

Crisis Communication: Facing the Challenges

International Workshop
Madrid, Spain, 9-10 May 2012

*Hosted by the
Consejo de Seguridad Nuclear*

Programme

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Wednesday 9 May 2012

08:30 **Registration**

Opening Session

- 09:30 Opening Address
General Chair: Dr. Carmen Martínez Ten, President, CSN, Spain
- 09:45 Welcome Address
Mr. Fernando Martí Scharfhausen, Secretary of State for Energy of Spain
- 10:00 Opening Remarks
Mr. Luis Echávarri, Director General, OECD Nuclear Energy Agency
- 10:15 Objectives of the Workshop
Mr. Mike Weightman, HM Chief Inspector, ONR, United Kingdom, Chairman of the CNRA
- 10:30 Coffee break

Session 1. Key Elements in NRO Crisis Communication

- 11:00 Key Communication Principles and their Implementation
Chair: Dr Jozsef Rónaky, Director General, HAEA, Hungary
Coordinator: Ms. Elisabeth Besenyei, HAEA, Hungary
- 11:10 The CNRA Road Map for Crisis Communication of Nuclear Regulators: Challenges and Implications for Better Preparedness
Ms. Yeonhee Hah, Head of International Relations, KINS, Korea, WGPC Chair
- 11:25 The Daily Regulator's Communication Approach:
a Key Element for an Efficient Crisis Communication
Ms. Karina De Beule, Spokesperson, FANC, Belgium
- 11:40 Using Social Media to Leverage Crisis Communications
Mr. Eliot Brenner, Director of the Office of Public Affairs, NRC, USA
- 11:55 The Syndromes of Crisis Communication in The Nuclear Sector
Mr. Luis Arroyo, President of "Asesores de comunicación pública", Spain
- 12:10 Discussion
- 13:00 Lunch break

Session 2. Lessons Learned in NRO Communication from Past Crisis

- 14:30 Lessons from Nuclear and Non-Nuclear International Events
Chair: Dr. Gregory Jaczko, Chairman of the US NRC, USA
Coordinator: Mr. Eliot Brenner, US NRC, USA
- 14:35 NISA's Lessons Learned from the Accident at TEPCO's Fukushima Nuclear Power Stations
Mr. Makoto Watanabe, Public Relations Officer, NISA, Japan
- 14:50 Crisis Communication: Indian Experience
Dr. S.S. Bajaj, Chairman, AERB, India
- 15:05 Core Communication Activities during Fukushima and
Commendable Practices Identified by the CSN
Ms. Marina Calvo, Communication Advisor, CSN, Spain
- 15:20 Dioxin Contamination in Food – Lessons for NRO Crisis Communication
Dr. Ann Mc Garry, Chief Executive, PRII, Ireland, Chair of the CRPPH
- 15:30 Discussion
- 16:00 Coffee break

Session 3. Panel on Social Expectations regarding NRO Crisis Communication

- 16:30 Main Concerns for the Public? Main NRO Responses
Chair: Mr. André-Claude Lacoste, President, ASN, France
Coordinator: Mr. Emmanuel Bouchot, ASN, France
- Panellists
- Mr. Claude Birraux*
First Vice-Chairman of the Parliamentary Office for Scientific and Technological
Assessment (OPECST), France
- Mr. Roland Palmqvist*
Mayor, Sweden / President of GMF (International Group of Municipalities with Nuclear
Facilities)
- Dr. Maria Neira*
Director, Public Health and Environment, World Health Organization (WHO)
- Mr. Pete Wilkinson*
Wilkinson Environmental Consulting Ltd, United Kingdom
- Mr. Laurent Stricker*
Chairman of the World Association of Nuclear Operators (WANO)
- 17:00 Discussion
- 18:00 Adjourn

Thursday 10 May 2012

Session 4. Panel: Understanding Respective Roles of Media, NRO and Industry

09:00 Timeliness vs. Reliability of Information
Chair: Ms. Alicia Montano, RTVE, Spain
Coordinator: Ms. Marina Calvo, CSN, Spain

Panellists

Ms. Annika Digreus
Sverige Radio AB, Sweden
Mr. Hong-Sup Cho
The Hankyoreh Newspaper, Korea
Mr. David Crawford
The Wall Street Journal, USA
Dr. Hans Wanner
Director General, ENSI, Switzerland
Mr. Juan Eibenschutz
Director General, CNSNS, Mexico
Mr. Jonathan Cobb
Media Director, World Nuclear Association

09:45 Discussion

10:30 Coffee break

Session 5. Need for a Global Approach to NRO Crisis Communication

11:00 How to Address Concerns Outside the Affected Country?
Chair: Mr. Mike Weightman, HM Chief Inspector, ONR, United Kingdom, Chairman of the CNRA
Coordinator: Ms. Sue Kelly, ONR, United Kingdom

11:05 The Role of Nuclear Regulatory Organisations in Getting Information from a Foreign Event
Mr. Nikolay Kutin, Chairman, Federal Environmental, Industrial and Nuclear Supervision Service of Russia, Russian Federation

11:20 Crisis Communication Consistency amongst Nuclear Regulatory Organisations
Mr. Jean-Christophe Niel, Director General, ASN, France

11:40 Communication Aspects of IAEA's Response to the Accident at Fukushima NPP
Mr. Denis Flory, Deputy Director General, Head of Safety and Security Department, IAEA

11:50 Global Approach to NRO crisis Communication, Do We Need a European Solution?
Mr. Andreas Molin, Federal Ministry for Environment, Austria, Vice-Chair of ENSREG

12:05 Discussion

13:00 Lunch break

Session 6. Improvements in NRO Crisis Communication

- 14:30 New Strategies – New Techniques
Chair: Dr. Youn-Won Park, President, KINS, Korea
Coordinator: Ms. Yeonhee Hah, KINS, Korea
- 14:35 Crisis Communication Experience in China
Mr. Liu Hua, Vice Administrator, Director General, NNSA, China
- 14:50 Maintaining Public Confidence:
Putting out the Right Information at the Right Time in a Nuclear Emergency
Ms. Sunni Locatelli, Director General of the Strategic Communications Directorate, CNSC, Canada
- 15:05 Sources and Measures for Improving the Public Communication
of the Japan's Nuclear Regulatory Body
Mr. Makoto Watanabe, Public Relations Officer, NISA, Japan
- 15:20 Towards Improved Preparedness and More Effective Co-operation
in Regulators' Public Communication
Mr. Risto Isaksson, Communication Officer, STUK, Finland
- 15:35 Discussion
- 16:00 Coffee break

Concluding Session

Findings and Good Practices for Nuclear Regulatory Organisations

- 16:30 Concluding Remarks from CSN
Mr. Antonio Colino Martínez, CSN Commissioner, Spain
- 16:45 New Directions for Crisis Communication of Nuclear Regulatory Organisations
Mr. Mike Weightman, HM Chief Inspector, ONR, United Kingdom, Chairman of the CNRA
- 17:00 Future Work for the WGPC in Crisis Communication
Ms. Yeonhee Hah, Head of International Relations, KINS, Korea, WGPC Chair
- 17:15 Closing Remarks
Mr. Javier Reig, Head, Nuclear Safety Division, OECD Nuclear Energy Agency
- 17:30 End of Workshop