



Burson • Marsteller

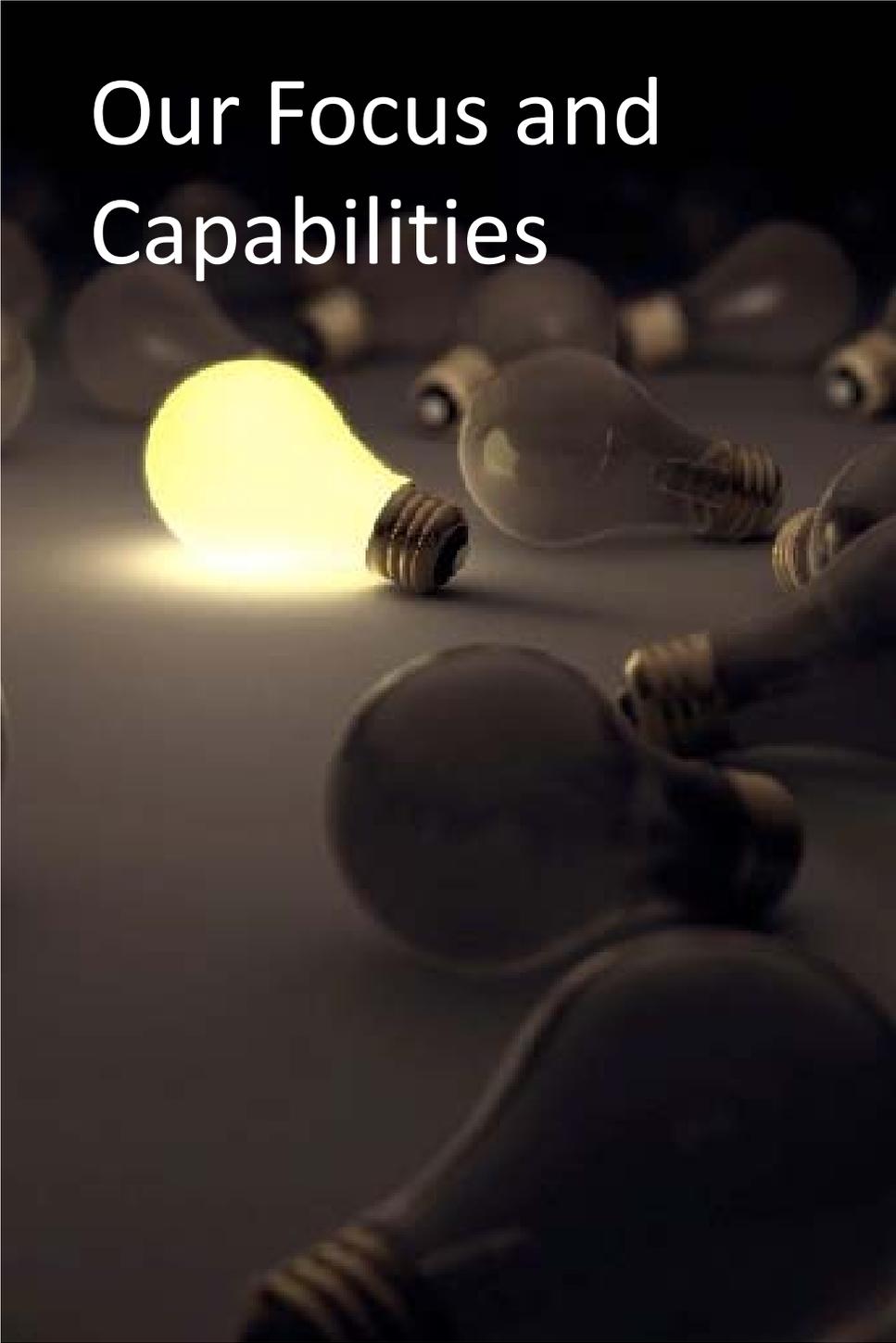
Effective Communication and Public Acceptance in Nuclear

IEA / NEA, Paris, April 1, 2014

Beat Bechtold

Practice Leader, Energy & Environment

Our Focus and Capabilities



We help clients

- Build compelling narratives that articulate value propositions and positions of energy sector players
- Develop and implement communications programs that impact energy sector stakeholders
- Map and identify energy sector stakeholders
- Develop common-cause partnerships
- Foster markets for new products and services
- Protect and extend licenses to operate
- Win public acceptance of needed energy infrastructure development
- Manage critical relationships with decision/policy makers
- Anticipate what's coming next – and be prepared

Governments and businesses need to be prepared for **increased scrutiny** by their constituents, NGOs, the international community, shareholders ...



Swiss Nuclear Forum



Willkommen beim Nuklearforum Schweiz

Chinesische Beteiligung an Langer-Heinrich-Mine

21.01.14
Die China Uranium Corporation Ltd. – eine Tochtergesellschaft der staatlichen China National Nuclear Corp. (CNNC) – hat beschlossen, einen Anteil von einem Viertel an der ukrainische Langer Heinrich in Namibia zu erwerben.

31.01.14
Kein Denkstopp für Kernenergie in der Lehre und

05.02.14
Hochleistungsnetz in

NUKLEARFORUM SCHWEIZ
FORUM NUCLÉAIRE SUISSE



Communicating in “Threes”

Values-based Communication

- Competence
- Integrity
- Transparency

Messages to Deliver

- Safe & Secure
- Clean & Green
- Reliable & Stable

Communications: Values-driven



Competence



Integrity

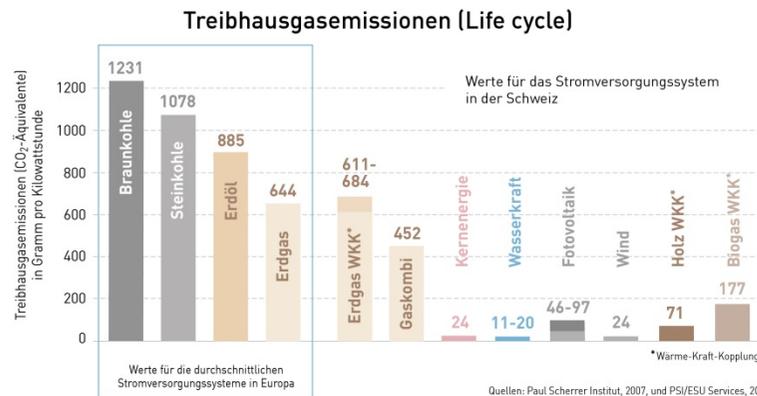
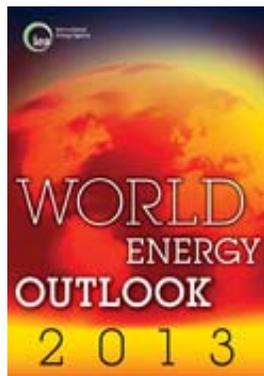
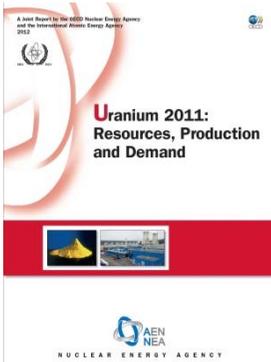


Transparency

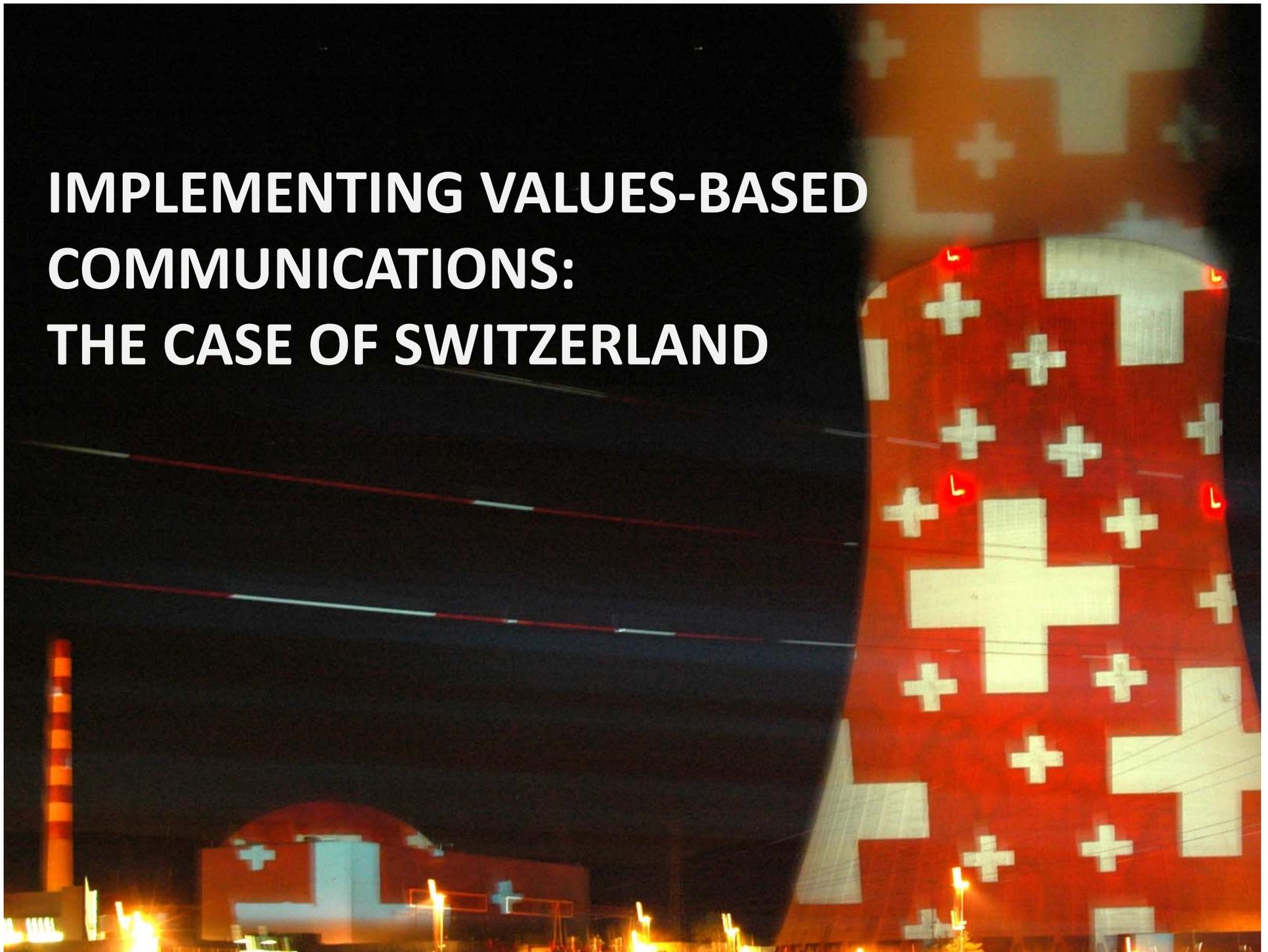
“Evidence-based” approach at work



Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich



IMPLEMENTING VALUES-BASED COMMUNICATIONS: THE CASE OF SWITZERLAND



Competence: Stakeholder Alignment



Industrietagung
Nuklearforum Schweiz



Rahmenbedingungen
für die Renaissance der
Kernenergie

11. November 2010
Kultur- und Kongresszentrum Trafo, Baden



Integrity: Key Opinion Leaders



Transparency: Media Education Tours



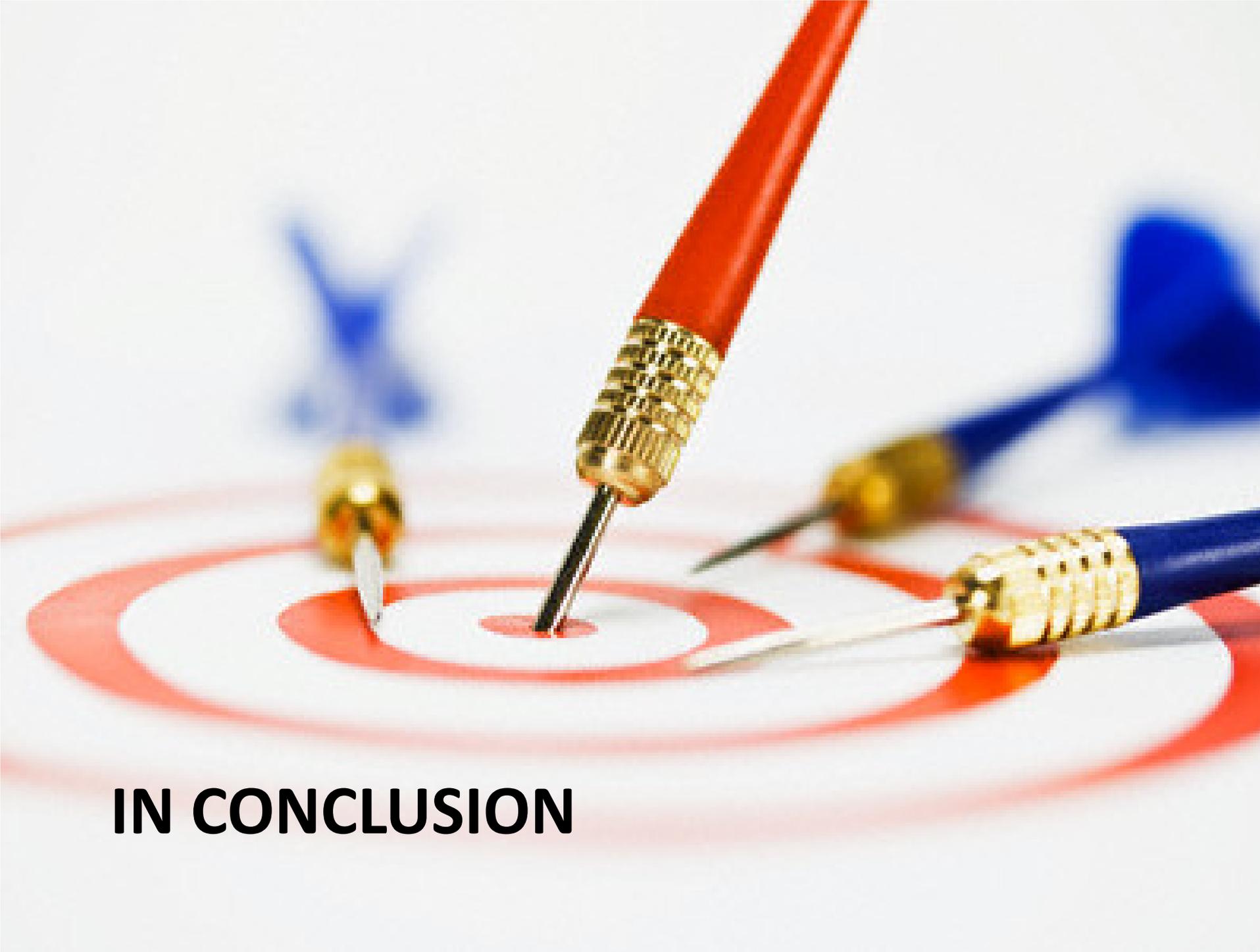
Up-to-date, Accessible Information



Your Message: Commitment, Value

- Communicate the benefits of what the project brings to the economy and community
- Communicate the benefits of your business (e.g. as operator)
Big tax payer which allows Government to run social benefits programmes
- Keep opposition on your radar but stay on message





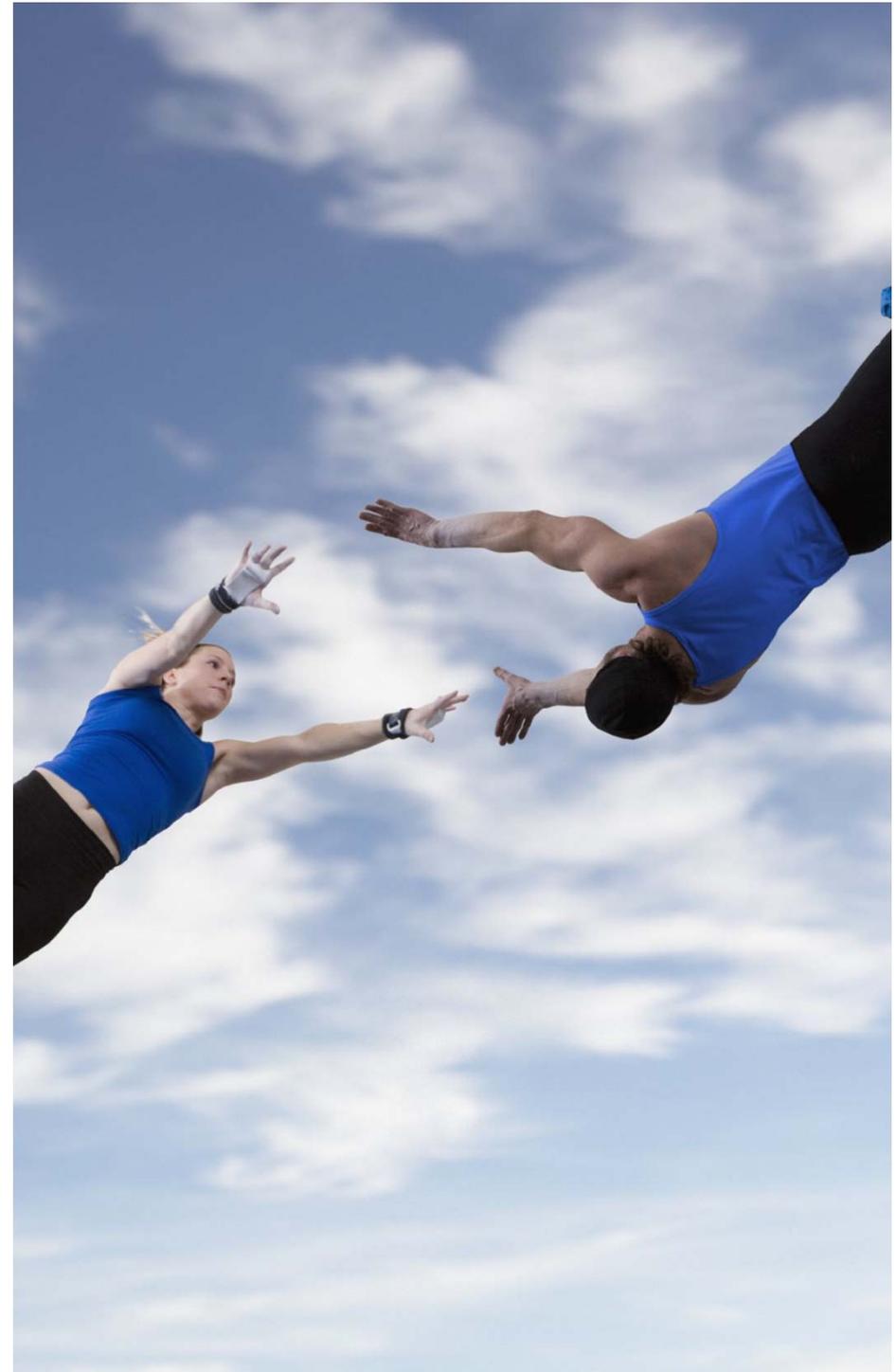
IN CONCLUSION

Build Trust

Communicate with transparency and integrity

Communicate your competence

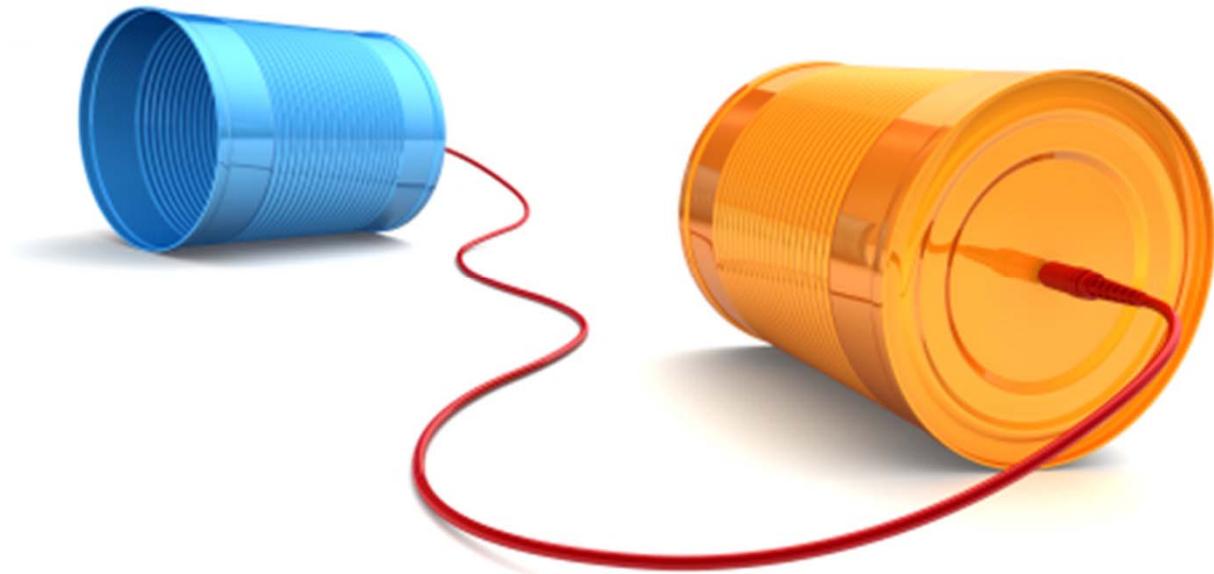
Reinforce your statements with those of credible opinion leaders



Focus on the evidence



Communicate,
Communicate,
Communicate



Burson-Marsteller Being More

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