



AREVA





***Risk in the Public's Eyes:
Incorporating Risks and Public Outreach***

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Vienna, September 28, 2005

- **I. Nuclear nature & past events:**
 - ◆ **Nuclear power: an invisible ressource**
 - ◆ **Nuclear plants: Complex process industry**
 - ◆ **Nuclear debate: not taken into account in Europe (1980s)**
 - ◆ **Past events: Chernobyl plant, Three mile island**

Nuclear power industry & general public: a missed appointment

- **II. New social risk management: perceived risk and actual risk**
 - ◆ **Risks at the heart of public concerns (health, environment)**
 - ◆ **New perception of risks (fast high tech development)**
 - ◆ **Refusal to delegate power to a centralized authority**
 - ◆ **Calling scientific beliefs into doubt**

A gab between: perceived risk and actual risk

A nuclear new context

- **III. A new context: dialog with stakeholders & general public**
 - ◆ **New order: increase in the price of oil /fossil fuel reserves**
 - ◆ **New regulation: Free CO2 impacts emissions (Kyoto)**
 - ◆ **New context: A window for a dialog with stakeholders & general public**
 - ◆ **New solutions: Nuclear energy, one of the solutions for an energy mix**

*Today people are ready to weigh real advantages
benefits against perceived risks*

- **IV. Time for transparency:**
 - ◆ **Rationalize the public's opinion on the risks & benefits**
 - ◆ **Reach out the public and adress their concerns without avoiding any issues**
 - ◆ **Demonstrate corporate responsibilities**

Nuclear industry, an industry like the others

- **III. AREVA communications in France and abroad:**
 - ◆ **Direct contact and dialog: La Hague plant web cam (+100, 000 online connections) / toll free number for public questions**
 - ◆ **Forum with NGO and stakeholders sessions**
 - ◆ **Key player in nuclear debate**
 - ◆ **Open-house days at our plants**

Take full responsibilities as an industry that is socially aware

- **AREVA's corporate attitude:**

Take full responsibilities
Listen and reach out the public
Dialog without avoiding any issues
Be transparent

QUESTIONS & **ANSWERS**



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