

**PARIS2015**  
UN CLIMATE CHANGE CONFERENCE  
COP21·CMP11

**Nuclear for Climate**  
**Steering Comitee**  
**Vienna, Sept 14, 2015**

# 3 audiences, with specific campaign objectives



## DECISION MAKERS

Access to climate funding mechanisms

## INDUSTRY EMPLOYEES

Nuclear Pride & Advocacy

## GENERAL PUBLIC

Awareness of nuclear as low-carbon energy

&

New face (vs. « nuclear lobby »)



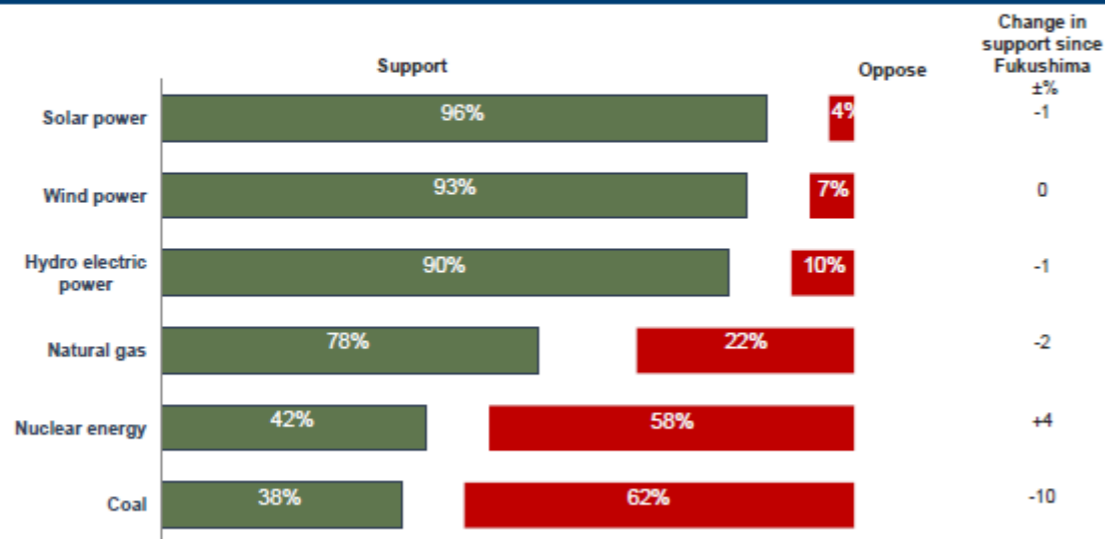
# About the state of public opinion



## Unanimous support on renewables..

Global support/opposition by generation source 2015

Q. Please indicate whether you strongly support, somewhat support, somewhat oppose or strongly oppose each way of producing electricity.



Base: All online respondents giving opinion on each source (variable) FEBRUARY 2015

## Anti-nuclear audiences believe nuclear causes climate change..

Attributes associated with each source of energy – Opposed to nuclear energy

	Causes climate change	Costs too much	Does not produce enough power relative to the investment	Reduces climate change problems	Spoils the landscape	Makes this country vulnerable to the cost of fuel imports	Causes a problem with waste products	Provides reliable power	Threatens the safety of the population
Solar			Positive	Positive				Positive	
Wind			Negative	Positive				Positive	
Gas	Negative					Negative			
Coal	Negative				Negative	Negative	Negative		Negative
Hydro				Positive				Positive	
Nuclear	Negative	Negative			Negative	Negative	Negative		Negative

10 points or more above average (Dark Blue)  
 Up to 9 points above average (Light Blue)

Positive attributes (Blue)  
 Negative attributes (Red)

Source: IPSOS MORI on-line survey  
 Fieldwork: 3-17 February 2015  
 17,731 respondents, 24 countries across 5 continents  
 Approx 500-1000 per country



# What we are up against: « DON'T NUKE THE CLIMATE » campaign



## What they do well:

- ✓ **Messages:** resonate with emotions and common sense
- ✓ **Numbers:** few, easy to remember
- ✓ **Consistency over time:** same as 2009
- ✓ **One voice:** everybody knows/uses the messages
- ✓ **Grassroots:** the voice of the people
- ✓ **Internet:** the voice of the people

## Don't Nuke the Climate: COP21 Paris

### Virtual March



Buy an online banner with your own message to show the world you don't want nuclear energy to be accepted as a solution to combat climate change.

[join virtual march](#)

### Petition 'Don't Nuke the Climate'



We ask **organisations** to sign. Big and small, public, private, rich and poor, from all over the globe. The petition will play a major role in the anti-nuclear activities in Paris, in December

[sign now](#)

### March in Paris



Join us in Paris on December 12. We will organize a highly visible anti-nuclear block in the Global Climate March. Buses and trains will bring people to Paris.

[more info](#)

### International Day of Action



On September 26<sup>th</sup> an international day of action against *false solutions* will take place in as many countries as possible.

[more info](#)

### Launching partners



# « Nuclear for Climate »: a grassroots initiative

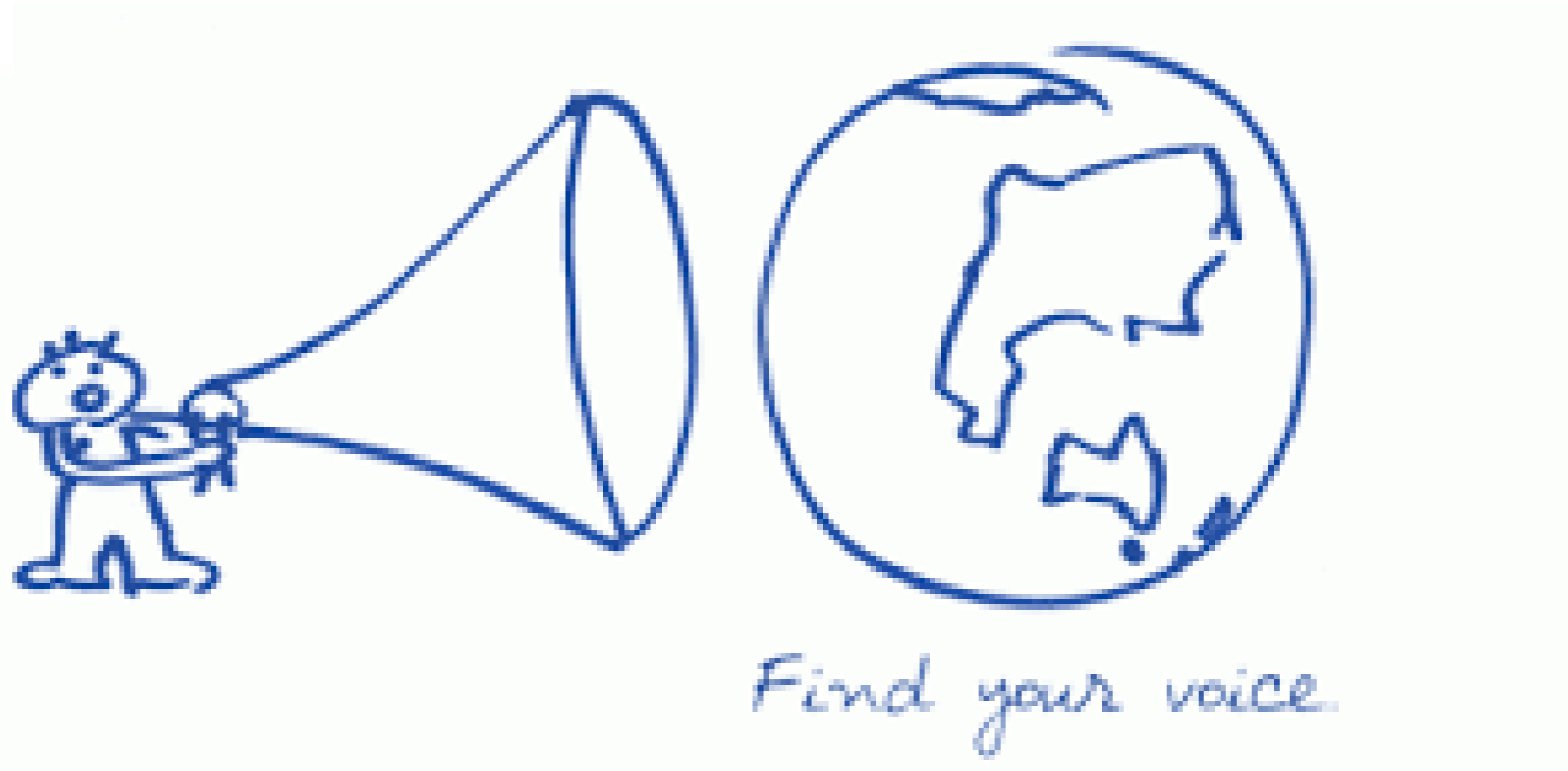
It brings together the **many professionals and scientists** of the international nuclear community, coordinated via **60+** nuclear associations worldwide.



We proudly believe that **nuclear energy is a key part of the solution**



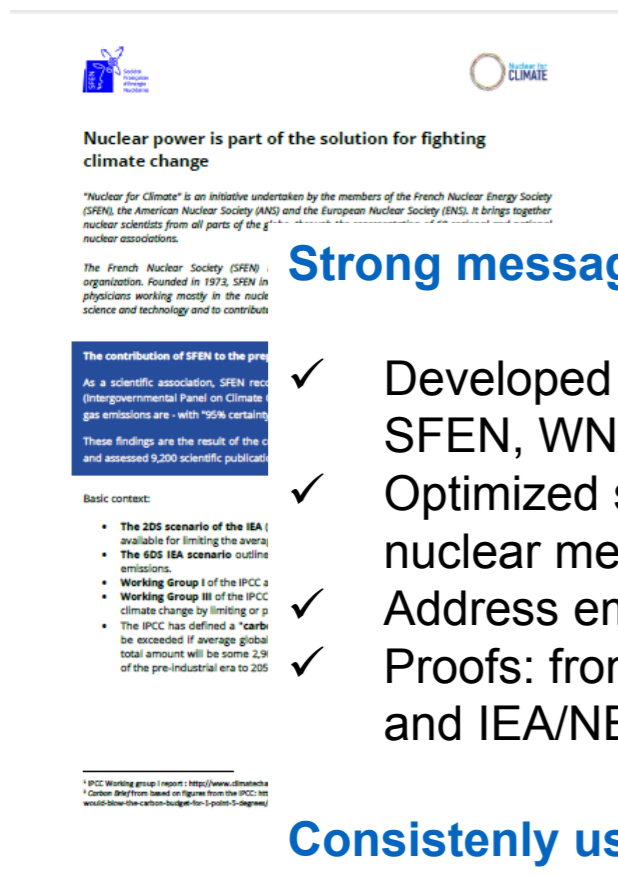
[www.nuclearforclimate.org](http://www.nuclearforclimate.org)



**How to become ONE powerful voice?**

# Delivering our story in ONE powerful voice

## 1/ Our story: the position paper



### Strong messages:

- ✓ Developed with best experts from SFEN, WNA, NEI, FORATOM
- ✓ Optimized specifically to counter anti-nuclear messages
- ✓ Address emotions/common sense
- ✓ Proofs: from latest reports from IPCC and IEA/NEA\*

### Consistently used so far:

- ✓ Has served as basis for all Nuclear4Climate activities since Jan 2015

## 2/ Our delivery: aligned as ONE voice



### DO's/DON'ts

- ✓ part of the solution vs. THE solution
- ✓ Nuclear AND renewables vs. anti-renewables.....

**Webseminar training? Guidelines?  
Ambassadors for "internal" face2face  
engagement?**

\* Need update from IEA Sept report



# ONE VOICE: « Nuclear for climate » supports nuclear AND renewable development

## Taking an “anti-renewable” stand:

### Is irrelevant:

- ✓ All credible scenarios (IEA) show a very high share of renewables in 2050
- ✓ Renewables are low carbon, fossil fuels (coal) are the problem from climate perspective
- ✓ Nuclear is not always relevant

### Contradicts our own message:

- ✓ Our message is that we need all available, low carbon sources of energy, incl. nuclear

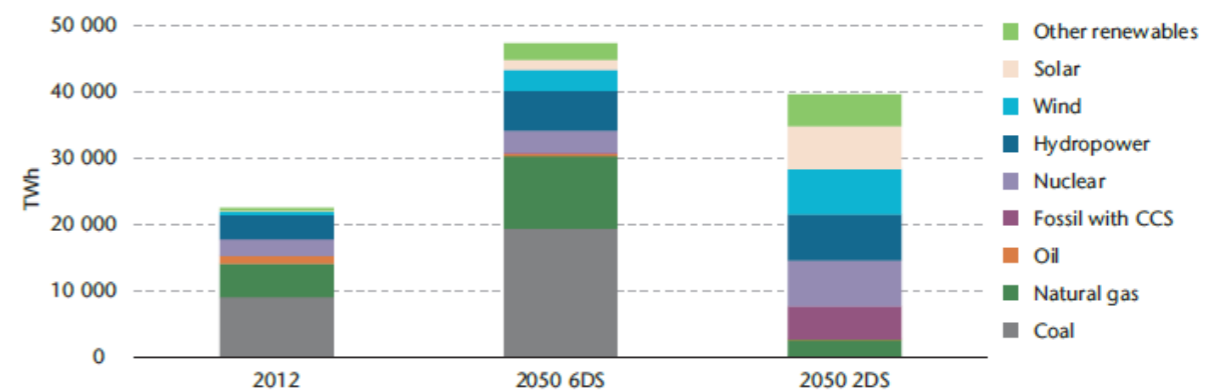
### Closes the door to our audience:

- ✓ Our audience is convinced about renewables
- ✓ Hurts our credibility as climate change fighters

## Example of 2DS IEA-AEN scenario:

Source: AIE-AEN Technology roadmap 2015

Figure 3: Electricity production by technology in the 6DS and the 2DS



- ✓ 17% share of nuclear in 2050 (doubling of current capacity)
- ✓ very strong growth of renewables

## Our priority for “ONE VOICE” alignment





# ONE VOICE Message #1: The SIZE of the climate challenge

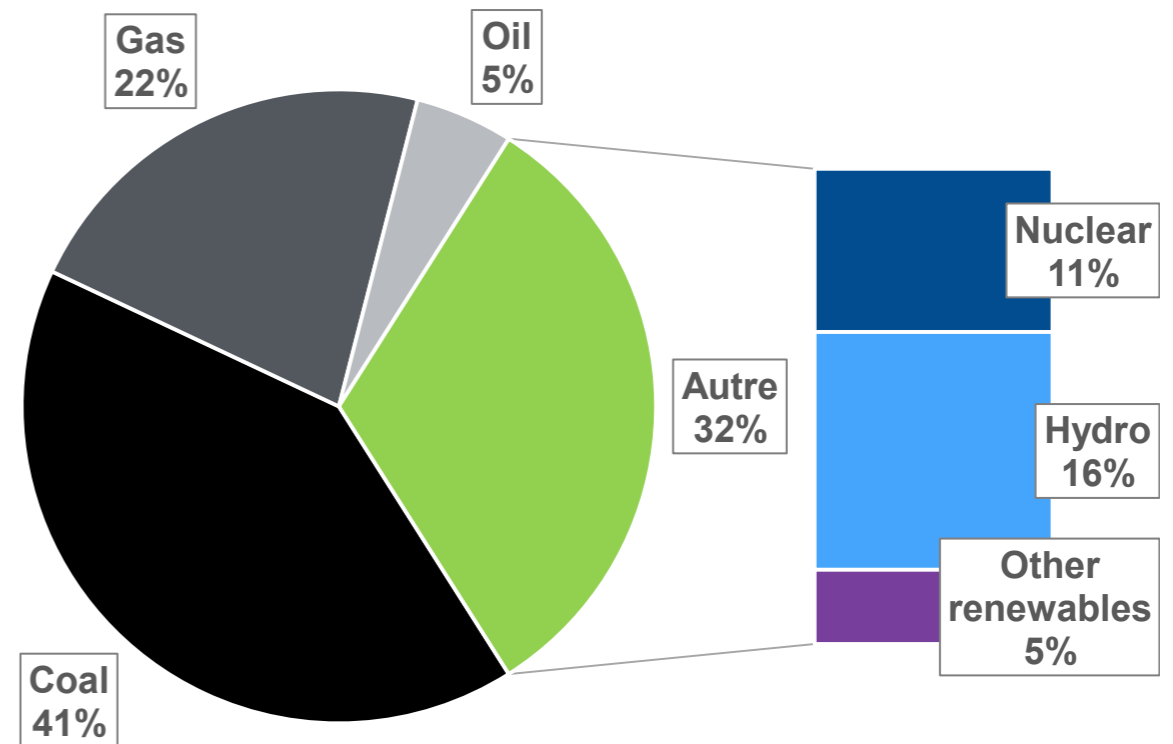
To limit the temperature increase below 2°C in 2050..

**today, it is about 30%**

**..at least 80% of the world's electricity must be low-carbon by 2050.**

Source: IPCC WG1 2014

2013 world electricity generation by source



Source: AIE-WEO 2014

This is a massive global challenge that requires the use of **all available low-carbon energy technologies.**



# ONE VOICE Message #1: The SIZE of the climate challenge cont)

Major progress in energy efficiency will not be sufficient as the electricity demand is expected to double by 2050

By 2050:

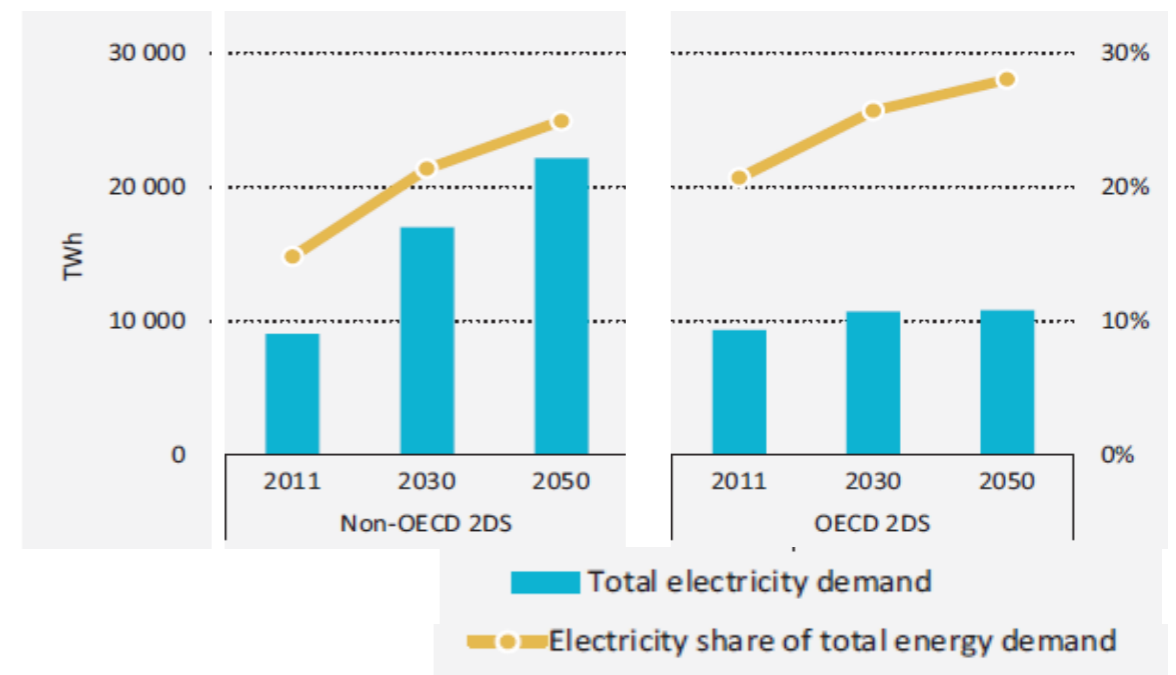
the world's population will be around  
**9.6 billion**

Today:

- ✓ **1.2 billion** people do not have access to electricity
- ✓ **2.8 billion** use wood or other biomass products for cooking and heating

Source: UN, World Bank

## Electricity demand and share of electricity (IEA)



- ✓ Strong demand from non-OECD countries
- ✓ Increased share of electricity in the overall energy mix, to decarbonize other sectors

Source: AIE-AEN Technology roadmap 2015

**The fight against climate change should not jeopardize development**



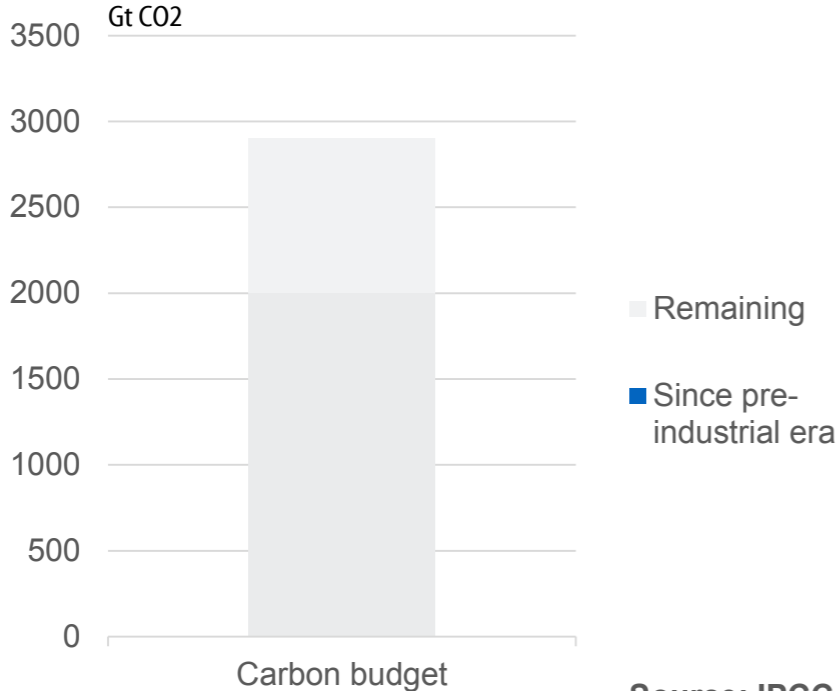
# ONE VOICE Message #2: The URGENCY of the climate challenge

## It is urgent to use now all available low-carbon energy sources

### 70% of the carbon budget has been consumed

Once released, CO<sub>2</sub> remains in the atmosphere for a long time.

Carbon budget: cumulative CO<sub>2</sub> emissions that must not be exceeded if we are to contain average global warming to 2°C.



Source: IPCC

**ACT NOW**  
LIMITED TIME OPPORTUNITY

**We cannot wait for future technologies : they will contribute in proportion to their availability.**







# ONE VOICE Message #2: The URGENCY of the challenge (cont.)

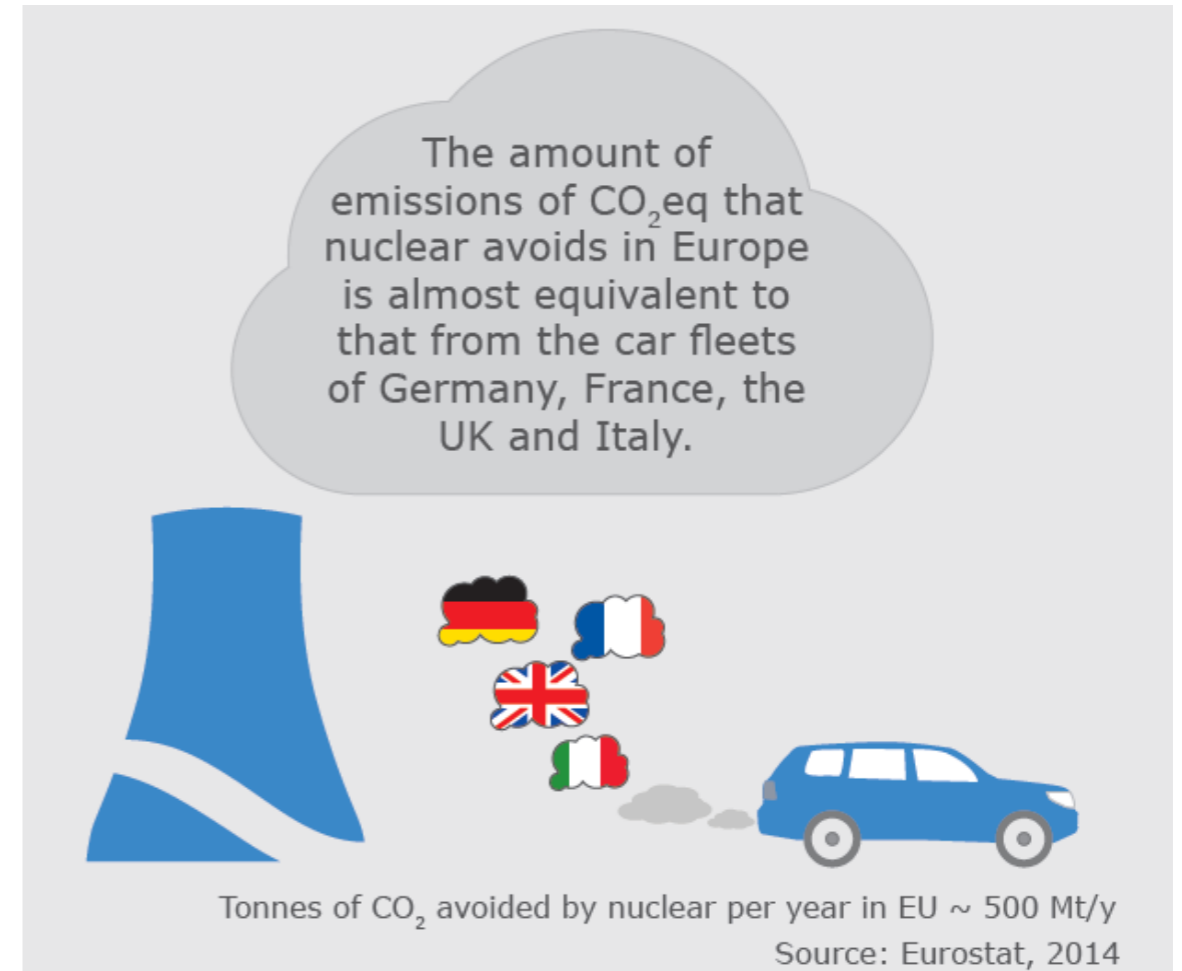
**Nuclear energy is an available, low-carbon and efficient industrial solution, that has been proven efficient**

438 nuclear reactors in operation, nuclear energy is available in 30 countries.

Today, only 6 countries above 80% goal of low-carbon electricity, 4 of them have nuclear.

	<b>Sweden</b>	40% nuclear
	<b>Switzerland</b>	40% nuclear
	<b>France</b>	75% nuclear
	<b>Brazil</b>	2 nuclear reactors

Source: IAEA, IEA



Since 1971 nuclear power has avoided the release of the equivalent of 2 years of CO<sub>2</sub> emissions.

By 2040, nuclear power should save the equivalent of 4 years of CO<sub>2</sub> emissions.

Source: WEO 2014



# ONE VOICE Message #3: excluding any low-carbon technology (such as nuclear) undermines climate mitigation efforts

Very few scenarios enable to limit global warming below 2° without nuclear

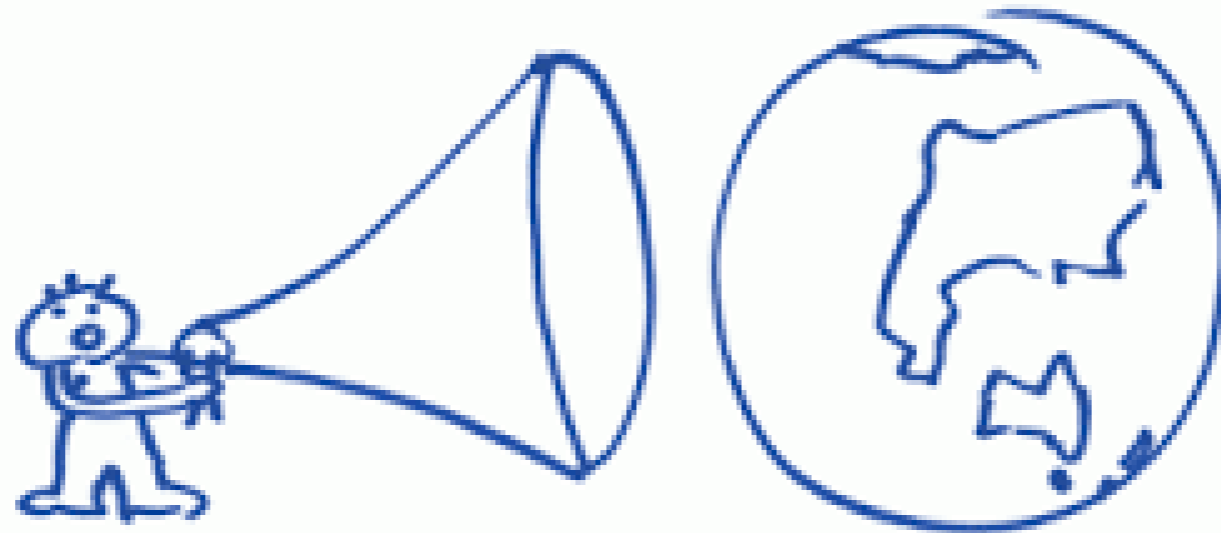


IPCC WG3: only **8** scenarios out of **1 200** allow limitation below 2° and nuclear phase-out.

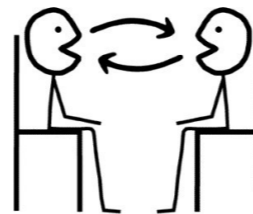
*"There is no credible way to climate stabilization that does not include an important role for nuclear energy...we cannot afford to turn our back on any technology".*

*Open letter from environmentalists, Washington Post, Oct 2013*

UNFCCC Protocols must allow countries who wish to use nuclear energy to **have access to climate change financing,** as is the case for other low-carbon energy sources.



*Find your voice*



# Ahead of COP21: creating the « buzz », mobilizing our teams



**“WE PROUDLY BELIEVE THAT NUCLEAR ENERGY IS A KEY PART OF THE SOLUTION IN THE FIGHT AGAINST CLIMATE CHANGE”**

## **NUCLEAR SOCIETIES Nice, May 4, 2015**



**41 nuclear societies  
50,000 scientists  
38 countries**



## **ENS YOUNG GENERATION Paris, June, 24, 2015**



**22 European nuclear  
young generation networks**



## **WOMEN IN NUCLEAR Vienna, August, 27, 2015**



**500 women from 65  
countries**



# Ahead of COP21: about media and delegates



## Leveraging the media buzz around COP21 to achieve visibility in the media

### 1/ Make the most of your communication channels...



30+ websites around the world

..using all the content being produced:

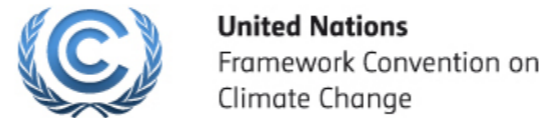
✓ 300+ photos « Nuclear for Climate »

✓ 40 videos

[www.nuclearforclimate.org](http://www.nuclearforclimate.org)

### 2/ Send the position paper to the country COP21 delegates

Heads of delegations: names available on UN Website



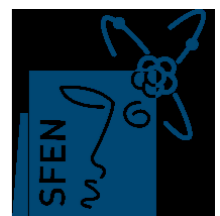
### 3/ National Media

AT LEAST:

Publish one press release (s) to the media with position paper

BEST:

Write one « column » in big newspaper (US, UK, India, S. Africa, Brazil, Japan..)





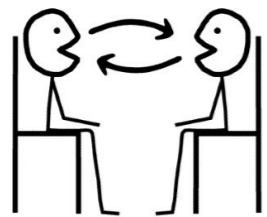
# COP21 event – Paris le Bourget- Nov 30th to Dec 11th

Dates: Nov 30th to Dec 11th

Location: Le Bourget (N. of Paris)

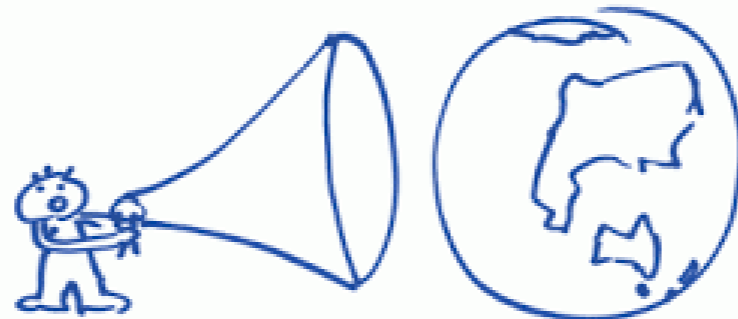
40,000 people expected: incl.  
20,000 delegates & 3,000  
journalists

8 nuclear associations accredited  
(ENS, Foratom, JAIF, ANS, WNA..)



**United Nations**  
Framework Convention on  
Climate Change

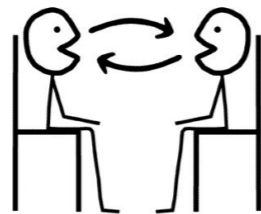




*Find your voice.*



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**Enable associations to organize face2face meetings with delegates and media**

**-A “meet the nuclear experts” booth on site at Le Bourget**

**- Opportunities to visit nuclear sites**



**Achieve media buzz & max social media presence**

**Capture content for long-lasting internet presence (ahead of COP22)**



# COP21 event – Paris le Bourget- Nov 30th to Dec 11th



Security under UN responsibility.  
Access reserved for persons accredited by the UN  
UN process for exhibition space and conferences

Open to **everyone**: risk of strong anti-nuclear activities  
French Gvt process for conference

Open to delegates, media, exhibitors & guests  
Managed by REED exhibition  
Dec 2-Dec9

Approved: 12 badges \*2  
Pending request for 4M2 space  
Request for conference refused

Official requests for conference

Proposed « Nuclear 4climate » booth 36m2

# Our infrastructure for partner associations to address their delegates and media contacts

A “meet the experts”  
Nuclear4climate space in the  
Gallery, on Le Bourget site



## Access:

- ✓ Accessible to delegates and media
- ✓ Not subject to UN accreditation: we can provide access to our members and guests
- ✓ Secured: not open to anyone

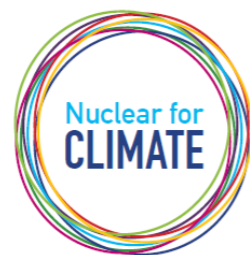
**LA GALERIE**  
Du 2 au 9 décembre 2015  
au Musée de l'Air et de l'Espace  
Paris - Le Bourget

by **WE**



# A platform on the “Le Bourget” site for partner associations to meet their delegates and media contacts

A “meet the experts”  
Nuclear4climate space in the  
Gallery, on Le Bourget site



**Meet-**  
**the-Experts** 

## Nuclear4climate booth:

- ✓ “Nuclear4climate” branding
- ✓ 36M2 with 3 areas: café, exhibition, animation (low carbon battery charging)
- ✓ Consultation in process

## Process:

- ✓ Contacts/invitations to delegate and media before the event
- ✓ Calendar of events on booth (VIPs + associations)
- ✓ Reliable schedule of expert presence from all countries

## Additional options:

- ✓ Screenings of Pandora’s promise?
- ✓ Conference space?
- ✓ TV studio?

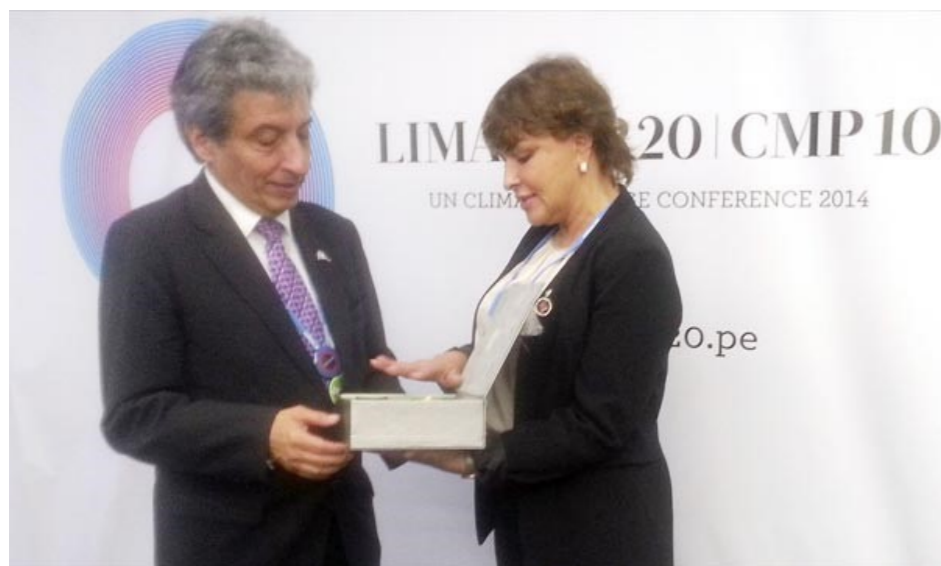


# AFTER COP21?

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## COP22, end of 2016 MORROCO



✓ **Need REX from  
COP 21**

✓ **Need sustained  
effort for COP22**

**Proposed Nuclear4Climate  
steering committee June 2016 at  
WNE in Paris**

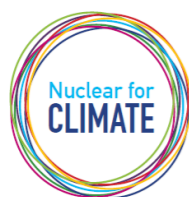


# France: une proposition d'animation sur site pour tous les employés de la filière

Un "kit" prêt à l'emploi pour réaliser une animation sur site

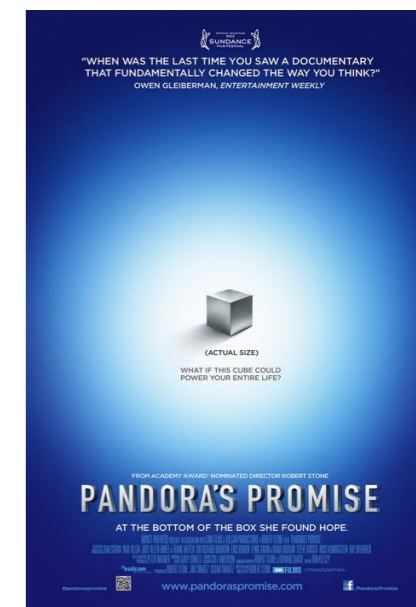


#70643082



## Kit de base:

- 100 Pins
- 30 position papers
- 100 brochures SFEN
- 100 brochures "Nuclear4climate"
- Pancartes pour photos
- DVD "Pandora's promise"
- Vidéos & intranet kit
- Des RGNs?



**MERCI !**



[www.sfen.org](http://www.sfen.org)