



ENs PIME 2005

Defining Tomorrow's Vision of Nuclear

Programme

PARIS

13 - 16 February 2005

Organised by the European Nuclear Society
in cooperation with the IAEA

Sponsors: Société Française de l'Energie Nucléaire (SFEN),
Nuclear Energy Agency (OECD/NEA) and the European Atomic Forum (FORATOM)

CONFERENCE PROGRAMME

Sunday 13 / 02 / 2005

15:00 - 19:00 Registration: Maison de la Chimie (2nd floor), 28 Rue St. Dominique

19:00 - 20:30 Welcome Reception: Maison de la Chimie (2nd floor)

Monday 14 / 02 / 05

Plenary Session ROOM 1

09:00 - 09:05	Welcome and opening remarks by Bertrand Barré, ENS President
09:05 - 09:25	Key note address: "The future of our climate: Certainties and uncertainties" . Jean Jouzel, climatologist, Director, Pierre Simon Laplace Institute, France. Jean Jouzel's scientific work has mainly focused on the use of water stable isotopes (deuterium and oxygen 18) for reconstructing past climate changes from ice cores at various time scales, and on associated atmospheric modeling. He has participated in major international ice core projects such as the Vostok research station and the European Program for Ice Coring (EPICA), both in Antarctica, and the Groenland Ice Core Project (GRIP). Jean Jouzel is currently Director of the Pierre Simon Laplace Institute (IPSL), a national French research institute with a strong focus on Global Climate Change studies.
09:25 - 09:30	The PIME Award for Communications Excellence
09:30 - 09:45	The AREVA advertising campaign. Anne Claire Lienhardt, Advertising Manager, AREVA, France
09:45 - 10:30	Panel discussion with moderator: "Nuclear energy under scrutiny: A challenging debate across Europe." Moderator: John Shepherd, NucNet, Switzerland. Contributions and analysis from four nuclear countries: Edit Herczog, MEP and MP, Hungary; Olaf Preuss, The Financial Times, Germany; Sören Holmberg, SOM Institute (Göteborg University), Sweden; Malcolm Grimston, Chatham House, UK
10:30 - 11:00	Coffee break, poster discussions and technical demonstrations. Posters will be on display throughout the conference in Room 2.
11:00 - 11:35	Panel discussion: "NGOs & the Greens: Is there a need for improved dialogue?" Mark Johnston, Analyst, Friends of the Earth Europe; Jon Coniam, Manager of the Brussels Office, British Energy
11:35 - 11:40	"Ministers from all over the world are meeting in Paris in March to discuss nuclear power in the 21st century. Why should you care?" Karen Daifuku, OECD/NEA
11:40 - 12:30	"Using the power of TV and the dramatised documentary to promote public awareness and debate." Peter Barron, producer of BBC TV series "If...", in particular of the energy episode "If the lights go out"
12:30 - 14:00	Lunch break
14:00 - 17:15	Parallel workshops with moderator
ROOM 4	<p>Workshop 1 - Best practices in communication Moderator: John Shepherd, NucNet, Switzerland</p> <p>"Are we getting our message across?" Darren McGarry, European Commission, Joint Research Centre Directorate General</p> <p>"Nuclear communications: Can we define guiding principles?" Jack Ashton, Practiva Communications, United Kingdom</p> <p>"Measuring what can't be seen: How to gauge your corporate reputation." Susan Brissette, Bruce Power, Canada</p>

<p>ROOM 3</p>	<p>Workshop 2 - Local communications and the role of visitor centres Moderator: Simon James, NIA, UK</p> <p>"Strategic risk communications activities of Tokai Works." Hirofumi Takashita, Tokai Works, Japan Nuclear Cycle Institute, Japan</p> <p>"Twinning programme between Dampierre and Mochovce NPPs." Rastislav Petrech, Slovenske Elektrarne, Slovakia</p> <p>"Local communications on site investigations in Oskarshamn and Östhammar." Katarina Odéhn and Malin Gustafsson, Svensk Kärnbränslehantering (SKB), Sweden</p>
<p>ROOM 1</p>	<p>Workshop 3 - The prospects for young nuclear specialists in the new Europe (A Young Generation - YGN - Workshop) Moderators: Kim Dahlbacka, TVO, Finland and Boris Sucic, Zagreb University, Croatia</p> <p>In a constantly evolving world, Europe is changing fast too. Since May 1, 2004, the EU has 25 Member States. Five of the 10 new Member States have nuclear power plants. In 2007, the EU will have 2 new Member States, Bulgaria and Rumania. Both have nuclear industries. With this in mind, we need to ask ourselves: What are the prospects for young nuclear specialists in an ever-expanding Europe?</p> <p>Presentations:</p> <p>"To whom belongs the future?" Mihály Makai, Atomic Energy Research Institute (KFKI), Hungary</p> <p>"Towards knowledge-based economies: How research institutes can play a role." Marta Ferrari, IAEA</p> <p>"Prospects for young nuclear specialists in new Europe." Sami Tulonen, FORATOM</p> <p>"YGN-IYNC activities (IYNC-2006 in Sweden/Finland)." Martin Luthander, Swedpower, Sweden</p> <p>"Nuclear careers in Slovenia." Marko Giacomelli, Jozef Stefan Institute, Slovenia</p> <p>"The role of the nuclear association and young generation in the energy and nuclear debate in Italy." Enrico Mainardi, AIN, Italy</p> <p style="text-align: center;">Panel discussion</p>
<p>ROOM 5</p>	<p>Workshop 4 - Waste management: Achilles heel or our Holy Grail? Moderator: Gaston Meskens, SCK-CEN, Belgium</p> <p>"Russia, Kola Peninsula, Andreeva Bay: The openness is needed like a breath of life." Valery Mararitsa, the Murmansk Regional Government, Russia</p> <p>"Integral communication activities in support of repository site selection in Slovenia." Metka Kralj, ARAO, Slovenia</p> <p>"The wrong story?" Hans Codée, COVRA, The Netherlands</p>
<p>15:45 - 16:15 Coffee break, poster discussions and technical demonstrations. Posters will be on display throughout the conference in Room 2.</p>	
<p>16:15 - 17:15 Parallel workshops with moderators (continuation)</p>	
<p>17:30 - 19:00 Cocktail reception organised by Women in Nuclear (WIN), French chapter (ground floor)</p>	

Tuesday 15 / 02 / 05

Plenary Session ROOM 1

09:00 - 09:50	"USA & CHINA: The new frontiers for nuclear energy?" Walter Hill, Director of Editorial Services, Nuclear Energy Institute, on the USA; Zhang Zouyi, Director of the Institute of Nuclear and New Energy Technology (INET), on China
09:50 - 10:10	"Crisis communications: The world, not the neighborhood!" Malcolm Crick, Head of the Incident and Emergency Centre, IAEA
10:10 - 10:30	"A new generation of information centre." Catherine Rabbé, VISIATOME Director, Commissariat à l'Energie Atomique (CEA), France
10:30 - 11:00	Coffee break, poster discussions and technical demonstrations. Posters will be on display throughout the conference in Room 2.

Plenary Session ROOM 1

11:00 - 11:15	"The importance of effective communications." Juhani Santaholma, NucNet President, Switzerland
11:15 - 12:00	Panel debate with moderator: "Society and nuclear: Is the dialogue really making progress?" Moderator: Gaston Meskens, SCK.CEN, Belgium. Simon Webster, European Commission, Research Directorate General (research projects on social aspects of waste management); Carmen Ruiz López, OECD/NEA Forum on Stakeholder Confidence; Claude Fischer, Secretary General, Confrontations Europe (organiser of the European Waste Management Conference)
12:00 - 12:30	"Nuclear Communicators, what are we doing right and wrong? A view from the media." Moderator: Peter Rickwood, IAEA. István Palugyai, Nepszabadsag, President of EUSJA (European Union of Science Journalists' Associations); Alex Kirby, former BBC environment correspondent

12:30 - 14:00 **Lunch break**

14:00 - 17:15 **Parallel workshops with moderator**

ROOM 5	Workshop 1 - Stakeholder dialogue (Co-organised by Women in Nuclear, WIN) Moderator: Susan Brissette, Bruce Power, Canada "AREVA's dialogue and consensus-building policy." Virginie Ryan-Taix, AREVA, France "Stakeholder involvement in the Dounreay Site Restoration Plan (DSPP)." June Love, UK Atomic Energy Authority (UKAEA) "WIN public confidence: Women in Nuclear." Junko Nishimura, Mitsubishi Electric Corporation, Japan "Comparative study of various risks for life as expressed by LLe (Loss of Life Expectancy) in Japan and practical use of its results for PA activities." Junko Ogawa, Japan Atomic Power Company, Japan
ROOM 3	Workshop 2 - Communications strategy: New issues, new approaches Moderator: Karen Daifuku, OECD/NEA "The contribution of marketing and human sciences to communications on nuclear." Alain Bucaille, AREVA, France "Positioning nuclear: Strategic alliances and positive differences." Craig Pearce, Australian Nuclear Science and Technology Organisation (ANSTO) "International Ministerial Conference on Nuclear Power in the 21st Century - A communication challenge in the making." Karen Daifuku, OECD/NEA and Fanny Bazile, Commissariat à l'énergie atomique (CEA), France with Peter Rickwood, IAEA "How to build the image of a nuclear power plant?" Erzsébet Pazstor, Paks NPP, Hungary

ROOM 1	<p>Workshop 3 - Communication or education: Young people as a target audience Moderator: Torsten Bohl, Ringhals, Sweden</p> <p>"Youngsters about nuclear energy: Year 2004 poll." Radko Istenic, Jozef Stefan Institute, Slovenia</p> <p>"Programme for developing relationships between young people and teachers." Nathalie Guillaume, Commissariat à l' Energie Atomique (CEA), France</p> <p>"How young nuclear specialists in Hungary communicate." Katalin Kulacsy, Atomic Energy Research Institute (KFKI), Hungary</p> <p>"Energy and environment: A COGEMA project at the La Hague Site." Laurence Pernot, AREVA, France</p> <p>"Sunray Project - Nuclear issues online course." Tomi Alakoski, Economic Information Office, Finland</p>
ROOM 4	<p>Workshop 4 - Crisis communications - Getting you and your message across</p> <p>Closed session IAEA:</p> <p>Nuclear communicators can regularly come into contact with journalists and anti-nuclear campaigners. They need to be prepared for such encounters and be able to deal cautiously with often sensitive issues and in a professional way.</p> <p>In this workshop, participants will be given useful tips by expert consultants on how to handle crisis communication. The session will also include a media skills exercise using video recordings, where participants will be trained in how to appear live on camera.</p>
15:45 - 16:15	<p>Coffee break, poster discussions and technical demonstrations. Posters will be on display throughout the conference in Room 2.</p>
16:15 - 17:15	<p>Parallel workshops with moderator (continuation)</p>
19:00	<p>Cocktail reception and Gala Dinner at Maison de la Chimie (ground floor)</p>

List of PIME 2005 poster presentations ROOM 2

- "Public perceptions in a changing world."** Tracy Croxford, World Nuclear Transport Institute
- "Virtual reality of Temelin NPP."** Marie Dufkova, Czech Power Company (CEZ), Czech Republic
- "Maintaining a web encyclopedia for /on nuclear power."** Ian Hore-Lacy, World Nuclear Association
- "Managing the image crisis generated by a nuclear incident at any nuclear power plant in the world."** Marius Mitrica, CNE Prod Cernavoda, Romania
- "2003 – 2005 energy and environment calendar (Public Relations)."** Suncana Podhraški Bencovic, Ministry of Economy, Labour and Entrepreneurship, Croatia
- "Local communication and building trust as a means of overcoming radiofobia."** Sergey Shmelev, SIA "Radon", Russia
- "Risk Information Navigator": Development of portal web site for improving of risk literacy."** Nobuhiro Shobu, Japan Nuclear Cycle Development Institute, Japan
- "Direct dialogue with local residents: 'JNC friendly talk'."** Nobuhiro Shobu, Hirofumi Takashita, Japan Nuclear Cycle Development Institute, Japan

Posters will be on display throughout the conference in Room 2. During the coffee breaks, the authors will be present for explanations and discussion.

Wednesday 16 / 02/ 05

Plenary Session ROOM 1

09:00 - 09:30	Workshop Summaries
09:30 - 09:40	PIME Award Ceremony
Communicating nuclear, the French experience (Part 1)	
09:40 - 10:00	"Nuclear in France: A fresh overview from the perspective of the French Nuclear Energy Society (SFEN)." Bertrand Vieillard-Baron, Secretary General, SFEN
10:00 - 10:45	Panel discussion "How to communicate on the EPR decision?" Moderator: Francis Sorin, SFEN. Kaija Kainurinne, Head of Brussels Office, TVO; Gérard Ellia, Nuclear Communications Manager, AREVA; Sophie Roynette-Malbec, Communications Manager, EDF
10:45 - 11:15	Coffee break, poster discussions and technical demonstrations. Posters will be on display throughout the conference in Room 2.
Communicating nuclear, the French experience (Part 2)	
11:15 - 11:35	"The public debate process: The new Eurodif site." Olivier Thoumyre, Secretary General, George Besse II project, AREVA
11:35 - 12:30	"A French solution for acceptable waste management?" Moderator: Laurent Furedi, FORATOM. Fanny Bazile, Forecast and Communications Director, Nuclear Division, Commissariat à l'Énergie Atomique (CEA); Jean Christophe Bardy, Deputy Communications Director, ANDRA; Xavier Delerue, Senior Executive and Advisor, Communications and Nuclear Operations, EDF; Alain Bucaille, Advisor to the Chairman, AREVA
12:30	Closing remarks, End of conference, Lunch
14:00 - 18:00	IAEA hands-on training session on best practices in nuclear communications (IAEA closed session)
ROOM 4	Nuclear communicators can regularly come into contact with journalists and anti-nuclear campaigners. They need to be prepared for such encounters and be able to deal cautiously with often sensitive issues in a professional way. In this workshop, participants will be given useful tips on how to handle crisis communication by expert consultants. The session will also include a media skills exercise using video recordings, where participants will be trained in how to appear live on camera.

**Interpretation of the plenary session on Wednesday, is available in English and French.
ENS would like to express its gratitude to AREVA and EDF for their sponsorship.**

Thursday 17 / 02/ 05

09:00 - 18:00 Hands-on training session on best practices in nuclear communications (IAEA closed session)

08:00 - 15:00 Technical Tour to the CEA research centre in Saclay (Departure: Maison de la Chimie)

This Technical Tour will take place on Thursday, 17 February 2005. The destination will be the CEA Research Centre in Saclay, near Paris. Buses will be provided from and to the Maison de la Chimie.

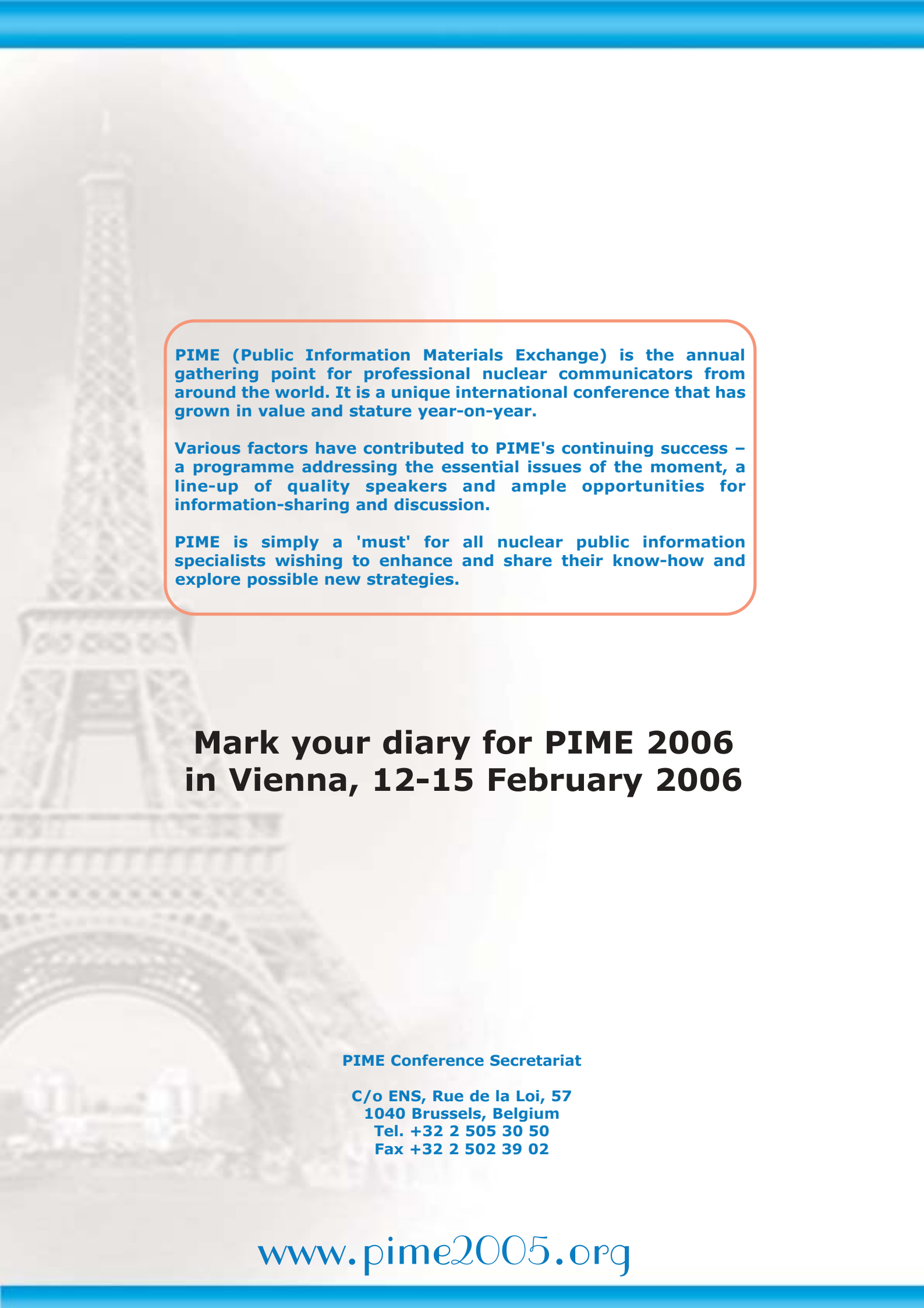
What is the Saclay Research Centre?

The CEA is a major technological research institution in France and in Europe. Its research centres create synergies between fundamental research and technological innovation, between researchers and engineers, and establish links with the industrial and economic fabric of France.

Of the nine CEA Technological Research Centres in France, the Research Centre at Saclay is the most important centre. It is located approximately 30 kilometers South-East of Paris has a staff of 5.000 persons involved in a wide range of scientific activities from fundamental to applied research and working in physics, metallurgy, electronic technology, biology, climatology, simulation, chemistry and environmental science.

The research programmes focus on three main themes: Energy, Health and Information Technologies, and National Defence. Energy will be the subject of this PIME visit. The CEA's research objective is to provide competitive, safe and clean forms of energy, which in particular do not emit greenhouse gases.

In the nuclear energy field, the CEA's applied research aims for optimisation of the current nuclear French reactors (including technical solutions for waste management), improvement of nuclear safety, and contribute to the development of future installations. The CEA also researches the impact of nuclear power on health and the environment. The Saclay Installation includes the research reactor Osiris, hot cells laboratories, and the Tamaris Seismic Test Installation, all of which will be visited by PIME delegates.



PIME (Public Information Materials Exchange) is the annual gathering point for professional nuclear communicators from around the world. It is a unique international conference that has grown in value and stature year-on-year.

Various factors have contributed to PIME's continuing success – a programme addressing the essential issues of the moment, a line-up of quality speakers and ample opportunities for information-sharing and discussion.

PIME is simply a 'must' for all nuclear public information specialists wishing to enhance and share their know-how and explore possible new strategies.

**Mark your diary for PIME 2006
in Vienna, 12-15 February 2006**

PIME Conference Secretariat

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