Crisis Communication: Facing the Challenges
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NEA Concluding Remarks

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- Participation in the 4 NEA Public Communication workshops
- Public communication is a key function in all regulatory agencies
- Communication is a two way process. Talk and listen
- Partnership with other authorities and health and safety domain
- Globalisation has become the common element
NEA concluding Remarks

- “Blind” trust versus “sustainable” trust. Differences among countries undermine trust.
- “Perceived” risk versus “real” risk
- “Practical” transparency versus amount and quality of information
- Work “with” media versus work “against” or “independent” from media
- Boundary conditions for media.

Two communication mistakes:
- “Never”
- “Never again”

Need for continuous learning organisations
Need for improved/increased interaction with all stakeholders
Autocrítica atómica

Los reguladores de los principales países nucleares buscan solución a la pérdida de crédito de esta energía. "Nadie puede garantizar que no haya un accidente grave"