

**Presentation of Eliot Brenner
Chair
Working Group on Public Communication
OECD-NEA
Brussels
June 2015**

**Public Engagement;
Benefits and Challenges**

The Five Ws Who Are We? Why are We? Etc ...

- Working Group on Public Communication of Nuclear Regulatory Organisations (WGPC)
- Public trust is important to regulators and public communication is important to achieving that end.
- A workshop on regulatory public communication, held in Paris in December 2000, highlighted the importance of public confidence in nuclear regulators.

More Who, What, Why, When, Where

- In recognition of this, the CNRA set up in 2001 the working group on public communication of nuclear regulatory organisations (WGPC).
- The purpose of the WGPC is to facilitate the exchange of information, news, documents, experiences and practices among nuclear regulatory organisation communicators.

More of the Five Ws

- It also aims to exchange views regarding the policies of nuclear regulatory organisations in the area of public communication and identify ways of promoting efficient collaboration.
- As of January 2011, 21 NEA member countries were actively participating in the WGPC. In addition, the Russian Federation, Slovenia, Romania, the European Commission and the IAEA all have observer status in the group. A new Chair was elected in April 2014.

There's more ...

- 3. Provides assistance to CNRA members, through technical notes and workshops, by addressing specific issues and practices.
- Cooperates internally and externally, with other organizations in regulatory public communication and stakeholder interaction matters, in line with NEA policy.

2008 WGPC Summary Report

- The more open a regulatory body, the greater the likelihood it will have public confidence
- Communicating at the local level is a very important supplement to communication at the national level
- Provide information likely to be of interest before asked, and be prepared to answer any question in by being open and disclosing knowledge within the bounds of security and commercial restrictions.

WGPC Programmes

- Building, measuring and improving public confidence (Ottawa, 2004)
- Openness and Transparency (2007-Japan)
- Crisis communications (2011-Spain)
- Social Media (2012-2014)
- Communications Strategy (Communications planning) 2015
- Interactions with Stakeholders (2014-
- Best practices in Public Meetings (2015-

What are we doing with Stakeholders?

- Our first meeting was last year in Paris. It was held at the French regulatory organization.
- Second meeting was at the headquarters of my organization, the US Nuclear Regulatory Commission, outside of Washington
- We are working on a third session next year, we hope in Japan, to round out the regional picture, although that session has not been finalized yet.

2ND INTERNATIONAL WORKSHOP WITH STAKEHOLDERS

PROGRAMME

- EXPECTATIONS AND CONCERNS
- RELATIONS
- TRANSLATING RISK
- TRADITIONAL/SOCIAL MEDIA



Conclusions of the session by E. Brenner
12:15: Lunch at NRC's cafeteria

2ND INTERNATIONAL WORKSHOP WITH STAKEHOLDERS

PROGRAMME

- EXPECTATIONS AND CONCERNS
- RELATIONS
- TRANSLATING RISK
- TRADITIONAL/SOCIAL MEDIA
- PUBLIC INVOLVEMENT AND RISK CULTURE



INTERNATIONAL WORKSHOPS WITH STAKEHOLDERS

PRELIMINARY CONCLUSIONS

FROM TRADITIONAL AND SOCIAL MEDIA

- ❑ 3 most important elements for coverage:
 - being transparent
 - providing information in a timely way
 - providing access to expertise
- ❑ Social media = important tool as well as a challenge, NROs encouraged to devote sufficient resources to both monitoring and using social media

FROM BOTH REPORTERS AND STAKEHOLDERS

- ❑ Concern about NROs being too promotional in their communication and reflecting a state of “regulatory capture” on the part of the industry
- ❑ Building relationship before an incident or accident is important to creating a sense of trust and ensuring the smoother communication of important information that would flow, eventually, to the public
- ❑ Difficulty of getting the public to pay attention to nuclear matters (unless they were in communities proximate to nuclear facilities) and in getting both the general public and some reporters to understand the intricacies of nuclear power and nuclear power regulation

What have we heard from Stakeholders?

- We are hearing some of the same sorts of things we heard in discussions of openness and transparency.
- Transparency promotes public confidence
- Transparency is not just access to information, but also helping stakeholders understand the regulatory process (communications vital to accomplishing this)
- Transparency can increase confidence if regulators demonstrate competence, openness, accountability
- Stakeholder engagement is essential to ensure a two-way flow of information.

Transparency/Openness/Engagement intertwined

- Public engagement can take many forms
- One that the WGPC is now focusing on is the public meeting process
- Studying how do you prepare for and structure public meetings to best engage the public.
- Survey has been authorized by the Committee on Nuclear Regulatory Activities to develop a report on best practices