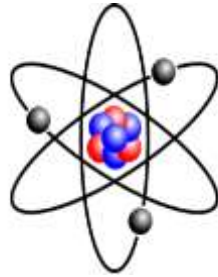


When the Atom meets a Hipster: Engagement and Education for the Young Generations

A view from the YGN
Nathan Paterson
ENS YGN Co-Chair

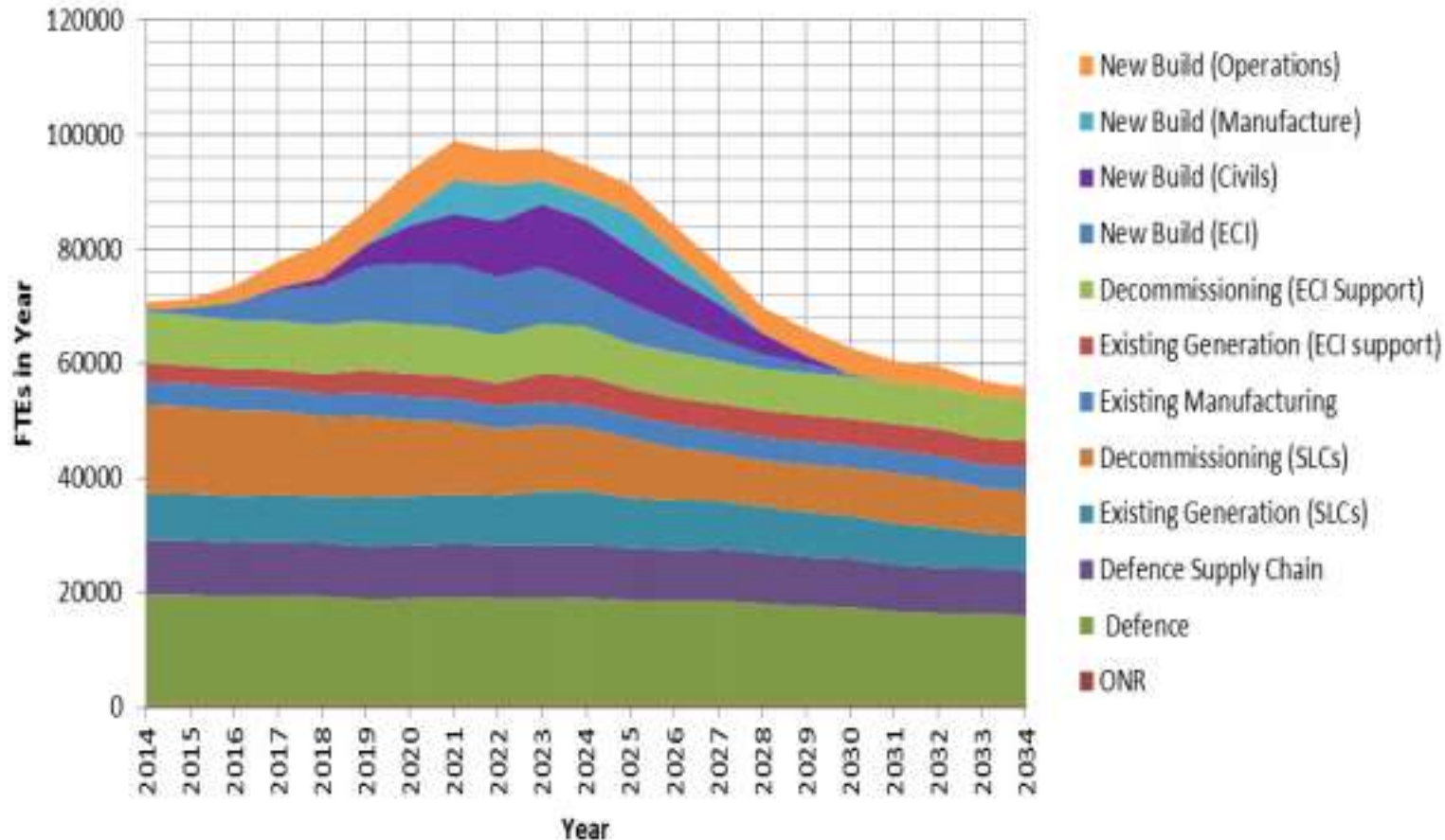
Millennial Generation



Members of the subculture typically do not self-identify as hipsters, and the word hipster is often used as a pejorative to describe someone who is pretentious, overly trendy or effete.

The Challenge in the UK

Civil and Defence Nuclear Workforce Demand



*Figure taken from DECC 2016

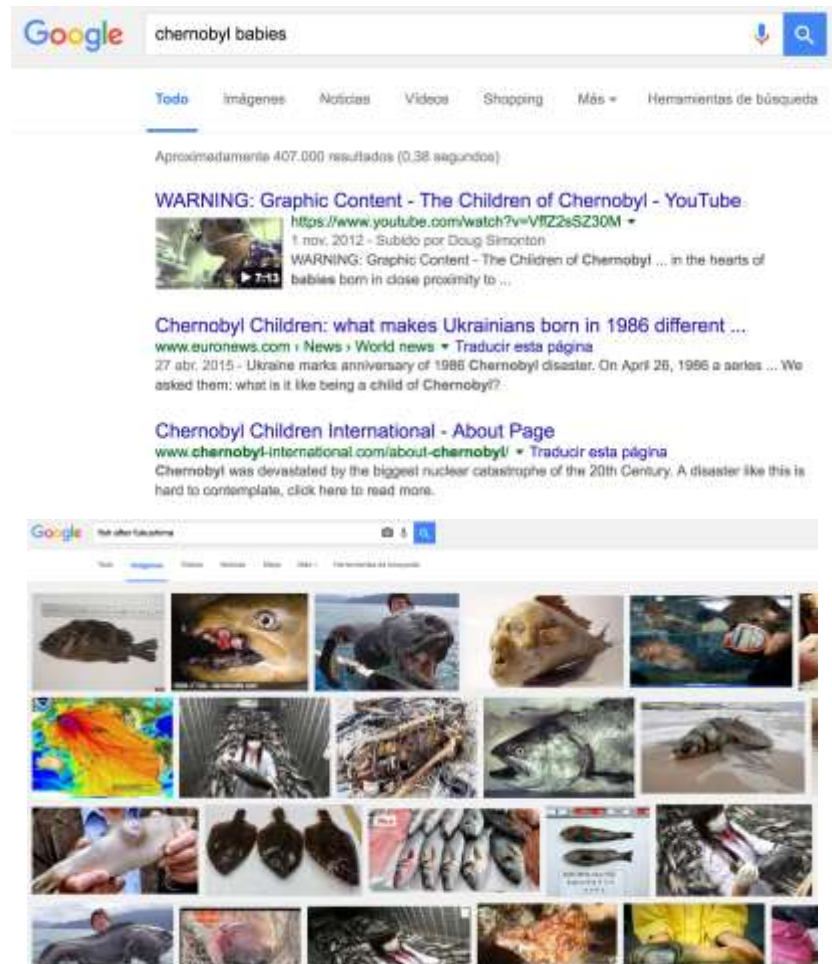
Massive investment in skills and motivation required

GENERAL PUBLIC OPINION TOWARDS NUCLEAR?

Disinformation, old misconceptions and myths, fed by the media sensationalistic approach to Chernobyl and Fukushima incidents to name a few

Google: Chernobyl babies in YouTube

Images on FB of cancer in Fish after Fukushima



EMOTIONAL COMMUNICATION: BUILDING THE BRIDGE

- Thinking in a rational way? Difficulty of getting an understanding of the implications of nuclear energy.
- Complexity of contemporary society dynamics, we rely on identity connections and useful prejudices. Opinion then came from an emotional based approach.
- This opposes the traditional scientific based communication of nuclear technology. Without a shared language and appropriate channels, communication cannot be possible.
- Need of engagement with the public; in order to provide the opportunity to approach people, an emotional connection is needed.



Learning from Activist and Social Movements

Social movements such as environmentalism, social justice, gender equality, arts and culture, different activism, etc, have a long-established history of emotional communication and public engagement.

Can nuclear learn from them?

NEW STRATEGIES & APPROACHES?

- Use new strategies and actions including performances, demonstrations, rallies, direct action, guerrilla communication, flash-mobs, street actions, guerrilla theatre, game-like activities, leisure, dressing up, making puppets, street mural, graffiti, viral actions... the possibilities are immense.
- Marshall McLuhan : “the medium is the message” the way which nuclear will deliver its message is at least as important, if not more, as the message itself.

NEW STRATEGIES & APPROACHES?

UNICEF campaign: Dirty Water Vending Machine, installed in Manhattan, July 2010



NEW STRATEGIES & APPROACHES?

Activist Protest in Madrid at Museo Del Prado 11th May 2016 against government management of nuclear gaining media exposure on prime time TV. Famous oil paint is redone in a very intelligent mockery.



NEW STRATEGIES & APPROACHES?

Greenpeace activists pose in swimwear in temperatures around 6 degrees Celcius, during a demonstration calling for action on climate change in Cologne, Germany, 28 November 2015



Nuclear could join such a joyful protest against Climate Change !!!

HUNGARIAN YGN TAKE THE MESSAGE TO MUSIC FESTIVALS

Sometimes we need to have a bit of humour and start debate



Questions raised and areas we must progress

- Is there enough investment in the next generation of Nuclear Industry Professionals?
- How many women/men under 40 are in a decision making position
- Communication and transparency
- Nuclear waste and waste management
- Learning from our mistakes
- Embed Industry Best Practice
- Credibility - Financial models we can deliver within
- Innovation in Nuclear Technologies

Questions we are raising

- Nuclear for Climate Initiative



- Position Paper and Declaration



“Nuclear is part of the solution to fight climate change and that COP21 is a unique opportunity to internationally develop a low-carbon society in which nuclear power will have a key role to play.”

How can we get inside the heads of the Experienced



*Innovative Knowledge Management,
Obe Wan and the Apprentice*

Continue the Voice and raise the issues through collaboration



Collaboration with Spark!



INNOVATIVE
thinking on a topic related
to ENERGY, for students
and graduates of
FRANCO-BRITISH
schools of higher
education

“The nuclear fuel cycle in
2040:

'The challenges and
solutions to achieve
sustainable nuclear
generation in Europe' ”

The Spark! Contest 2017 awards ceremony
will take place at ENYGF2017.

How to stay relevant and innovative

VR Education and training

Schools and industry

- Able to simulate dangerous or risky situations within a controlled environment.
- accurate and realistic simulations
- Cater for large numbers of students over various locations
- Highly visual approach which aids with learning
- Peer review, feedback and ongoing assessment
- Visualisation of complex concepts and theories
- Ensures that learning is fun and enjoyable where appropriate
- Cost effective



How to stay relevant and innovative

Policy development and ownership by all stakeholders including the millenials



Thank You!

***Together we can
build a better future!***

Please get in touch!

www.ensygn.org

