

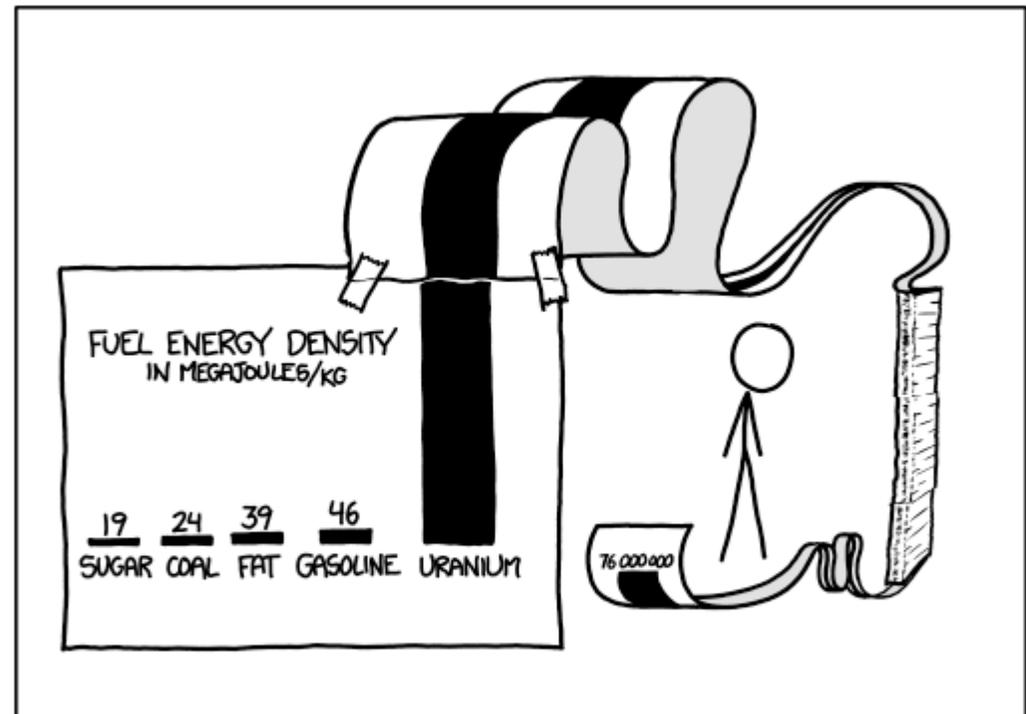
# How can we restore people's confidence towards nuclear safety and risk management?

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# Why do we do nuclear energy in the first place?

- It is important to remind people of the vital role of affordable energy for a functioning society
- Energy density - nuclear energy is the only energy form where the use of natural resources can be detached from energy production
- No CO<sub>2</sub> or other GHG-gases



SCIENCE TIP: LOG SCALES ARE FOR QUITTERS WHO CAN'T FIND ENOUGH PAPER TO MAKE THEIR POINT *PROPERLY*.

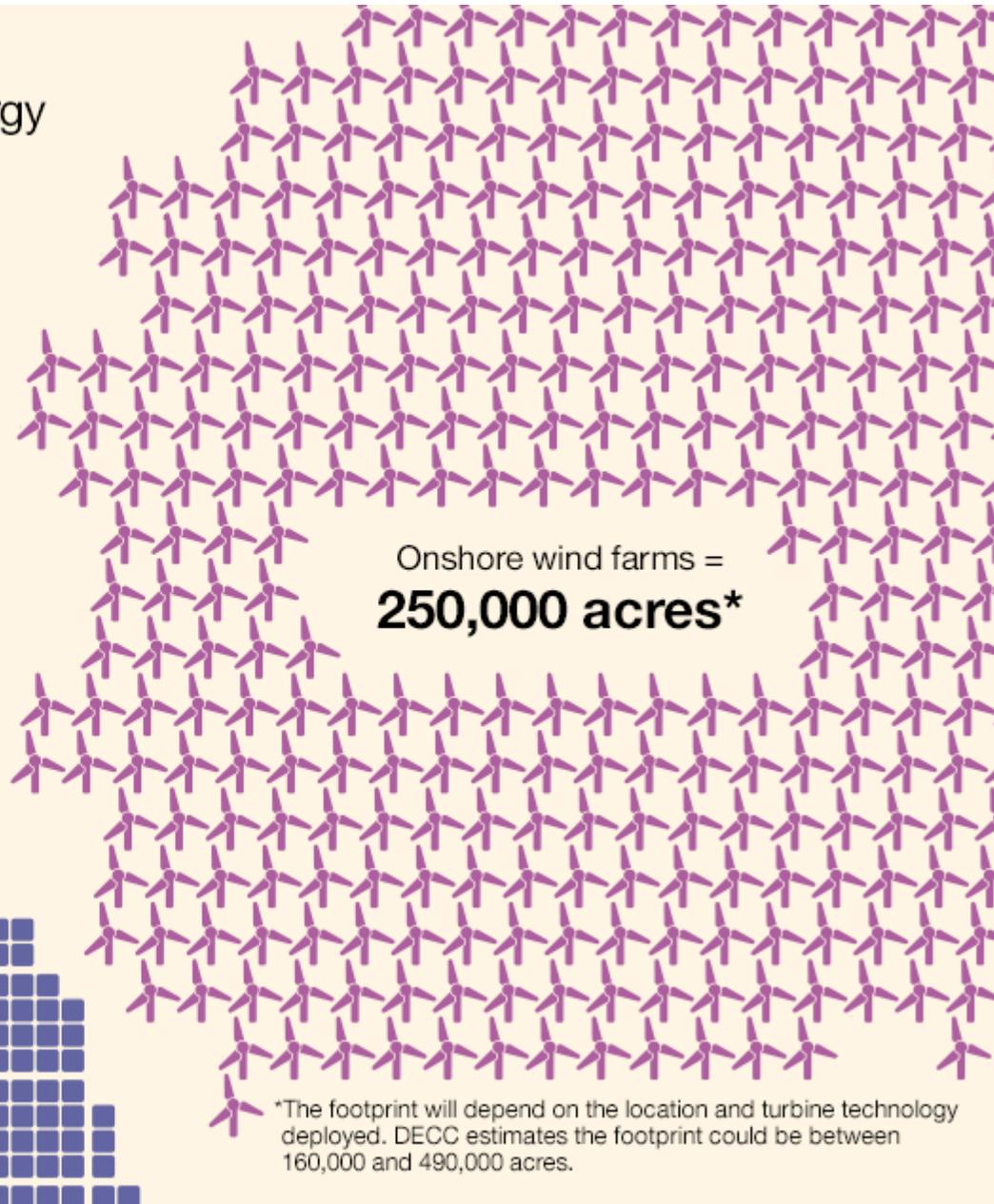
# Hinkley Point C land area and energy output compared to other types of energy production sites



Hinkley Point C =  
**430 acres**

26 TWh per year

This is estimated to be equal to around 7% of UK electricity consumption in 2025 and enough to power nearly 6 million homes.



\*The footprint will depend on the location and turbine technology deployed. DECC estimates the footprint could be between 160,000 and 490,000 acres.



# The facts and physics are on our side – nuclear power is one of the safest form of energy

## QUANTIFIED MARGINAL EXTERNAL COSTS OF ELECTRICITY PRODUCTION IN GERMANY<sup>2</sup> (IN € CENT PER KWH)

	Coal	Lignite	Gas	Nuclear	PV	Wind	Hydro
<b>Damage costs</b>							
Noise	0	0	0	0	0	0.005	0
Health	0.73	0.99	0.34	0.17	0.45	0.072	0.051
Material	0.015	0.020	0.007	0.002	0.012	0.002	0.001
Crops	0	0	0	0.0008	0	0.0007	0.0002
Total	0.75	1.01	0.35	0.17	0.46	0.08	0.05
<b>Avoidance costs</b>							
Ecosystems	0.20	0.78	0.04	0.05	0.04	0.04	0.03
Global Warming	1.60	2.00	0.73	0.03	0.33	0.04	0.03



# Ideas how to regain public trust

- The context is critical – the energy sector is providing a critical service rather than just making profit
- Public concern can be allayed with transparency
  - Treat the public and their concerns with respect and sincerity
  - Education - have non industry professionals put leaks (etc.) in the right context
- While it might be difficult in the post-Fukushima context, one should try to be enthusiastic about the technology's prospects.
  - Moods are contagious - if the only context is doom and gloom it is difficult to believe your message

# Thank You!

# ありがとうございます

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