

Draft Communication Strategy 2022 for RNPP, Bangladesh
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Presented by

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Communication Strategy

GOALS

- Public education about nuclear energy and nuclear safety among the residents of Bangladesh and those of Rooppur NPP region.
- Building public confidence in nuclear power and the national nuclear program in Bangladesh.
- Building public interest in non-energy nuclear applications.

OBJECTIVES

- Raising awareness on nuclear energy, safe nuclear technologies and the Rooppur NPP among the general population of the country with special emphasis on Pabna region residents, which will help to build local population's trust.
- Informing government and political audiences about specific peculiarities of the information disclosure about the NPP project.

OBJECTIVES

- Informing the general public of Bangladesh about the contribution of nuclear energy to the socio-economic development of the country and especially the Pabna region where it is being constructed.
- Publicizing the environmental contribution of nuclear energy and the Rooppur NPP, in particular, especially absence of pollution and lowering CO₂ emission levels.

OBJECTIVES

- Strengthening the understanding of the advantages of nuclear technologies and the benefits of Rooppur NPP, a project of national importance.
- Educating public about non-energy nuclear solutions (e.g., nuclear medicine and agriculture).

Target audiences

Local level

- Broad sections of the population, including living near Rooppur NPP construction area.
- Experts in government organizations and environmentalists.
- Scientific and academic community, professors/teachers, School children/students.
- Media in Pabna, Rajshahi and Ishwardi.

Local level

- Working people involved in construction of Rooppur NPP.
- Representatives of local authorities.
- Business community, partner organizations' members.
- Leaders of local elite and different socio-cultural organizations.

National level

- Government officials, political leadership, decision-makers.
- Broad strata of the population, including residents of Dhaka.
- Business community, public organizations, business partners and professional associations.
- National mass media.

National level

- Opinion leaders, government organizations and environmentalists.
- Scientific and academic community, professors/teachers.
- National elite and different socio-cultural organizations.
- Social Media Influencers.

KEY MESSAGES

- The Rooppur Nuclear Power Plant is safe and environmentally friendly.
- Nuclear power is the basis for carbon-free energy all over the world and one of the main instruments in achieving sustainable development goals (SDGs).
- Fully meets international safety requirements.

KEY MESSAGES

- The nuclear project is a step towards the new industrial future of the country. Construction of nuclear power plants always boosts demand for jobs in engineering and nuclear-related spheres, such as nuclear medicine, the chemical industry, etc.
- NPP proves energy security for the country and allows growth of industries around it.
- Rooppur NPP will become an economic mainstay of Bangladesh, which will enhance the welfare and social well-being of the population.

KEY MESSAGES

- Despite COVID-19 pandemic, construction of the Rooppur NPP is progressing uninterruptedly with all the safety measures in place.
- Apart from energy there are a lot of benefits of nuclear technologies in a field of healthcare and cancer treatment, products safety, agriculture and so on.

SUMMARY

- To meet the increasing demand of electricity, the government has taken measures to use alternative sources, including nuclear, aimed at reducing dependency on fossil fuels.
- Bangladesh is implementing one of the biggest projects in its history – the construction of the country's first nuclear power plant at Rooppur and will consist of two VVER-1200 power units with a total capacity of 2400 MW.
- For successful implementation of the nuclear program in Bangladesh, to raise public awareness about the benefits of nuclear power to convince the masses that a nuclear power plant is indispensable for successful social and economic development of Bangladesh.

SUMMARY

- Activities of the plan are aimed to continue the active distribution of information, more awareness work with media, interaction with experts and key stakeholders at the national level and the general public at both the national and the local levels.
- The communications work has to be proactive in raising awareness about the smooth and timely implementation of the project with special focus on the local level.
- In addition, special attention should be paid to communicating safety of the power plant both for people and the environment. With the rapid progress of the plant, there is rising concern around safety and environment issues. We should focus on sustainability and ecological benefits of nuclear technology.

Thank you All