

JAPC Communication Activities on Site Communities



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Tokai Plant (undergoing decommissioning)

Tokai Plant No. 2 (in operation)

福井県敦賀市

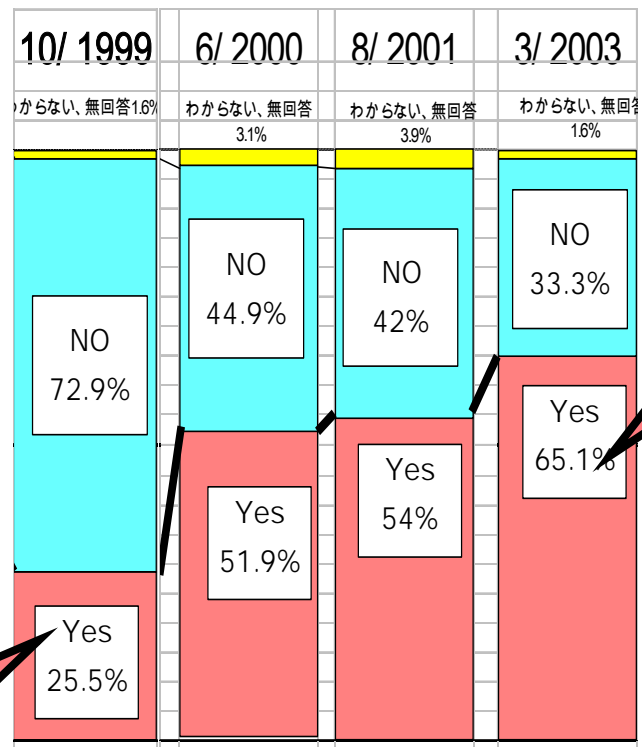
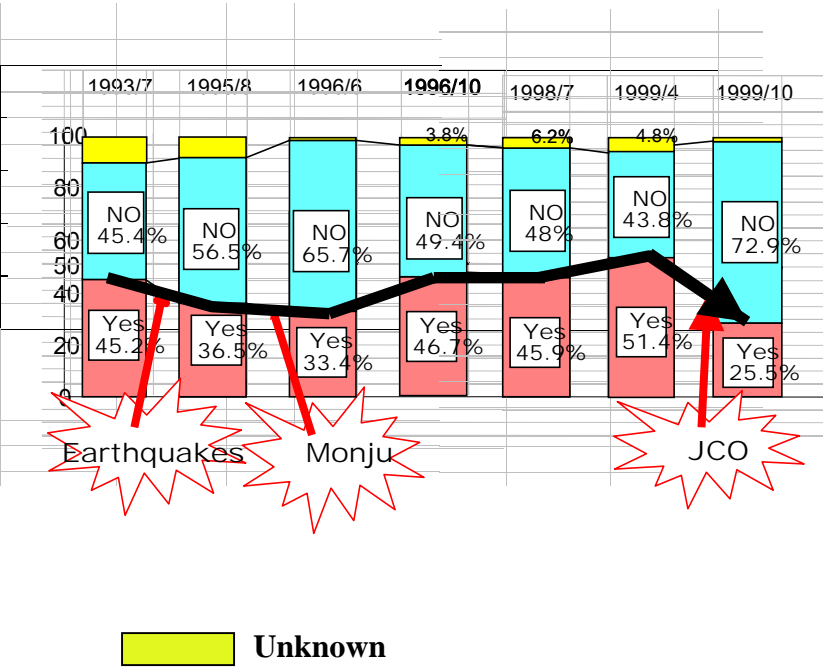


Tsuruga Plant No. 1, 2 (in operation)



Tsuruga Plant No. 3, 4 (preparing for construction)

Public Perception about our Construction Plan in the host community, Fukui



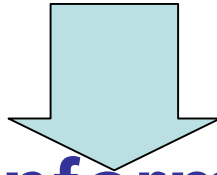
Question: Are you for or against Nuclear Power Plants ?

- **Understanding is demanded from a wide range of people upon developing operations.**
- **Following the JCO incident, support energy/nuclear power education such as nuclear disasters**

**Is information
reaching people?**

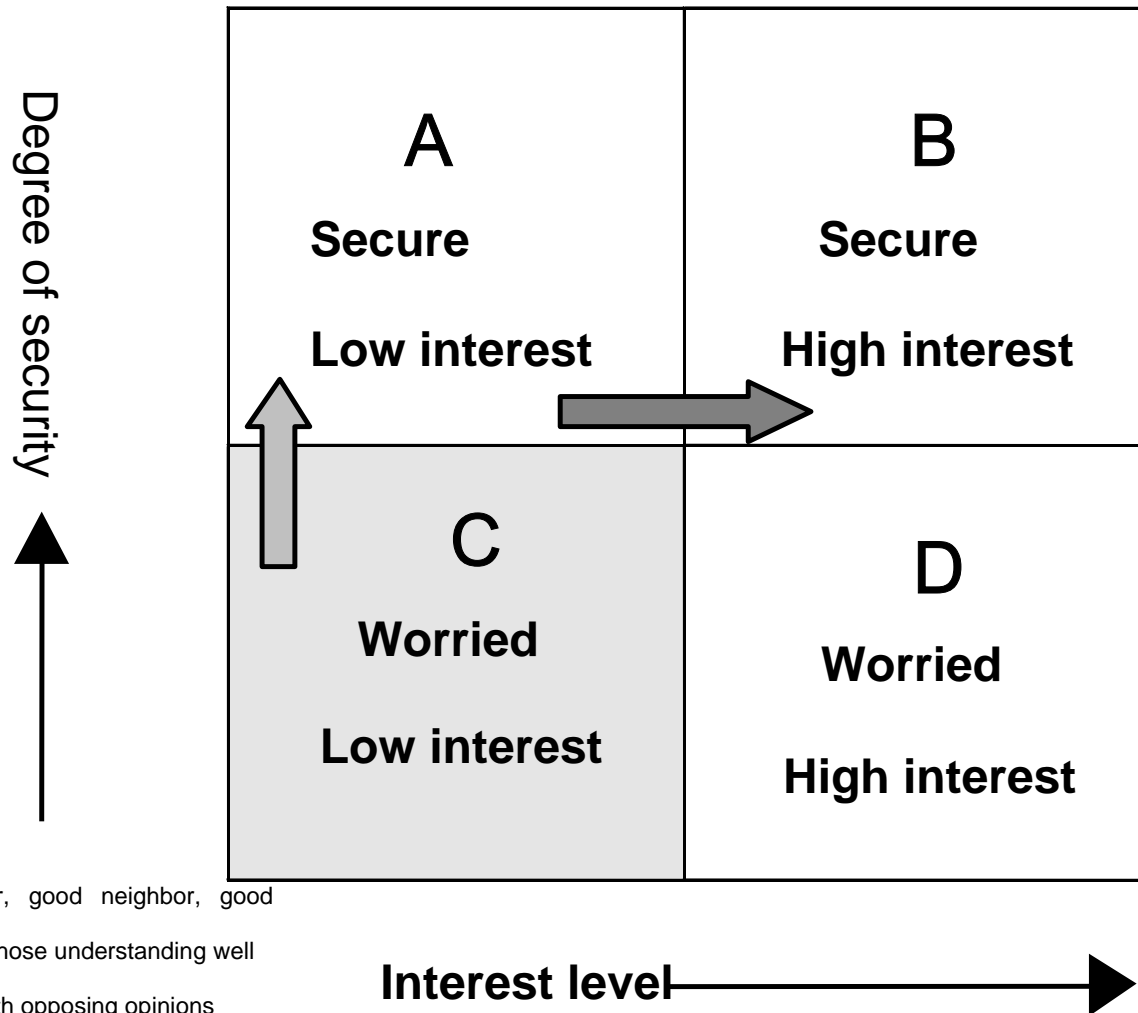
2. Implementing Communication

- **Is information reaching people?**
- **Are you providing the needed information?**
- **Are people interested?**



- ① **Provide information directly**
- ② **Grasp interest levels and need**
- ③ **Link with concerns**

• How do we think about these people?



A : JAPC supporter, good neighbor, good relationships

B : Opinion leaders, those understanding well

C : Silent majority

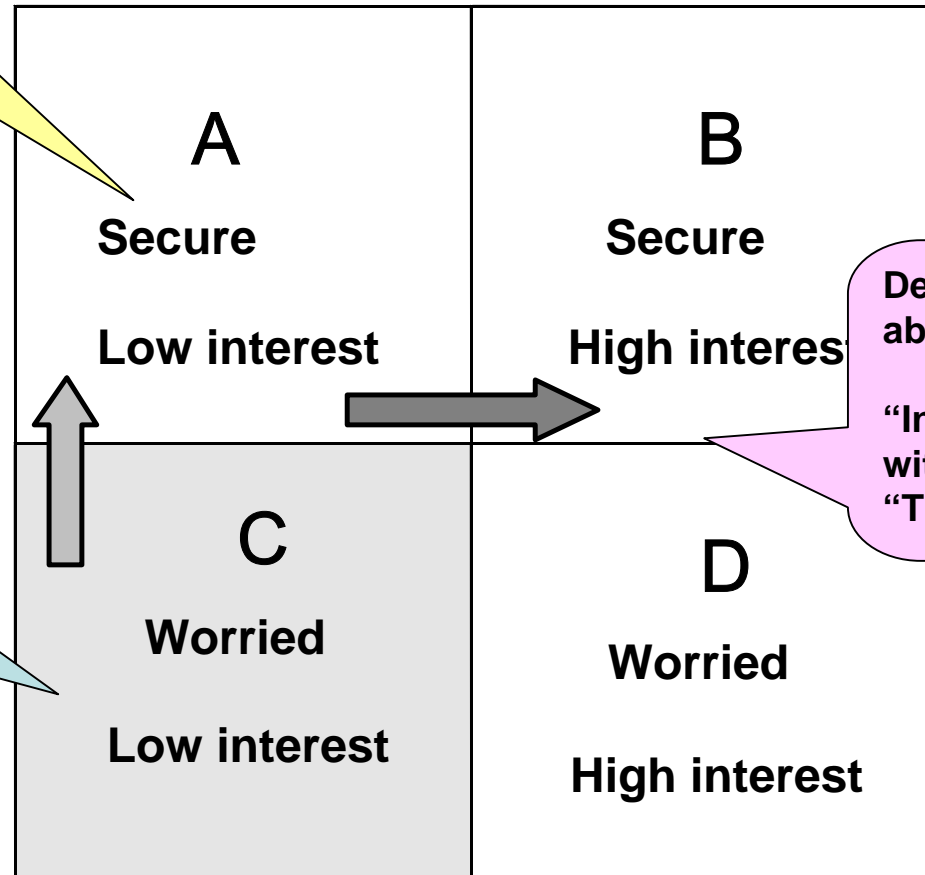
D : Active persons with opposing opinions

2. Implementing Communication

● Implementing activities in line with interest levels

Provide information directly
“Individual visits”
“Resident information sessions”

Degree of security



First match the other side's concerns
“Culture classes”
“Child-raising support events”

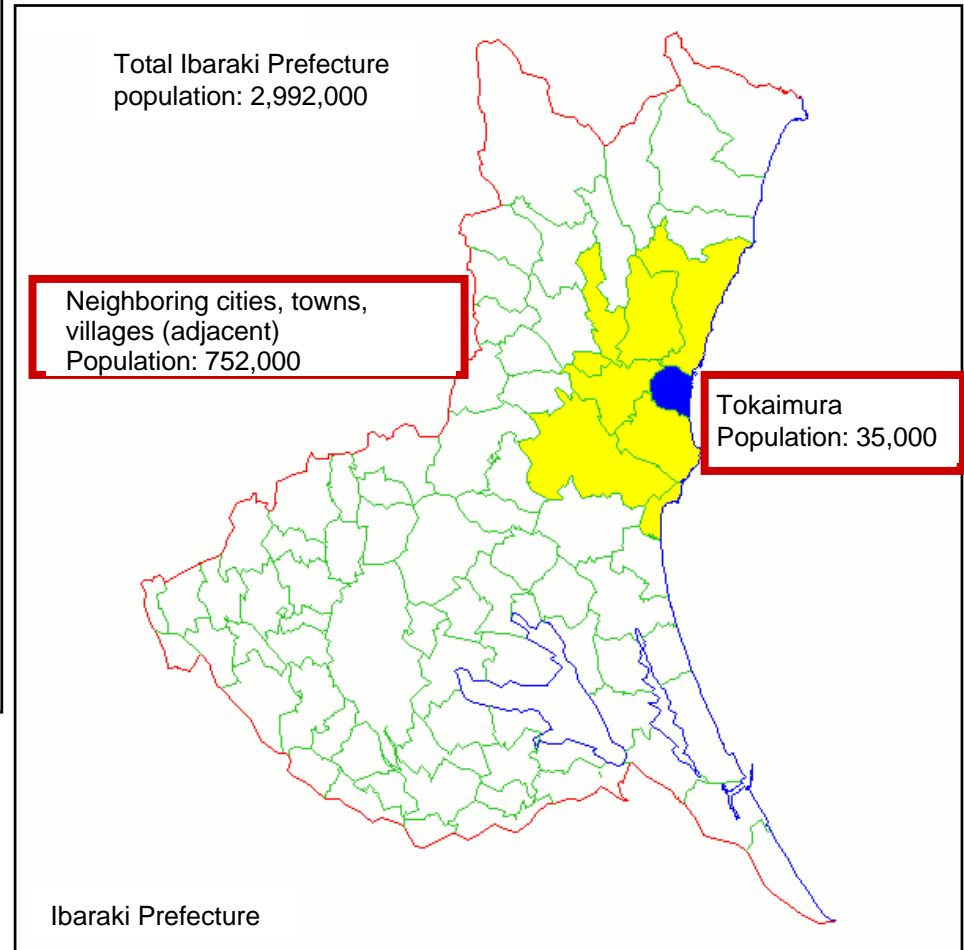
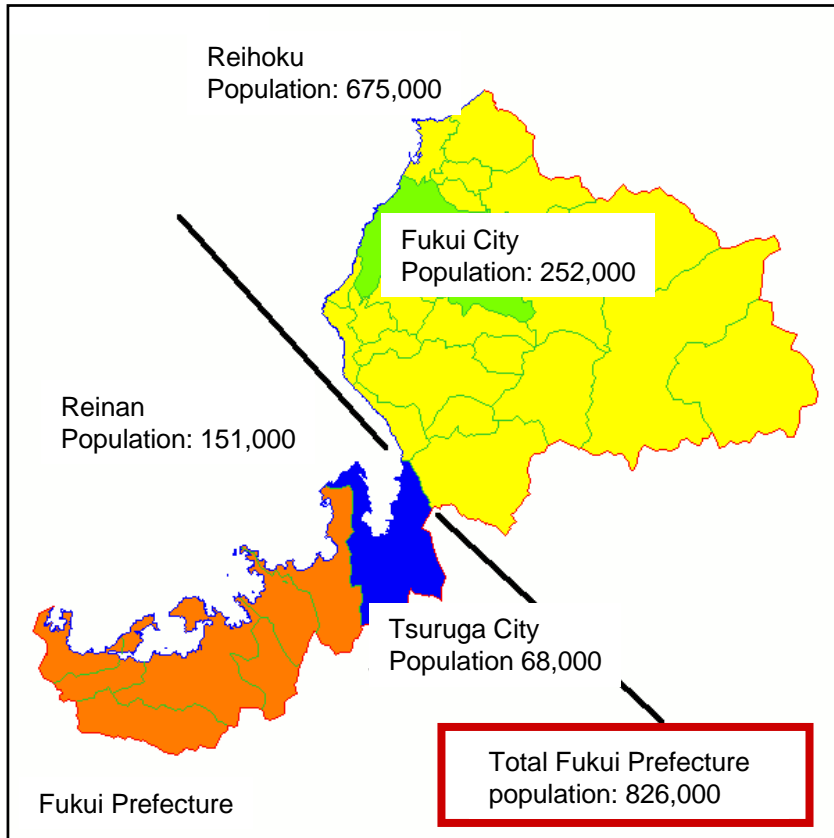
Deeper discussions about nuclear power
“Informal gatherings with experts”
“Trial programs”

- A : JAPC supporter, good neighbor, good relationships
- B : Opinion leaders, those understanding well
- C : Silent majority
- D : Active persons with opposing opinions

3. Policy on Initiatives

1. Implement activities continuously, not just a single time.
2. Aim to create a network from participants.

● Applicable Area



4. Implementing Communication Activities

(1) Various direct dialog activities on the city resident level

- Visiting dialogs, small number information sessions, operations reports, etc.

(2) PR activities through PR participants

- Exchanges of opinions with experts, etc.

(3) Building relationships daily

- Culture classes, network-building

**“JAPC came to talk
about
power stations.”**

Providing information
directly

- **Dialog activities through door to door visits throughout Tsuruga region**

- 1995: Started due to Great Hanshin Earthquake

- House-to-house visits began from 1997

- Third tour completed by 2003

- 2005 : Being conducted from 9/23 – 10/14

- Visiting all homes in Tsuruga City (approx. 26,000 homes)

- **Dialog Activities through door to door visits throughout Tokaimura region**

- Visited region's opinion leaders (started from 2000)

**“Just a few people,
at night, on a holiday
— we will come!”**

Provide information directly

● Small Number Face-to-Face Information Sessions “Fureai Talk” (Tsuruga Region)

Come face-to-face with participants, have casual conversations/communication

* Results: 96 sessions; 2,784 participants (FY2003)



● Operations Reports (Neighborhood Talks)

(Tokaimura region)

Explanation of initiatives for our operations

* Results: 9 meetings in FY2004; 845 participants



“We will try to have a discussion together, whether you agree or disagree with nuclear power.”

(2) PR Activities through PR Participants

Grasping interests and needs

- **Activities for experts/opinion leaders**
 - ◆ PR monitors · · · 25 people every year
 - ◆ JAPC Tokai Network (PR monitor alumni)
 - · · currently 175 people
 - ◆ Informal gatherings of Genden Advisors
 - · · 26 people every year
 - ◆ JAPC Nexus (opinion exchanges with experts)
 - · · 12 people every year



Inspection Training Session



Tsuruga JAPC Advisors—Informal Gathering

**“Culture classes enrich
my life. I’d like to help out
somehow.”**

(3) Building Relationships Daily

- Holding culture classes

Relating to interests

Gardening class



Plant tour meetings



- Held regularly, around twice/month
- Participants are registered in “**Terra Park (JAPC visitors house) association**”
 - Members: **approx. 300**
 - Newsletter published by members
 - Holds plant tour meetings

5. Communication Activities by Target

(1) Activities focused on next generation

- Support of general education for next generation (from perspective of future understanding audiences)

(2) Activities focused on young women

- Providing information to young women (raising interest in energy)

(1) Understanding Activities Focused on Next Generation

Increased need for energy education

- General education initiatives (2001)
- Requested education enhancements concerning energy in Basic Energy Law and Basic Energy Plan (2003)



Needs in the Region

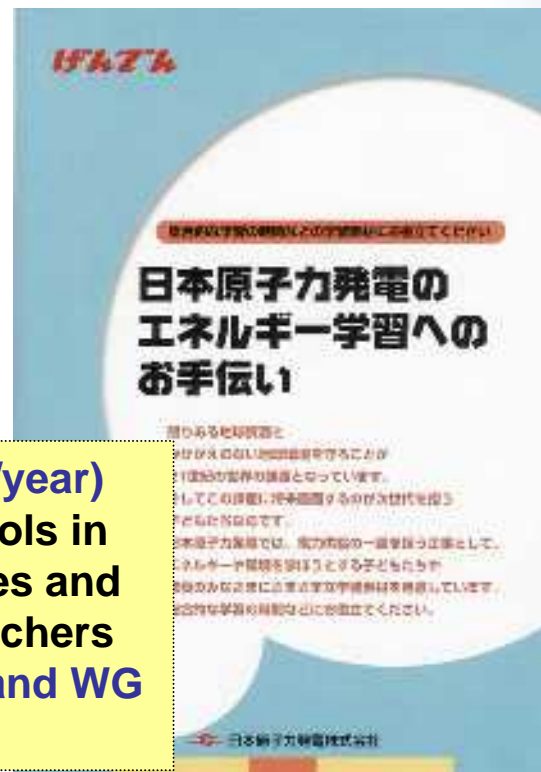
- In Ibaraki Prefecture: Creation/use of supplementary reader for nuclear power education after JCO incident (2001)
- In Fukui Prefecture: Need for new energy education will be clarified in the “Energy Development Base Creation Plan” that the prefecture established. (2005)

(from p. 33, Yomiuri Shimbun, September 1, 2001)

School Education Support Activities

Proposal and Preparing Tools for a General Education Support Program

◆Not from the perspective of nuclear power PA, but general education support!



- Regular school visits (4 or more/year)
Visit 200 elem./junior high schools in Tokaimura and surrounding cities and towns and listen to needs of teachers
- Implement evaluation sessions and WG with teachers (monthly)



● Face-to-face classes
Education
achievement
report meetings



●Fostering a “Scientific Mind”

Science academy awards for elementary and junior high school students
(Fukui City)

Total number of applications for research achievements in individual/group research presentation awards (1996 -) related to “scientific experiments/observations”:

24,186 *

(over 200,000 over 11 years)

* Approx. 46% applied from fourth-year elementary – third-year junior high school in the prefecture

2001福井県小・中学生科学アカデミー賞



受賞者の坂下さん(左)と堀井さん(右)

▶入賞作品集◀

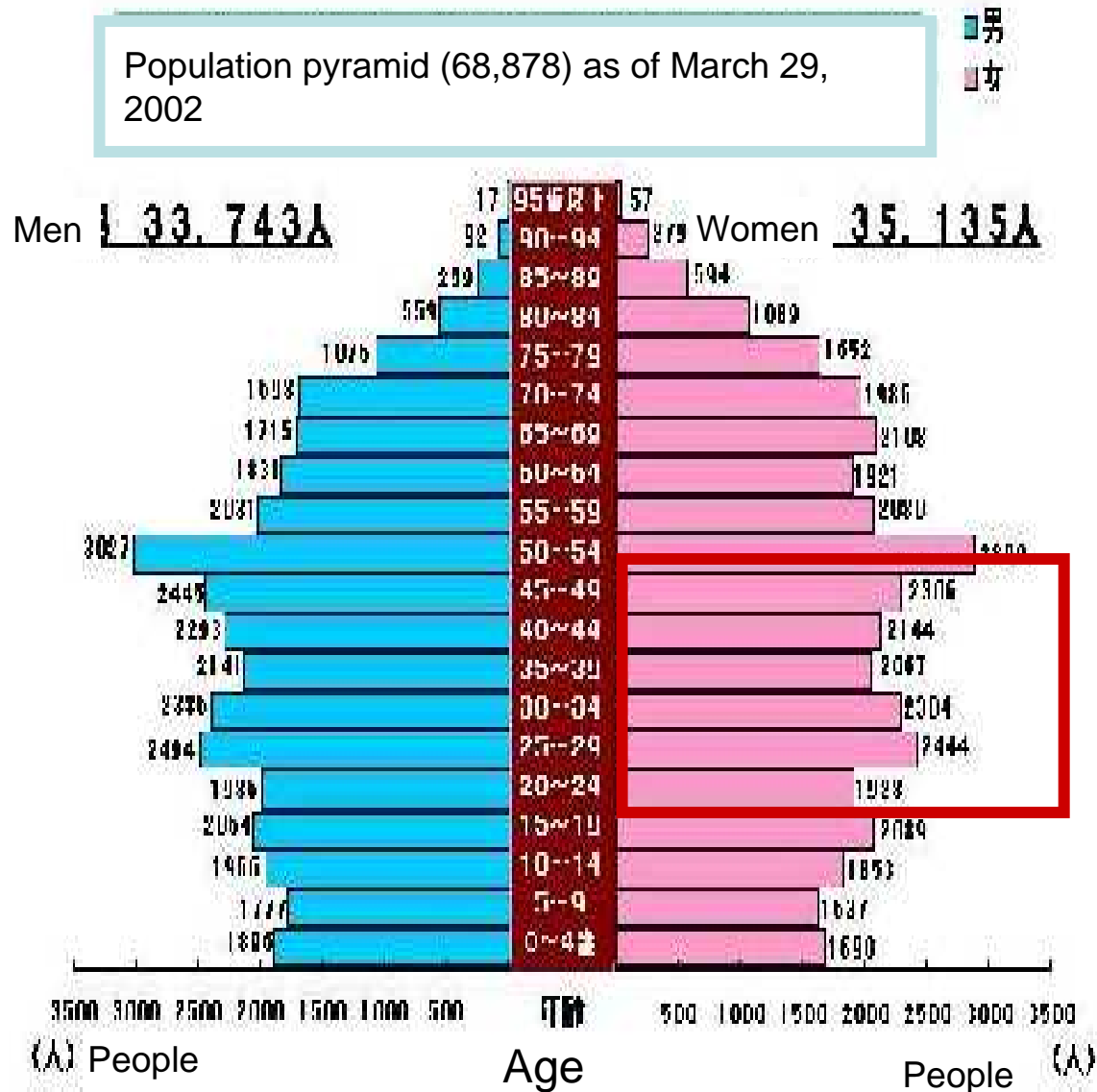


(2) Activities Focused on Women

● Importance of Young Women

According to a survey on awareness, many women in their 20s to 40s in particular are the least interested in energy and nuclear power and have a high degree of anxiety about them.

(for Tsuruga City)



● Events to Support Raising Children and Mothers



How do we form a bond?

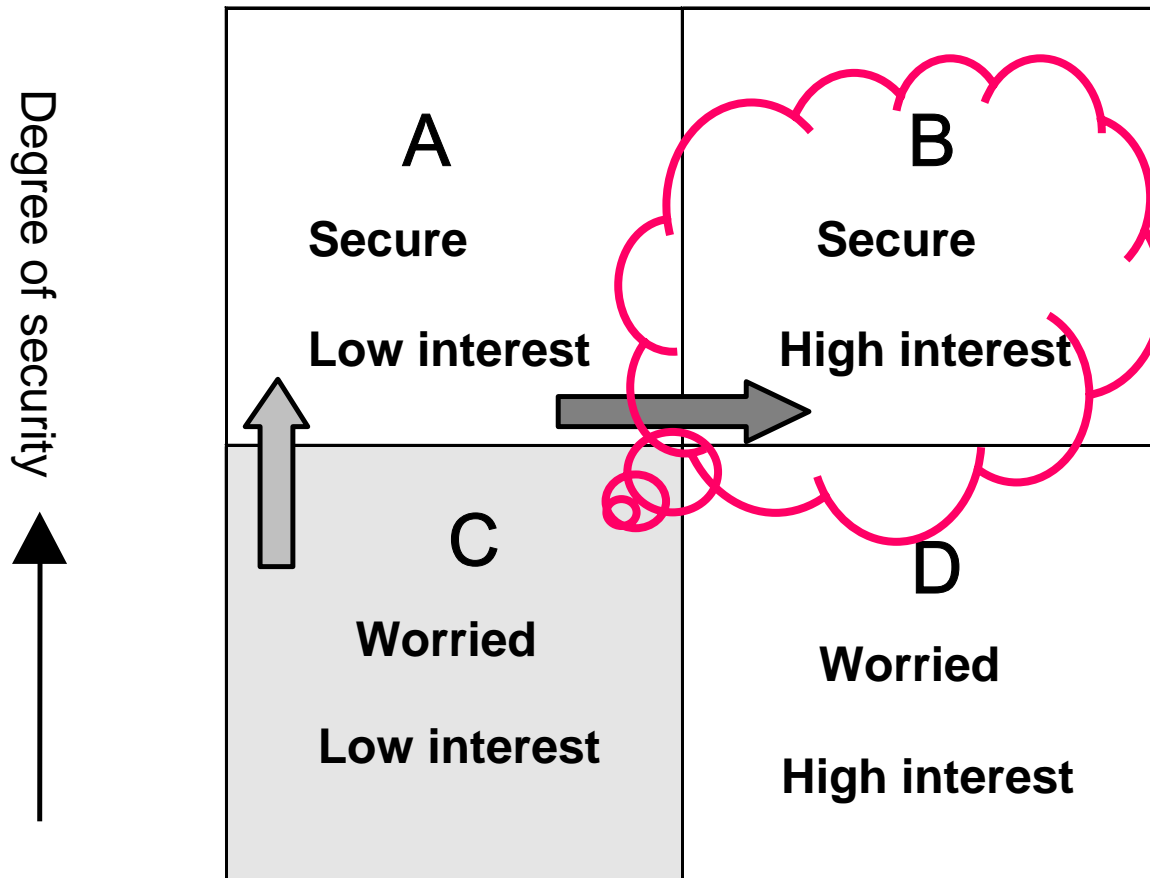
6. Conclusion

- ① **Build mutually useful, mutual pleasant relationships**
- ② **Build networks linking people**
- ③ **Build relationships by which information can be provided directly**

Each and every bond is an “asset”

Finally...

- Aim for an “secure relationship” through which we can communicate easily about nuclear power.



- A : JAPC supporter, good neighbor, good relationships
- B : Opinion leaders, those understanding well
- C : Silent majority
- D : Active persons with opposing opinions

Interest level →

**Thank you for your
attention.**