

## **Societal aspects and marketing challenges of naturally occurring radioactive materials in building products**

Date: September 2<sup>nd</sup> | 12.30 – 14.00

You are invited to a pre-RICOMET webinar discussing the largely uncharted terrain of marketing, socio-psychological, legal, and ethical issues connected to naturally occurring radioactive materials in building products.

Opportunities for re-using by-products from specific industries (e.g. phosphate or aluminum industries) in building materials have been recognized and explored. Such re-use could contribute to an increasing sustainability in the building sector, as it reduces the exploitation of natural resources and diminishes the CO<sub>2</sub> footprint related to more conventional construction materials. At the same time, however, some of these byproducts can contain enhanced concentrations of naturally occurring radionuclides, thus offering a potential concern from a radiation protection point of view. While the technical, chemical, and radiological properties of the re-used by-products have been studied, and legal frameworks have been developed, their societal aspects and marketing challenges have remained largely unaddressed.

This webinar specifically addresses these latter aspects and challenges as it brings together experts in marketing, public health, construction, ethics, radiation protection, and risk perceptions and acceptance. Each speaker will shortly present their views on the re-use of by-products in construction materials, after which the floor is opened for questions from and discussion with the audience.