Monday, October 14, 2024

9:00 AM - 10:00 AM

ITER: Conveying the World's Largest Fusion Experiment in an Evolving Communication Landscape

Speaker: Sabina Griffith, Communication Officer, ITER

PIME 2024 will take place at the site of ITER, the fascinating international project to build a tokamak fusion device designed to prove the feasibility of fusion as a large-scale and carbon-free source of energy.

We will kick-off the conference with an insight into how ITER is evolving its communication strategies to effectively convey the complexities and potential of the world's largest fusion experiment amidst changing global energy narratives. The presentation will highlight the team's adaptive approaches to engage diverse audiences and respond to changes.

10:00 AM - 10:30 AM

Coffee Break

10:30 AM - 12:30 PM

Navigating Nuclear Narratives: Media, Politics, and Public Perception in a Shifting Landscape

Moderator: Kamen Kraev, Secretary General, NucNet

1

Shifting Perspectives: Evolving Narratives and Communication Paradigms in Nuclear Power Media Coverage

Speaker: Jonathan Tirone, Journalist, Bloomberg

Jonathan will focus on how media narratives around nuclear energy have evolved since 2022. With the backdrop of shifting political landscapes and heightened public awareness, we will explore how nuclear power is framed by professional media outlets and discuss the potential communication shifts that may arise as new nuclear projects and the global nuclear ramp-up take shape.

2

Framing Nuclear: Analyzing Political Discourse on SMRs and Energy Policy through AI

Speaker: Anouk Luypaert, Researcher, University of Antwerp

Anouk will explore the energy policy frames used by politicians on social media, focusing specifically on nuclear energy and Small Modular Reactors (SMRs). Using Flanders as a case study, Anouk's research tracks the prevalence of these frames from 2021 through 2024. Her team employs cutting-edge AI, including large language models, to analyze social media posts and extract established energy policy frames.

3

Evolving Public Opinion: How Surveys Reflect Shifts in Nuclear Energy Perception

Speaker: Jessica Johnson, Communications & Advocacy Director, nucleareurope

Jessica will provide an overview of recent surveys that reveal changing public perceptions of nuclear energy. Drawing from international data, Jessica will examine how nuclear power is increasingly viewed as a solution to pressing challenges such as energy security, sustainability, and affordability and how this renewed attention is shaping public opinion.

4

Winning Hearts and Minds: Communication Strategies in Nuclear Energy and Climate Campaigns

Speaker: Malcolm Grimston, Hon Senior Research Fellow, Imperial College

Why is the safest source of energy yet developed regarded as so dangerous by so many people that its development has been severely curtailed over several decades? This talk will argue, that the public's inferences from the communications promulgated by the nuclear industry – for example, emphasis on 'safety ; an overemphasis on 'facts' at the expense of 'people'; and a tendency to treat low-level radiation as being much more dangerous than it actually is – is actually highly rational, even if the conclusion is incorrect.

12:30 PM - 1:30 PM

Lunch

1:30 PM - 3:30 PM

Interactive Working Groups (in parallel)

WG1: Shaping the narratives of nuclear communications

Moderator: Valerie Faudon, Director General, SFEN

As the world gears up for a revival of nuclear power, the next decade promises to be a transformative period marked by a series of ambitious construction projects. This resurgence will bring forth a host of new communication challenges and paradigms.

Communications will have to step away from the mainly safety-related narratives or the talk about the need to support nuclear and public opinion into issues related to project life and nuclear ramp-up like, for example, supply chains, costs, funding, schedules, delays, operation, workforce, fuel supply of the future, uranium resources, expanded need for safeguards, nuclear transport etc.

In this workshop we will identify the most relevant narratives and discuss how to shape those narratives.

WG2: SMR's, AMR's, Micro-reactors – changing the communications paradigm

Moderators: Kamen Kraev, Secretary General, NucNet; John McNamara, Head of Stakeholder Engagement, GB Nuclear; Kevin Cosials, ENS-YGN

New reactor technologies are perceived as an innovative, small and easy (easier) to build solutions for nuclear energy, changing the dynamics of communications.

This workshop aims to address the unique challenges in effectively communicating about Small Modular Reactors (SMRs) and Advanced Modular Reactors (AMRs). As the nuclear industry evolves with these new technologies, it is crucial to develop a strategic communication approach that addresses specific challenges in communicating these innovations. The workshop will foster exchange among communication peers on some of the most relevant issues for communications, including on how to educate the public on those technologies and how to align communications on ‘traditional’ and upcoming technologies.

3:30 PM - 4:00 PM

Coffee Break

4:00 PM - 6:00 PM

Plenary: Exchange of Learnings and Introductions to workshops of Day 2

Moderator: Jessica Johnson, Communications & Advocacy Director, nucleareurope

Workshop introduction speakers:

Communication and HR (WG3): Callum Thomas, CEO, Thomas Thor

Gender Gap in Nuclear Support (WG4): Ann Bisconti, Founder, Bisconti Research Inc.

Stakeholder engagement (WG5): Cora Blankendaal, Manager Communications & Stakeholder management, NRG Pallas

Tuesday, October 15, 2024

9:00 AM - 10:30 AM

Interactive Working Groups (in parallel)

WG 3: Communication and HR: A beneficial Partnership

Speaker: Nic Brunetti, Senior Communications Officer, Urenco

Moderator: Jadwiga Najder, Science and Outreach Manager, ENS

As the nuclear industry faces unprecedented workforce demands and increasing competition from other sectors, the question arises: How can a company's communication strategy significantly impact its ability to attract and retain talent?

This workshop will explore the critical relationship between Communication and HR departments in attracting and retaining top talent. Drawing on real-world experiences, we will examine how strategic communication efforts dedicated to workforce-related content can bring measurable benefits for both teams.

WG4: Closing the Gender Gap in Nuclear Support: Understanding and Addressing Perception Differences

Speaker: Richard Ollington, Partner, Radiant Energy Group

Moderator: Jessica Johnson, Communications & Advocacy Director, nucleareurope

A widely observed gender gap exists in perceptions of nuclear power, with men being significantly more likely to express support. This workshop will explore the underlying reasons for this disparity and discuss actionable strategies to bridge the gap. By examining the causes of these perception differences, participants will gain valuable insights to help design more impactful communication strategies.

11:00 AM - 1:00 PM

WG 5: Local Stakeholder engagement

Moderator: Cora Blankendaal, Manager Communications & Stakeholder management, NRG Pallas

Effective stakeholder engagement is essential for building public confidence in nuclear programmes. This workshop will explore best practices, challenges, and methods for involving diverse stakeholders throughout a programme's lifecycle—from planning and construction to dismantling. Participants will discuss how to develop tailored engagement strategies, manage evolving stakeholder landscapes, and addressing concerns through strategic communication.

New-build	Long-Term Operation	Decomissioning
Marieke Klaver, Manager Stakeholder engagement, PALLAS Programme	Paul-Emmanuel Schoeller, Director of Territorial Action and Institutional Relations, EDF Group	Teresa Palacio Aller, Head of Communications, Enresa

1:00 PM - 2:00 PM

Lunch break

2:00 PM - 4:00 PM

Site Visit of ITER

Experience firsthand the fascinating international project to build a tokamak fusion device designed to prove the feasibility of fusion as a large-scale and carbon-free source of energy.