and TVEL Corporation as the General Sponsor of the event. School lecturers – PR experts from Switzerland, Slovenia, Hungary and Bulgaria – arrived to this Northern Capital of Russia to share their experience with young specialists who came from various parts of the country (representatives of Moscow Engineering and Physics Institute, Mashinostroitelny Zavod, Leningrad NPP and other nuclear industry companies).

The first day featured a session on Strategic PR chaired by Irene Aegerter, the first President of WIN Global, member of the Swiss Federal Nuclear Safety Commission (SKA) and Vice President of the Swiss Academy of Engineering Science (SATW). She instructed the attendees to broadly use emotive tools along with technically and statistically supported arguments. She said that it was impossible to answer the question “Is nuclear good or bad for mankind?” using only technical arguments. Nuclear age has entered human consciousness commencing with the explosions in Hiroshima and Nagasaki; it raised fears that then developed to phobia. Irene urged to act through emotions to overcome this psychological problem. She kindly uncovered some of her tricks and called experts to be more active in involving independent organizations and experts who were pro-nuclear and trusted by the public.

Another session on Integrated Communications Approach featured a talk by Nadja Zeleznik, Slovenian Agency for Radioactive Waste Management. She elaborated on a new communication approach to the siting of a waste storage facility in Slovenia.



She put forward the idea of starting communication and information activities as early as possible in order to avoid potential conflicts of interests

between the public and project customers. The use of this integrated communication approach helped to adequately inform the public and gain their trust, she concluded.

The President of Hungarian Nuclear Society, Tamás Pazmandi, informed the attendees of an outstanding PR Project called “Nuclear Tent” that had been held within the framework of the international music festival ‘Pepsi Island’ in Budapest. She dwelt on all aspects of the project (educational seminars, public debates with the Greens, distribution of small gifts, opinion polls etc.) and public outreach programs of the Hungarian Nuclear Society’s Young Generation Network (YGN). YGN activities had produced a positive effect on the attitude of young Hungarians towards nuclear power, he said.

The second day covered aspects of crisis communications and media relations at Bulgarian Kozloduy NPP by Daniela Manova-Nanova, WIN-Bulgaria President.



The State Hermitage Museum in St. Petersburg

At the end of the seminar, attendees had some free time to stroll about St. Petersburg and to socialize.

For more information about this event visit Dr. Tamás PÁZMÁNDI’s special website: <http://portl.kfki.hu/StPetersburg>



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