

## Session 1: Country Report

-Status and Issues of PI Activities in Japan

-Evaluation of FNCA PI Activities in Japan

FNCA 2002 PI Project Leaders Meeting, October 16 - 17, Kuala Lumpur

Toshinobu Ejiri, Senior Staff

Asia Cooperation Center, Japan Atomic Industrial Forum

### 1. Present Status and Problem of Nuclear Public Information Activities

#### 1.1 History

Nuclear public relations activities of the Forum for Nuclear Cooperation in Asia (FNCA) have been carried out mainly with information exchange for over ten years since 1991. But recently concrete outcomes rather than simple exchange of information have been sought in the nuclear public information activities. In these circumstances, it was agreed that a joint survey of made high school students in each participating countries regarding perception on radiation and its utilization should be carried out in FY 2002.

#### 1.2 PI Activities in Japan and Their Problems

##### (1) Implementing Organizations of Nuclear Public Information

Governmental ministries, public agencies (local governments), institutions, electric utilities, private companies, etc., related to nuclear energy

##### (2) Contents of Nuclear Public Information Activities

- Exhibitions and other public relations activities in the exhibition halls regarding electric power generation, radiation and located in big cities
- Holding seminars, symposiums, site visits and community meetings in cooperation with local governments, education related people and organizations, etc.

##### (3) General Problems of Nuclear Public Information

In carrying out the public information activities, criteria/standard should have been discussed on what sort of information, how detail and concrete, and to whom. It is necessary to have continuous dialogues parties concerned.

- Respective levels of response and approach should reflect indigenous conditions of objectives of this PI.
- And yet effective measures for public information do not seem to have not been established.

- It is also considered necessary to have an insight into emotional (or affective) aspects of individuals.

### 1.3 Public Information Activities in the Future

There is no rule or short cut in activities on public information of nuclear energy that allow to say 'this will do' or 'it is enough to do it thus far'. Public information activities are an endless, painstaking task. Public information activities need to learn much from the past experiences and failures.

In order to share these experiences and lessons among FNCA participant countries, it is necessary that information should be exchanged among FNCA countries at the level of business persons in the area of public information. The role of females is particularly that of mothers for understanding the need for nuclear energy. In carrying out public information activities with female as the subject group, would the recipient, the female, not rely upon it more deeply, if female were assigned also on the delivery side?

## 2. Evaluation of FNCA Nuclear Public Information Activities

2.1 At present, the network business implemented under the framework of FNCA is largely categorized into the following three:

- a. Asia Nuclear Cooperation Network (AsiaNNet) (only in English)
- b. Establishment of FNCA Web-Site (both in English and in Japanese)
- c. Publication of FNCA Newsletter (both in English and in Japanese)

Among these, b. and c. aim at promotion of understanding on what activities are performed under the cooperative framework of FNCA as a part of public information / dissemination of nuclear science and technology utilization in the FNCA countries in a legible manner, such as the on-going 11 projects in 8 fields, FNCA Meetings and Coordinators Meetings. The outline of each network business, status of activities, and the future plans are shown below.

### (1) Asia Nuclear Cooperation Network (AsiaNNet)

AsiaNNet aims at promotion of information exchange on nuclear science and technology in FNCA countries and making use of it in the nuclear public information activities in each country.

#### a) Activities in 2001

The record of last year showed that Japan provided 20 nuclear related information. In addition, a strong wish was expressed by FNCA countries to continue distribution of Atoms In Japan (monthly publication by JAIF), which is currently delivered to each country by 10 copies every month.

b) Tasks in the Future

- a. The recent record indicates that information dispatch from countries other than Japan has shown remarkable decrease and the material presented also are in small number. It is requested to remember that all participating countries of AsiaNNet should positively provide information based on the spirit of mutual contribution.
- b. We hope at least 1 or 2 times information provision a month from each country .
- c. Exchange of nuclear related information of FNCA countries should be carried out based on the principles of quick and easiest way with adequate interpretation by provider even in a shortest comment.
- d. FNCA countries are also requested to pay the best effort in providing periodic publications to other FNCA countries.

(2) Newsletter

FNCA Newsletters are published three times a year in Japanese and twice a year in English by cooperative persons to FNCA activities, like researchers, academicians, government officials and mass media journalists.

Newsletters in English, aim at promotion of understanding of FNCA activities among policy makers, opinion leaders, school teachers, and the public. One hundred (100) copies a country are distributed with FNCA Coordinators as the contact points.

a) Activities in FY 2001

a. FNCA Newsletter (English)

Fifth issue (published in March 2002):

Reports of the Second FNCA Meeting, the Third FNCA Coordinators Meeting, etc. As the top article, the impression of the Second FNCA Meeting by Mr. T. Endo, Vice Chairman of Atomic Energy Commission was run. Outline of discussion in the Meeting and the results of the Third FNCA Coordinators Meeting were also introduced.

b. FNCA Newsletter (Japanese)

Fourth issue: (published in February 2002):

Report on the Second FNCA Meeting, etc.

c. Radioactive Waste Management (RWM) Newsletter (English)

Eighth issue (published in February 2002):

Report on the 2001 RWM Workshop, etc.

b) Subscriber (FNCA Newsletter English)

FNCA Coordinator of each country and the Coordinator then makes distribution arrangement in the country, embassies of FNCA countries in Japan and Japanese embassies abroad, IAEA officers, Atomic Energy Commission in Japan, members of FNCA Steering Group of Japan, the other supporters to FNCA project, etc.

(3) FNCA Web-Site

FNCA Web-Site, like Newsletters, started operation in FY 1999, both with Japanese site and with English site. The structure of these Web-Sites is largely categorized into the followings:

- a. Results and schedules of FNCA activities : Workshops and FNCA related meetings
- b. Others : FNCA Newsletters and database, down load corner of Workshop document, bulletin board (BBS), linkages

a) Activities in FY 2001

These Web-Sites carried out trial run whole through FY 2000, and based upon the result of it, upgrading was made in FY 2001 on the visual aspect such as renewal of page design. Increase the searching functions over document in relation to FNCA activities like project status, Workshop minutes and participant list, project and meeting schedule, etc.

b) Future Plan

From this fiscal year, we would try to attract more readers to the Web-Sites by providing latest information, more specifically; the improvements so far planned are as follows:

- a. Effective introduction of FNCA activities by use of easy sentences with abundant tables, figures and photographs, thus increase visibility and legibility.
- b. Provide background information or substantial data to an article.
- c. Establish INFORMATION corner to the top-page and bulletin board (BBS) for each project.

## 2.2 Activities of Regional Speakers Bureau (RSB)

Specific objectives are to support public information events in each country by dispatching specialists and lecturers of FNCA countries to symposiums, seminars, etc., in each FNCA country.

### (1) Activities in FY 2001

Twenty-Ninth Philippines Nuclear Energy Week was held Monday, December 10<sup>th</sup> through Thursday, December 14<sup>th</sup> at Philippine Atomic Energy Research Institute. Three speakers from Japan and Malaysia were invited and made contributions to this event as activities of RSB.

### (2) Future Plan

As described in the above (1), activity implemented is in a single case. From now on, we would like to accelerate the operation of actual system by examining actual needs and possible impact of the requested dispatch of experts and lecturers. For such purpose, we have to know approximately how many speakers are expected to satisfy the above needs on average every year, and ways for reporting and reviewing of the result of events have to be discussed.

## 2.3 Joint Survey by Unified Questionnaire

### (1) Background of Joint Survey

A joint survey on radiation and its utilization by means of questionnaire for high school students as the subject group was proposed at the Project Leaders Meeting held in the Philippines in December last year, and its implementation was formally approved at the Third FNCA Coordinators Meeting held in Japan in March 2002. In accordance with this consensus, a 'Task Force' to prepare for the survey project was established in Japan.

### (2) Purpose of the Survey

Survey on perception on radiation / recognition of utilization was carried out as the first trial to grasp such tendency.

It aimed that by analyzing the findings obtained through the survey by questionnaire, different aspects or tendency of each country would stand out and it would contribute to the more effective deployment of public information activity. It was also the purpose of this survey to make it an occasion of providing high school students, the next generation to bear the future, accessing to accurate knowledge on radiation utilization.

(3) Period for the Survey

Refer to timetable of 2002 Joint Perception Survey (questionnaire)

(4) Expectation on the Survey

It is useful to share the results of the joint survey, and the solidarity among the FNCA countries is deepened. The comparison of the survey results of one country with those of 8 countries is also useful. There is no doubt that the results would become valuable basic data for the decision of indigenous nuclear policy in each country.

2.4 Evaluation of FNCA Nuclear Public Information Activity

There is no need to mention that the major activity of nuclear public information in FNCA is providing information. Continuation of the activity itself is also required. It is important to draw your attention that at the Third FNCA Coordinators Meeting, past activity was evaluated and importance of continuation was reconfirmed.

It is necessary that each country should identify essential activities in nuclear public information for herself and to describe specifically what she expects to FNCA. Strong consciousness and recognition is requested to each country in conducting the public information activities for her own interest. With this viewpoint, FNCA should examine what sort of cooperation would be possible and profitable to any and all of the FNCA countries. It is important to establish such basic position/ procedures.

We believe that the joint perception survey this time was of great significance in this meaning. FNCA countries carried out the survey with unified questionnaire. In this process, direct dialogue between persons in nuclear circle and people in the actual fields of education was made, and examination of analysis results will be carried out to deepen communication of them. This survey proved that fact public information program could be rationally designed if some reliable statistical data become available. In order to promote understanding of the public, various activities that FNCA is carrying out should be widely introduced. It is requested to all the PI Project Leaders to take the initiatives in organizing the most practical activities of this PI field in their countries based upon the outcome of the joint survey.

The activities of public information require various backgrounds like technological, historical, social and political ones to understand the complexity of nuclear PI in the country. In obtaining better understandings of people of 'nuclear energy', an information provider himself/ herself should be worth to rely upon. Without this fundamental basis, it should be impossible to carry out public information activities, as they directly touch with heart or emotion of individuals. In concluding this presentation, I would like to request you to deepen discussion on how

to position this concept in the PI activities of FNCA and of each country.

Thank you for your attention.