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The Role of the Internet in Public Policy Making

By Claudia Lemieux
Director, Communications and Media Relations

March 2004

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Nuclear Energy Agency (NEA) publication 2003

Nuclear Energy Today

The Future of Nuclear Energy

"The future of nuclear energy depends on the interplay between four factors – growth in energy demand, cost-competitiveness with other fuel sources, environmental considerations, and questions of **public attitude and perception.** Depending on the satisfactory resolution of these factors and on technical advances, many new and enlarged applications of nuclear energy can be envisaged."

Luis E. Echavarri
NEA Director-General

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Overview of Canada's Nuclear Industry

- Canada: 60 years in nuclear; Nobel Prize – 1994: Dr. Bert Brockhouse
- Nuclear is $5B/year industry; 21,000 direct jobs, 10,000 indirect jobs, 150 firms, $1.2 billion in exports
- 22 CANDU reactors – 17 in service generating ~16% of Canada's electricity, cleanly and safely in Ontario, Québec and New Brunswick
- Ontario: 20 reactors – 15 in service provide over 45% of province's electricity (10,750 MW)

Bruce, ON

Gentilly, QC

Pickering, ON

Darlington, ON

Pt. Lepreau, NB

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Canadian Nuclear Industry Messages

- Industry safety record second to none
- Nuclear energy = zero air pollution
- Waste well managed, small in volume
- World's largest uranium exporter
- Invented Cobalt-60 cancer therapy
- Largest exporter of radioisotopes
- 7 CANDU reactors sold/ completed in 10 years

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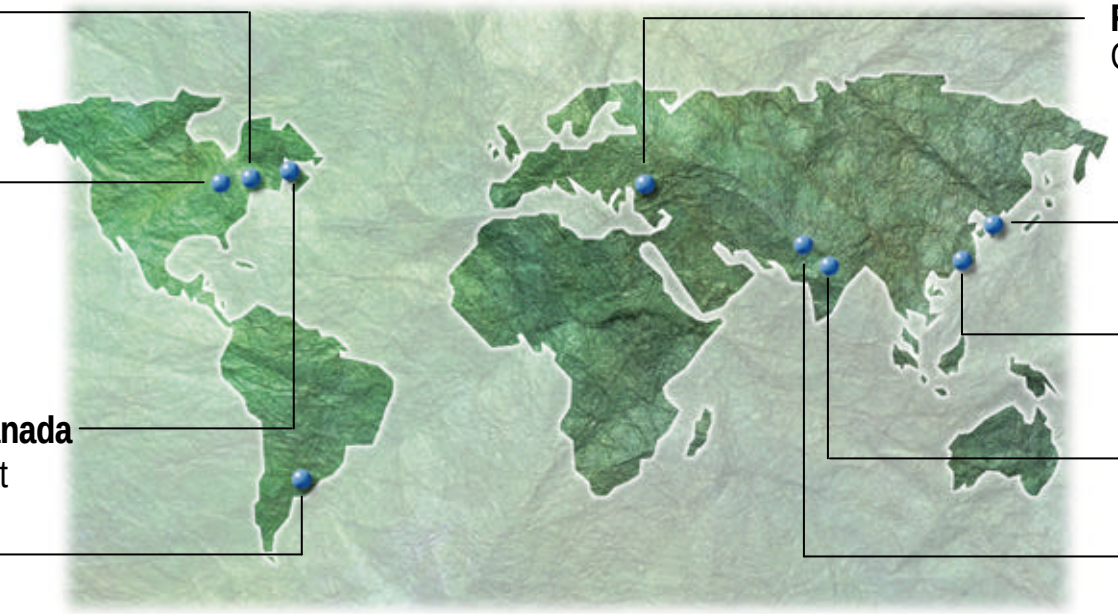
CANDU Reactors Worldwide

Québec, Canada
Gentilly 2 1 unit

Ontario, Canada
Darlington 4 units
Pickering 8 units
Bruce 8 units

New Brunswick, Canada
Point Lepreau 1 unit

Argentina
Embalse 1 unit



Romania
Cernavoda 1 unit
1 unit under construction
2 units to come

Republic of Korea
Wolsong 4 units

China
Qinshan 2 units

India
RAPS 2 units

Pakistan
KANUPP 1 unit

Total: 36

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Number of Operating Reactors in Canada (2004)

There are 17 reactors operating and they are:

- Pickering A (Ontario): 1 reactor 540MW
- Pickering B (Ontario): 4 reactors 540 MW each
- Darlington (Ontario): 4 reactors 935 MW each
- Bruce A (Ontario): 2 reactors 635 MW each
- Bruce B (Ontario): 4 reactors 840 MW each
- Gentilly 2 (Québec): 1 reactor 675 MW
- Point Lepreau (New Brunswick): 1 reactor 685 MW

Number of Canadian Reactors (5) (Potentially Returning to Service)

- Pickering A (Ontario): 3 reactors 540 MW each
- Bruce A (Ontario): 2 reactors 635 MW each (feasibility study)

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Nuclear Public Policy Issues in Canada

- Plant performance and efficiency
- Economics/ Costs
- Security of electricity supply (Ontario needs to replace over 15,000 MW of electricity power generation by 2020)
- Energy demand will increase in Canada by 34% by 2025
- Resolve long-term nuclear fuel waste disposal
  (Nuclear Waste Management Organization Report to Government 2005)
- Safety/ Security
- Public Acceptance

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Canadian Government Survey November 2003

- Internationally, the nuclear industry is enjoying a renaissance
- Emerging economies need power (U.S. moving toward construction of new nuclear reactors)
- Government is moving ahead on climate change solutions and greenhouse gas reduction
- Federal officials understand nuclear's clean air credentials
- Policy-makers understand the need to be less reliant on fossil fuels

<u>Challenges</u>

- Long-term energy policy in Canada is unclear

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Public Profile Information Gap

- The Canadian Nuclear Association had little to no public profile between 1993 – 2001
- Federal politicians and officials requested that the Canadian nuclear industry do more to improve public support for nuclear technology

2002-2003-2004

- Target audience: politicians, policy-makers, media (influential public)
- No industry recognition that public acceptance is a requirement for political support
- No broad base public education program in place in 2004

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Communicating Nuclear Issues

- CNA Website
- Advertising (print, moderate television, radio)
- Advertising Website (Globe and Mail) Homepage
  Publications/ Fact Sheets/ Newsletter
- Economic Studies & Analysis
- Bi-annual public opinion polling
- Political and government surveys
- Media Relations
- Speeches, events, conferences
- Third Party Endorsement
- Energy Sector partnerships and sponsorships
- Budget - $ 1.3 million annually

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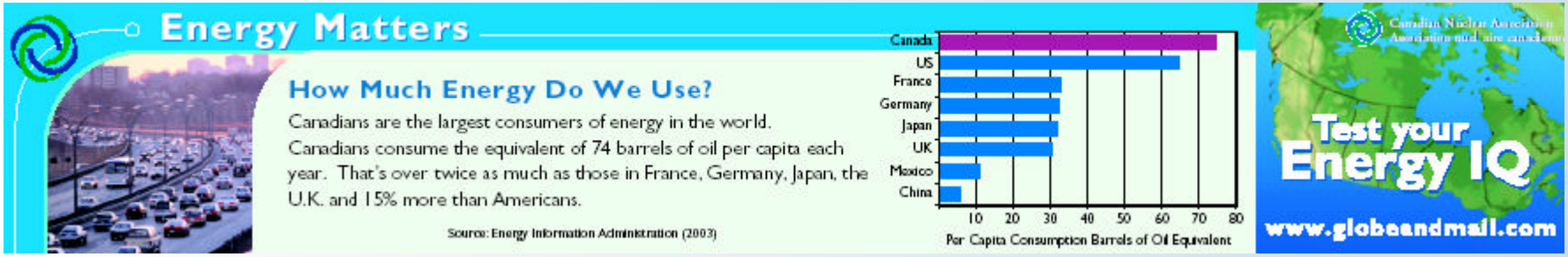
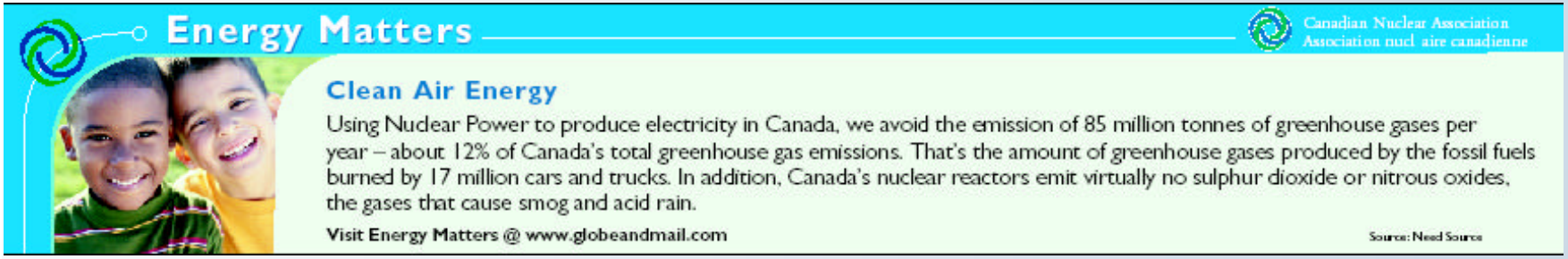
Globe and Mail Print Advertising Drives Traffic to CNA Website





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Canadian Nuclear Association Website

(20,000 visitors monthly)

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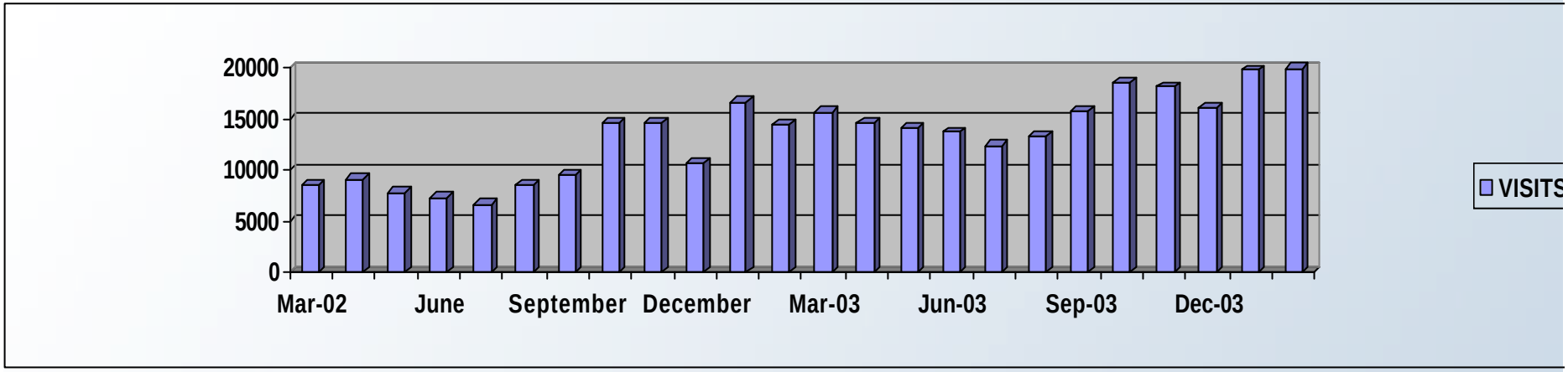
CNA Website Results

Over 20,000 visitors monthly seek out information on nuclear energy.



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11 million impressions and 7,000 visitors monthly

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BMW presents the ultimateSIX Vineyards

Microsoft Business Solutions
Delivering insight for smarter business decisions.
CASE STUDIES BUYERS' GUIDE eNEWSLETTER WHITE PAPERS
Microsoft Business Solutions Go to the Business Solutions Hub

BREAKING NEWS

UPDATED AT 2:40 PM EST Friday, Mar. 12, 2004

Latest News: ISPs should name uploaders, lawyers say

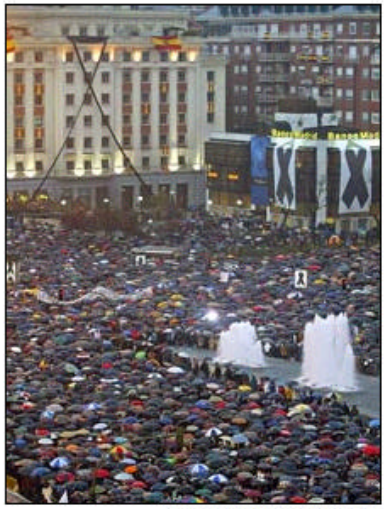

Photo: Javier Soriano/AFP

People gather at Colon square Friday in a protest against the bombings.

- Tears, silence at station
- 'Mass murder in Madrid'
- A call in vain for husband

Spain pays tribute to dead

Officials gathering evidence from trains as 'no line of investigation...to be ruled out'; toll rises to 199

1:57 PM | FULL STORY

Canadian economy sheds jobs

Part-time hiring sinks, full-time employment up; jobless rate steady at 7.4 per cent

1:32 PM | FULL STORY

South Korean parliament impeaches President Roh

Unprecedented move fans uncertainty ami nuclear standoff

11:26 AM | FULL STORY

Woman charged with murder after stillbirth

Prosecutors say that Utah woman refused to have C-section because she didn't want scars

12:13 PM | FULL STORY

Troops leave for Haiti

Soldiers leave from N.B., Ontario

8:48 AM | FULL STORY

Global pulls plug on Bullard show

Canada's late-night talk show was drawing

Today's Paper
Latest Weather

Globe Poll

During the course of the Conservative leadership race, your opinion of the new party has:

- Risen
- Fallen
- Stayed the same

Vote

Results & Past Polls

SHOW US YOUR CANADA PHOTO CONTEST

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2004 TORONTO AUTO SHOW

REPORT ON BUSINESS

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Links to over 100 national and international websites

Over 100 links to key nuclear organizations

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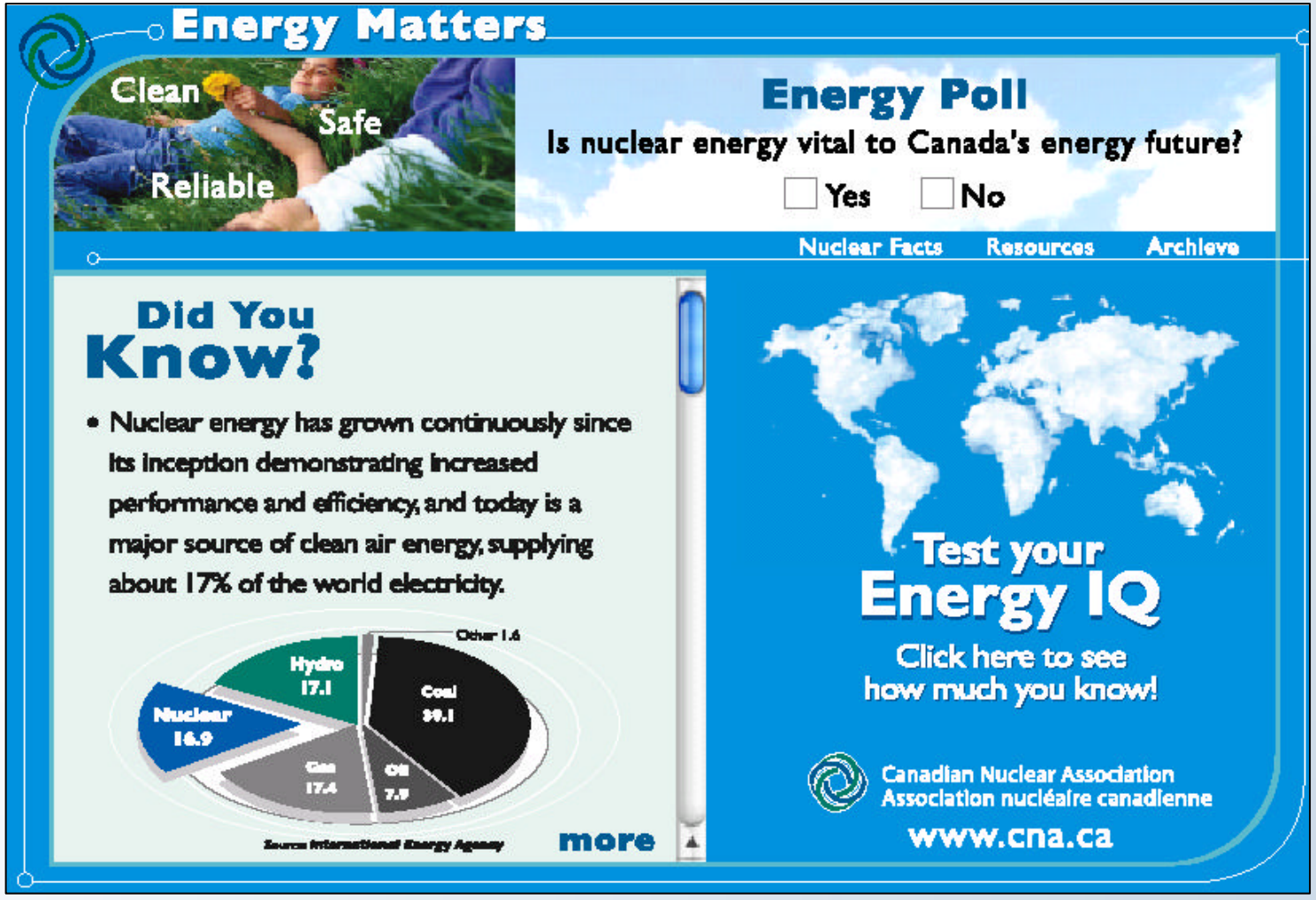
Interactive Internet Communications



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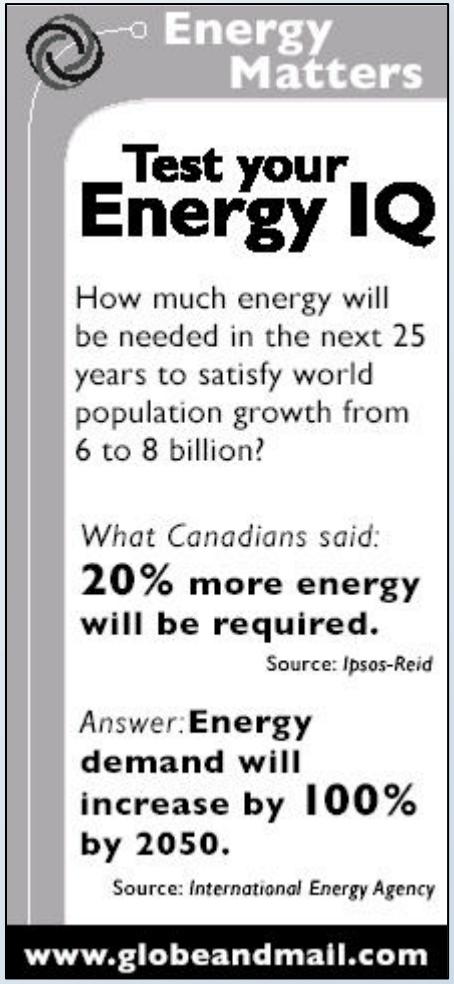
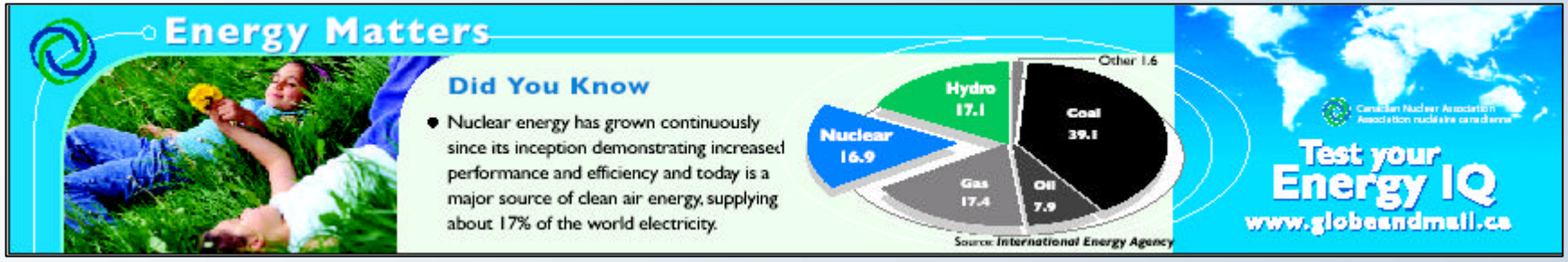
Advertising Messages

- To position nuclear as part of the world energy mix
- Nuclear is part of the solution for energy supply and security
- Nuclear is part of the Kyoto solution and clean air





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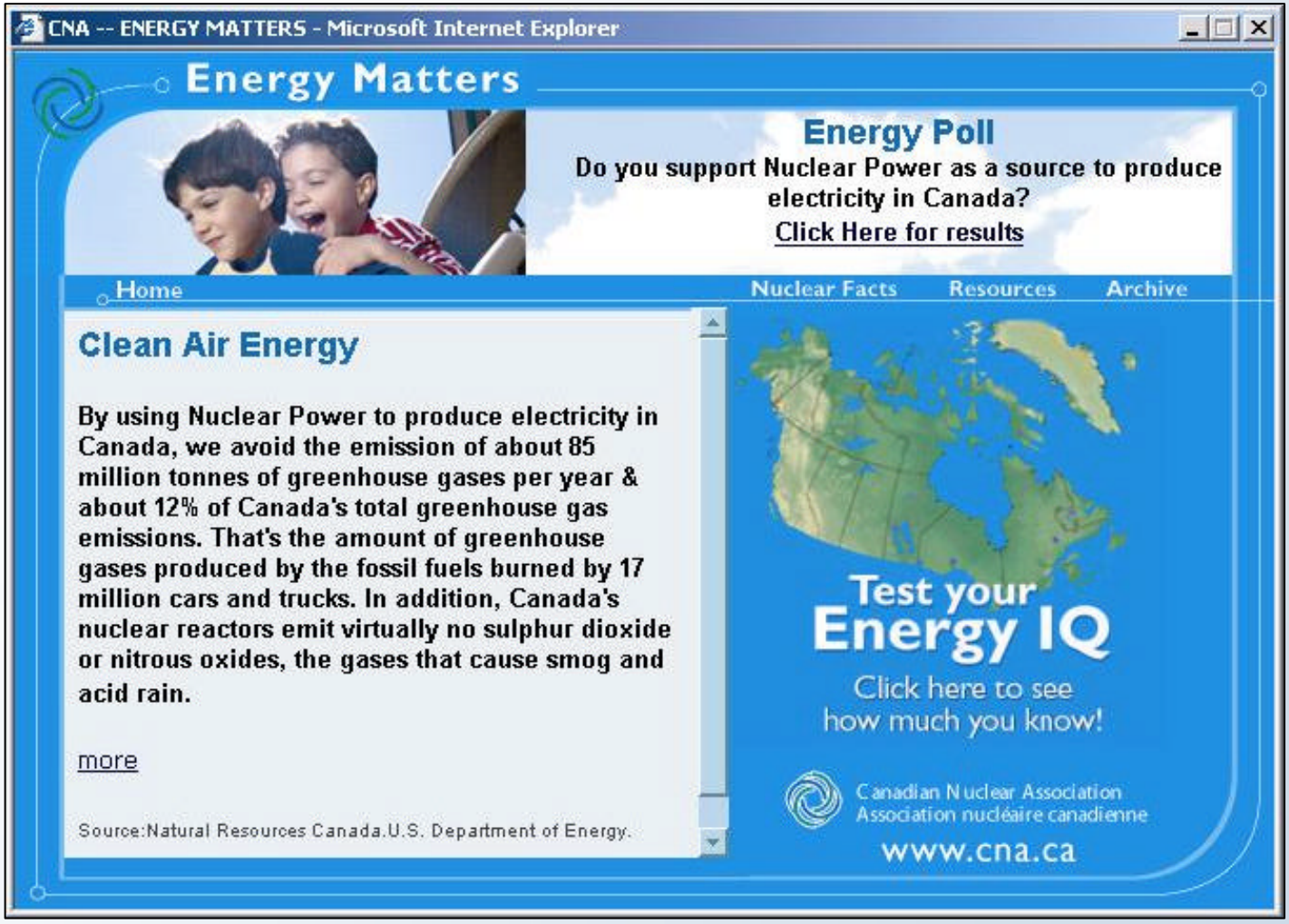
Globe and Mail Homepage Microsite



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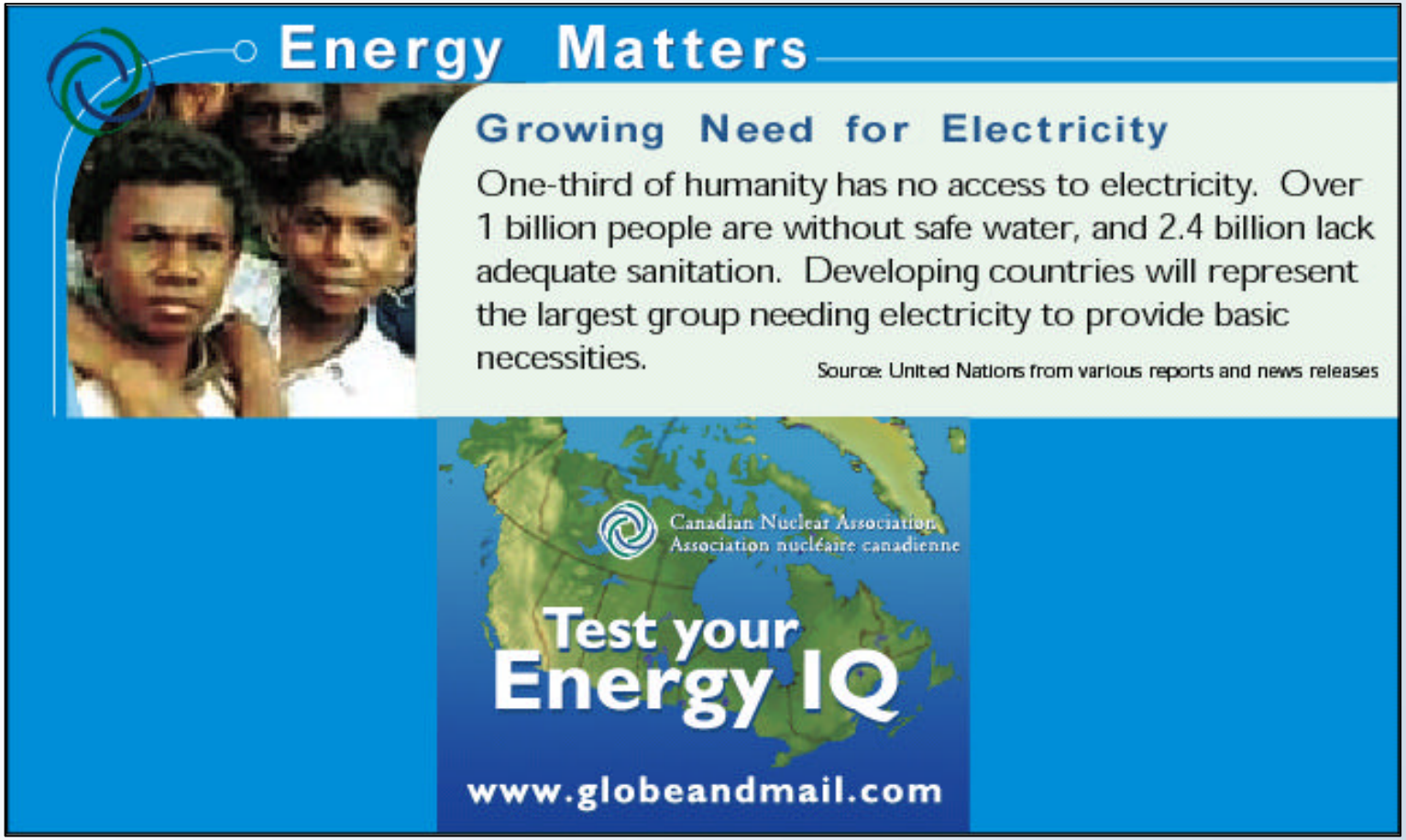
Population Growth= Increase in Energy Demand



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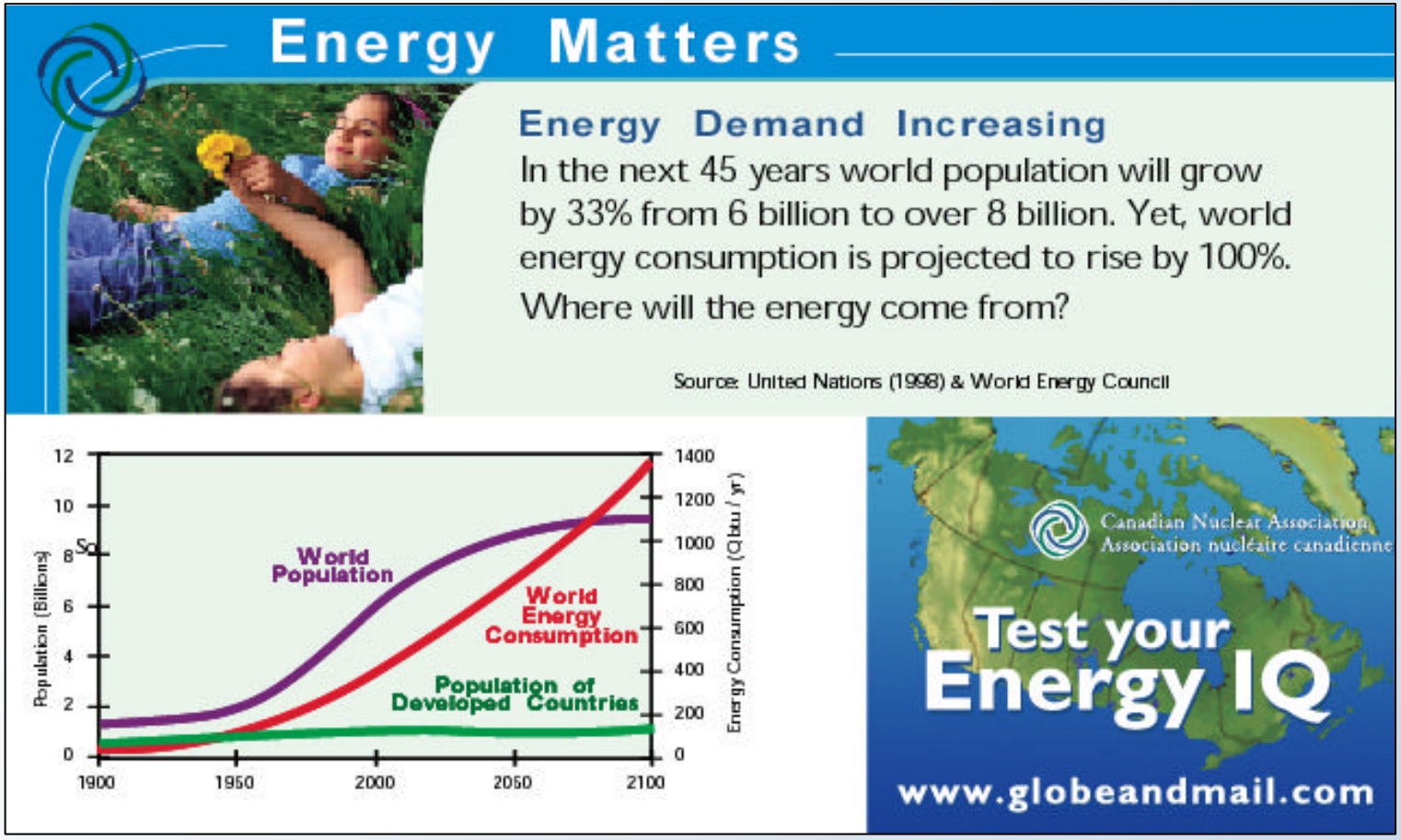
Worldwide Energy consumption to rise by 100% by 2050



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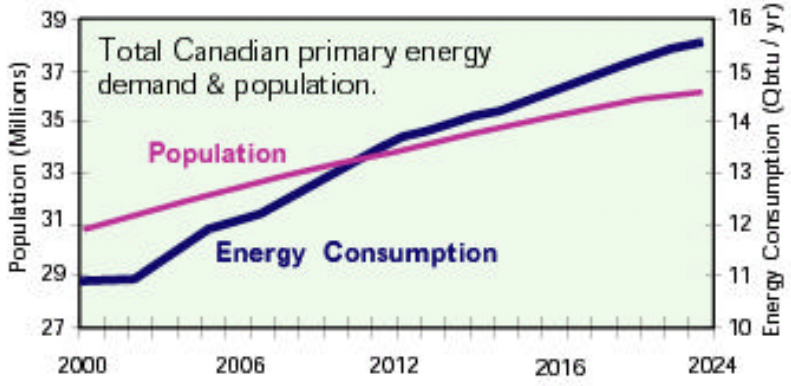
Canada's Energy Demand to Exceeds Population Growth

Energy Matters

Canada's Energy Demand Grows

Over the next 20 years Canada's demand for energy will grow at more than twice the rate of our population. Energy demand will increase by 34% while population is projected to grow by only 13.5%.

Source: Canadian National Energy Board



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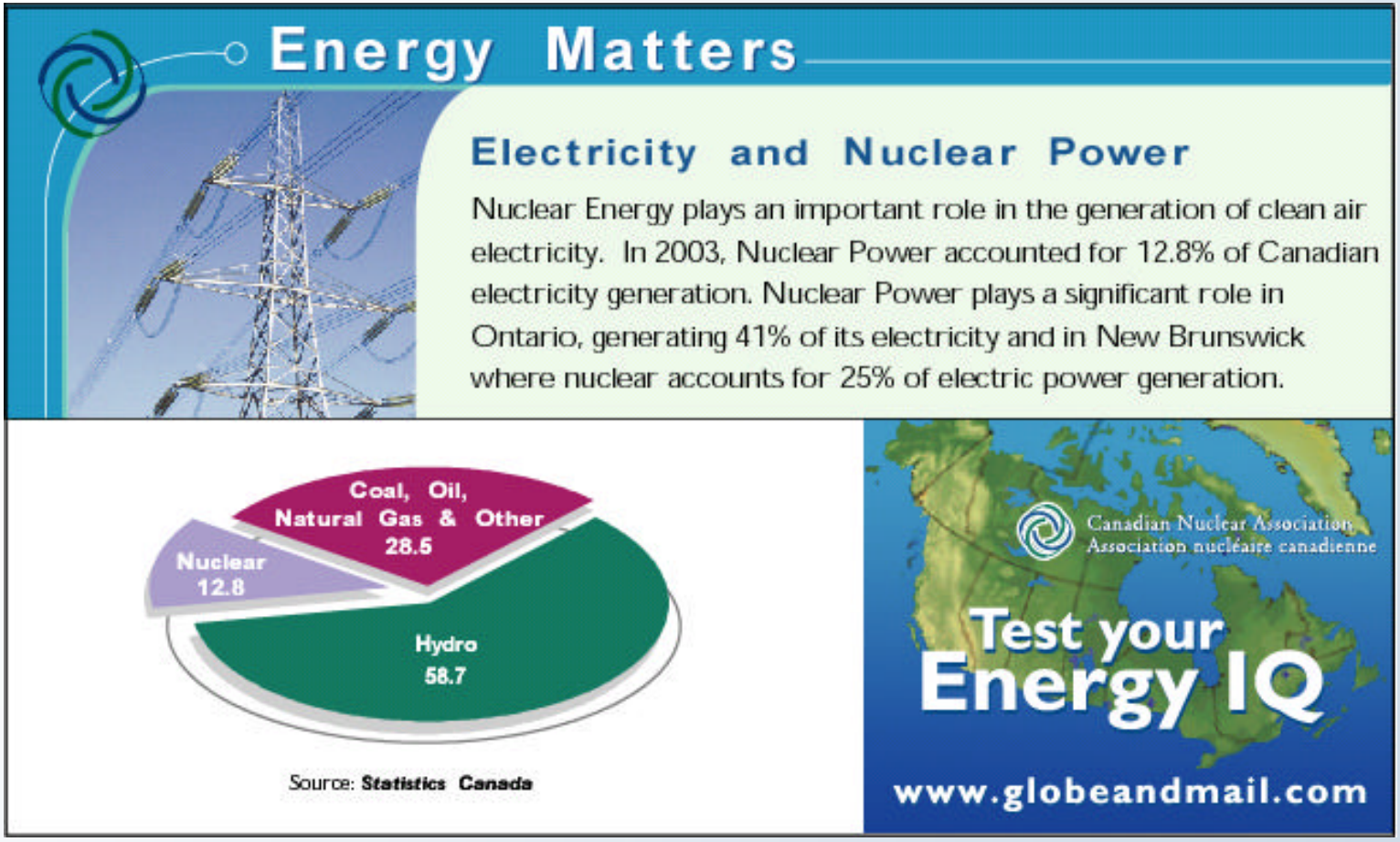
Nuclear Energy is Part of Canada's Energy Mix



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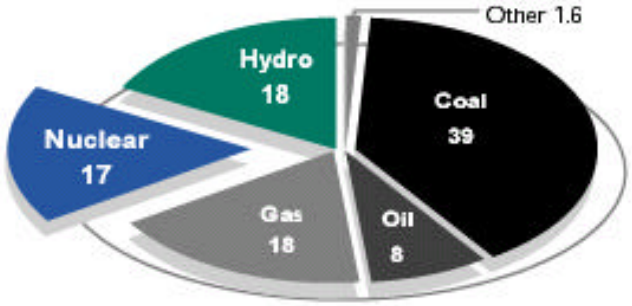
Nuclear Energy is Part of the World's Energy Mix

Energy Matters

Power Sources for Electricity

Today nuclear power is the fourth largest source of world's electricity. Nuclear energy has grown continuously since its inception, demonstrating increased performance and efficiency, and currently accounts for 17 % of electricity generation in the world. The number one source for electricity is Coal at 39%, Hydro and Gas at 18% and Oil at 8%.



Source: ***International Energy Agency's World Energy Outlook (2002)***

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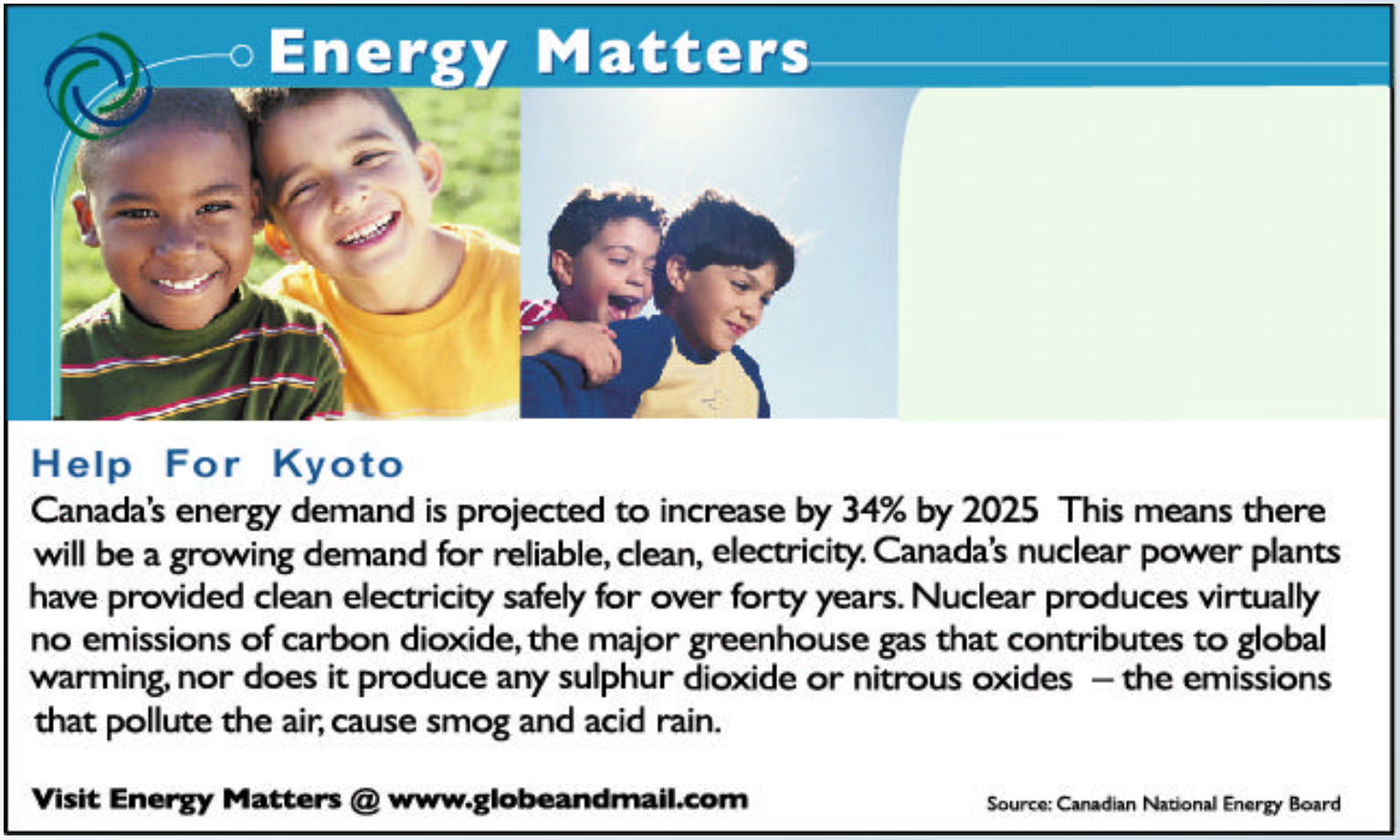
Nuclear Energy is Needed to Reduce Greenhouse Gases



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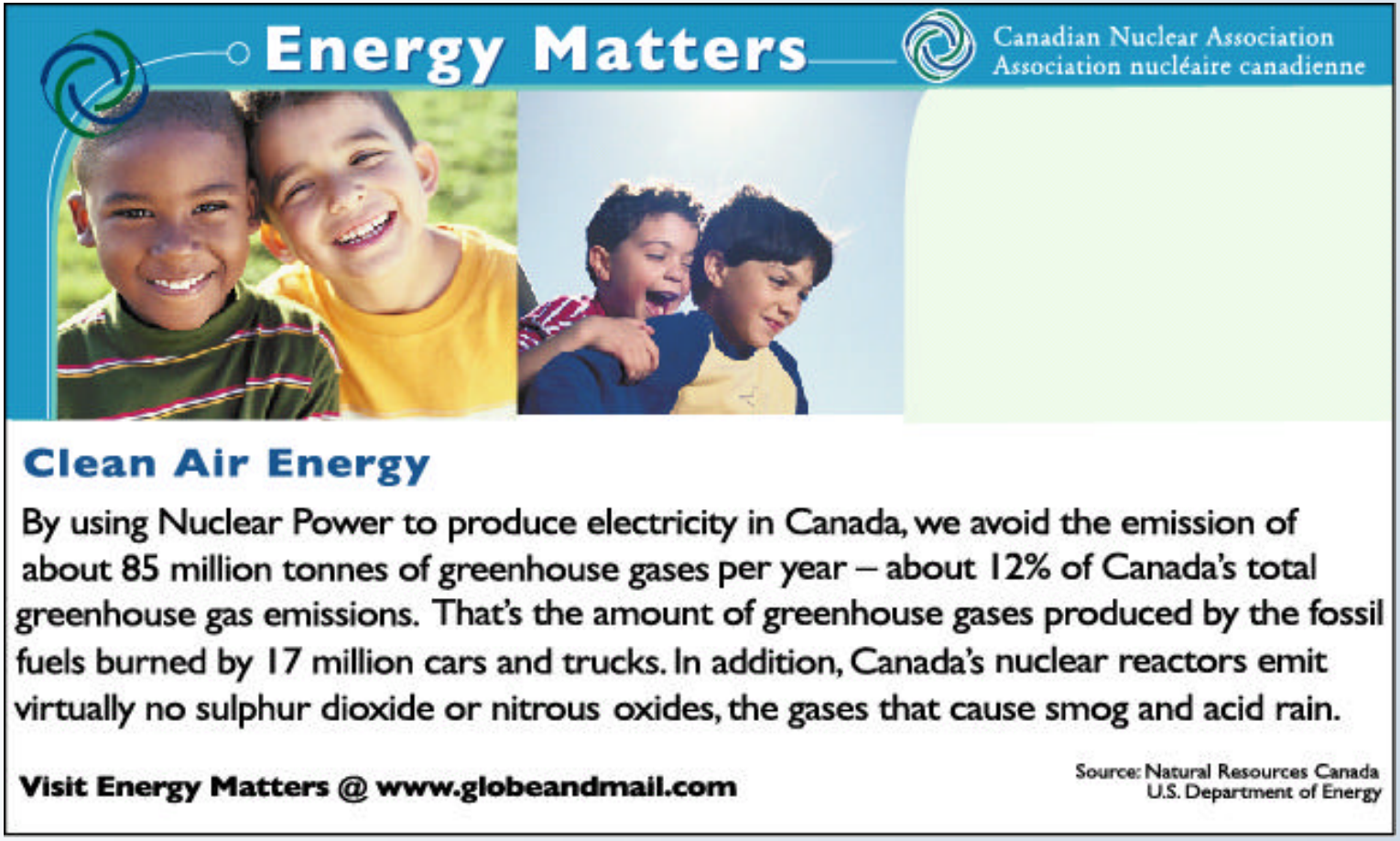
Nuclear Energy Helps Keep the Air Clean



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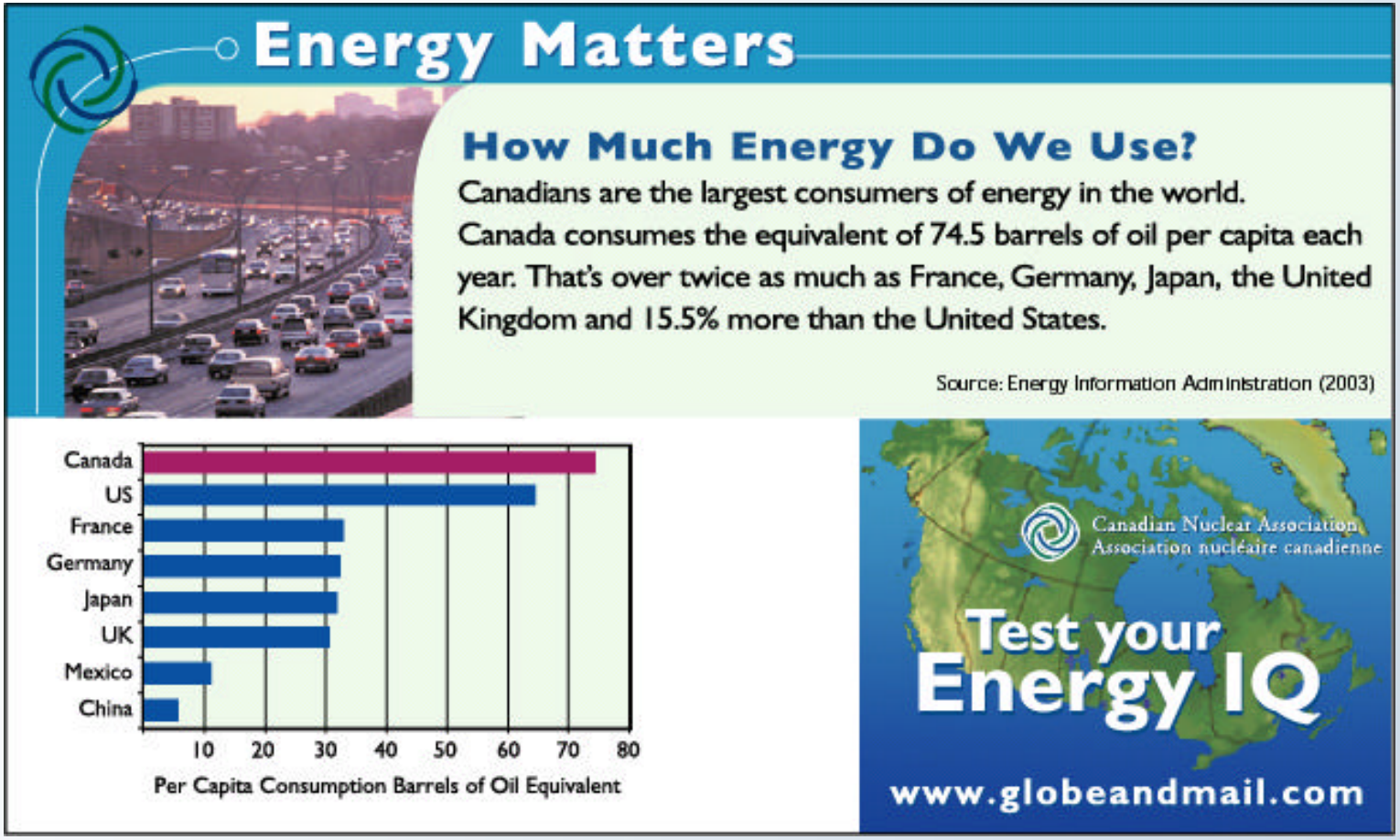
Canadians Consume More Energy Per Capita in the World



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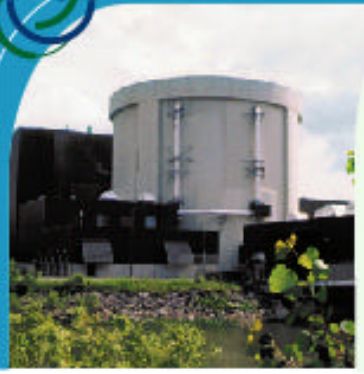
Nuclear Energy is a Major Electricity Supplier in OECD Countries

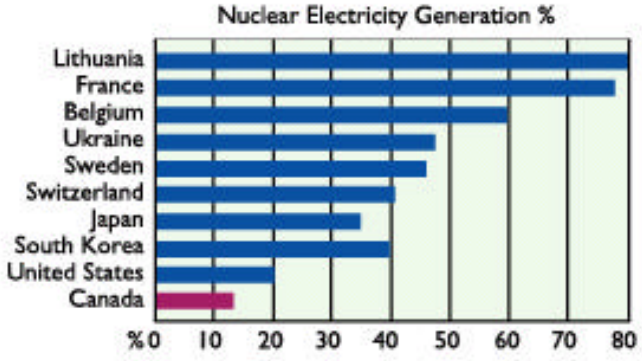
Energy Matters



Nuclear Power Around the World

France and Lithuania get about 80% of their electricity from Nuclear Energy. While Belgium, Sweden, Switzerland and Japan get a third or more of their electricity from nuclear.
In 2003, 12.8% of Canada's electricity was generated from Nuclear Energy.

Source: International Atomic Energy Agency
Statistics Canada



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Canadian Public Opinion is Improving

Support for Nuclear Energy (%)								
	Oct 1987	Nov 1988	April 1989	Feb 1994	Jan 2001	April 2002	Nov 2002	July 2003
Strongly support	12	17	14	10	10	13	12	17
Somewhat support	39	45	36	24	27	36	30	33
Somewhat oppose	25	22	25	22	20	22	18	17
Strongly oppose	24	15	24	26	27	22	33	23
Neither	-	-	-	12	14	-	-	-
DK/NA	-	4	2	6	2	7	7	10

Poll Analysis

- **From a regional perspective, support for nuclear energy remains highest in Ontario at 64%.** (*Environics 2003)*
- **77% believe nuclear energy will be put in Canada's energy mix in the future.** (*Ipsos-Reid 2003)*
- **68% of Canadians support upgrading and refurbishing nuclear power plants.** (*Ipsos-Reid 2003)*
- **41% support building new nuclear power plants.** (*Ipsos-Reid 2003)*

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Summary

- The internet is the primary communications tool for the CNA
- Its value lies in its flexibility, instantaneous news reporting and outreach
- The CNA Website is growing in demand as an information tool and has resulted in higher volumes of media inquiries and coverage
- Print and Website advertising drive visitors to the CNA Website
- The CNA Website is transparent in its content and posts both sides of the nuclear story including unedited economic analysis and public opinion polling
- It is a major investment for the CNA, with a full-time Webmaster and a $200,000 investment in the Globe and Mail newspaper on-line microsite = $350,000 Cdn
- The internet alone is not sufficient to reach all policy-makers, opinion leaders and politicians but it does reach a % and does reach staff, advisors and researchers to policy-makers, the media and a select segment of the general public.

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Conclusion (cont'd)

- Canada needs political support to move forward on nuclear refurbishment and new build
- Ontario will need to replace about 15,000 MGW on electricity power generation by 2020
- Canada's population growth from 31.8 to 36 million by 2020 requires 34% more electricity generation above 2004 levels
- Canada needs to ensure a reasonable regulatory environment exists for industry cost-competitiveness and private sector investment
- Public acceptance and support for nuclear energy in Canada supports a nuclear growth strategy
- The Nuclear Industry in Canada is committed to investing in communications with decision-makers, opinion-leaders and media
- The Nuclear Industry in Canada has not committed to investing in broad based general public communications in 2004

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Nuclear Energy Today

"If a case cannot be satisfactorily made that nuclear energy is economically competitive, safe and that there are acceptable solutions for its waste, then nuclear energy is likely to decline, at first slowly, in importance. Yet, if it can be demonstrated to the **satisfaction of the public** that nuclear energy does address these concerns, it is likely that there will be strong new growth in nuclear power."

Luis E. Echavarri

NEA Director-General

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Thank you!

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www.cna.ca