Post-Fukushima Nuclear Energy Public Acceptance Strategies in South Korea

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| I. Objective |
| II. Post-Fukushima Social Environmental Analysis |
| III. Public Acceptance Promotion Plan |
| IV. Nuclear Security Summit |
| V. Lessons Learned from Fukushima Accident |
I. Objective

✓ Promotion of ‘Nuclear Energy Culture’

Project for:
1. Next Generation Understanding
2. Build-up of Public Confidence
3. Solution of Current Issues

✓ Developing modified communication strategies

- Fukushima accident increased negative public perception and had public educational effect about nuclear energy

- Diversification of public communication brought by powerful social network services SNS requires new ways of improving public acceptance

- From indirect to direct communication between the government and citizens
II. Post-Fukushima Social Environmental Analysis

Oversea

Coexistence of conflicting views:
- international NPP market will shrink
- construction of NPPs will continue because of limitation of alternatives as well as its economy and eco-friendliness

- Pursuing renewable energy
  - Germany
  - Switzerland
  - Italy
  - Belgium

- Continuing nuclear energy plan
  - USA
  - France
  - Canada
  - Russia
  - China
II. Post-Fukushima Social Environmental Analysis

**Domestic**
- Increased anti-nuclear activities
- Active anti-nuclear activities by politicians and NGOs
- Growing public distrust in safety of NPPs

Demand by political sector for reconsideration of NPP policy

Local anti-NPP propaganda by opposing groups
II. Post-Fukushima Social Environmental Analysis

The Evolution of Public Acceptance of Nuclear Energy

- Ignorance 1980
- Misunderstand 1990
- Understanding 2000
- Confidence 2009
- Appreciation

New Strategy 2012
Fukushima 2011
III. Public Acceptance Promotion Plan

- Minimize social controversy
  - One-Voice, Monitoring of public opinions
  - Establish foundation for continuation of nuclear energy policy
  - Take preemptive actions
  - Communicate Principle
    - transparency, timeliness, predictability, sensibility

- Take preemptive actions
Post Fukushima Basic Promotion Strategies

- Reorganization of internal communication system for maintenance of One-Voice
- Use of third party communication channels to get messages through
- Prevent public from connecting Japanese NPP accident with domestic nuclear energy issues by dealing with them separately
## III. Public Acceptance Promotion Plan

<table>
<thead>
<tr>
<th>Targets</th>
<th>Media</th>
<th>Promotion Method</th>
<th>Objective</th>
</tr>
</thead>
</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                                                   |
| General Public           | On-line/SNS Media Education | Provide accurate information to journalists and specialists who will also act as conveyors of information | Guide conveyors to think objectively and accurately                      |
| Journalists Decision Makers | Forums Meetings Presentations | Provide accurate information to local residents to counter against anti-nuclear NGOs | Stabilizing local public opinion                                          |
| Local Communities Anti-nuclear | Development of counter-logic |                                                                                                                           |                                                                           |
III. Public Acceptance Promotion Plan

Immediately after NPP accident (March-May)

Post Fukushima Promotion Activities

1) Use of Media

Target

- Major Daily Newspapers
- Free Newspapers
- Periodicals & Magazine

Contents/Methods

- Specialist Interviews
- Specialist Columns
- Specialists Talks
- Use of NIE* Spaces
- Production Articles
- Q&A on Nuclear Energy

[Use opinions of specialists]

[Induce productions using messages]

*NIE: Newspaper In Education
III. Public Acceptance Promotion Plan

Immediately after NPP accident (March-May)
Post Fukushima Promotion Activities
2) Q&A Leaflet

Target

- Subway and railway passengers, visitors of department stores and large supermarkets, park, bank, public offices, etc

Contents/Methods

- Production of simple Q&A leaflets containing key messages
  * Use core messages based on facts for greater effect
III. Public Acceptance Promotion Plan

Immediately after NPP accident (March-May)
Post Fukushima Promotion Activities
3) Grand Forum on Safety of Nuclear Energy

Date & Place
▶ Date: April 27, 2011
▶ Place: International Conference Room, Seoul Press Center

Target & Methods
▶ Targets: General public, public officials, personnel of public institutes and organizations of interest
▶ Presenters and Panel: Journalists, experts from nuclear science academy, research institutes, Safety Technology Institute, and etc.

Local 'Grand Forums': Daegu (6.16), Gwangju (6.23)
III. Public Acceptance Promotion Plan

Use of Social Network Services (SNS)

Post Fukushima Promotion Activities

Post-Fukushima on-line reports during April, 2011

Concerns on radioactive leakage and its effects and safeness on human body than in the accident itself
## III. Public Acceptance Promotion Plan

*Use of Social Network Services (SNS)*

### Post Fukushima Promotion Activities

<table>
<thead>
<tr>
<th>Issues</th>
<th>Management of NPP accident in Japan</th>
<th>Trend of global nuclear energy policies and public opinions</th>
<th>Exposure to radioactive materials</th>
<th>Breakdowns at domestic NPPs</th>
<th>Anti-nuclear Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases</td>
<td>Melt-down possibility of Reactor 1-3 of Fukushima</td>
<td>Decision to close all NPPs by German Government</td>
<td>Issues relating to radioactive rain</td>
<td>Issues relating to suspension of operation of Gori #1 reactor</td>
<td>Green Peace Demonstration offshore Yeonggwang</td>
</tr>
<tr>
<td>Portal</td>
<td>623</td>
<td>616</td>
<td>4,355</td>
<td>1,201</td>
<td>57</td>
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<tr>
<td>Twitter</td>
<td>3,790</td>
<td>254</td>
<td>90,058</td>
<td>626</td>
<td>18</td>
</tr>
<tr>
<td>Blogs, Cafes, Agora</td>
<td>1,554</td>
<td>1,084</td>
<td>49,730</td>
<td>791</td>
<td>32</td>
</tr>
</tbody>
</table>

<Routes and No. of cases of on-line public opinions propagation of issues, 3.11~7.1>
III. Public Acceptance Promotion Plan

Use of Social Network Services (SNS)

How does SNS work?

Monitoring / Collecting issues
Immediate response (reply, tweet)

SNS Team

Expert Advisory Group

Base Contents

Energy Planet

NAVER 블로그

Communication Channel

Disseminate, Spread news

facebook

Nuclear Facebook

twitter

Nuclear Twitter

Blog/Cafe

Immediate response (reply, tweet)

Feedback (comment and reply)

Spread of information (RT)
IV. 2012 Seoul Nuclear Security Summit (NSS)

“Beyond Security, Towards Peace”

Key Factsheet
- 2012. March 26th~27th, Seoul, Republic of Korea
- Participants: 53 heads of state and government
- Int’l org: UN, IAEA, INTERPOL, and EU
- Seoul Communique with 11 action plans
IV. 2012 Seoul Nuclear Security Summit (NSS)

Nuclear Security Pavillion: Nuclear Energy creates an ART!!

X-Ray art

Nuclear Energy Drawing Contest
IV. KONEPA-IAEA Communication Seminar

Lemon or Kiwi??
No communication, no consensus!

<KONEPA-IAEA regional seminar on stakeholder communication>
- 2012. Sep. 24th~26th, Seoul, Republic of Korea
- Purpose: To strengthen PA strategies and share best practice among nuclear related organizations
V. Lessons Learned from Fukushima Accident

‘Comprehensive Control Tower’

Active preparation for and response to changes in communication environment

Efficient development and transfer of communication messages
V. Lessons Learned from Fukushima Accident

Strengthen the extensive educational, experiential and participating activity programs

Continuous close networking with stakeholders

Improvement of the brand value of 'Nuclear Energy'
Thank you!