

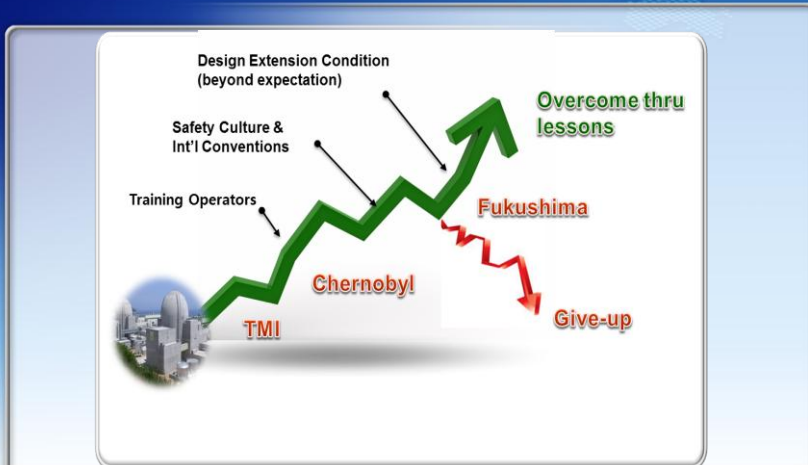
Pathway to Improve Crisis Communication

Youn Won PARK, President



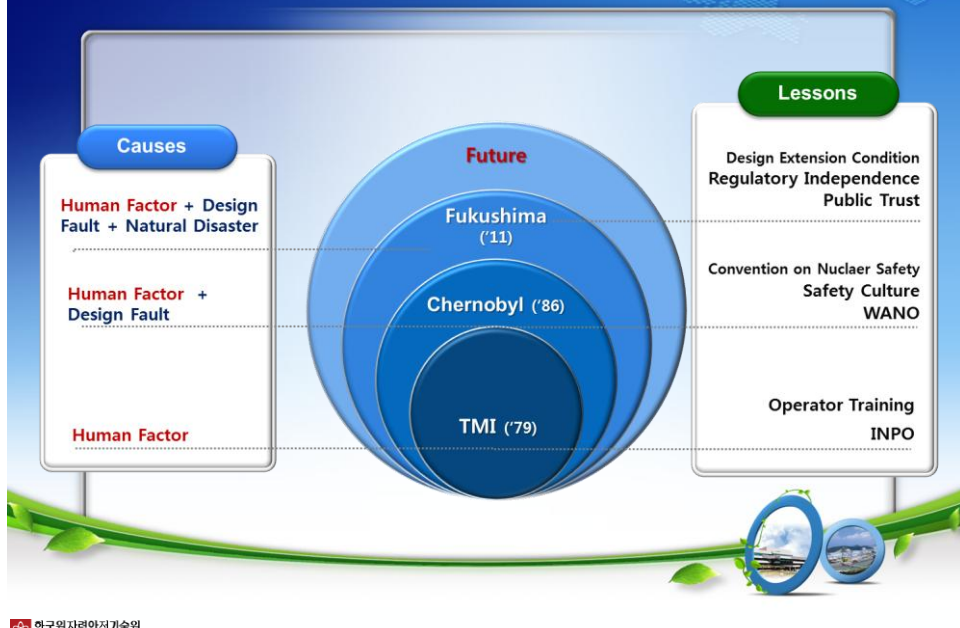
KINS 한국원자력안전기술원
KOREA INSTITUTE OF NUCLEAR SAFETY

Nuclear safety has been improved thru accidents?



Yukiya Amano said "Nuclear safety is stronger than it was a year ago."

Make efforts technically



Public acceptance becomes weak

Nuclear safety is stronger than before by taking safety measures ;

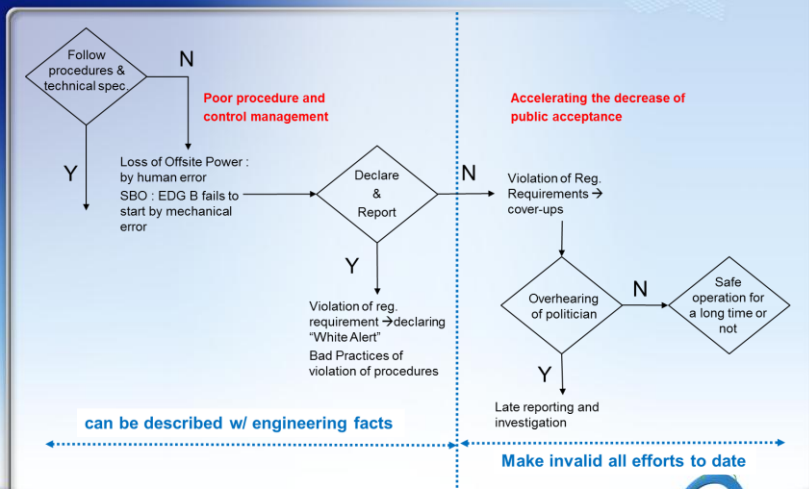
- Special Safety Inspection & 50 Safety Measures
- IAEA Action Plan on Nuclear Safety
- Stress Test
- And so on....

However, public acceptance is weaker than ever before

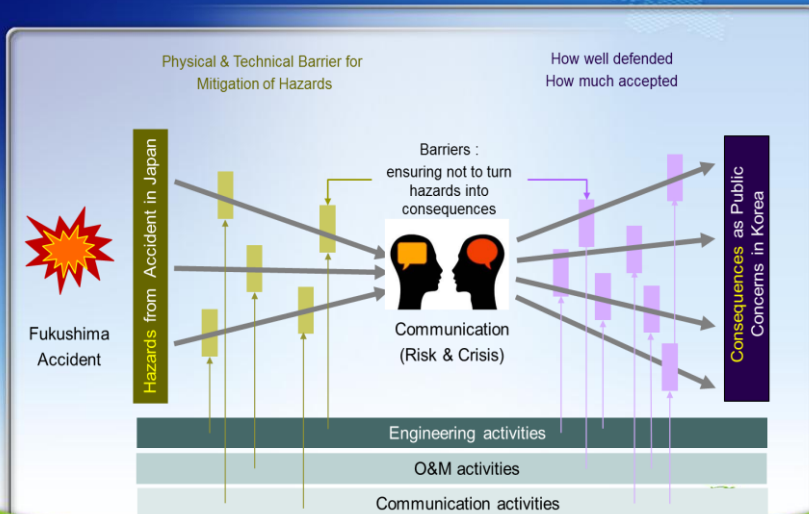


Scale	Perception on Nuclear of Residential People	
	Before	After
Very Safe	2.6	0.4
Safe	19.4	2.8
Neutral	24.8	7.2
Risky	28.8	43.2
Very Risky	24.4	46.4

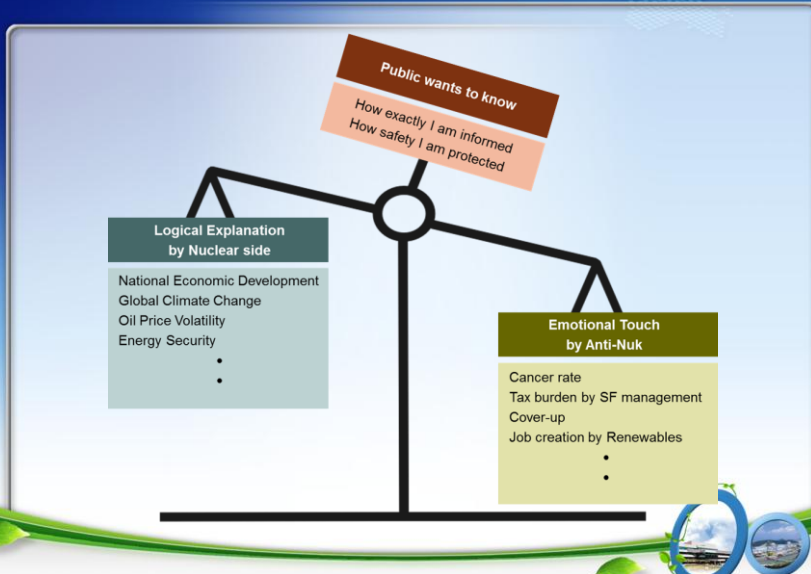
Importance of Communication : Sequence of Event at Kori 1



Nuclear Crisis in Japan vs Communication Crisis in Korea



Current Situation



Emotion overrides logic !

Key of Communication

Safety + α → Empathetic Safety

Technical Aspects

With innovative engineering

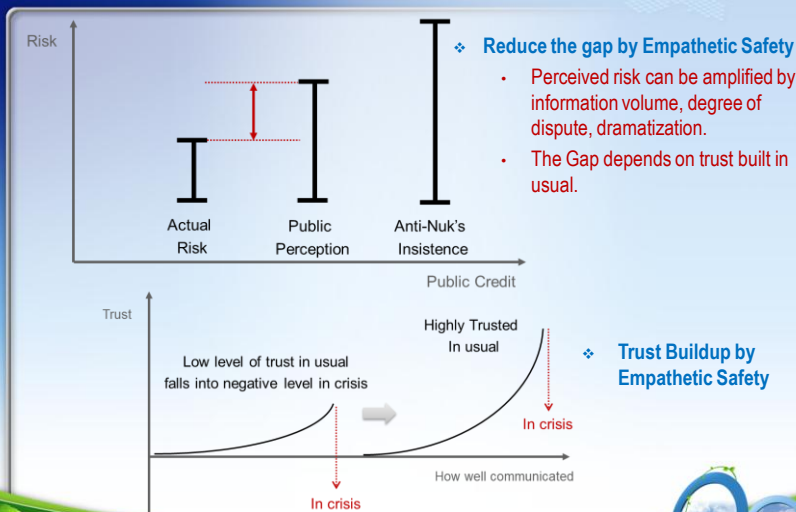
- Design extension conditions
- Physical protection
- Emergency preparedness
-

Psychological Aspects

With trust buildup

- Effective communication
- Transparency
- Consistency
- Excellence
-

Role of Empathetic Safety



How to Improve Crisis Communication

People trust what he says when

- he has **Excellence** → **Technical Safety**
 - they have the close **Relationship** with him
 - he has sincere and consistent **Attitude**
- **Empathetic Safety**

Let's Keep in Mind

The Fukushima accident does not reveal a previously unknown fatal flaw associated with nuclear power. Rather it **underscores the importance of periodically reevaluating plant safety in light of dynamic external threats and of evolving best practices** as well as the need for **an effective regulator to oversee this process.**

- J. M. Acton and M. Hibbs in "Why Fukushima was preventable" -



The **effective communication** can be realized with **Empathetic Safety** depending on factors other than the engineering safety. Empathetic Safety can be evolved by assets like **Excellence, Relationship, and Attitude.**

Always we keep watching
our Atomic Power

Thank You