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**Industry Perspective with Communication to the Public and Stakeholders**

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The presentation will introduce the unique experience in term of Global Acceptance developed by three industry partners (INS UK, AREVA France and ORC Japan) to secure overseas transports between Europe and Japan.

Since 1995 a flow of radioactive materials was established between Europe and Japan to ship back to Japan the by products of reprocessing operations produced in the two European reprocessing plans Sellafield ( UK) and La Hague ( France).

Since the very beginning it was established a Global Acceptance program in order to reassure the so called coastal states i.e. the states which are alongside the maritime routes. The main idea was “to keep the routes open”

In the meantime the first transport was confronted to a strong opposition from some relevant antinuclear NGOs, looking for influencing some coastal states to question these shipments. The shipping states (France, Japan, and UK) decided to establish a Global Acceptance program to:

- inform Authorities of the Coastal States on these shipments: organization, safety, regulations, liabilities...
- answer to official and media concerns
- develop a common ability to work together: Authorities and industries, with the support of our diplomats
- develop specific Public Relation tools.

As we want to establish a very long term relationship with our stakeholders, these missions could take place between or during the transports especially at the announcement of the departure and during the ship’s passage alongside the maritime routes.

We also take benefit of our diplomatic representations in the coastal states, to inform us about the local public opinion on nuclear and transport matters, the position of the local authorities, main NGOs and all relevant information diplomats can provide in relation with our business.

We try to provide also a flow of information to the media even if journalists are mostly interested about “on the spot information “rather than long term relationship.

Education in general is also a group of third party advocates which can be mobilized from time to time.

In any case we try to be as simple as possible, delivering clear and consistent messages, and respecting our partners.

We have also developed a set of PR activities as:

- Inviting VIPs from coastal states to visit our facilities in Europe. Visiting such unique industrial equipments is a powerful leverage to convince our stakeholders about the high level of safety and security we develop in our businesses. These activities are very popular among our open minded partners.
  
- Organizing some visits of the PNTL fleet during different calls in world ports. Indeed there are very few opportunities for our partners to see the ship which are mainly sailing far from the coasts. As such, understanding the safety and security records beyond the international requirements is very interesting for our stakeholders. Its return on investment is always granted after a visit.
  
- As far as Universities are concerned, we take all the opportunities to introduce our business in the academic world. Generally speaking, Universities and Education associations are not very in favor of nuclear. These presentations allow us to reach the future leaders of the costal states and keep posted with the next generation, as our transports are supposed to last for many years.

No PR activities are possible without a set of documents explaining our safety philosophy, and our activities. That is why we have developed various supports as DVD, Info file, Fact sheets in order to be as close as possible of our partners.

We especially addressed topics as such as

- material transported
- recycling issues
- Safety in depth: our safety philosophy proposes to establish as many barriers possible between the radioactive product and the environment. This process is called “ the Russian dolls “
- Ships and casks used
- Transport organization including disclosure policy

All these documents are available in French, English and Spanish and sometimes in Japanese.

This communication process shows our openness through our stakeholders in order to be as transparent as possible.

Since the beginning of this process, we can measure the results of our Global Acceptance policies

- we perceived a better understanding of our activities with specificities around liabilities, responsibilities
- we have identified a need from our stakeholders of a sustainable dialogue in a mutual respect of our positions
- Some relevant local newspapers and even NGOs are less determined to kill our activities, expressing their will to know better on our business.
- Every time we met in international foray with governmental agencies ( IAEA, IMO ) we can measure the progress we did in term of mutual understanding with the coastal states regarding our GA Policy

As a matter of facts, since 1995 we have visited more than 25 countries alongside our maritime routes, establishing fruitful contacts with various groups of stakeholders including local authorities, local diplomats, institutional bodies ( Coastguards, Navy...) safety authorities, media, universities... covering the larger possible scope of partners.

In order to secure our relationship with the radioactive transport community which shares the same concerns, the industry has created the World Nuclear Transport Institute (WNTI) a London base NGO. WNTI acts as a think tank and relay the industry position through the intergovernmental bodies as IAEA or IMO and support the diffusion of our culture and business activities.

We also take a special care to our relationship with local forum as CARICOM in the Caribbean area or the Pacific Islands Forum in South West Pacific zone.

What's about the future?

Radioactive transports will continue for many years to come between Europe and Japan with a new generation of ships and casks safer and more reliable. So far we want to follow up these relationships with old and new stakeholders.

We are also using new Information Technologies as the Internet, LinkedIn web sites and social networks to maintain a close monitoring of the international community and improve our communication and information processes.