

WIN Global Workshop at PIME2006 **13 February, Vienna, Austria**

PIME stands for Public Information Materials Exchange. This conference for communication specialists in the nuclear industry has been organized annually by the European Nuclear Society for many years. This year, the conference was hosted by the IAEA in the famous United Nations building in Vienna.

The conference attracted about 170 delegates from across Europe, Northern America and Asia. The growing number of delegates shows that public communication issues have gained higher importance to our industry. Indeed, on the path to nuclear renaissance, no country in the world can achieve progress in nuclear technology development without support of their own people.



PIME provides a unique opportunity to learn from experiences of different countries and to expand networks of professional contacts. Delegates enjoyed the three day conference with plenary sessions and a number of parallel topical workshops.

WIN Global held its workshop – named “Two Way Communications with Social Stakeholders” – on 13 February, the first day of the conference. The delegates reported in their feedback that they considered it was the most interesting workshop of all during that day. It was well attended by more than 40 delegates with Canadian WIN member, **Helen Spenser** from Ontario Power Generation, chairing the session that consisted of three presentations:

- **Junko Ogawa**, President WIN Global, “Two way communication and outreach in Japan Atomic Power Company”.
- **Susan Brissette**, WIN Canada, Bruce Power, “Pioneering gender-based marketing in Canada’s nuclear industry to build support for nuclear power amongst women opinion leaders”.
- **Cheryl Boggess**, WIN USA, Westinghouse, “US women in nuclear - A journey from vision to reality”.

All three presentations were followed by a lively Q&A session. Some delegates had been well acquainted with WIN activities, although there were some who were introduced to WIN for the first time. WIN received several applications to join WIN Global from women who met at PIME. Not bad at all!

In the picture, from left to right: Cheryl Boggess, Susan Brissette, Junko Ogawa

Results of the recent Board Meeting **13 February, Vienna, Austria**

The WIN Global board meeting took place on the same day, on Monday evening, straight after the Workshop at PIME. Fifteen WIN members, mainly board members and country representatives, attended the meeting, which was open to everybody. Junko Ogawa, chaired the meeting, which she opened with an update on the WIN Global membership – since 1 March 2005, there have been 185 new members accepted from 31 countries.

There were announcements of some changes within the Board. Currently, the selection of new Board members is under way and the final list of names will be approved and announced at the WIN Global Annual Meeting that will take place from 29 May to 2 June in Waterloo, Ontario, Canada.

Susanne Brissette updated everybody with the current developments of the preparations for the Annual WIN Global Meeting. Thanks to the efficient work of the Canadian organizing committee, chaired by Susan, the preparation is well under way. In December last year, the conference website www.win-2006.org was set up. The organizers expect attendance of approximately 300 people. At the date of the

Board meeting, more than 80% of the conference programme was completed and 65% of speakers were confirmed. Representatives from 25 countries had already expressed willingness to participate or already registered. 21 applications for the travel and accommodation grant had also been received. We also were pleased to hear that the Chinese WIN Chapter offered to host the WIN Global in 2007. More details about next year’s Annual Meeting will be revealed in Canada.

We also heard reports from the two working groups. Cheryl Boggess from the USA made a presentation on behalf of the Working Group on Win-Global Affiliation and Cooperation with Other Organizations. The Group will report of its activities at the Canadian Meeting.

Junko Nishimura made a presentation for the WIN Global Award Working Group. She provided a new annual schedule for the WIN Award nomination. It was decided that in the future, an awardee would be honoured in conjunction with the Annual Win-Global Meeting. The 2006 award will also take place in Canada during the Annual Meeting. The name cannot be announced yet as WIN Board and Executive members are currently in the exciting process of casting their votes.

We also had a chance to hear news from different countries, which were represented at the meeting.

The day was long but very productive. We celebrated it together by a wonderful dinner in a restaurant.

Please remember that the next Board meeting will take place in Waterloo, Ontario, Canada on 30 May 2006.

In the picture: After the long working day: 'Yes, please, bring some food! We deserve it!'



Women in Nuclear around the Globe

WIN Indonesia

In Indonesia, there are plans to build the first nuclear power plant and connect it to the grid in 2016. Therefore, the nuclear industry actively promotes benefits of nuclear energy and the applications of isotopes and radiation for peaceful purposes. Based on these events, WIN Indonesia has recently carried out two very successful seminars in both Bali and Jakarta.

A luncheon talk was held in Bali, organized by WIN Indonesia on 12 September 2005, at the Paradiso Hotel. The aim of the seminar was to educate local people about the application of isotopes and radiation technology for health care and agriculture. The speakers included Dr Nazly Hilmy (former WIN Indonesia President) and Ms Rena Setjo. The seminar was attended by 60 people representing government officials, housewives, scientists and medical doctors.

In the picture: Presentation by Dr Nazly Hilmy regarding the use of isotopes and radiation in medicine.



On 1 December 2005, a luncheon talk about Nuclear Power Plants and Women at Large took place at the R&D Centre for Radiation and Isotope Technologies. The presenter was Ms. Junko Ogawa, President of WIN Global. In her speech, Junko promoted WIN Global and its activities.



She also touched briefly on the explanation of radiation and peaceful use of nuclear energy. The discussion with the audience was focused on WIN Global activities, safety of nuclear plants, and how WIN-Indonesia could become more involved in the public dialogue on issues of nuclear power, which is a highly popular topic in the country today. 130 people representing a wide range of social stakeholders - government, scientists, representatives of the Ministry of Foreign Affairs, Ministry of Electricity and Energy, and NGOs all attended this event.

It's a very good start for a country with no nuclear energy, don't you think so?

In the picture: WIN Indonesia Committee and the President of WIN Global, Junko Ogawa.

International Contest "We are children of the Atomgrad" Celebration of Childhood, Art and Mutual Understanding from RUSSIA

Material provided by Nina Mishina, WIN Global member in Russian Federation, Public Information Centre of Leningrad NPP.

Ten years ago, the Public Information Centre of Leningrad Nuclear Power Plant devised the idea of "We are children of the Atomgrad" and it materialized thanks to the strong will and patience of its women. Since then, every two years, Leningrad NPP and its neighbouring town, Sosnoviy Bor, have hosted the international youth contest "We are children of Atomgrad" that gathers children from all over Russia and abroad, wherever there are nuclear power plants.

This year the event received an official recognition as a project of the Russian nuclear power plant operator ROSENERGOATOM, although the event was already popular and did not need additional publicity.

The event is now also sponsored by the Sosnoviy Bor Museum of Modern Art, State Commission for Cultural Issues of Leningrad Region and the Trade Unions of museum workers from St. Petersburg.

In the picture: Participants - Masha Sirotkina and Olga Zdor



In 2005, the contest examined 700 art works of children from 3 to 18 years of age: paintings, craft works, poems, photographs, video clips, and even some environmental and economic studies. 65 works were contributed by foreign participants, mainly from Finland, Bulgaria and France.

The subjects of the presentations were divided into the following categories:

“60 years after – Memories of the Second World War”

“Souvenirs from Sosnoviy Bor”

“My Contribution to Protection of our Planet”

“Oh Summer!”

The speakers thanked children and their parents for their efforts and achievements in expanding knowledge on nuclear power and appreciation of the technology.



15 year old Niko Hyytiäinen from Finland, prize-winner in the category “My Contribution to Protection of our Planet”



The organizing committee and contest's jury

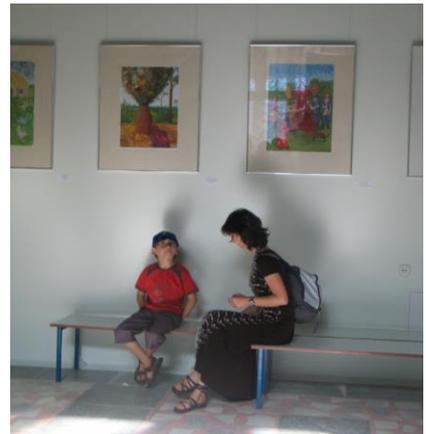
As the event took place during the summer holidays, many of the invited winners managed to attend the award ceremony. From 24 to 29 July 2005, the children enjoyed a very busy entertainment programme organized for them within the walls of the Modern Art Museum where they were greeted by three symbolic canon-fire accompanied by a folk dancer and singing group “Khmel”. This was followed by welcoming speeches by the town's Mayor, the Deputy Director of Leningrad NPP, representatives of ROSENERGOATOM and others.

Then the award ceremony started. 38 prize-winners and 50 happy and proud special awardees, one after another, climbed up to the stage to receive their certificates and special gifts. In the meantime, the exhibition of 247 works was opened, and the visitors received a unique opportunity to look at the Eurasian Continent – from France to Chukotka - through children eyes. There were art classes running, which aimed to entertain and educate the visitors on painting techniques, folk arts, journalistic tricks, and multimedia projects and presentation skills. Children had a chance to visit a radio studio, where a radio presenter was reporting on their event. Volunteers were also asked to write an essay on the subject “One day on the Earth without electricity”.

Leningrad NPP opened its doors to the visitors. Younger children had a tour around the plant's graphics and printing department. Meanwhile the older ones explored the facilities of an operational RBMK unit. There was also an unforgettable trip to glorious St. Petersburg and its beautiful surrounding area. For many it was the discovery of Russia's “Northern Capital”.

The celebration closed with a firework display. Children made wishes to meet again and for the tradition of the contest to continue as they released to the sky a multicoloured cloud of balloons.

Let their wishes come true...



French guests Delfina and Leo – the first visitors to the exhibition

PIME Award 2006 goes to the Czech Republic. “Temelínská Atomiáda”

Material provided by Marie Dufková, WIN Global member from Czech Republic, ČEZ, a.s.

The vital role that communicators play in promoting nuclear energy is sometimes taken for granted... but sometimes communicators get awarded for their input to improvement of the image of nuclear industry. And it is not only WIN Global who award nuclear communicators. The European Nuclear Society holds its own award during the annual PIME Conference [see above]. The PIME Communications Award aims to highlight and reward communications excellence in the nuclear industry. The award helps ensure that communications efforts get the visibility and credit they deserve.

This year, the Award was received by a WIN Global member from the Czech Republic, Ms Marie Dufková, Deputy Head of Communication Department of ČEZ, a.s., Czech operator of nuclear power plants.

There are two nuclear power plants in the Czech Republic, six nuclear reactors, generating about one third of the Czech Republic's electricity. Its first commercial nuclear power reactor at Dukovany began operating in 1985. The latest two units at Temelin NPP were connected to the grid in 2000 and 2003. Government commitment to the future of nuclear energy is strong. However the industry needs support from the public to ensure stability of its operation and future prospects, especially when the country has extremely anti-nuclear neighbours, such as Austria.



So, what did the Czech nuclear operator do to deserve the PIME 2006 Award? They conducted a pretty unusual and undoubtedly exciting event on 21 September 2005. They invited famous and popular athletes – members of Czech Olympic team - to Temelin NPP.

Following their visit, the Temelin Atomic Olympics “Atomiada” was organized, a competition and entertainment afternoon with many sporting events for children in the town outside the site of Temelin NPP and the Information Centre. Popular Czech athletes, local stakeholders, councillors, mayors, media, the general public and NPP employees and children from regional schools all competed.

The aims were:

- to support the positive attitude of the public to nuclear energy and to the presence of the nuclear power plant in the region
- to contribute to the maintenance of the good relations of CEZ with local government and with local residents
- to “humanize” the term “nuclear power”.

The Czech sporting idols became the natural bearers of the messages intended for the public via the media. The event was reported in 37 different forms, ranging from the national press and regional newspapers to magazines, with coverage in television broadcasts. Due to the publicity, it was agreed that 60% of the Czech population were made aware of the event.

The event achieved the basic aims: support for the positive perception of nuclear energy; explaining nuclear energy to the target group of children and youth; promotion of the sponsorship activities of ČEZ in the field of top level sports. Involving famous personalities, ČEZ gained allies positively perceived by the public for spreading the philosophy of the maintenance and development of nuclear power. Not a single doubt was expressed as to the safety of nuclear power plant operation.



Autograph session in Temelin Information Centre: Olympics champion Roman Šebrle and “Miss Czech Republic”, Lucie Váňhová

Mr Hájek, Mayor of Týn nad Vltavou, main city in the Temelin region

Additional value was found in three other ways. A sponsorship gift of CZK 20,000 which the organizer gave to the winning team (the primary school in Neznasov) for school equipment generated excellent goodwill and publicity. Direct contact with representatives of the region, who make no secret of their positive attitude to the presence of the nuclear power station and positive contact with important institutions such as the Czech Olympic Committee.

The Nuclear Energy Days in Romania

Material provided by Mihaela Stiopol, WIN Global Board member, Societatea Nationala “Nuclearelectrica” S.A.

Coincidentally, this is another article that is telling us about work with children. This time, it is work that Romanian women carried out in their country with the aim of extending knowledge of nuclear power to the younger generation.

The first phase of the Nuclear Power Days took place between 4-15 June 2005. The traditional event of the Romanian Association of “Nuclear Energy” (AREN) and of the Romanian Atomic Forum (ROMATOM) – began with the exhibition of drawings performed by children within the annual contest on energy related themes.

The exhibition was held in the foyer of the Children’s National Palace where there were many drawings by children from Bucharest, Onesti, Pitesti, Constanta, Turnu Severin, Cernavoda, Covasna, Mizil and Galati.

Celebrating the 11th edition, this contest was dedicated to the following themes:

- What do we know about energy? The atom – our friend
- Nuclear power saves the environment
- Third millennium energy

The best drawings that met the suggested themes were awarded within a ceremony organized on June 14, 2005.

The Children’s Palace’s ensembles “Arabesc”, “Dinamic”, “Adagio” and Piano Circle “Maria Cernovodeanu” offered a great show, very much enjoyed by children but equally by their parents and teachers.

WIN Canada Meeting, 22 February 2006

Material provided by Cheryl Cottrill, WIN Canada, Bruce Power

A room full of eager participants attended the third annual Women in Nuclear (WiN) Canada meeting at the Canadian Nuclear Association Winter Seminar on Wednesday, February 22, 2006.

Following a welcome message from Susan Brissette, Chair of the WiN-Global 2006 Meeting Organizing Committee, Linda Keen, President and CEO of the Canadian Nuclear Safety Commission and Honorary Chair of the WiN-Global 2006 meeting provided an update on the meeting being held May 29-June 2, 2006.

Helen Spencer, Chair of the WiN-Durham chapter introduced guest speaker, Cheri Collins, Director of Human Resources from Southern Company Generation in Birmingham, Alabama to speak on "Servant Leadership".

Cheri defined Servant Leadership as "the skill of influencing people to work enthusiastically towards goals, identified as being for the common good, with character." "Being a leader has absolutely nothing to do with having a title," Cheri advised. "Being an excellent leader is about meeting the legitimate needs of your followers."

A time for networking followed the meeting providing an opportunity for all participants to discuss the new ideas and fresh approaches they would take back to their workplace.



From left to right – Susan Brissette, WiN-Canada; Cheri Collins, Southern Generation (guest speaker); Duncan Hawthorne, CEO & President, Bruce Power and Linda Keen, CEO & President, Canadian Nuclear Safety Commission.

FINAL ANNOUNCEMENT

Annual Meeting in Canada, 29 May – 2 June 2006

Please remember that the WIN Global 2006 Annual Meeting and Conference is only two months away. For those of you who have not yet registered, it is just perfect timing to do so! The registration form and the up-to-date programme are available on the conference website www.win-2006.org

All Country Representatives and other delegates are strongly encouraged to submit poster presentations showcasing achievements and developments in your regions, countries, companies.

Let's all try and make the next annual meeting a great success!

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