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**THE EXPERIENCE GAINED WITHIN  
THE EAGLE PROJECT AS A  
CONTRIBUTION TO THE  
IMPLEMENTATION OF THE  
PROGRAMME OF POLISH NUCLEAR  
ENERGY**

# Nuclear energy for Poland

- ⦿ PNPP was approved in January 2014.
- ⦿ Its key goals resulting from the Energy Policy of Poland until 2030 are following:
  - assuring long-term security of electricity supply,
  - maintaining electricity prices at levels acceptable by the national economy and the society,
  - reducing emissions of SO<sub>2</sub>, NO<sub>x</sub>, PM and CO<sub>2</sub>
- ⦿ Chapter 16th of PNPP:

Information and public education on nuclear energy and development of the PNPP

# Information and public education on nuclear energy

- ◎ A stable and conscious public support for nuclear energy is one of the most important conditions for implementation of the PNPP.
  - This requires public access to reliable and up to date knowledge and information in the field of nuclear energy.
- ◎ It is necessary to treat the opinions of the interested parties, and above all to the opinion of communities in areas where the locations of nuclear power plant are taken into account, in a subjective way.

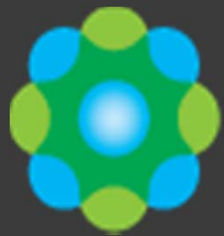
# Information campaign – general information

- ⦿ Launched in March 2012 – continued in 2013
- ⦿ Target audience:
  - General target group – whole society
  - Specific target groups:
    - inhabitants of towns and villages
    - women
    - young people
- ⦿ Campaign's goals:
  - to enhance knowledge of the nuclear power
  - to encourage people to enter into a discussion on the nuclear power
  - to promote the discussion based on facts, not on fears and stereotypes
  - to gain the acceptance of society to nuclear energy in Poland

*„Get to know about atom.  
Let`s talk about Poland with energy.”*



# Conscious about the atom: nuclear energy in Poland portal of knowledge for those interested (PGE EJ1)



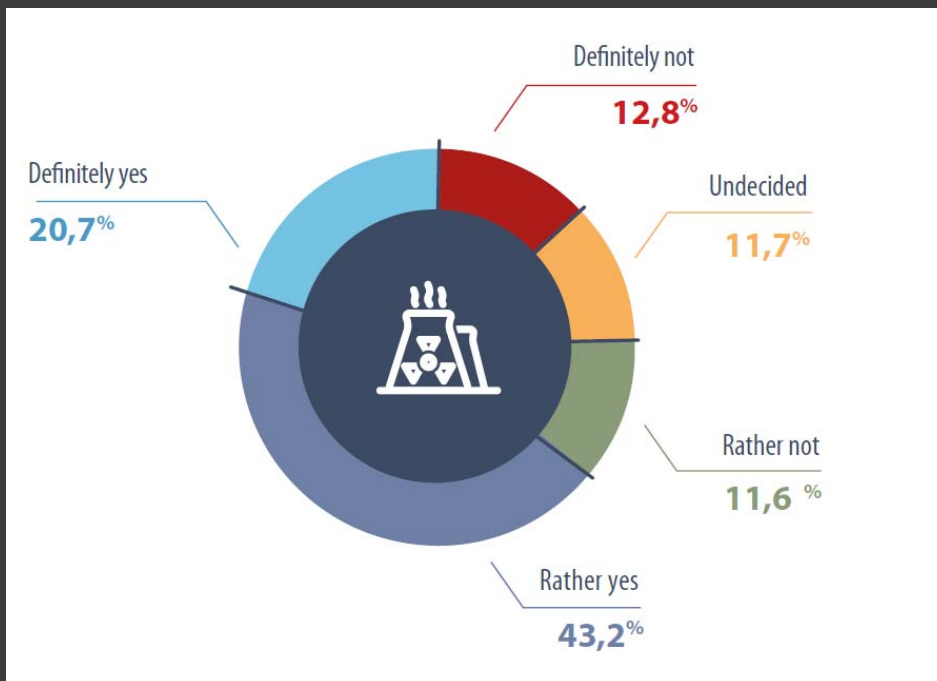
**Świadomie o atomie**  
energia jądrowa w Polsce

PORTAL WIEDZY  
DLA WSZYSTKICH  
ZAINTERESOWANYCH

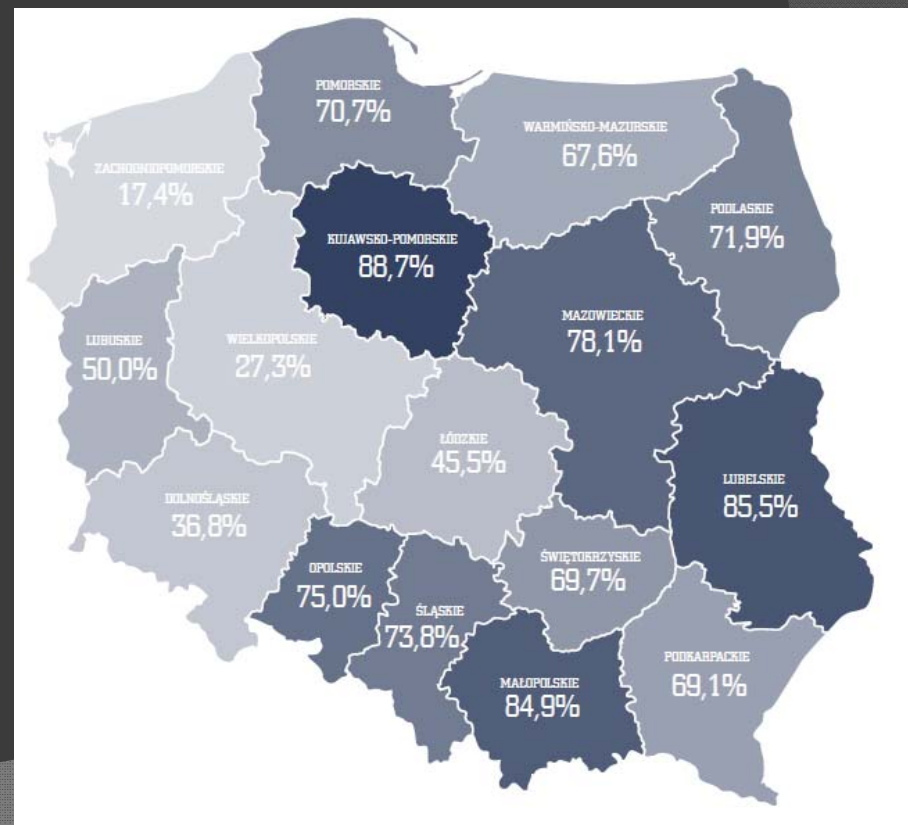


# Public opinion (PISM 2014)

Do you support nuclear plant construction in Poland?

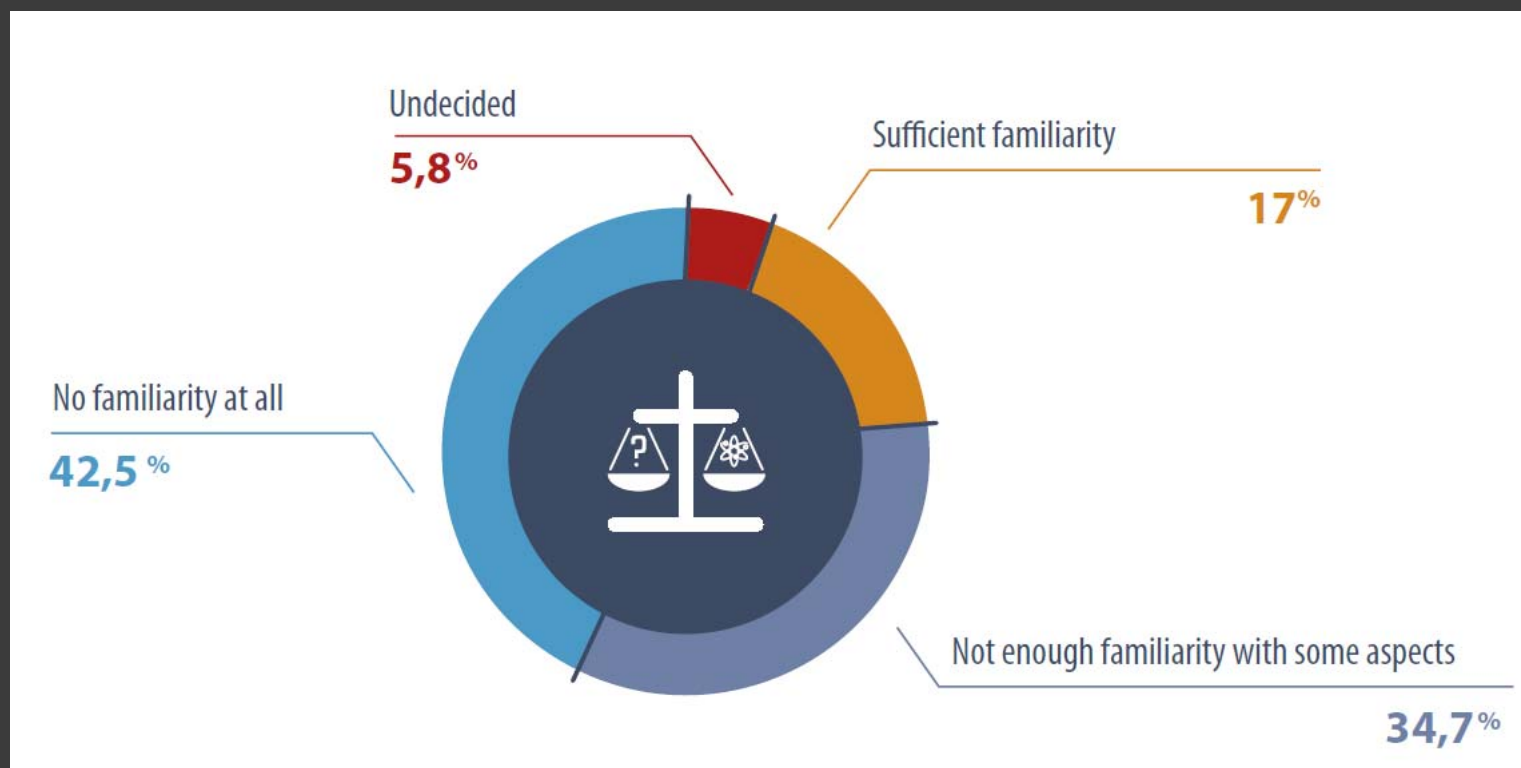


**PISM** | POLSKI INSTYTUT SPRAW MIĘDZYNARODOWYCH  
THE POLISH INSTITUTE OF INTERNATIONAL AFFAIRS



# Is your knowledge on nuclear sufficient?

How do you assess the level of your familiarity with the subject of nuclear power generation in Poland? (single reply)




Over 70 % require more information!



# Public opinion poll (TNS)

## November 2015

- **51%** of Poles are in favour of building a nuclear power plant in Poland, but **56%** would not like to have it near their homes;
- Construction of a nuclear power plant is an important issue for **70%** of them and **90%** expect an more information on nuclear power
- Nearly **60%** of Poles declare their knowledge of the nuclear power as insufficient
- They would like to learn more about: safety, environmental impact, energy supply/demand in Poland, costs and benefits for Poland of the development of nuclear power



Education, information,  
communication



# Enhancing Education, Training and Communication Processes for Informed Behaviour and Decision-making Related to Ionizing Radiation Risk

**Grant agreement No: 604521**

**2013-2016**



# Objectives of the EAGLE

- ◉ Analysis of education, information and communication needs for the general public related to ionising radiation at EU level.
- ◉ Identification and exchange of good practices in communication about ionising radiation.
- ◉ Identification of a suitable approach for coordination of information and communication with EU citizens in the perspective of better-informed decisions and joint problem solving related to ionising radiation risks and benefits.
- ◉ Provision of support based on modern communication tools for the coordination of information and communication strategies for the general public.
- ◉ Founding a platform on communication related to ionizing radiation.

# Public dialogue in Poland

- ◉ EAGLE Stakeholder Network was formed
- ◉ The members of the network got access to the network database, database on good practices, and other project information
- ◉ The possibility of participation in EAGLE debates and consultations, virtual workshop, pilot actions and conferences.
- ◉ A basis for platform on communication related to ionising radiation was founded with the mission to establish a forum for dialogue and exchange of communication material



# Dialogue with the media

## Some findings of discussion:



- The fundamental role of education in creating social attitudes;
- The significant role of local media in communicating information, especially important for new investments;
- The importance of appropriate language used in the formulation of media content;
- The role of PR specialists in shaping the transmission of information;
- The Internet is the easiest and cheapest form of reaching out to the public with the information.



# Development of the public dialogue in Poland

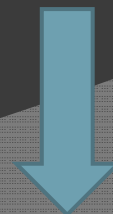
## Materials:

- Shared EAGLE's materials
- Press articles released during and after Fukushima disaster
- Web pages of authority institutions and regulator
- Press and Internet articles related to Bialystok incident
- Presentations from information sources about medical applications, terrorism and dirty bomb - biological dosimetry



## **Identified Topics: Two crisis scenarios discussed:**

- Related to nuclear energy (FKS), which just coincided with the start of the nuclear energy program in the country,
- Referring to the incident in medical therapy (Bialystok Centre of Oncology);



# Mass Media and communication: development of the dialogue in Poland



## Main findings:

- The media are not much interested in everyday, non-crisis, communication;
- The Polish society is passive and not very interested in everyday information, either;
- The media prefer contacts with PR representatives and spokespersons, not with experts using sophisticated language;
- Attractive trainings for representatives of the media, combined with visits to centres using ionizing radiation, are needed;
- Important role of the Internet and social media in communicating the risk

# Mental models of ionizing radiation

- Mental models represent individual's understanding how different processes or phenomena are functioning and present small theories with which people are explaining and forecasting events.
- On the basis of common protocol (15 surveys) the model adequate for Poland was elaborated and assessed during the workshop with Polish dialogue group.

# Good practices

- ◎ Some good practices were identified:
  - *“Atomowy autobus” (Atomic Bus) - knowledge arrives to the recipient*
  - *From science to education: “The little laboratory” project*
  - *Educational project: The first nuclear power plant – yes or not?*
  - *PGE-EJ1: Pandora’s Promise as an element of the educational information program*
- ◎ Educational programs in TV: *Sonda, Laboratorium* – basis for understanding the complex problems of science

# What was done...

- The results obtained in the EAGLE were disseminated and consulted with Polish stakeholders including decision-makers;
- The groups of stakeholders got useful information allowing the assessment of situation concerning the information and education in Poland; this was compared with the picture of situation in other countries;
- The conclusions concerning improvement in communication, education and information were formed.
- The project created basis for useful platform for communication between sources of information, media and society.

## Concluding...

EAGLE formulating conclusions on the state of education, communication and information in Poland, based on solid international cooperation, can substantially help in achieving the ambitious objectives, such as development of nuclear energy in country.

Such projects force policy makers to appreciate the validity of the issues related to obtaining public support for nuclear power plant construction, support based on sound knowledge.





<http://eagle.sckcen.be/>

**THANK YOU!**