Experiences and Lessons of Public Acceptance in Korea

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Stakeholder Involvement and Public Communication
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Develop rational countermeasures which fairly shares potential risks and benefits.

Enforcement of NPP construction without agreement from a majority of citizens will result in difficulties in introducing policies.

Even if it takes time, citizens must be aware of the advantage and disadvantages of nuclear energy.

Gathering Acceptance from Citizens and Local Residents: through sufficient discussions and opinion gathering.
II. Strategies for Nuclear Energy Promotion
### 1. Tailored Promotional Activities

<table>
<thead>
<tr>
<th>Supporting Group</th>
<th>Silent Group</th>
<th>Opposition Group</th>
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<tbody>
<tr>
<td><strong>Goal</strong></td>
<td><strong>Goal</strong></td>
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<tr>
<td>active cooperation in government policies</td>
<td>Increase understanding of nuclear energy</td>
<td>Seek ways to change their attitudes</td>
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<tr>
<td><strong>Approach</strong></td>
<td><strong>Approach</strong></td>
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<td>remain communication channel</td>
<td>debates, round table talks with government and agencies, field trips to NPP</td>
<td>Use of mass media, TV, newspapers, emotional approach than rational approach</td>
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Promotions that actively utilize the media

WHY utilize the media?
- TV, internet, newspapers has the strongest influence on the general public
  - Forming views on nuclear energy
- After negative story is reported on the TV, public has tendency to remember that initial story

HOW to utilize the media?
- Journalists, general managers, editorialists, broadcast anchors, directors and even newspaper CEOs – active promotional activities required
- Invitations to conferences and official/unofficial briefings
Creating PR Network & Cultivating PR specialists

**Nuclear PA council**
Government, local gov’t, nuclear industry, research institutions, PR organizations

Respond to the key issues and policies, share nuclear energy related info, send a consistent message

PR experts recruited to respond to the media

Experts who are able to:
- work alongside Journalists
- participate in interviews, discussion programs
- draft articles for newspapers
- manage internet activities
Q : “How effectively nuclear energy promotions are being implemented?”

Method : Questionnaire surveys  
Tool : interview and phone, postal, email survey  
Survey on : Message exposure  
   1. How well readers or audiences remember or understand nuclear energy related articles?  
   2. Changes in perception or attitude after exposure to the message?
2. Contents-based Strategies

Key Points for the Content-based Strategies

① Instill a Positive Mind for Safety management
② Emphasize Cost-benefits and Energy Security
③ Emphasize Eco/environmental-friendliness
④ Create a Brand Image

TV commercial: “Is It Possible?”

TV commercial: “A Day”
### 3. Group-based Promotion Strategies

#### Categorization of communication targets

<table>
<thead>
<tr>
<th>Aroused publics</th>
<th>Active publics</th>
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</thead>
<tbody>
<tr>
<td><strong>High</strong></td>
<td><strong>Low</strong></td>
</tr>
<tr>
<td><strong>Basic strategy</strong></td>
<td>Arbitration strategy</td>
</tr>
<tr>
<td><strong>Execution</strong></td>
<td>-“Skinship” program</td>
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<td></td>
<td>-Discussion program</td>
</tr>
<tr>
<td></td>
<td>-Social contribution program</td>
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<tr>
<td><strong>Low</strong></td>
<td><strong>High</strong></td>
</tr>
<tr>
<td><strong>Basic strategy</strong></td>
<td>Popularization strategy (Strengthen general acceptance)</td>
</tr>
<tr>
<td><strong>Execution</strong></td>
<td>-Public PR program</td>
</tr>
<tr>
<td></td>
<td>-Social contribution program</td>
</tr>
<tr>
<td></td>
<td>-Education/Participation program</td>
</tr>
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- **G1. Aware publics:** Opinion leaders (Officials in political and academic circles and media workers)
- **G2. Active publics:** Environmental groups, environmental experts
- **G3. Aroused publics:** Stakeholder (local residents in NPP areas)
- **G4. Inactive publics:** General Public (including youth, teachers, and women)
<table>
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<tr>
<th>Targets</th>
<th>Media</th>
<th>Promotion Method</th>
<th>Objective</th>
</tr>
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</table>
| General Public                | On-line/SNS Media Education | 1. Blogs  
2. TVs and newspapers  
3. Education of influential individuals to spread positive information on nuclear energy | Alleviate public anxiety                          |
| Journalists Decision Makers   | Forums Meetings Presentations | Provide accurate information to journalists and specialists who will also act as conveyors of information | Guide conveyors to think objectively and accurately |
| Local Residents/Anti-nuclear  | Development of counter-logic | Provide accurate information to local residents to counter against anti-nuclear NGOs | Stabilizing local public opinion                   |
3. Group-based Promotion Strategies

- **Q&A Handbook**
  General public, local residents

- **Nuclear Festival**
  General public, local residents

- **Smart Phone Application**
  General public (next generation)

- **One day teacher**
  General Public

- **Nuclear symposium**
  Opinion leader, civic organization

- **Nuclear Familiarization Tour**
  Opinion leaders, civic organization
Nuclear Energy Musicals

Target
- family, next generation, general public

Methods
- Children had to be reached using emotional approaches rather than logical one
- Cultural performances: Deliver a healthy image of nuclear energy in a fun and natural way
Nuclear Familiarization Tour
- Field Trips to Overseas Nuclear Facilities

**Target**
- Opinion leaders, local residents

**Methods**
- Invite media personnel, including journalists from TV stations and newspapers
- allow people to see that nuclear power facilities were being well operated and harmoniously coexisting with regional society

**Result**
- significantly contributed in improving understanding for nuclear energy by local residents and opinion leaders
"We support the approval of continued operation of Kori #1 by Nuclear Safety Commission."

The statement has printed on the central newspapers consecutively...

7/24 : Munhwa ilbo
7/25 : Joongang daily
7/26 : Dong-a daily
7/27 : Chosun daily
7/28 : Busan international
III. Case Study of Public Acceptance Activities
① The Cause of conflicts

- The rise of anti-movement
  - “Korea Federation for Environmental Movement”
  - Safety issue of nuclear energy became a pressing issue
  - RW Repository pushed by the government

- Main conflicting issues:
  - Wrongful source: studying Japanese anti-nuclear literature
  - Misunderstanding: ‘nuclear energy could soon become a nuclear bomb!’
2. The Strategies

**Democratic and Fair Decision Making Process**
- conduct a referendum (in 4 municipalities)

**Developing logical responses and holding open debates**
- Debates cover by broadcast, newspaper and disseminate information to public

**Field trips to nuclear facilities to study successful overseas cases**
- Realized the safely operating NPP by seeing the conditions

**Active response to the media: Develop relationships with journalists**

**Encouraging Netizen participation**

**Economic compensation provided under the law**
Execution of Referendum in 4 Municipalities

Eventually, through the result of the referendum, Gyeongju won the vote for LILW
③ Lessons Learned

① Promotions must focus on safety, economic viability, environmental friendliness and assistance funding

② The separation of spent nuclear fuel and LILW

③ Competition between local government also played major role in securing Radioactive Waste Repository

④ Economic compensation Must be guaranteed under the law
IV. The Ways to Improve Public Acceptance
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**Strong enthusiasm and consistency of government and political power to nuclear energy**

- Cooperative system of a pan-government level

**Legislations to support residents living near nuclear power plants**

- Public facilities, welfare of local residents, education, and electricity bill assistance, etc.

**Establishment of an independent, professional nuclear communications body**

- Exchange of information between the communication body and the public
- Maintain good relationship with the media
- Utilize online methods including blogs and websites
- Operate a Nuclear Exhibition to enable easy access to information on nuclear energy
- Tailor-made communication strategy and public opinion surveys
Thank you for your attention!