

A large, bold, red letter 'A' logo. The letter is stylized with a thick, uniform stroke. The top bar is horizontal, and the two vertical strokes are slightly angled outwards. A diagonal stroke crosses the 'A' from the bottom-left to the top-right, creating a triangular shape in the center.

**AREVA**

***Speaking of radioactive transport :  
What should we say, will anyone listen?***

***The Global Acceptance Challenge***

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▶ Declared stakeholders have different perceptions



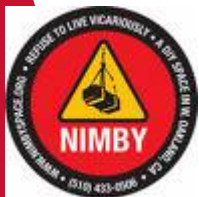
- ◆ Nuclear installations and mines (our customers) have a clear stake - many understand the constraints and **will help**



- ◆ International bodies and Regulators issue regulations and **watch us closely**



- ◆ National security agencies and diplomacy follow the country policy; they are **supportive** in "Shipping States"



- ◆ "Coastal States" declare themselves **against** highly radioactive transports, after fearmongering campaigns from opponents, and are **vocal** in international fora

▶ **Other stakeholders show intermittent interest, or might show some at any time**



- ◆ **Carriers companies are generally weary and tend to think that our volumes are not worth the bother: this is now called "denial of shipment"**

- ◆ **Media love anything connected to nuclear, including rumors, and they link it to military applications and Chernobyl**



- ◆ **Officials at all levels : Parliament members, Mayors, Port Authorities, Civil Servants... may pass or interpret orders contrary to transport**

- ◆ **Emergency responders may be called without warning... and not have proper information**



▶ **Some show no interest without being prompted**

◆ For the **general public**, transport just happens - except when activists raise the level of awareness



◆ **Education / Universities** are stakeholders for the present and the future. Nuclear is not always welcome there.

▶ **Some stakeholders we could do without...**

◆ **Professional opponents** find transport a convenient target, but find limited following, except in countries with strong “green” feelings



Existing, emerging, underlying interest must be dealt with

- ▶ **Better live unnoticed ?**
- ▶ **Traffic accidents are not unthinkable. We must have ready messages on the limited consequences.**
- ▶ **Disinformation is everywhere, rumors are looming, knowledge is scarce at best.**
- ▶ **Any problem (fire, spills...) for any dangerous goods transport may, by ricochet, impact the nuclear industry anywhere.**
- ▶ **Denial of shipment must be prevented.**

**Factual information, confidence building,  
contact making is something you do by  
calm weather, not in a storm**

# Which messages? Demystify, Explain, Reach out

- ▶ Messages must be tailored to the audiences. Broad analogies, pictures and site visits are very efficient tools.



- ▶ **Safety** remains the most important area. The "Hollywood approach", showing freak, beyond-regulations staged accidents where casks survive, works wonders.
- ▶ **Security** is just as important in a post 9/11 era, but we prefer to address the subject only upon questions, for well-received confidentiality reasons .

- ▶ **Keep it CLEAR, SIMPLE and CONSISTENT**
- ▶ **Stay with "we go by the rules" and avoid anything like "the risks are acceptable/very low..."**
- ▶ **Remain careful not to imply that other transports are dangerous - always check messages with the relevant customers, authorities...**
- ▶ **Place transport as just one safe step in the larger benefits of CO2-free nuclear energy, and sustainable development through recycling**
- ▶ **Explain that transparency stops where security starts**

No

- ▶ The **general public** is financially out of reach
- ▶ The **professional opponents** live off their anti-nuclear stance : there is nothing we can do

Yes

- ▶ **The States** that pass the laws and enforce them
- ▶ **International Organisations** that prepare regulations
- ▶ **Representatives of Society**
  - ◆ Elected officials and Civil Servants
  - ◆ Media
  - ◆ Universities
- ▶ **Carriers**, as nothing (economical) happens without them

We have up to now mostly addressed the States and the International Organisations

- ▶ **Coastal States were first approached by anti-nuclear groups, with messages of fear, impending doom, unwarranted risks with no benefits**
- ▶ **Direct approach of Coastal States started around 1995, in a joint effort by industry from Japan, the United Kingdom and France**
- ▶ **The unwavering help from the three Governments was essential to approach the Coastal States**
- ▶ **25 States were visited, as often as necessary. Special attention was given to States closest to our routes, if not literally crossed such as Panama**
- ▶ **The message was one of information, demystification and reassurance, based on cask and ship safety**

# Over 12 years of active *Global Acceptance* for sea transport

More than 25 countries visited

Contact made with most Coastal States and  
the main regional organisations



- ▶ **The industry created the World Nuclear Transport Institute (WNTI), which, besides bringing the industry's views to the IAEA, IMO... regulatory process, invites foreign dignitaries to nuclear site visits**
  
- ▶ **Industry and their States provide mutual support in meetings with Coastal States in arenas such as IAEA, or local fora ( Pacific Islands Forum, Caribbean Community...)**

**The results after 12 years are excellent:  
most key countries now have a balanced view,  
and activists have lost momentum there**