



## Sunday 14 February 2016

**17.00–18.30 Registration**

**18.30–19.30 Welcome drink**

## Monday 15 February 2016

**9.00 -10.30 Opening session**

Moderator: **Jean-Pol Poncelet**, Secretary General, ENS

**Welcome Address**

*Romeo Urjan, President, Romanian Nuclear Energy Association*

**Host Country Presentation**

*Daniela Lulache, CEO, Nuclearelectrica*

**Keynote speech**

**Communicating Sustainable Energy for All: one platform, many partners**

*Gill Tudor, Chief, Communication and Outreach, Sustainable Energy for All*

**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.

**11.00-11.30 Presentation by the short-listed candidates for the 2015 PIME Award**

Moderator: **Robert Leclère**, President of the Belgian Nuclear Forum, Chair of the PIME Award Jury

The short-listed candidates for the PIME 2016 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.

**11.30-12.30 Plenary session: Reaching people anywhere, anytime, anyhow - leveraging the power of social media marketing**

Moderator: **Bonnie Förster**, Senior Public Affairs Advisor, URENCO Nederland BV

**Managing the Canadian Nuclear Safety Commission's digital presence: Fostering Transparency and Disclosure**

*Marc Drolet, Lead for social media and digital product development, Canadian Nuclear Safety Commission*

This presentation will focus on the CNSC's efforts to engage and communicate with Canadians about the role it plays in regulating nuclear facilities, discuss CNSC regulatory requirements for licensees' public information and disclosure programs, and provide an overview of the organization's communications activities with a focus on how it manages its digital presence.

**Social Media Campaign: Create, monitor & measure**

*Geoffrey Doran, Director, Karakas Digital*

This presentation will provide you with an overview of how you can fully integrate social media into your overall communications strategy in order to effectively get your messages across and reach your objectives.



**12.30-13.30 Lunch**

### **13.30-16.00 Workshops I-III**

There are three parallel workshops to choose from:

#### **I: Social media for content marketing**

Moderator: **Geoffrey Doran**, Director, Karakas Digital

Creating a social media campaign can be daunting unless you have a clearly structured campaign. In this workshop you will follow the right steps to ensure that you can reach your audience, engage with them and measure your results. You will take on an objective in nuclear communications and learn how to apply a full social media strategy from beginning to end.

#### **II: Engaging with environmentalists**

Moderator: **Lubomir Mitev**, Communications Manager, FORATOM

Environmental organisations tend to use the same, repetitive arguments against nuclear energy. This workshop will propose a framework which will help identify and categorise these arguments and understand the reasoning behind them. The participants will then take part in an interactive session where they will have to help develop a communications framework for responding to environmentalists and producing counter-arguments.

#### **III: Chernobyl 30 years after, Fukushima 5 years after: defining a common communications strategy**

Moderators: **Beat Bechtold**, Secretary General, Swiss Nuclear Forum;

**Melissa Crawford**, President, International Youth Nuclear Congress

Is nuclear power dangerous? This workshop will present the experiences of the moderators from their recent visits to Chernobyl and Fukushima – the most cited nuclear accident sites in the world today. Participants will be free to use these experiences and other material to be presented for the up-coming debates which will result as the commemoration for the two accidents happen.

**16.00- 16.30 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.



### **16.30-18.00 Plenary session: Communicators are lobbyists too**

Moderator: **Roger Garbil**, Policy Officer, European Commission

#### **Engaging with local community stakeholders**

**Claudia Gross**, *Resosens*

How can the industry engage with the local community and overcome the negative public perceptions on a specific industrial project? Claudia Gross, who has a long-standing experience in the implementation of industrial projects especially in the wind energy and nuclear waste management fields, will provide some advice.

#### **Lobbying the Finnish government to obtain a new build permission**

**Tuomo Huttunen**, *Adviser, Power Generation, Finnish Energy Industries*

As the deadline loomed on 30 June 2015, a Finnish company looking to build a new nuclear power plant submitted a construction licence application with the financial participation of a Croatian company. This was later rejected by the government, which required that at least 60 percent of the project be domestically or European-owned. How did the company meet the government's requirements and manage to obtain the licence?

#### **Climate Gamble: lobbying at COP21**

**Rauli Partanen**, *free-lance communicator*

**Janne M. Korhonen**, *M.Sc.(Tech), Doctoral student, AbD, Independent Researcher*

The fight against climate change has seen great victories: why haven't they been reported?! We cannot afford to arbitrarily dismiss any low-carbon energy generation technology without gambling with the climate. These two non-nuclear industry scientists will present their experiences as they tried to lobby for nuclear energy at the UN climate change conference in Paris.

### **19.30-24.00 PIME dinner**

## **Tuesday 16 February 2016**

### **8.30-10.00 Plenary session: "Turning the tables" – staying cool in heated debates**

Moderator: **John McNamara**, Head, Corporate Communications, NuGen

#### **Ebola and other crises: from the world's most hated airline to the Belgian hero**

**Geert Sciot**, *Vice President Media Relations/Communication, Brussels Airlines, Belgium*

Should airlines scrap flights to countries confronted with a crisis? During the Ebola outbreak in Africa, Brussels airline faced this question. The company was the only foreign airline company still flying to Ebola countries and suspending the flights meant cutting these countries off from the rest of the world. Learn how they managed to overcome this specific communications crisis and others and to turn them into a positive PR experience that improved the image of the company.

#### **Working with local communities**

**José Manuel Palma-Oliveira**, *Professor of environmental psychology and risk perception and management, University of Lisbon*

Acknowledging that people are not convinced of something but instead are self-convinced and understanding the rationality, limited or not, of saying "NO", are fundamental instruments to understanding the so called NIMBY process and eventually being able to overcome it. Testing



alternative methods of dealing with these problems is the only way of overcoming this apparently impossible conundrum.

### **How to engage with civil society**

**Kirsty Gogan**, *Executive Director, Energy for Humanity*

Is it possible to engage with anti-nuclear activists and civil society? Kirsty Gogan, who was actively involved in the UK government public consultation regarding the nuclear new build programme and engaged anti-nuclear campaigners in a constructive dialogue process with Government, will give us some tips.

#### **10.00-10.30 Coffee break**

#### **Exhibition of PIME Award shortlisted candidates' campaigns**

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#### **10.30-13.00 Workshops IV-VI**

There are three parallel workshops to choose from:

#### **IV: How to engage with civil society**

*Moderator: José Manuel Palma-Oliveira, CIP Institute*

This workshop will focus on the involvement of stakeholders through scientific reasoning, designing experiments with your communities and giving them control. This is one of the unique perspectives of changing the focus on communication messages with conclusions where we try to convince versus creating knowledge with the communities that allow them to convince themselves.

#### **V: Climate Gamble: lobbying at COP21**

*Moderators: Rauli Partanen, free-lance communicator; Janne M. Korhonen, M.Sc.(Tech), Doctoral student, AbD, Independent Researcher*

Have you ever done something so unique that it has received the attention of an entire industry? This workshop will focus on how two people from outside the nuclear industry wrote a book about nuclear energy and managed to grab the attention of the whole nuclear world. Not only that – they managed to fund their trip to Paris for the UN climate change conference through the book. So, what makes the book so special?

#### **VI: Stakeholder engagement in a rapidly changing context**

*Moderators: Elisabeth De Groof, Matthias Meersschaert, Belgium Nuclear Forum, Belgium*  
How to engage with all relevant stakeholders within a constantly changing framework? These last 24 months, the Belgian nuclear context looked much like a rollercoaster. How to tailor your communication activities, public relations and lobbying activities accordingly within this playing field? Why and how to engage with politicians, journalists, the general public, opponents – or why not to? During this interactive workshop, we will be searching for the best communication and lobbying strategies within a rapidly evolving context.

#### **13.00-14.00 Lunch**



### **14.00-15.30 Communicating about decommissioning and waste management**

Moderator: **Eileen Langegger**, Manager Interim Storage, Nuclear Engineering Seibersdorf  
Decommissioning and waste management will be a challenge that the European nuclear industry will face in the coming years. How can the industry communicate with the general public on this rather complicated and technical issue? What are the initiatives taken at local level to ensure that the decommissioning process is well-understood and accepted by the local population? These are some of the questions that the panellists will address during this session.

With:

***Cédric Garnier**, Head of Communications & PR, CEA Marcoule Centre*

***Sandra Kühberger**, PRA/ Media Relations Germany, Vattenfall Europe*

***Álvaro Rojo**, Communications Dismantling Technician, José Cabrera NPP, Enresa*

***Christian Taillebois**, Head of Communications Decommissioning & waste management, EDF*

### **15.30-16.00 Closing session**

Moderator: Jean-Pol Poncelet

### **Announcement of the winner of the PIME 2016 Award for Communications Excellence**

*16.00- 16.30 Farewell Drink*

**Wednesday 17 February 2016**

**Technical visits based on pre-registration**