



Case-Study Session 2: Nuclear facilities and local information

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**THE WAY WE WORK WITH PUBLIC RELATIONS AT THE OSKARSHAMN NUCLEAR POWER PLANT**

I will start with some short marks just to put you all into the picture.

The Oskarshamn nuclear power plant is owned by OKG Aktiebolag. OKG is the only private company in Sweden operating nuclear power plants.

As you can see from this map, the site is situated 350 kilometres south of Stockholm, in the community of Oskarshamn with 30 000 inhabitants and in the county of Kalmar with about 250 000 inhabitants.

OKG now owns and operates three BWRs of ABB Atom design, with a total net production of 15 TWh/year. In other words, 10 - 12 percent of the total electricity generation in Sweden. OKG also operates CLAB that is owned by SKB. On the site, SKB has now decided to build a hard-rock laboratory 500 metres down in the bedrock.

OKG is the nuclear pioneer of Sweden. Our first reactor has been in operation since 1972. As you all know, the twelve Swedish reactors perform at a very high standard. Oskarshamn is no exception as you can see from this picture.

Now to the issue of public relations or as I would rather call it "communication with our neighbours".

Some basics.

Company policy has always been maximum open communication and encouraging the employees to engage themselves into debates about energy and nuclear and into social life as a whole. OKG also sponsors several cultural and sport events in Oskarshamn. Everything in order to create confidence between society and the plant.

### The way we do it locally and the means we use

We have defined two different areas of influence.

Our organization of the information department.

I will start with the visitors. We think it is very important to people to come and see for themselves. About five thousand visitors walk through unit 3 every year. To handle these we have an exhibition, two balconies for visitors and three places inside unit 3 with information sheets. In CLAB there is a small exhibition and one balcony.

The visitors are really heterogeneous groups of people. There are schools, different organizations, politicians and so on.

In the information department, responsibility for visitors and school information is in one group. Our activities in school are very strategic and we regard those as extremely important. We work with a lot of different activities from normal visitors program to whole days with 50 - 60 teachers and two hour lessons at different schools and colleges about energy and nuclear power. Together with the other nuclear companies we now have a special computer program under trial in college.

To keep our local politicians and our nearest neighbours well informed there are two different "information groups". One is called "the local safety committee" with eight of the most important politicians of Oskarshamn. They get information about four times a year and when needed. The items are mainly regarding safety. The other group is a more informal one. Our president and myself meet with six people living at a maximum of 5 kilometres from the plant. They are very reliable from the public's point of view. We give them information of what has happened and what is going to happen in the company about two or three times a year. And they can ask us questions

and almost always get the answers at the table. This way we can kill rumours and misunderstandings at an early stage. In addition to these meetings we gather the community parliamentary board once a year with their chief executives, about 100 people. They get information and can put questions forward and then we have a simple dinner.

Naturally we also make some speeches every year in the local Rotary and Lions clubs.

#### Different types of printed material

One of the most important things to work with if you want to achieve confidence is to keep your employees very well informed. Our internal information is therefore an essential part of the work. The normal way is information from manager to his/hers personnel. To complete that, and to give a broader information, we publish a paper for OKG employees "Kärnpunkten" every fortnight. "Kärnpunkten" is to be very actual and very accurate. It is made on site but printed in Oskarshamn. It is printed on Thursdays and distributed to all our employees before Friday lunch the same week. If some event occur in one of our plants or somewhere else and we think this will be of interest for the media, and before we distribute a press release, we print and distribute on site an "Extra Kärnpunkten". Our main objective is to try to guarantee that OKG employees always know about events before the media gets it.

To keep the inhabitants in Kalmar county informed about what we are doing and how, we publish every month the second Saturday one advertisement in every paper in the county. We write about production, radiation doses, problems and whatsoever. We also use it as one way to bring facts to the public about minor problems instead of using a press release.

To complete the information pattern in our neighbourhood we make a paper called "Aktuellt från Oskarshamnsverket" twice a year, just before and just after our overhaul period. That means, normally in the beginning of April and in the end of November. It is distributed to every household of Kalmar county. That means an edition of 110 000. It contains summaries of what has happened and what will happen. Every number we try to find some main issue to focus, for example radioactive waste, people working in the plant, what about the alternatives and so on. We try to make it like a daily paper with something to read for everyone. We make a lot of interviews and try to let people with different opinions speak their mind. We have so far made two surveys and they both showed that about 80 000 people read the paper more or less. That is very good in Sweden for this kind of publication. We also learned from the surveys that the confidence in OKG increased after reading the paper.

The last brickstone in our information building is "OKG Aktuellt". It is the oldest one and it is published four times a year. It is more of a paper for the nuclear industry than an OKG-paper. It is distributed to about 5 000 people all over Sweden. To politicians, journalists, people in big Swedish power companies, to teachers and others. "OKG Aktuellt" tries to give serious information about what is going on in the nuclear field in Sweden and abroad. There are often analyses of political reactions to different questions and interviews with governmental officials and so on.

This was a short briefing of what we have found is a very good way of keeping the public aware of what we are doing and to gain confidence among people specially in our vicinity. Naturally we also use the "normal" ways of communication by for example press conferences, press releases, seminars and so on.

What is next?

We have just started a discussion with the other three nuclear power stations to try to make two things together:

- One joint advertisement every third month in papers reaching most every Swede. With about the same content as our monthly advertisement.
- One joint paper for nuclear operations every six month replacing "OKG Aktuellt" but with a much larger edition - about 25 000. The main objective is to give serious and accurate information about the performance of the Swedish reactors and of the development abroad. We think that if we start this paper and make it good, it will be of extremely high value as a possible way to, with an extra number, give fast information to keypersons in Sweden in case of incidents in or outside Sweden.

I will finally make this statement: Nuclear power in Sweden is far from dead. There is a hope for life.

Thank you!