Outcome of the CNRA workshop
Crisis Communication: facing the challenges

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1 - Building credibility in NROs

NROs’ mission is to control operators

◆ Public trust is essential
◆ NROs’ credibility is a fundamental to get trust of the public
◆ Credibility is an ideal goal but difficult to reach
◆ This implies efforts from NROs in a long term perspective
2 - Openness and empathy

- Involve the stakeholders
  - Drills, trainings, information on risks ...
- Implicate the local level
  - Municipalities, associations, ....
- Acknowledge the emotional frame
  - perceived risk, fears, preconceptions
- Address the concrete public expectations

3 - Adequate communication

- Communicate timely and regularly
- Be as clear and objective as possible
- Use language appropriate to the audience
- Strive to be a reliable source of information
- Answer the media demands
- Be prepared for matters you don't expect
- Provide media with information easy to understand by non experts
- Professional relations with media
4 - Consistency between NROs

◆ Emergency preparedness
  – Harmonize protective actions
  – Bilateral or multilateral arrangements

◆ Exchange of information between NROs
  – bilateral, international, networking
  – International drills with communication

◆ Coordination between States and the responsible organisations
  – through IAEA and the EC

◆ Feedback at international level

5 - “Think global” when communicating

◆ NRO should take benefit of new media
◆ Communication has become international
◆ Any world citizen has access to news
◆ NROs’ communication should consider not only the public in the affected country but all other countries as well