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?

A Communications Matrix

Group	Print	Video	Trips	Sponsor	Advocacy	Expertise	Political	Contests	Personal	letters	Media
HS Students											
University											
Business											
Professional											
NGO's											
Union											
Women											
Rural											
Media											
Govt											
Assoc											

Target Audience Content Matrix

School demonstration
of security Golf Balls.

-Theatre-
PLAYS. - musical
-puppet shows

	Print	Video	Trips	Sponsor	Speaker	Debates	Billboard	TV	Radio
Schools									
Universities									
Business									
Professional									
NGO's									
Unions									
Women									
Rural									
Media									
Government									
Associations									

Target Audience Content Matrix

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:

- Hydro

- Coal

- IPP

- Gas

- Nuclear

Done Well.

Could Do Better.

Thai-Canada HRD Project

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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 - *followup.*
- 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.*