

## Core communication activities during Fukushima and commendable practices identified by CSN



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## I.- Context frame and introduction

### 01 | Context frame and introduction (I)

#### Context frame

- The 2011 Fukushima accident occurred outside EU
- Still, citizens followed it as if it affected them directly
- Nuclear accidents have no barriers, they are global
- The communicative response cannot be isolated from that of neighbourhood organisations and international partners

## 02 | Context frame and introduction (II)

### Introductory remarks

- ❑ **March, 2011** Fukushima: huge communicative challenge for NRO globally
- ❑ All communication actions undertaken nationally by CSN were subject to prior receipt of confirmed data from official sources
- ❑ Foreign practices influenced communication strategies nationally
- ❑ **May, 2012** One year later: It's time to exchange experiences and draw the lessons learned to improve the gaps

## II.- Informative actions and target groups

- ❑ Immediate action: Follow-up from CSN Emergency Room (SALEM)
- ❑ Following informative actions to the different target groups:
  - Government
  - Parliament
  - Citizens and media (during and post-Fukushima)
  - Other institutional stakeholders

## 03 | Informative actions and target groups

### Immediate action: Follow-up from CSN Emergency Room (SALEM)

□ March 12: SALEM on alert, not on Emergency



#### □ Members

- ❖ Plenary + General Secretary
- ❖ Nuclear Safety and Radiation Protection Directors
- ❖ Director of the President's Cabinet
- ❖ Deputy Directors and CSN technical staff
- ❖ Communications Officers

□ **Technical directors assumed role of spokespersons giving first interviews on the spot**

## 04 | Informative actions and target groups (II)

### Following informative actions

**Priority.-** To obtain from IAEA constant information on the accident and provide up-to-date information on the events at Fukushima

#### Target publics.-

- ➔ Give advice to the Spanish Government
- ➔ Supply information to all parties: Parliament, citizens, media and stakeholders
- ➔ Coordinate the follow-up and response activities with international authorities

## 05 | Informative actions and target groups (III)

### Target group: Government

□ **March 15<sup>th</sup>**: Meeting with the President of the Government: CSN President + DG for Radiation Protection + Head of Cabinet

□ **March 16<sup>th</sup>**: Government launched a follow-up unit:

➡ Ministries of Health, Interior and Foreign Affairs and CSN

### Subsequent actions:

□ Government released information on the situation of the Spanish citizens in Japan and offered voluntary return, in line with EU MS.

□ Ministry of Health, in collaboration with CSN, set an Action Protocol for passengers coming from Japan

➡ Voluntary radiological controls of passengers and cabine crew by CSN (no contamination found)

## 06 | Informative actions and target groups (IV)

### Target group: Parliament

• **March 15<sup>th</sup>**: CSN President requests to appear before Parliament to inform on the status of the plants and the follow-up activities (CSN + IAEA + European Commission).

• **September 15<sup>th</sup> / December 23<sup>rd</sup>**: CSN submits the stress-tests reports sent to the EC and the associated press releases.

• CSN will continue to inform the Parliament on the ongoing process derived from Fukushima, as well as on any other related information in its field of competence.

## 07 | Informative actions and targets (VI)

### Target groups: Citizens and media during Fukushima

- ✓ **33 press releases** updating the Fukushima situation and key data on actions undertaken by Spanish authorities
- ✓ **22 interviews** (from March 12<sup>th</sup> to April 4<sup>th</sup>, 2011)
  - **March 14<sup>th</sup>**: CSN President first live assessment of the situation on primetime news public TV
- ✓ **Audio clips** - Statements by technical experts **uploaded on the website**:
  - Detection of radioactive isotopes in Spain from Japan
  - Decision of the Japanese authorities to increase INES rate
- ✓ **Social media (Twitter)**
  - CSN press releases & useful documents
  - IAEA news & updates

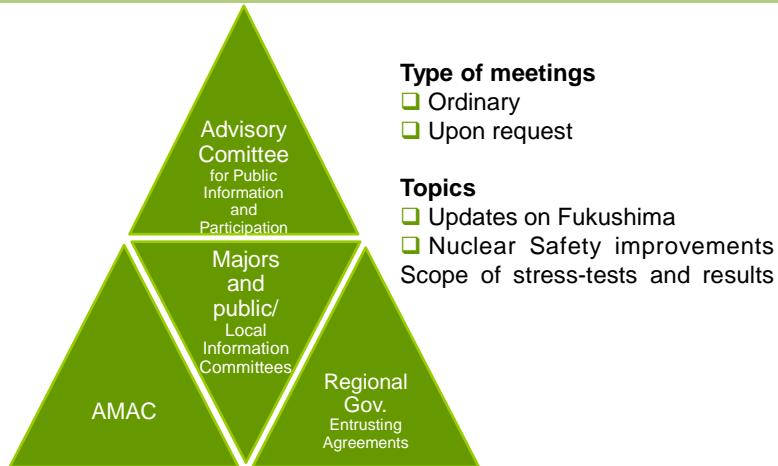
## 08 | Informative actions and targets (VII)

### Target groups: Citizens and media post-Fukushima

- ✓ **Briefing with media (October 26<sup>th</sup>, 2011)**  
Presentation by Radiation Protection DG on the preliminary results on the IAEA Rehabilitation Programme of contaminated areas in Japan
- ✓ **Full coverage of the Stress-Tests Exercise (ongoing)**
  - Around 20 interviews on Preliminary Report (September 15)
  - Press Conferences: ITC-2 and Final Report (**July 1<sup>st</sup> / Dec 22<sup>nd</sup>, 2011**)
  - Special microsite
    - Press Releases
    - CSN Reports and Instructions to licensees
    - Detailed memos
    - FAQ (own and EC's)

## 07 | Informative actions and target groups (V)

Target group: Other institutional stakeholders



### III.- Key messages

## 08 | Key messages (I)



1. There is **no emergency in Spanish NPPs**. Nuclear facilities operate safely
2. Fukushima Daiichi is a **very serious accident**.
3. There are **no elements for concern regarding Spanish citizens** derived from Fukushima

## 09 | Key messages (II)

4. CSN keeps in **close contact with IAEA**. We will **only issue confirmed data** from the Japanese Government or from Vienna
5. EU countries are acting in a **coordinated way**, and so are nuclear regulatory authorities
6. CSN follow-up team is **permanently on duty** to assess and inform all parties timely: Government, Parliament citizens, media...



## IV.- Specific tools used

- CSN Website: Special microsite devoted to Fukushima follow-up
- CSN call centre and information requests received by e-mail

## 10 | Specific tools used (I)

### CSN Website: Special microsite devoted to Fukushima follow-up

**11/03 – 11/04-2011:** 148.836 hits *(in comparison with 20.723 in same 2010 period)*



## 11 | Specific tools used (II)

### CSN call centre and information requests received by e-mail

➔ More than 900 requests by telephone and e-mail managed from “Communications” in coordination with in-house competent experts (72% of them in the first month after the crisis)

#### Main concerns:

❑ **Individuals in Japan:** Possibility of contaminated residents nearby Fukushima, controls to families visiting Japan with children, recommendations and safety measures for travellers...

❑ **Companies importing goods:** Possible contamination of products from Fukushima neighbouring areas, request for certificates ensuring absence of contamination at origin

✓ Elaboration of supportive articles, FAQs addressing these issues

## V.- What we learned

- ❑ Importance of 360° Communications management
- ❑ Need for communication professionals
- ❑ Essential to rely on a communications plan with adequate training

## 12 | What we learned (I)

### Importance of 360° Communications management



✓ In a global crisis like Fukushima it was key to undertake a **holistic approach** oriented to **gaining social trust** by maintaining high levels of transparency and become the informative reliable source in Spain for an accident occurred abroad.

## 13 | What we learned (II)

### Need for professional communicators

✓ **Integrate communications professionals, experienced in crisis management and new technologies**

- ❑ Importance of training in drills and all sorts of crisis scenarios
- ❑ Foster transparent, open and quick communication tools, such as:

-Social media  
-Dedicated tools for crises (dark sites)



## 14 | What we learned (III)

### Essential to rely on a communications plan adequately trained

**Objective:** Because **informal information is much faster than official information**, it is a must to have a communications plan **setting a clear procedure** with the means, participants, responsibilities and recipients of external communications

**Oriented to 4 main principles:**

- Anticipation
- Timeliness
- Quality of information
- Truthfulness

## VI.- Conclusions

## 15 | Conclusions

- ❖ Information is **absolutely global**
- ❖ Current global media can circulate informal information much faster than official sources
- ❖ If the **main information source** is not an official source, the organisation's team in charge of communications / spokespersons, you have failed!
- ❖ **International cooperation is already a key** for communications management: this is a huge new element in the nuclear field
- ❖ One of the important challenges remains **the set up of a global approach to crisis communication management**

# THANK YOU

