Workshop on
Fuel Cycle Safety
Past, Present and Future

Presentation on
Public Information Program
for Cameco Conversion Facility
Port Hope, Ontario
Cameco Port Hope Conversion Facility

- Cameco world’s largest uranium producer
- $15 billion corporation
Blind River Refinery
Downtown Port Hope
Cameco UF$_6$ Plant

October 13, 2007
2004

- Good support (73%)
- Changing demographics
Build for the future, now!

- Build structure
- Be pro-active
- Be prepared for the “UNEXPECTED” *before* it happens
Four Principles of 1PIP

- Trust, openness, transparency
- Knowledge is king; ignorance the enemy
- Sustainable dialogue
- Maintaining a “social licence”
October 13, 2007

Tracking Support

**Question**
Would you say that you are strongly supportive, somewhat supportive, somewhat unsupportive or not supportive at all of the continuation of Cameco’s uranium conversion facility in Port Hope?

- More than three quarters (84%) of residents are supportive of the continuation of uranium conversion in Port Hope. This is the highest level of support since polling began in 2004.
Ignorance is the enemy

Question: Would you describe yourself as being very knowledgeable, somewhat knowledgeable or not really knowledgeable about the Port Hope uranium conversion facility?

- The large majority (94%) of Port Hope residents describe themselves as somewhat knowledgeable about the Port Hope uranium conversion facility. This is an increase from 89% in June 2006.
Sharing information

- Release of polling
- Release of economic information
October 13, 2007

Media Relations - Local Media Focus

October 2006

Media Tracking Report

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Oct 2006:
- Positive: 14 (35%)
- Neutral: 18 (46%)
- Negative: 7 (18%)

Sources:
- SNIEEd
- PHIEG
- NATIONAL LOCAL
- NATIONAL Media

Total Clips YTD:
- 495
- Total Per Quarter:
- 121

May 2007

Media Tracking Report

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May 2007:
- Positive: 9 (9%)
- Neutral: 4
- Negative: 2

SNIEEd: 2
PHIEG: 1
NATIONAL LOCAL: 0
NATIONAL Media: 60
Total Clips YTD:
- 222
- Total Per Quarter:
- 80

Note: National media has not been compiled in this report.
Keeping you informed

camecoporthope.com

**WEBSITE**

**Question**  Cameco has established a website devoted to its operations in Port Hope. Are you aware of this website?

- **Yes** 47%
- **No** 52%
- **Unsure/did not know** 1%

- Close to one half (47%) of residents are aware of the Cameco website devoted to its operations in Port Hope.
When it comes to your health get a second opinion
Better yet, get seven opinions

On Saturday October 21st you will have the opportunity!
Community Forums

We compared apples to apples and bananas to radiation

and now everyone is better informed.

Thank you to everyone who attended Cameco’s community forum on radiation.

Knowledge is a valuable step in understanding a subject as complex as radiation. And it’s important to compare apples to apples and know about the different sources of radiation — even bananas — and their effect.

Last week, Dr. Fergal Nolan and Don Bell of the Radiation Safety Institute of Canada spoke with more than seventy people at the most recent in a series of Cameco community forums. The Institute is an independent organization dedicated to promoting radiation safety in the workplace, environment, homes and schools. Their motto is “Good science in plain language.”

We thank Dr. Nolan and Don Bell for coming to Port Hope and, in particular, we thank all members of the community who attended this forum.

Cameco
www.camecoporthope.com
Community Newsletter

Northumberland YouthOpportunity Expo

The Northumberland YouthOpportunity Expo featured its first annual job fair, held in the Town Hall on September 29. The event was organized by the Community Futures Northumberland, along with the Ontario Youth Job Centre and the Town of Cobourg. The purpose of the expo was to provide youth with opportunities to meet with employers and learn about potential job opportunities.

Country Christmas at the Santa Claus Parade

For the first time in its history, the Northumberland County Santa Claus Parade took place on December 1. The parade was held in downtown Campbellford, with participants from all over the county. The parade featured floats, marching bands, and Santa Claus himself.

Cameco “Challenge the Dragon” Boat Race

The “Challenge the Dragon” Boat Race was held on the Rideau Canal on July 30. The event was organized by the Community Futures Northumberland, along with the Ontario Youth Job Centre. The race featured teams from local businesses and organizations, and raised funds for the United Way of Northumberland County.

First Community Walk a great success

The first Community Walk was held on September 10. The walk was organized by the Community Futures Northumberland, along with the Ontario Youth Job Centre. The walk was a great success, with many people participating and raising funds for local charities.

THE COMMUNITY FORUM

Cameco community forum on health features presentations by a panel of seven experts and a question and answer session

The Cameco community forum on health was held on November 15. The forum featured presentations by a panel of seven experts on various topics related to health. The forum was organized by the Community Futures Northumberland, along with the Ontario Youth Job Centre.

October 13, 2007
Vision 2010 environmental assessment about to begin

From 2DEC construction activities could begin in 2009 if the environmental assessment is completed toward the end of 2008.

The new vision building will be located on the northwest corner of the existing building and the new building will be connected to the existing building through a link. The new building will be two stories with a total floor area of approximately 10,000 square feet. The building will be designed to meet the requirements of the Energy Star program and will feature energy-efficient lighting and HVAC systems. The building will also include a green roof and solar panels to reduce energy consumption and increase the building's sustainability.

The new building will accommodate approximately 40 people and will provide space for additional office and laboratory space. The building will also include conference rooms and a small auditorium for meetings and presentations.

The construction process for the new building will be a multi-phase process, with the initial phase focusing on site preparation and foundation work. The next phase will involve the construction of the building itself, followed by the installation of interior finishes and equipment. The final phase will involve the landscaping of the surrounding area, with the goal of creating a green space for the community.

The construction process will be carefully monitored to ensure that the new building is constructed in accordance with all relevant regulations and standards. This includes adherence to building codes, safety standards, and environmental regulations. The construction team will also work closely with the community to ensure that the new building meets the needs of the residents and contributes positively to the community.

The construction process is expected to take approximately 12-18 months, with the goal of completing the project by the end of 2010. The community will be kept informed throughout the construction process through regular updates and public meetings.

The community is encouraged to provide feedback and input during the construction process to ensure that the new building meets the needs of the residents. This includes feedback on the design, location, and overall functionality of the building. The community is also encouraged to participate in the construction process through volunteer opportunities and other engagement activities.

The community is invited to attend an open house event to learn more about the new building and to provide feedback on the construction process. The event will include tours of the site, presentations from the construction team, and opportunities for community members to ask questions and provide feedback.

The new building is expected to become a hub for community activities, providing space for meetings, events, and other programs. The community is encouraged to participate in the planning and development of the new building to ensure that it meets the needs of the residents.
Vision 2010 jumps into LEED

Leadership in energy and environmental design (LEED) is an international certification program and it will be a key component of the Vision 2010 project. On Friday, January 19, a group of Cameco employees took the lead in learning about this exciting phase of Vision 2010.

"This is a great opportunity to show our leadership on the environmental," said Bob Manous. "And after seeing the level of standards required by LEED, I realized why it makes sense—it's not just about being green." He added, "It's not easy being green...it's not easy being leadership at every level."

Mike D'Agostino, project manager of Vision 2010, and the LEED committee took the group through a full day of orientation and workshops, gathering input and ideas and setting the stage for managers and supervisors to introduce the LEED program to employees.

Jerry Jodesky, who participated throughout the day, said, "Our company is part of the nuclear renaissance and this project is part of our investment in integrating environmental leadership into Vision 2010—and into everything we do. We have to take big steps and paint a picture for ourselves and the ones we want to get us out there doing things through different eyes and go beyond what is expected." He added, "And we have to paint a picture that the community must be doing as well, otherwise we will be doing it. In addition, we'll be meeting with many of our neighbors over the next couple of months in order to get the best possible ideas for sustainable development in Vision 2010."

LEED certification is based on a point system and a primary purpose of the day was to give employees a clear understanding of what was involved in achieving certification and to get everyone thinking about how to improve our environmental performance.

The next steps is to ensure that the process gets the maximum input from key groups, the line employees and the community stakeholders. Mike D'Agostino said, "We already have the Stakeholder Action Committee as a vehicle for getting more community input and we will be doing that. In addition, we'll be meeting with many of our neighbors over the next couple of months in order to get the best possible ideas for sustainable development in Vision 2010."
Informational advertising

October 13, 2007
Corporate advertising

Change is inevitable and every ending is a new beginning.

We are proud to celebrate our 50th anniversary of operations in Peace River, our community and region. As we move into the future, we want to be part of the community in building a better future for our children.

We know each change is inevitable and the future is brought on by exciting and new beginnings. We wish you the very best.

Thank you Macrae Reid.

So many reasons to remember.
Community Support - “Giving Back”

- 2007 Cameco supports more than local 75 organizations
- Major support (University of Ontario Institute of Technology, Northumberland Hills Hospital, Port Hope Library, Capitol Arts Centre)
The future

- Vision 2010
- PIP in the future
- “Silent majority” - change their perception
The future

**Question:** What about others in your community – would you say that most people in Port Hope are strongly supportive, somewhat supportive, somewhat unsupportive, or not supportive at all of the continuation of Cameco’s operations in Port Hope?

- In past surveys, residents tended to underestimate support for Cameco’s operations in Port Hope – this trend continues to be apparent in 2007, although to a lesser degree than in previous years. Three quarters of the population (76%) believe that “most people” in Port Hope are supportive of the continuation of Cameco’s operations in the community, compared to 63% who felt this way in 2006.

- Similarly, Port Hope residents tend to underestimate the strength of people’s support for the conversion facility: only 25% believe that most residents are ‘strongly supportive,’ when in fact it is the majority at 59% (page 2).
The future is now

- Openness and transparency - cornerstone of trust
- Knowledge is king - and it’s two-way street
- Be prepared for the “unexpected” future
- “Social licence” is directly related to the strength of your public information program
Thank You