



Sunday 19 March 2017

18.00–19.30 Welcome drink

Van Der Valk Hotel Middelburg

Monday 20 March 2017

9.00– 10.00 Opening session - welcome and presentation of the host country

Chair: **JP Poncelet**, Secretary General ENS; Co-chair: **H. Codée**, COVRA

J. Boelen, Managing Director, COVRA

A. Louter, Managing Director URENCO Nederland and Chair of Nuclear Netherlands

10.00-10.30 Presentation by the short-listed candidates for the 2017 PIME Award

The short-listed candidates for the PIME 2017 Award for Communications Excellence will have an opportunity to present and promote their campaigns to PIME delegates and to convince fellow communicators why their campaign is the best.

10.30-11.00 Coffee break

Exhibition of PIME Award shortlisted candidates' campaigns

Delegates will be able to visit the stands of the PIME Award's shortlisted candidates and get more hands-on information about these inspiring campaigns.

11.00-12.00 Plenary session: Looking ahead – the role of nuclear technology in the society of the future

Chair: **E. Langegger**, President, ENS Young Generation

Waste treatment is a task which stretches far into the future – PIME 2017 at the premises of COVRA is therefore an occasion to look into developments of technologies and provide an outlook on the role of nuclear technologies in the future.

How can renewable and nuclear energy co-exist within the future energy mix?

C. Busine, Manager, Energy & Utilities, PwC Belgium

The complementary nature of nuclear energy and renewable energy is now a reality. To what extent could it continue to be so in the future? The presentation looks into this issue by re-imagining various energy mixes.

Expected evolutions of nuclear medicine and impact on healthcare

K. Muylle, President-Elect, European Association of Nuclear Medicine

12.00-13.00 Lunch



13.00-15.30 Workshops I-III

There are three parallel workshops to choose from:

I: The art of new ways of thinking

Moderator: **W. Vestraeten**, artist and **H. Codée**, COVRA

Through its collaboration with the artist William Vestraeten COVRA developed innovative ideas on how to communicate on nuclear waste. This workshop offers the opportunity of experiencing how looking from a (very) different perspective helps finding new, positive ways of explaining and communicating nuclear.

II: Experiencing radiation

Moderator: **E. van Leeuwen**, COVRA, and **J. Beks**, University of Utrecht, The Netherlands

How does distance and protection matter? Why is uranium waste and protactinium not? In what way does radon lose its radioactivity? How do we decide that something is 10,000 years old? Look for answers by joining this workshop! The workshop will offer hands-on activities and will be interesting to both attendees with knowledge background in ionizing radiation as well as those without.

III: Nuclear for Climate - Young Generation Workshop I

Moderated by members of the ENS Young Generation

Concerned by the future of our planet, the ENS Young Generation is a committed and active ambassador of the Nuclear for Climate (N4C) initiative. These young nuclear professionals now would like to extend their involvement and are looking for the support of PIMErs to develop a sustained yearlong campaign. During this first part of the workshop, the Young Generation is looking for creative ideas and approaches.

15.30- 16.00 Coffee break

Exhibition of PIME Award shortlisted candidates' campaigns

Delegates will be able to visit the stands of the PIME Award's shortlisted candidates and get more hands-on information about these inspiring campaigns.

16.00-17.30 Plenary session: Waste Management

Chair: **E. Verhoef**, Deputy Director, COVRA

Nuclear Waste Management is a key issue for the acceptance of nuclear technology. COVRA's communication is a recognised good practice example of how to interact with society. In this session invited speakers from Sweden, Belgium and Australia will give insight into further examples worldwide.

The cAt project in Dessel: how stakeholders became partners'

E. Hooft, Head of communications, ONDRAF/NIRAS, the Belgian Agency for Radioactive Waste and Enriched Fissile Materials

In order to develop a long-term solution for low and intermediate-level short-lived waste, ONDRAF/NIRAS opted for a unique participation method. From the beginning, stakeholders have been involved in the design of the repository and have helped shaping the project to benefit the well-being of the host communities. This presentation gives you an inside look at how the repository project became a project co-managed by local communities.



SKB's journey – from unwanted to desired

A. Porelius, Head of Communications, SKB, Sweden

SKB lost referendums and caused riots. PIME participants will learn how SKB got 80 percent confidence of the public and several municipalities that were willing to host a repository for spent nuclear fuel

Do it together - Multinational collaboration in waste disposal. From Europe to Australia.

N.N., the Royal Commission, Australia (tbc)

20.00 -22.30 PIME dinner

The PIME Conference dinner will take place in the Abbey of our Lady in Middelburg. The abbey was established around 1100 by monks from Flanders. The center of the holy life of the Norbertine monks were the passageways 'De Kloostergangen'. The herb garden of 'De Kloostergangen' gave them their food and medicines. In 2017 it will be the turn of PIME delegates to enjoy dinner in those centuries old cloister passageways.

Tuesday 21 March 2017

9.00 – 10.00 Plenary session: stakeholder engagement

Chair: V. Faudon, French Nuclear Society

Everybody nowadays agrees that a failing relationship with stakeholders may endanger a project. How to design an effective strategy for stakeholder engagement? How to prioritise stakeholders? Are there new types of stakeholders? New ways of reaching them? What is at stake? How to assess the impact of our actions? Is it possible to address the issue from the learning of other sectors? The second day of PIME 2017 will look into stakeholder involvement in other industries, in nuclear transport and nuclear new build.

PartI: learning from other industries

Involving the public in the realisation of a high-voltage line?! A mission impossible?

A. Schenk, Alderman for environmental planning of Borsele and **J. Gelok**, Mayor of Borsele, the Netherlands

You may have seen them along the Zeeland highways: small wooden signs saying '380 KV NEE!' These signs have been there for quite a while now, which is okay; after all that's what freedom of speech is about. The set-up of a new 380KV high-voltage power connection between the stations of Borssele and Rilland complies with all applicable procedures and obligations. In the decision-making procedure we carefully deal with all stakeholders, so as to reach a definite process of inclusion. Well done, right? - On paper that may be so, but the citizens involved feel very differently about this. '380 KV NEE, no radiation misery, no invasion of my right to privacy, no obstruction to my business management, what about MY rights?' So: how to bridge the gap between the pros and cons in this dispute, where will reason beat the emotional arguments? This is a nice commission for local authority, not at all unlike crisis communication.

Lessons learnt after 5 years of Gas Advocacy activities

F.R. Mouton, VP Oil & Gas Advocacy, TOTAL S.A, France



10.00 -10.20 Coffee break

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10.20-12.45 Workshops IV-VI

There are three parallel workshops to choose from:

IV: Nuclear technologies of the future

Moderator: **J.-L. Klosterman**, TU-Delft, The Netherlands

Get ready to communicate an outlook on nuclear reactor technologies: Which technologies are currently under development? What is the state of development and their potential to become a leading market technology? What critical points need to be considered?

With:

An introduction on nuclear technologies supported by European Research Programms

R. Garbil, European Commission

Future Gen-IV Fast Neutron Reactor technologies in Europe

P. Baeten, The ESNI Initiative

The world in 2030 and beyond – an outlook on advanced nuclear reactor technologies

S. Monti, IAEA

V: From concept to content – how to break down a message for use in different communication channels

Moderators: **E. Jelgersma**, Nucleair Nederland, **B. Foster**, URENCO, The Netherlands

You are happy with your company website and your social media accounts. You're working hard on your stories and content. But once you've posted or published that blog, tweet or article the work is finished and you just hope it gets retweeted, linked or quoted. Your precious content can do a lot more than that! Content mapping helps you stretch the impact of your message and lets you reach a larger audience, using different communication channels. In this workshop we'll give you the tools to make this happen and the practice to use those once you're back to regular business in the office.

VI: Young Generation Workshop - Young Generation Workshop II

Moderated by members of the ENS Young Generation

Concerned by the future of our planet, the ENS Young Generation is a committed and active ambassador of the Nuclear for Climate (N4C) initiative. These young nuclear professionals now would like to extend their involvement and are looking for the support of PIMers to develop a sustained yearlong campaign. During this second part of the workshop, the Young Generation intends to develop the best ideas into a campaign that can be sustained all over Europe and worldwide.

12.45-13.30 Lunch



13.30-15.30 Plenary session: stakeholder engagement

Chair: V. Faudon, French Nuclear Society

Everybody nowadays agrees that a failing relationship with stakeholders may endanger a project. How to design an effective strategy for stakeholder engagement? How to prioritize stakeholders? Are there new types of stakeholders? New ways of reaching them? What is at stake? How to assess the impact of our actions? Is it possible to address the issue from the learning of other sectors?

PartII: stakeholder involvement in nuclear new build

Keeping up with the times: How to maintain a long-term relationship

R. Holý, Slovenské elektrárne, Slovak Republic

The story of Mochovce Units 3&4 is a long one, starting back in 1987. It was mid-completed early in 90's when the works were halted. Only with arrival of a new majority shareholder in 2006 the dust-covered project revived. Learn how stakeholder relations have been managed during this challenging process.

Moorside's Public Consultation Process

J. McNamara, NUGEN, United Kingdom

Moorside will be the biggest nuclear power station in the UK and it can count on an impressive public support. The presentation will guide you through the different stages of NUGEN's consultation process and share lessons learned.

PartII: stakeholder involvement in transport of nuclear materials

Radioactive material transport is key to allowing nuclear electricity generation to be fully part of the world energy matrix. Transport is performed in the public domain, crossing not only borders and oceans but different regulations, different stakeholders, with different cultures and sometimes conflicting expectations. It is therefore essential to have a very well structured stakeholder engagement process. How do you interface with your stakeholders spread around the world? How do you maintain trustful relationships with multiple partners, authorities, shipping companies, railways, ports, administrations, media? After a presentation of a case study of a multi-modal international transport, a round table with transport professionals and Safety Authorities will address transport-specific issues on stakeholder engagement.

Presentation and moderator : **H. Neau**, World Nuclear Transport Institute (WNTI)

Round Table participants : **P. Harding**, International Nuclear Services France (INS), **B. Monot**, AREVA-TN, **N.N.** Authority for Nuclear Safety and Radiation Protection (ANVS), The Netherlands

15.30-16.00 Closing session

Chair: **JP Poncelet**, Secretary General ENS; Co-chair: **H. Codée**, COVRA

Announcement of the winner of the PIME 2017 Award for Communications Excellence

16.00- 16.30 Farewell Drink



Wednesday 22 March 2017

Technical visits based on pre-registration

Technical tour 1: Visit of COVRA's facilities

Technical tour 2: Visit of URENCO's facilities

Please note that a bus will leave to Amelo in the north of the Netherlands right after the closing of the conference. Participants of this technical tour are requested to book an overnight stay at the Theater hotel in the city center of Almelo: <https://www.theaterhotel.nl/>.

Technical tour 2 will finish on Wednesday 22nd March after lunch and a bus transfer to Schipol airport will be organized. From there national and international flight and train connections are available. Please consider for your travel arrangements that the bus is scheduled to arrive at 4 pm at Schipol airport.