

Nuclear Regulation
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Crisis Communication: Facing the Challenges

International Workshop
Madrid, Spain, 9-10 May 2012

*Hosted by the
Consejo de Seguridad Nuclear*

Programme



N U C L E A R E N E R G Y A G E N C Y



**Organisation for Economic Co-operation and Development
Nuclear Energy Agency**



Committee on Nuclear Regulatory Activities

**With the Support of
the Working Group on Public Communication of Nuclear Regulatory Organisations**

CRISIS COMMUNICATION: FACING THE CHALLENGES

OECD/NEA Workshop
Casa de América – Madrid, Spain
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ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT

The OECD is a unique forum where the governments of 34 democracies work together to address the economic, social and environmental challenges of globalisation. The OECD is also at the forefront of efforts to understand and to help governments respond to new developments and concerns, such as corporate governance, the information economy and the challenges of an ageing population. The Organisation provides a setting where governments can compare policy experiences, seek answers to common problems, identify good practice and work to co-ordinate domestic and international policies.

The OECD member countries are: Australia, Austria, Belgium, Canada, Chile, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Korea, Luxembourg, Mexico, the Netherlands, New Zealand, Norway, Poland, Portugal, the Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, the United Kingdom and the United States. The European Commission takes part in the work of the OECD.

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The opinions expressed and arguments employed herein do not necessarily reflect the official
views of the Organisation or of the governments of its member countries.*

NUCLEAR ENERGY AGENCY

The OECD Nuclear Energy Agency (NEA) was established on 1st February 1958 under the name of the OEEC European Nuclear Energy Agency. It received its present designation on 20th April 1972, when Japan became its first non-European full member. NEA membership today consists of 29 OECD member countries: Australia, Austria, Belgium, Canada, the Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Japan, Korea, Luxembourg, Mexico, the Netherlands, Norway, Poland, Portugal, the Slovak Republic, Spain, Sweden, Switzerland, Turkey, the United Kingdom and the United States. The European Commission also takes part in the work of the Agency.

The mission of the NEA is:

- to assist its member countries in maintaining and further developing, through international co-operation, the scientific, technological and legal bases required for a safe, environmentally friendly and economical use of nuclear energy for peaceful purposes, as well as
- to provide authoritative assessments and to forge common understandings on key issues, as input to government decisions on nuclear energy policy and to broader OECD policy analyses in areas such as energy and sustainable development.

Specific areas of competence of the NEA include safety and regulation of nuclear activities, radioactive waste management, radiological protection, nuclear science, economic and technical analyses of the nuclear fuel cycle, nuclear law and liability, and public information.

The NEA Data Bank provides nuclear data and computer program services for participating countries. In these and related tasks, the NEA works in close collaboration with the International Atomic Energy Agency in Vienna, with which it has a Co-operation Agreement, as well as with other international organisations in the nuclear field.

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Committee on Nuclear Regulatory Activities

“The Committee on Nuclear Regulatory Activities (CNRA) shall be responsible for the programme of the Agency concerning the regulation, licensing and inspection of nuclear installations with regard to safety. The Committee shall constitute a forum for the effective exchange of safety-relevant information and experience among regulatory organisations. To the extent appropriate, the Committee shall review developments which could affect regulatory requirements with the objective of providing members with an understanding of the motivation for new regulatory requirements under consideration and an opportunity to offer suggestions that might improve them and assist in the development of a common understanding among member countries. In particular it shall review current management strategies and safety management practices and operating experiences at nuclear facilities with a view to disseminating lessons learnt. In accordance with the NEA Strategic Plan for 2011-2016 and the Joint CSNI/CNRA Strategic Plan and Mandates for 2011-2016, the Committee shall promote co-operation among member countries to use the feedback from experience to develop measures to ensure high standards of safety, to further enhance efficiency and effectiveness in the regulatory process and to maintain adequate infrastructure and competence in the nuclear safety field.

The Committee shall promote transparency of nuclear safety work and open public communication. The Committee shall maintain an oversight of all NEA work that may impinge on the development of effective and efficient regulation.

The Committee shall focus primarily on the regulatory aspects of existing power reactors, other nuclear installations and the construction of new power reactors; it may also consider the regulatory implications of new designs of power reactors and other types of nuclear installations. Furthermore it shall examine any other matters referred to it by the Steering Committee. The Committee shall collaborate with, and assist, as appropriate, other international organisations for co-operation among regulators and consider, upon request, issues raised by these organisations. The Committee shall organise its own activities. It may sponsor specialist meetings and working groups to further its objectives.

In implementing its programme the Committee shall establish co-operative mechanisms with the Committee on the Safety of Nuclear Installations in order to work with that Committee on matters of common interest, avoiding unnecessary duplications. The Committee shall also co-operate with the Committee on Radiation Protection and Public Health and the Radioactive Waste Management Committee on matters of common interest.”

Working Group on Public Communication of Nuclear Regulatory Organisations (WGPC)

Objectives

The objective of the WGPC is to provide support to improve communication of Nuclear Regulatory Organisations (NRO) through exchange of information and experience by identifying good practices with focus on enabling practical implementation in each organization/country as appropriate and to maintain a network among working group members facilitating consistent and proportionate NRO public communication between member countries related to any event or regulatory matter with potential public interest.

**CNRA Workshop on
Crisis Communication: Facing the Challenges**

9-10 May 2012, Madrid, Spain

Hosted by the Spanish Consejo de Seguridad Nuclear

Sponsorship

The Workshop on the Crisis Communication: Facing the Challenges to be held on 9 and 10 May 2012 in Madrid, Spain is organised under the auspices of Committee on Nuclear Regulatory Activities (CNRA) of the OECD Nuclear Energy Agency (NEA), supported by its Working Group on Public Communication of nuclear regulatory organisations (WGPC), and hosted by the Spanish Consejo de Seguridad Nuclear (CSN).

Objectives

The main objective of the Workshop will be to bring together senior level Regulators, communicators from Nuclear Regulatory Organisations (NRO) and other communication stakeholders from the civil society in order to share experiences aiming at efficient approaches and practices to improve the NRO crisis communication, taking into account the lessons learned after the Fukushima accident.

The main purpose of the Workshop will be to develop a common understanding of stakeholders' expectations regarding crisis communication of Regulators in nuclear activities, to share practices of implementing and developing crisis communication in nuclear regulatory activities, and to share experience of how the development of crisis communication does impact on the regulator.

In addition to sharing practices and experience, the Workshop will contribute to the identification of important issues and lessons learnt for NROs' communication with the public and will propose new directions for crisis communication policy and practices.

The results of the Workshop will be documented as proceedings, including a summary and conclusions, which Member countries of the OECD can use in the context of their regulatory responsibilities. The proceedings will also serve as a valuable reference for the future.

Chairmanship of the Workshop

The Workshop will be chaired by Dr. Carmen Martínez Ten, President of the Spanish Consejo de Seguridad Nuclear (CSN).

Organising Committee of the Workshop

The Chair of the Organizing Committee (OC) is Ms. Yeonhee Hah, Head of International Cooperation Department, KINS, Korea;

The other Organizing Committee members are: Ms. Marina Calvo (CSN, Spain), Ms. Karina De Beule (FANC, Belgium), Mr. Emmanuel Bouchot (ASN, France), Mr. Masataka Yoshizawa (NISA, Japan), Mr. Ryoichi Shimada (JNES, Japan), Ms. Dagmar Zemanova (UJD, Slovakia), Ms. Elisabeth Hayden (USNRC) and Mr. Eliot Brenner (USNRC).

Language of the Workshop

The working languages of the Workshop will be English.

Proceedings of the Workshop

Proceedings of the Workshop will be published by NEA in the autumn 2012. They will be distributed free of charge to the participants in the meeting, and to the delegates to the CNRA.

The conclusions and recommendations of the Workshop will be submitted to the CNRA for endorsement. They will be followed up by the CNRA Working Group on Public Communication of Nuclear Regulatory Organisations (WGPC).

Local arrangements

The workshop will be held in Casa de América, Paseo Recoletos, 2; 28001 Madrid, Spain.

It will start at 09:00 in the morning of 9 May 2012 and finish at 18:00 in the afternoon of 10 May 2012.

Contact persons

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Notes

Programme

Wednesday 9 May 2012

08:30 **Registration**

Opening Session

- 09:30 Opening Address
General Chair: Dr. Carmen Martínez Ten, President, CSN, Spain
- 09:45 Welcome Address
Mr. Fernando Martí Scharfhausen, Secretary of State for Energy of Spain
- 10:00 Opening Remarks
Mr. Luis Echávarri, Director General, OECD Nuclear Energy Agency
- 10:15 Objectives of the Workshop
Mr. Mike Weightman, HM Chief Inspector, ONR, United Kingdom, Chairman of the CNRA
- 10:30 Coffee break

Session 1. Key Elements in NRO Crisis Communication

- 11:00 Key Communication Principles and their Implementation
Chair: Dr Jozsef Rónaky, Director General, HAEA, Hungary
Coordinator: Ms. Elisabeth Besenyei, HAEA, Hungary
- 11:10 The CNRA Road Map for Crisis Communication of Nuclear Regulators: Challenges and Implications for Better Preparedness
Ms. Yeonhee Hah, Head of International Relations, KINS, Korea, WGPC Chair
- 11:25 The Daily Regulator's Communication Approach:
a Key Element for an Efficient Crisis Communication
Ms. Karina De Beule, Spokesperson, FANC, Belgium
- 11:40 Using Social Media to Leverage Crisis Communications
Mr. Eliot Brenner, Director of the Office of Public Affairs, NRC, USA
- 11:55 The Syndromes of Crisis Communication in The Nuclear Sector
Mr. Luis Arroyo, President of "Asesores de comunicación pública", Spain
- 12:10 Discussion
- 13:00 Lunch break

Notes

Session 2. Lessons Learned in NRO Communication from Past Crisis

- 14:30 Lessons from Nuclear and Non-Nuclear International Events
Chair: Dr. Gregory Jaczko, Chairman of the US NRC, USA
Coordinator: Mr. Eliot Brenner, US NRC, USA
- 14:35 NISA's Lessons Learned from the Accident at TEPCO's Fukushima Nuclear Power Stations
Mr. Makoto Watanabe, Public Relations Officer, NISA, Japan
- 14:50 Crisis Communication: Indian Experience
Dr. S.S. Bajaj, Chairman, AERB, India
- 15:05 Core Communication Activities during Fukushima and
Commendable Practices Identified by the CSN
Ms. Marina Calvo, Communication Advisor, CSN, Spain
- 15:20 Dioxin Contamination in Food – Lessons for NRO Crisis Communication
Dr. Ann Mc Garry, Chief Executive, PRII, Ireland, Chair of the CRPPH
- 15:30 Discussion
- 16:00 Coffee break

Session 3. Panel on Social Expectations regarding NRO Crisis Communication

- 16:30 Main Concerns for the Public? Main NRO Responses
Chair: Mr. André-Claude Lacoste, President, ASN, France
Coordinator: Mr. Emmanuel Bouchot, ASN, France
- Panellists
- Mr. Claude Birraux*
First Vice-Chairman of the Parliamentary Office for Scientific and Technological
Assessment (OPECST), France
- Mr. Roland Palmqvist*
Mayor, Sweden / President of GMF (International Group of Municipalities with Nuclear
Facilities)
- Dr. María Neira*
Director, Public Health and Environment, World Health Organization (WHO)
- Mr. Pete Wilkinson*
Wilkinson Environmental Consulting Ltd, United Kingdom
- Mr. Laurent Stricker*
Chairman of the World Association of Nuclear Operators (WANO)
- 17:00 Discussion
- 18:00 Adjourn

Notes

Thursday 10 May 2012

Session 4. Panel: Understanding Respective Roles of Media, NRO and Industry

09:00 Timeliness vs. Reliability of Information
Chair: Ms. Alicia Montano, RTVE, Spain
Coordinator: Ms. Marina Calvo, CSN, Spain

Panellists

Ms. Annika Digreus
Sverige Radio AB, Sweden
Mr. Hong-Sup Cho
The Hankyoreh Newspaper, Korea
Mr. David Crawford
The Wall Street Journal, USA
Dr. Hans Wanner
Director General, ENSI, Switzerland
Mr. Juan Eibenschutz
Director General, CNSNS, Mexico
Mr. Jonathan Cobb
Media Director, World Nuclear Association

09:45 Discussion

10:30 Coffee break

Session 5. Need for a Global Approach to NRO Crisis Communication

11:00 How to Address Concerns Outside the Affected Country?
Chair: Mr. Mike Weightman, HM Chief Inspector, ONR, United Kingdom, Chairman of the CNRA
Coordinator: Ms. Sue Kelly, ONR, United Kingdom

11:05 The Role of Nuclear Regulatory Organisations in Getting Information from a Foreign Event
Mr. Nikolay Kutin, Chairman, Federal Environmental, Industrial and Nuclear Supervision Service of Russia, Russian Federation

11:20 Crisis Communication Consistency amongst Nuclear Regulatory Organisations
Mr. Jean-Christophe Niel, Director General, ASN, France

11:40 Communication Aspects of IAEA's Response to the Accident at Fukushima NPP
Mr. Denis Flory, Deputy Director General, Head of Safety and Security Department, IAEA

11:50 Global Approach to NRO crisis Communication, Do We Need a European Solution?
Mr. Andreas Molin, Federal Ministry for Environment, Austria, Vice-Chair of ENSREG

12:05 Discussion

13:00 Lunch break

Notes

Session 6. Improvements in NRO Crisis Communication

- 14:30 New Strategies – New Techniques
Chair: Dr. Youn-Won Park, President, KINS, Korea
Coordinator: Ms. Yeonhee Hah, KINS, Korea
- 14:35 Crisis Communication Experience in China
Mr. Liu Hua, Vice Administrator, Director General, NNSA, China
- 14:50 Maintaining Public Confidence:
Putting out the Right Information at the Right Time in a Nuclear Emergency
Ms. Sunni Locatelli, Director General of the Strategic Communications Directorate, CNSC, Canada
- 15:05 Sources and Measures for Improving the Public Communication
of the Japan's Nuclear Regulatory Body
Mr. Makoto Watanabe, Public Relations Officer, NISA, Japan
- 15:20 Towards Improved Preparedness and More Effective Co-operation
in Regulators' Public Communication
Mr. Risto Isaksson, Communication Officer, STUK, Finland
- 15:35 Discussion
- 16:00 Coffee break

Concluding Session

Findings and Good Practices for Nuclear Regulatory Organisations

- 16:30 Concluding Remarks from CSN
Mr. Antonio Colino Martínez, CSN Commissioner, Spain
- 16:45 New Directions for Crisis Communication of Nuclear Regulatory Organisations
Mr. Mike Weightman, HM Chief Inspector, ONR, United Kingdom, Chairman of the CNRA
- 17:00 Future Work for the WGPC in Crisis Communication
Ms. Yeonhee Hah, Head of International Relations, KINS, Korea, WGPC Chair
- 17:15 Closing Remarks
Mr. Javier Reig, Head, Nuclear Safety Division, OECD Nuclear Energy Agency
- 17:30 End of Workshop

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