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

<table>
<thead>
<tr>
<th>Energy Source</th>
<th>Support</th>
<th>Oppose</th>
<th>Change in Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solar power</td>
<td>99%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Wind power</td>
<td>99%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Hydro electric power</td>
<td>90%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Natural gas</td>
<td>70%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Nuclear energy</td>
<td>42%</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Coal</td>
<td>36%</td>
<td>64%</td>
<td></td>
</tr>
</tbody>
</table>

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
- Spills 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

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

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

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

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

International Day of Action
On September 20th an international day of action against false solutions will take place in as many countries as possible.

More info

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
« 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
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:

✓ 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.

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

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: UN, World Bank

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, CO2 remains in the atmosphere for a long time.

Carbon budget: cumulative CO2 emissions that must not be exceeded if we are to contain average global warming to 2°C.

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

ACT NOW
LIMITED TIME OPPORTUNITY

Source: IPCC
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.

Sweden 40% nuclear
Switzerland 40% nuclear
France 75% nuclear
Brazil 2 nuclear reactors

Since 1971 nuclear power has avoided the release of the equivalent of 2 years of CO2 emissions.

By 2040, nuclear power should save the equivalent of 4 years of CO2 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

"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

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

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.
Ahead of COP21 → COP21 → After COP21
Before COP22

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

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..)
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

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

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

**LA GALERIE**
Open to delegates, media, exhibitors & guests
Managed by REED exhibition
Dec 2-Dec 9

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
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

**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?

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

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