



 PRELIMINARY STUDIES FOR THE DECOMMISSIONING OF THE REACTOR COMPARTMENTS OF THE FORMER PALDISKI MILITARY NUCLEAR SITE AND FOR THE ESTABLISHMENT OF A RADIOACTIVE WASTE REPOSITORY

PROJECT “PRELIMINARY STUDIES FOR THE DECOMMISSIONING OF THE REACTOR COMPARTMENTS OF THE FORMER PALDISKI MILITARY NUCLEAR SITE AND FOR THE ESTABLISHMENT OF A RADIOACTIVE WASTE REPOSITORY”



Task 6

Communication strategy

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Task 6. Communication Strategy for the Decommissioning of the Reactor Compartments and the Establishment of the Repository

Activities:

- 6.1. Development of a communication strategy (including public communication) required for the decommissioning of the reactor compartments and the establishment of the repository;
- 6.2. Drawing up of communication strategy implementation plan.

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Task 6. Communication Strategy

Structure:

- An analysis of the current situation in Estonia;
- Strategic objectives and tasks;
- Identification of target groups;
- The measures to be implemented;
- Monitoring and evaluation;
- Communication strategy implementation plan.

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6.1. Development of a communication strategy

Main points of social, economic and political situation (1):

- The largest ethnic groups are: Estonians about 70.0% and Russians about 25.5%;
- These two communities have distinctly separate media consumption;
- Weak impact of Estonian culture is in industrial cities like Kohtla-Järve, Sillamäe, Narva and Paldiski;
- Younger generation being more fluent in English and Estonian while older Estonians are better in Russian;

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Main points of social, economic and political situation (2):

- Estonia has two already shut-down nuclear submarine reactors in Paldiski;
- Paldiski town has about 4300 inhabitants;
- The majority of Paldiski residents are ethnic Russians;
- Today Paldiski is the centre of transit trade due to its cargo and passenger ports;

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6.1. Development of a communication strategy

Main points of social, economic and political situation (3):

- The radiation and nuclear safety policy in Estonia is mainly shaped by the Ministry of the Environment;
- The interim storage and final disposal of radioactive waste is organised by the Ministry of Economic Affairs and Communications;
- A.L.A.R.A. organises the management of radioactive waste;
- Public participation in respect of the drawing up of certain plans and programmes relating to the environment is defined in Environmental Impact Assessment and Environmental Management System Act.

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6.1. Development of a communication strategy

The main existing information channels (1):

- **Print media.** Five largest daily national newspapers serve the Estonian population :
 - four in Estonian: Postimees, Õhtuleht, EestiPäevaleht, Äripäev;
 - one in Russian: Postimees;
 - one local monthly newspaper Paldiski in Paldiski town (EE, RUS).
- **Radio.** The most listened Estonian radio stations are:
 - Estonian :Vikerraadio (Public), Sky Plus and Elmar (Private) .
 - Russian: Raadio4 (Public), Russkoje Radio and SkyRadio (Privat).

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6.1. Development of a communication strategy

The main existing information channels (2):

- **Television.** The Estonian Public Broadcasting offers 3 channels: ETV, ETV2 (in Estonian) and ETV+ (in Russian). There are 2 private channels Kanal2 and TV3.
- **Internet.** 80 % of households in Estonia have a direct connection to the Internet, which is also used to access other type media channels (newspapers, TV, radio) and online news (www.delfi.ee, www.err.ee, www.bns.ee).

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6.1. Development of a communication strategy

Data from public opinion surveys (1):

The main findings of Eurobarometer public opinion surveys Attitudes Towards Radioactive Waste, 2008 and Nuclear safety, 2010 :

- 30% of respondents in Estonia considered themselves to be well informed about radioactive waste;
- Television noted as the primary source of information about radioactive waste and nuclear issues;
- scientists are seen as the most trustworthy source of information about radioactive waste management and nuclear issues;

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6.1. Development of a communication strategy

Data from public opinion surveys (2):

- 50% of Estonians agree that the disposal of radioactive waste can be done in a safe manner, 41% disagree with that fact;
- seven of ten Estonians correctly believe that nuclear waste is not exclusively produced by nuclear power plants;
- 95% of respondents agree that a solution for high level radioactive waste should be developed now and not left for future generation;
- increasing the level of information concerning radioactive waste among citizens could diminish their worries about the effects of radioactive waste on the environment and health.

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6.1. Development of a communication strategy

STRATEGIC OBJECTIVES AND TASKS (1)

1. The public would be objectively informed ensuring the transparency of decommissioning and radioactive waste disposal process:
 - Inform and educate public about decommissioning and radioactive waste disposal;
 - Evaluate public awareness about the decommissioning and radioactive waste disposal.

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STRATEGIC OBJECTIVES AND TASKS (2)

2. To reach public acceptance for the implementation of the decommissioning and radioactive waste disposal projects:
 - To inform the public about decommissioning and radioactive waste disposal projects in Estonia;
 - To involve the public in the decision-making process;
 - To demonstrate best international practice about decommissioning and radioactive waste disposal;
 - To monitor the level of public acceptance as decisions are taken.

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6.1. Development of a communication strategy

TARGET GROUPS (1)

- General Estonian public;
- Local population;
- Local governments;
- Local and national level politicians;
- Public authorities;
- Non-governmental organisations;
- Environmental associations;

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6.1. Development of a communication strategy

TARGET GROUPS (2)

- Mass media on national and local level;
- Public opinion leaders, scientists;
- Young generation;
- International institutions (IAEA);
- The responsible institutions and public of neighbouring countries.

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6.1. Development of a communication strategy

THE MEASURES TO BE IMPLEMENTED (1)

The main principles of behavioural and communication are:

- Transparency and public participation;
- Openness;
- Accountability;
- Fairness;
- Respect for the values and interests of others
- Perception of technical competence.

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6.1. Development of a communication strategy

THE MEASURES TO BE IMPLEMENTED (2)

Key messages:

- Decommissioning is the only sustainable solution of final management of shut-down nuclear reactors;
- Radioactive wastes already exist and require safe management and disposal;
- Storage is a temporary solution and not as safe as disposal;
- Radioactive waste disposal is a safe and sustainable long-term solution that many countries use;
- Do not leave an unsolved radioactive waste management problem for future generations.

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6.1. Development of a communication strategy

Main information channels and tools

- The main information channel is Internet as the Internet in Estonia has one of the highest penetration rates in the world; also mass media (TV; print media; radio).
- Press releases, seminars, technical study tours, pro-active work with mass media representatives will facilitate communication activities and stimulate genuine journalistic publicity.
- Information material: leaflets, brochures, posters, models, videos.

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6.1. Development of a communication strategy

Responsible authorities

- The Ministry of Economic Affairs and Communications will be responsible for the implementation of the Communication Strategy and will act as supervisor of all activities related to the implementation;
- A.L.A.R.A. will work as a partner implementing the communication strategy;
- It is planned to establish with Governmental decision responsibility between ministries for radioactive waste disposal in March 2016.

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6.1. Development of a communication strategy

Monitoring and evaluation

The responsible authorities must continually monitor and assess:

- quantity and quality of information in mass media;
- public awareness;
- public opinion;
- public uncertainty;
- the level of participation of scientists, non-governmental organizations in public information activities;
- progress towards the strategic goals.

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6.2. Communication strategy implementation plan (1)

Plan is divided into four periods:

- I – Environmental Impact Assessment of the disposal facility site and Environmental Impact Assessment of decommissioning, 2017-2027;
- II – Planning of disposal facility site and application of practice licences, 2027-2037;
- III – Establishment of final disposal facility, 2037-2040;
- IV – Decommissioning of reactor compartments, 2040-2050.

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6.2. Communication strategy implementation plan (2)

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Such long period of planning has some disadvantages:

- The overlong period of planning so it is impossible to know the future circumstances either of technology or materials (who could have predicted the power of internet 30 years ago);
- Generational change of people (not just ordinary replacement of personnel);
- The need for archives of material, in an accessible format (hard disks or cloud storage at present but possible new developments in future);
- The need to reconsider key points every 10 years.

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6.2. Communication strategy implementation plan (3)

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- The most detailed planning is for the first period (2017-2027) since it concerns the Environmental Impact Assessments of the disposal facility site and decommissioning.
- First five year (2016-2020) activities plan and budget presented. Total five year budget is 209.4 thousand Euro (VAT included).
- Every five years the plan has to be reviewed and corrected.

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6.2. Communication strategy implementation plan (4)

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Main recommendations:

- To create and launch a web site (EE, RUS, EN) where all information related to radioactive waste management, disposal and decommissioning will be placed.
- Perform a public opinion survey every five years and update the communication plan on the basis of the opinion survey results.
- Development of information centre in the vicinity of the disposal facility should be envisaged during the period of planning of disposal facility (2027-2037).

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