



Canadian Nuclear Association
Association nucléaire canadienne

The Role of the Internet in Public Policy Making

By Claudia Lemieux
Director, Communications and Media Relations
March 2004



Canadian Nuclear Association
Association nucléaire canadienne

Nuclear Energy Agency (NEA) publication 2003

Nuclear Energy Today

The Future of Nuclear Energy

“The future of nuclear energy depends on the interplay between four factors – growth in energy demand, cost-competitiveness with other fuel sources, environmental considerations, and questions of **public attitude and perception**. Depending on the satisfactory resolution of these factors and on technical advances, many new and enlarged applications of nuclear energy can be envisaged.”



Luis E. Echavarrri
NEA Director-General



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Overview of Canada's Nuclear Industry

- Canada: 60 years in nuclear; Nobel Prize – 1994: Dr. Bert Brockhouse
- Nuclear is \$5B/year industry; 21,000 direct jobs, 10,000 indirect jobs, 150 firms, \$1.2 billion in exports
- 22 CANDU reactors – 17 in service generating ~16% of Canada's electricity, cleanly and safely in Ontario, Québec and New Brunswick
- Ontario: 20 reactors – 15 in service provide over 45% of province's electricity (10,750 MW)



Bruce, ON



Gentilly, QC



Pickering, ON



Darlington, ON



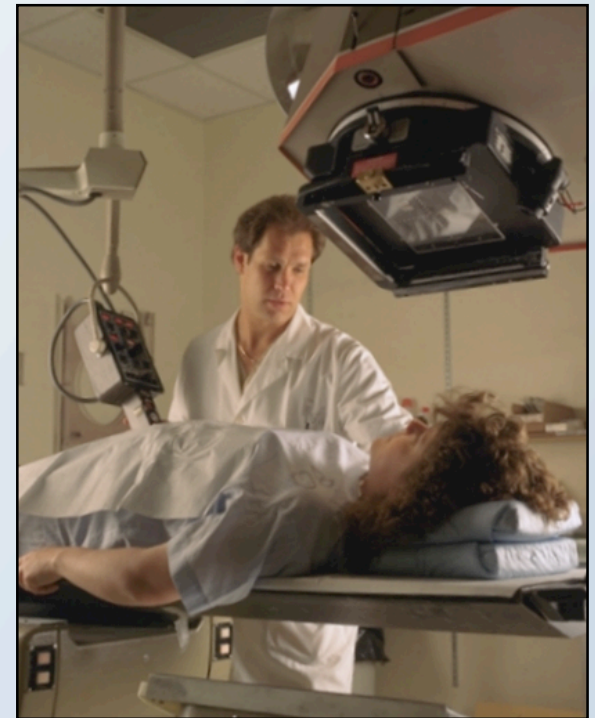
Pt. Lepreau, NB



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Canadian Nuclear Industry Messages

- Industry safety record second to none
- Nuclear energy = zero air pollution
- Waste well managed, small in volume
- World's largest uranium exporter
- Invented Cobalt-60 cancer therapy
- Largest exporter of radioisotopes
- 7 CANDU reactors sold/ completed in 10 years





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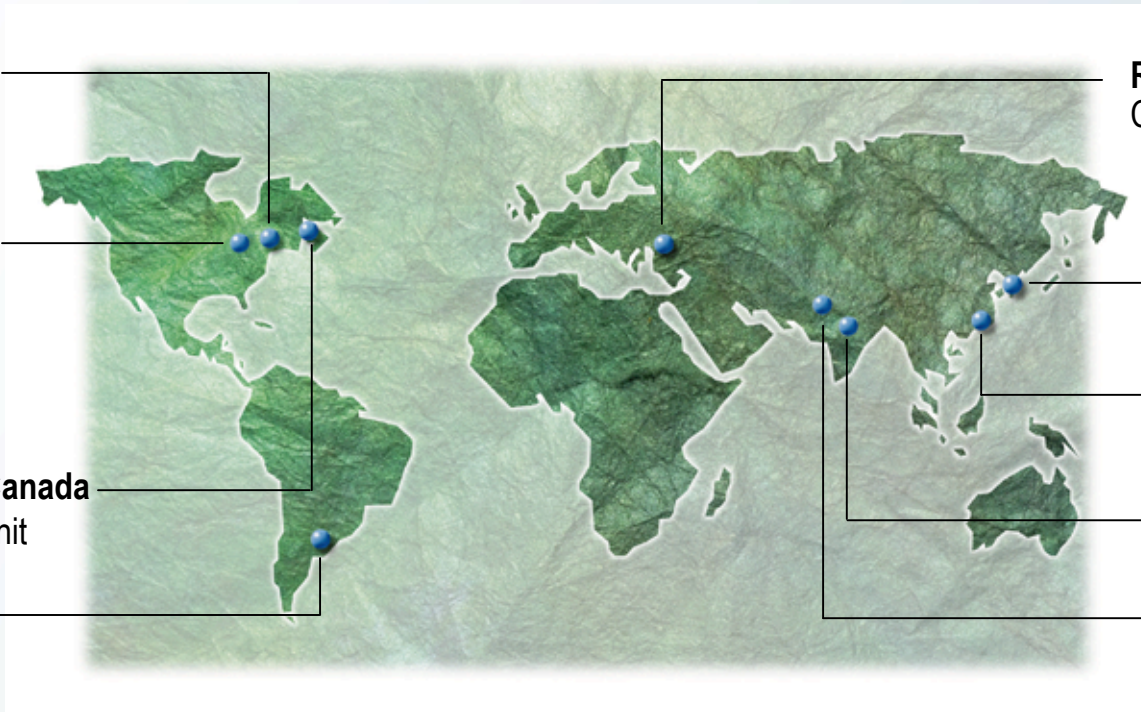
CANDU Reactors Worldwide

Québec, Canada
Gentilly 2 1 unit

Ontario, Canada
Darlington 4 units
Pickering 8 units
Bruce 8 units

New Brunswick, Canada
Point Lepreau 1 unit

Argentina
Embalse 1 unit



Romania
Cernavoda 1 unit
1 unit under construction
2 units to come

Republic of Korea
Wolsong 4 units

China
Qinshan 2 units

India
RAPS 2 units

Pakistan
KANUPP 1 unit

Total: 36



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Number of Operating Reactors in Canada (2004)

There are 17 reactors operating and they are:

- Pickering A (Ontario): 1 reactor 540MW
- Pickering B (Ontario): 4 reactors 540 MW each
- Darlington (Ontario): 4 reactors 935 MW each
- Bruce A (Ontario): 2 reactors 635 MW each
- Bruce B (Ontario): 4 reactors 840 MW each
- Gentilly 2 (Québec): 1 reactor 675 MW
- Point Lepreau (New Brunswick): 1 reactor 685 MW

Number of Canadian Reactors (5) (Potentially Returning to Service)

- Pickering A (Ontario): 3 reactors 540 MW each
- Bruce A (Ontario): 2 reactors 635 MW each (feasibility study)



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Nuclear Public Policy Issues in Canada

- Plant performance and efficiency
- Economics/ Costs
- Security of electricity supply (Ontario needs to replace over 15,000 MW of electricity power generation by 2020)
- Energy demand will increase in Canada by 34% by 2025
- Resolve long-term nuclear fuel waste disposal
(Nuclear Waste Management Organization Report to Government 2005)
- Safety/ Security
- Public Acceptance



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Canadian Government Survey November 2003

- Internationally, the nuclear industry is enjoying a renaissance
- Emerging economies need power (U.S. moving toward construction of new nuclear reactors)
- Government is moving ahead on climate change solutions and greenhouse gas reduction
- Federal officials understand nuclear's clean air credentials
- Policy-makers understand the need to be less reliant on fossil fuels

Challenges

- Long-term energy policy in Canada is unclear



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Public Profile Information Gap

- The Canadian Nuclear Association had little to no public profile between 1993 – 2001
- Federal politicians and officials requested that the Canadian nuclear industry do more to improve public support for nuclear technology

2002-2003-2004

- Target audience: politicians, policy-makers, media (influential public)
- No industry recognition that public acceptance is a requirement for political support
- No broad base public education program in place in 2004



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Communicating Nuclear Issues


- CNA Website
- Advertising (print, moderate television, radio)
- Advertising Website (Globe and Mail) Homepage
Publications/ Fact Sheets/ Newsletter
- Economic Studies & Analysis
- Bi-annual public opinion polling
- Political and government surveys
- Media Relations
- Speeches, events, conferences
- Third Party Endorsement
- Energy Sector partnerships and sponsorships
- Budget - \$ 1.3 million annually



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Globe and Mail Print Advertising Drives Traffic to CNA Website

Energy Matters



Nuclear Around the World

France and Lithuania get about 80% of their power from Nuclear Energy. While Belgium, Japan, Sweden, Switzerland, get a third or more of their electricity from Nuclear. In Canada 12.8% of our electricity is generated from Nuclear Power.


Source: International Atomic Energy Agency
Statistics Canada (2004)

Nuclear Electricity Generation %

| Country | Nuclear Electricity Generation % |
|---------------|----------------------------------|
| Lithuania | 80 |
| France | 80 |
| Belgium | 55 |
| Ukraine | 50 |
| Sweden | 45 |
| Switzerland | 40 |
| Japan | 35 |
| South Korea | 35 |
| United States | 20 |
| Canada | 12.8 |

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Energy Matters



How Much Energy Do We Use?

Canadians are the largest consumers of energy in the world. Canadians consume the equivalent of 74 barrels of oil per capita each year. That's over twice as much as those in France, Germany, Japan, the U.K. and 15% more than Americans.


Source: Energy Information Administration (2003)

Per Capita Consumption Barrels of Oil Equivalent

| Country | Per Capita Consumption Barrels of Oil Equivalent |
|---------|--|
| Canada | 74 |
| US | 60 |
| France | 35 |
| Germany | 35 |
| Japan | 35 |
| UK | 35 |
| Mexico | 15 |
| China | 10 |

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Clean Air Energy

Using Nuclear Power to produce electricity in Canada, we avoid the emission of 85 million tonnes of greenhouse gases per year – about 12% of Canada's total greenhouse gas emissions. That's the amount of greenhouse gases produced by the fossil fuels burned by 17 million cars and trucks. In addition, Canada's nuclear reactors emit virtually no sulphur dioxide or nitrous oxides, the gases that cause smog and acid rain.

Visit Energy Matters @ www.globeandmail.com

Source: Need Source

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Canadian Nuclear Association Website (20,000 visitors monthly)

The screenshot shows the homepage of the Canadian Nuclear Association website. At the top, the logo and name are displayed in both English and French. A navigation bar includes links for Home, Search, Sitemap, Membership Registration, and Français. A large 'Welcome!' message is centered, accompanied by a banner about clean air. A 'What's New' section lists recent news items with 'Click here' links. A 'KIDS' ZONE' section features a cartoon character and a link to learn more about nuclear energy. A sidebar on the left contains a menu of topics like Climate Change, Safety, and Regulatory Affairs.

Nuclear Energy.
The power of possibilities.

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HOME | SEARCH | SITEMAP | MEMBERSHIP REGISTRATION | FRANÇAIS |

- About the CNA
- Our Members
- Nuclear Facts
- Publications
- Videos
- Events
- Annual Seminar
- Speeches / Presentations
- Media Room
- Articles of Interest
- Newsletters
- Other Nuclear Organizations

Welcome!

clean air is important to all of us
Nuclear energy is helping to make it happen

What's New

CNA Newsletter - March 1, 2004
Natural Resources Canada Minister John Efford said he expects the \$910 million planned refurbishing of the Point Lepreau nuclear reactor will proceed. [Click here](#)

CNA Annual Seminar - February 20, 2004
Seminar Presentations 2004 Now Available! [Click here](#)

CNA Media Advisory - February 19, 2004
"Nuclear Energy - A Hard Look at the Future"
Nuclear Industry Leaders Speak On Worldwide Energy Policy and Where the Nuclear Industry is Heading Now and in the Future. [Click here](#)

Events - February 04, 2004
The Canadian Nuclear Safety Commission is holding a safety culture symposium for the Canadian nuclear industry. When: March 30 & 31, 2004. [Click here](#)

Spotlight - January 29, 2004
World Nuclear Association AutoEssay on the role of nuclear power. Why Tomorrow's World Needs Nuclear Energy. [Click here](#)

Study: Economic Impact of the Nuclear Industry in Canada
The Canadian Energy Research Institute presents the first economic analysis of the Canadian nuclear industry in over a decade. [Click here](#)

KIDS' ZONE

Find out more about nuclear energy, electricity and how energy interacts with our environment. [Click here](#)

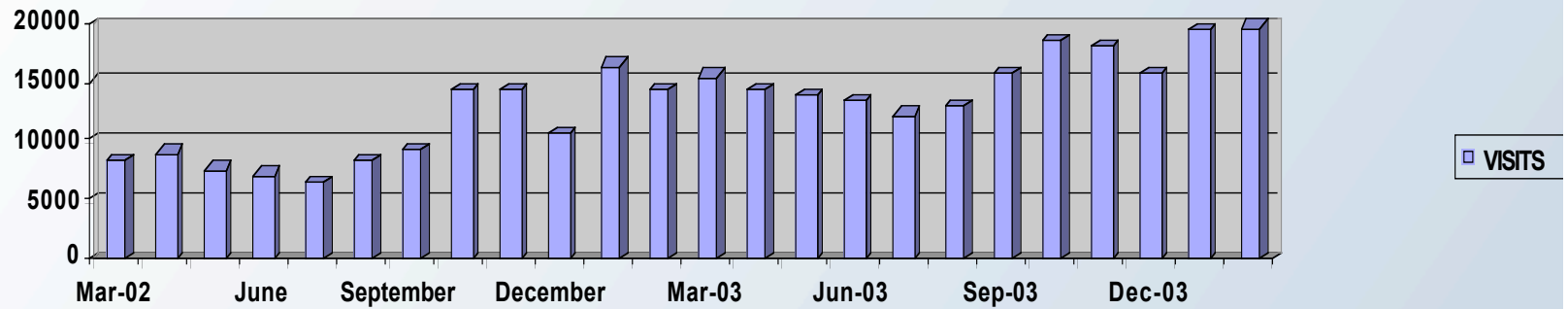
Test your Energy IQ
[Click here](#)



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CNA Website Results

Over 20,000 visitors monthly seek out information on nuclear energy.





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11 million impressions
and 7,000 visitors monthly



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Microsoft Business Solutions
Delivering insight for smarter business decisions.
CASE STUDIES BUYERS' GUIDE eNEWSLETTER WHITE PAPERS
Microsoft Business Solutions Go to the Business Solutions Hub

BREAKING NEWS UPDATED AT 2:40 PM EST Friday, Mar. 12, 2004
Latest News: ISPs should name uploaders, lawyers say

Spain pays tribute to dead
Officials gathering evidence from trains as 'no line of investigation...to be ruled out'; toll rises to 199
1:57 PM | FULL STORY >

Canadian economy sheds jobs
Part-time hiring sinks, full-time employment up; jobless rate steady at 7.4 per cent
1:32 PM | FULL STORY >

South Korean parliament impeaches President Roh
Unprecedented move fans uncertainty amid nuclear standoff
11:26 AM | FULL STORY >

Woman charged with murder after stillbirth
Prosecutors say that Utah woman refused to have C-section because she didn't want scars
12:13 PM | FULL STORY >

Global pulls plug on Bullard show
Canada's late-night talk show was drawing meagre ratings. CogWest says

Globe Poll
During the course of the Conservative leadership race, your opinion of the new party has:
 Risen
 Fallen
 Stayed the same
Vote
Results & Past Polls

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EDC
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Realize a World of Opportunity

2004 TORONTO AUTO SHOW

REPORT ON BUSINESS

Photo: Javier Soriano/AFP
People gather at Colon square Friday in a protest against the bombings.

- [Tears, silence at station](#)
- ['Mass murder in Madrid'](#)
- [A call in vain for husband](#)

Troops leave for Haiti
Soldiers leave from N.B., Ontario
8:48 AM | FULL STORY >

BMW presents the ultimateSIX Vineyards



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Over 100
links to key
nuclear
organizations

Links to over 100 national and international websites

The screenshot shows the Canadian Nuclear Association website. At the top right, the logo and name 'Canadian Nuclear Association / Association nucléaire canadienne' are displayed. Below this is a navigation bar with links: HOME | SEARCH | SITEMAP | MEMBERSHIP REGISTRATION | FRANÇAIS |. A main menu on the left lists: About the CNA, Our Members, Nuclear Facts, Publications, Videos, Events, Annual Seminar, Speeches / Presentations, Media Room, Articles of Interest, Newsletters, and Other Nuclear Organizations. The main content area is titled 'Other Nuclear Organizations' and is divided into 'CANADA' and 'WORLDWIDE'. Under 'CANADA', there are six categories with corresponding images: Federal Government (Parliament Hill), Provincial Organizations (provincial legislature), Associations (skyscrapers), University/Education (classroom), Nuclear Power Plant Operators (nuclear reactor), and National Organizations (map of Canada).

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| HOME | SEARCH | SITEMAP | MEMBERSHIP REGISTRATION | FRANÇAIS |

- About the CNA
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Other Nuclear Organizations

CANADA

- Federal Government
- Provincial Organizations
- Associations
- University/Education
- Nuclear Power Plant Operators
- National Organizations


WORLDWIDE



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Interactive Internet Communications

Energy Matters



Clean
Safe
Reliable

Energy Poll

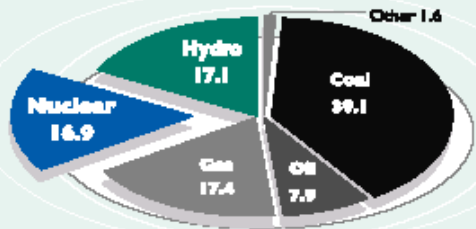
Is nuclear energy vital to Canada's energy future?

Yes No

[Nuclear Facts](#) [Resources](#) [Archive](#)

Did You Know?

- Nuclear energy has grown continuously since its inception demonstrating increased performance and efficiency, and today is a major source of clean air energy, supplying about 17% of the world electricity.



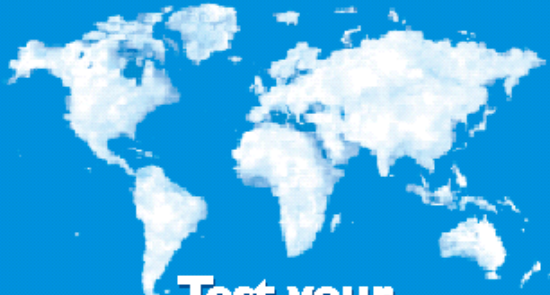
| Source | Percentage |
|---------|------------|
| Coal | 39.1 |
| Hydro | 17.1 |
| Nuclear | 16.9 |
| Gas | 17.4 |
| Oil | 7.9 |
| Other | 1.4 |

Source: International Energy Agency

[more](#)

Test your Energy IQ

Click here to see how much you know!



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www.cna.ca



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Advertising Messages

- To position nuclear as part of the world energy mix
- Nuclear is part of the solution for energy supply and security
- Nuclear is part of the Kyoto solution and clean air



Energy Matters

Test your Energy IQ


How much energy will be needed in the next 25 years to satisfy world population growth from 6 to 8 billion?

What Canadians said:
20% more energy will be required.
Source: Ipsos-Reid

Answer: **Energy demand will increase by 100% by 2050.**
Source: International Energy Agency

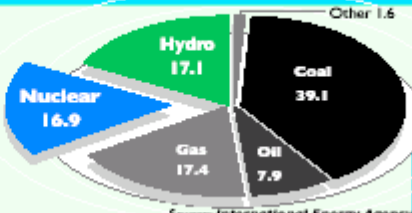
www.globeandmail.com

Energy Matters



Did You Know

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| Energy Source | Percentage |
|---------------|------------|
| Coal | 39.1 |
| Gas | 17.4 |
| Oil | 7.9 |
| Nuclear | 16.9 |
| Hydro | 17.1 |
| Other | 1.6 |

Source: International Energy Agency

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Test your Energy IQ

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Globe and Mail Homepage Microsite

CNA -- ENERGY MATTERS - Microsoft Internet Explorer

Energy Matters



Energy Poll

Do you support Nuclear Power as a source to produce electricity in Canada?
[Click Here for results](#)


[Home](#) [Nuclear Facts](#) [Resources](#) [Archive](#)

Clean Air Energy

By using Nuclear Power to produce electricity in Canada, we avoid the emission of about 85 million tonnes of greenhouse gases per year & about 12% of Canada's total greenhouse gas emissions. That's the amount of greenhouse gases produced by the fossil fuels burned by 17 million cars and trucks. In addition, Canada's nuclear reactors emit virtually no sulphur dioxide or nitrous oxides, the gases that cause smog and acid rain.


[more](#)

Source: Natural Resources Canada, U.S. Department of Energy.



Test your Energy IQ

Click here to see how much you know!

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Population Growth= Increase in Energy Demand

Energy Matters

Growing Need for Electricity

One-third of humanity has no access to electricity. Over 1 billion people are without safe water, and 2.4 billion lack adequate sanitation. Developing countries will represent the largest group needing electricity to provide basic necessities.

Source: United Nations from various reports and news releases

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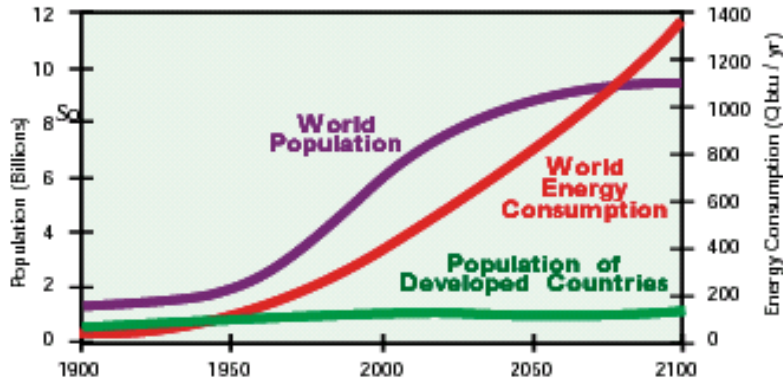
Worldwide Energy consumption to rise by 100% by 2050

Energy Matters




Energy Demand Increasing
In the next 45 years world population will grow by 33% from 6 billion to over 8 billion. Yet, world energy consumption is projected to rise by 100%. Where will the energy come from?

Source: United Nations (1998) & World Energy Council



| Year | World Population (Billions) | World Energy Consumption (Q.ton / yr) | Population of Developed Countries (Billions) |
|------|-----------------------------|---------------------------------------|--|
| 1900 | 1.5 | 10 | 1.0 |
| 1950 | 2.5 | 20 | 1.0 |
| 2000 | 6.0 | 100 | 1.0 |
| 2050 | 7.5 | 400 | 1.0 |
| 2100 | 8.5 | 1000 | 1.0 |



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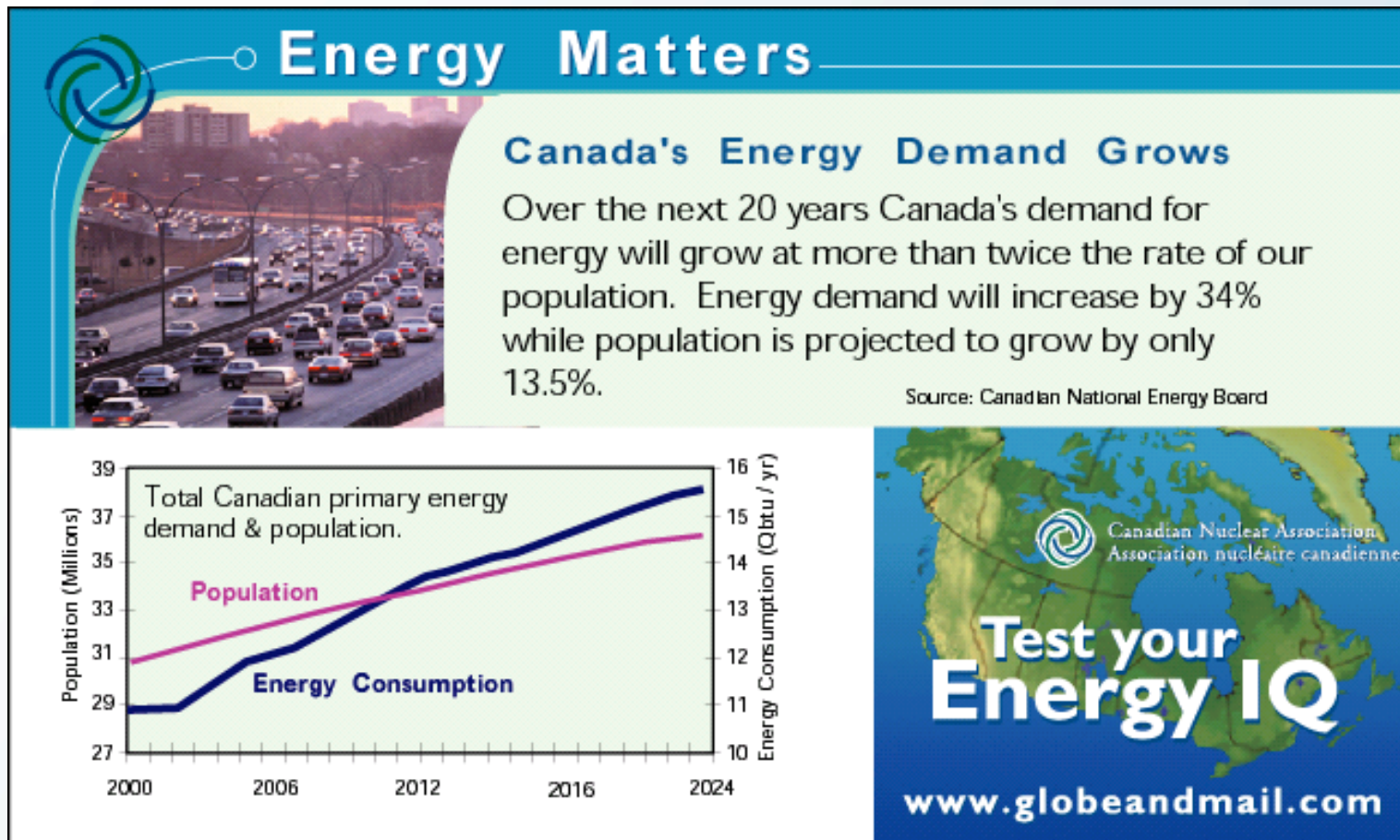
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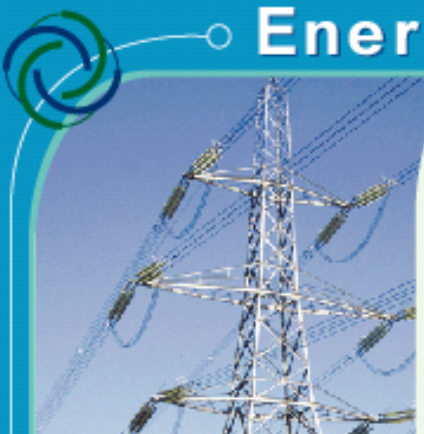
Canada's Energy Demand to Exceeds Population Growth





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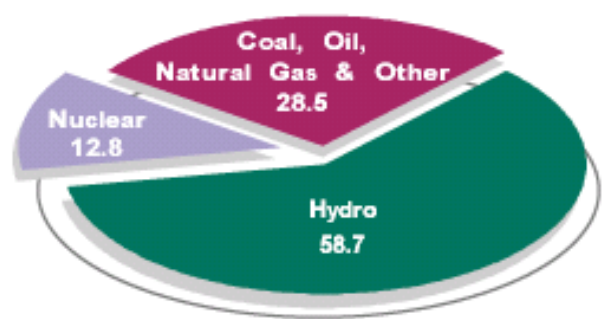
Nuclear Energy is Part of Canada's Energy Mix



Energy Matters


Electricity and Nuclear Power

Nuclear Energy plays an important role in the generation of clean air electricity. In 2003, Nuclear Power accounted for 12.8% of Canadian electricity generation. Nuclear Power plays a significant role in Ontario, generating 41% of its electricity and in New Brunswick where nuclear accounts for 25% of electric power generation.



| Energy Source | Percentage |
|--------------------------------|------------|
| Hydro | 58.7 |
| Coal, Oil, Natural Gas & Other | 28.5 |
| Nuclear | 12.8 |

Source: Statistics Canada



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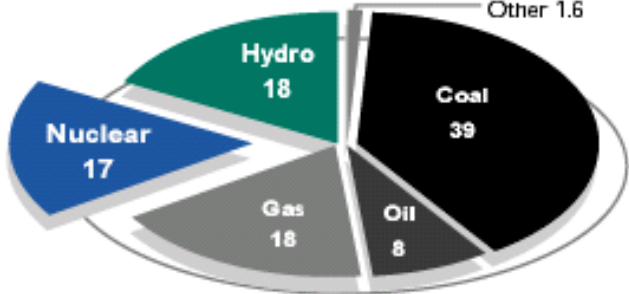
Nuclear Energy is Part of the World's Energy Mix

Energy Matters




Power Sources for Electricity

Today nuclear power is the fourth largest source of world's electricity. Nuclear energy has grown continuously since its inception, demonstrating increased performance and efficiency, and currently accounts for 17 % of electricity generation in the world. The number one source for electricity is Coal at 39%, Hydro and Gas at 18% and Oil at 8%.



| Source | Percentage |
|---------|------------|
| Coal | 39% |
| Hydro | 18% |
| Gas | 18% |
| Oil | 8% |
| Nuclear | 17% |
| Other | 1.6% |

Source: International Energy Agency's World Energy Outlook (2002)



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Nuclear Energy is Needed to Reduce Greenhouse Gases



Energy Matters

Help For Kyoto

Canada's energy demand is projected to increase by 34% by 2025. This means there will be a growing demand for reliable, clean, electricity. Canada's nuclear power plants have provided clean electricity safely for over forty years. Nuclear produces virtually no emissions of carbon dioxide, the major greenhouse gas that contributes to global warming, nor does it produce any sulphur dioxide or nitrous oxides – the emissions that pollute the air, cause smog and acid rain.

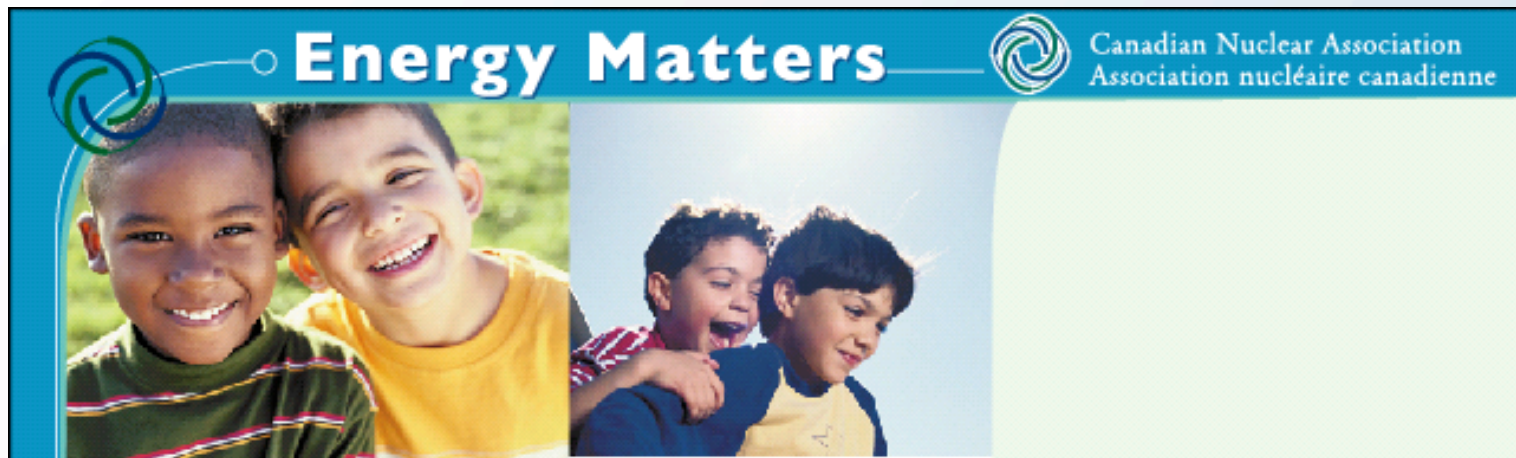
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Source: Canadian National Energy Board



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Nuclear Energy Helps Keep the Air Clean



Energy Matters Canadian Nuclear Association
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Clean Air Energy

By using Nuclear Power to produce electricity in Canada, we avoid the emission of about 85 million tonnes of greenhouse gases per year – about 12% of Canada's total greenhouse gas emissions. That's the amount of greenhouse gases produced by the fossil fuels burned by 17 million cars and trucks. In addition, Canada's nuclear reactors emit virtually no sulphur dioxide or nitrous oxides, the gases that cause smog and acid rain.

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Source: Natural Resources Canada
U.S. Department of Energy



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Canadians Consume More Energy Per Capita in the World

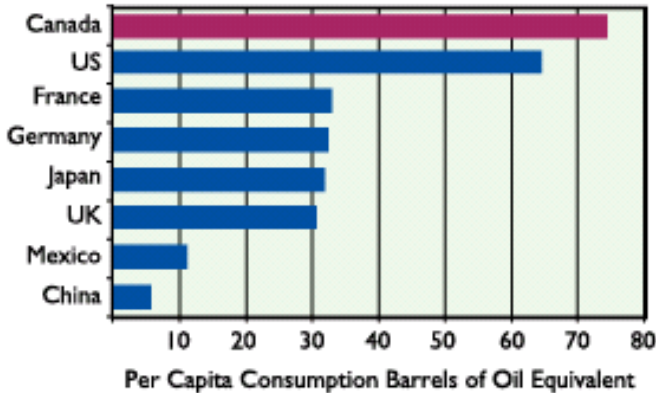
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How Much Energy Do We Use?

Canadians are the largest consumers of energy in the world. Canada consumes the equivalent of 74.5 barrels of oil per capita each year. That's over twice as much as France, Germany, Japan, the United Kingdom and 15.5% more than the United States.

Source: Energy Information Administration (2003)



| Country | Per Capita Consumption (Barrels of Oil Equivalent) |
|---------|--|
| Canada | 74.5 |
| US | 65 |
| France | 33 |
| Germany | 32 |
| Japan | 31 |
| UK | 30 |
| Mexico | 11 |
| China | 5 |



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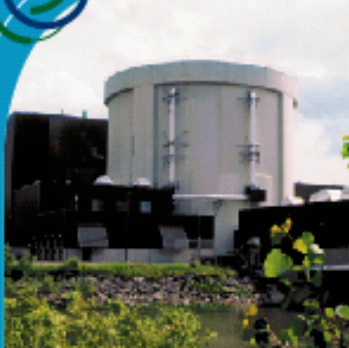
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Nuclear Energy is a Major Electricity Supplier in OECD Countries



Energy Matters


Nuclear Power Around the World

France and Lithuania get about 80% of their electricity from Nuclear Energy. While Belgium, Sweden, Switzerland and Japan get a third or more of their electricity from nuclear. In 2003, 12.8% of Canada's electricity was generated from Nuclear Energy.

Source: International Atomic Energy Agency
Statistics Canada

Nuclear Electricity Generation %

| Country | Percentage |
|---------------|------------|
| Lithuania | 80% |
| France | 80% |
| Belgium | 60% |
| Ukraine | 50% |
| Sweden | 48% |
| Switzerland | 40% |
| Japan | 35% |
| South Korea | 35% |
| United States | 20% |
| Canada | 12.8% |



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Canadian Public Opinion is Improving

| Support for Nuclear Energy (%) | | | | | | | | |
|--------------------------------|----------|----------|------------|----------|----------|------------|----------|-----------|
| | Oct 1987 | Nov 1988 | April 1989 | Feb 1994 | Jan 2001 | April 2002 | Nov 2002 | July 2003 |
| Strongly support | 12 | 17 | 14 | 10 | 10 | 13 | 12 | 17 |
| Somewhat support | 39 | 45 | 36 | 24 | 27 | 36 | 30 | 33 |
| Somewhat oppose | 25 | 22 | 25 | 22 | 20 | 22 | 18 | 17 |
| Strongly oppose | 24 | 15 | 24 | 26 | 27 | 22 | 33 | 23 |
| Neither | - | - | - | 12 | 14 | - | - | - |
| DK/NA | - | 4 | 2 | 6 | 2 | 7 | 7 | 10 |

Poll Analysis

- **From a regional perspective, support for nuclear energy remains highest in Ontario at 64%. (Environics 2003)**
- **77% believe nuclear energy will be put in Canada's energy mix in the future. (Ipsos-Reid 2003)**
- **68% of Canadians support upgrading and refurbishing nuclear power plants. (Ipsos-Reid 2003)**
- **41% support building new nuclear power plants. (Ipsos-Reid 2003)**



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Summary

- The internet is the primary communications tool for the CNA
- Its value lies in its flexibility, instantaneous news reporting and outreach
- The CNA Website is growing in demand as an information tool and has resulted in higher volumes of media inquiries and coverage
- Print and Website advertising drive visitors to the CNA Website
- The CNA Website is transparent in its content and posts both sides of the nuclear story including unedited economic analysis and public opinion polling
- It is a major investment for the CNA, with a full-time Webmaster and a \$200,000 investment in the Globe and Mail newspaper on-line microsite = \$350,000 Cdn
- The internet alone is not sufficient to reach all policy-makers, opinion leaders and politicians but it does reach a % and does reach staff, advisors and researchers to policy-makers, the media and a select segment of the general public.



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Conclusion (cont'd)

- Canada needs political support to move forward on nuclear refurbishment and new build
- Ontario will need to replace about 15,000 MGW on electricity power generation by 2020
- Canada's population growth from 31.8 to 36 million by 2020 requires 34% more electricity generation above 2004 levels
- Canada needs to ensure a reasonable regulatory environment exists for industry cost-competitiveness and private sector investment
- Public acceptance and support for nuclear energy in Canada supports a nuclear growth strategy
- The Nuclear Industry in Canada is committed to investing in communications with decision-makers, opinion-leaders and media
- The Nuclear Industry in Canada has not committed to investing in broad based general public communications in 2004



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Nuclear Energy Today

“If a case cannot be satisfactorily made that nuclear energy is economically competitive, safe and that there are acceptable solutions for its waste, then nuclear energy is likely to decline, at first slowly, in importance. Yet, if it can be demonstrated to the **satisfaction of the public** that nuclear energy does address these concerns, it is likely that there will be strong new growth in nuclear power.”

Luis E. Echavarri
NEA Director-General



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Thank you!

Canadian Nuclear Association

www.cna.ca