

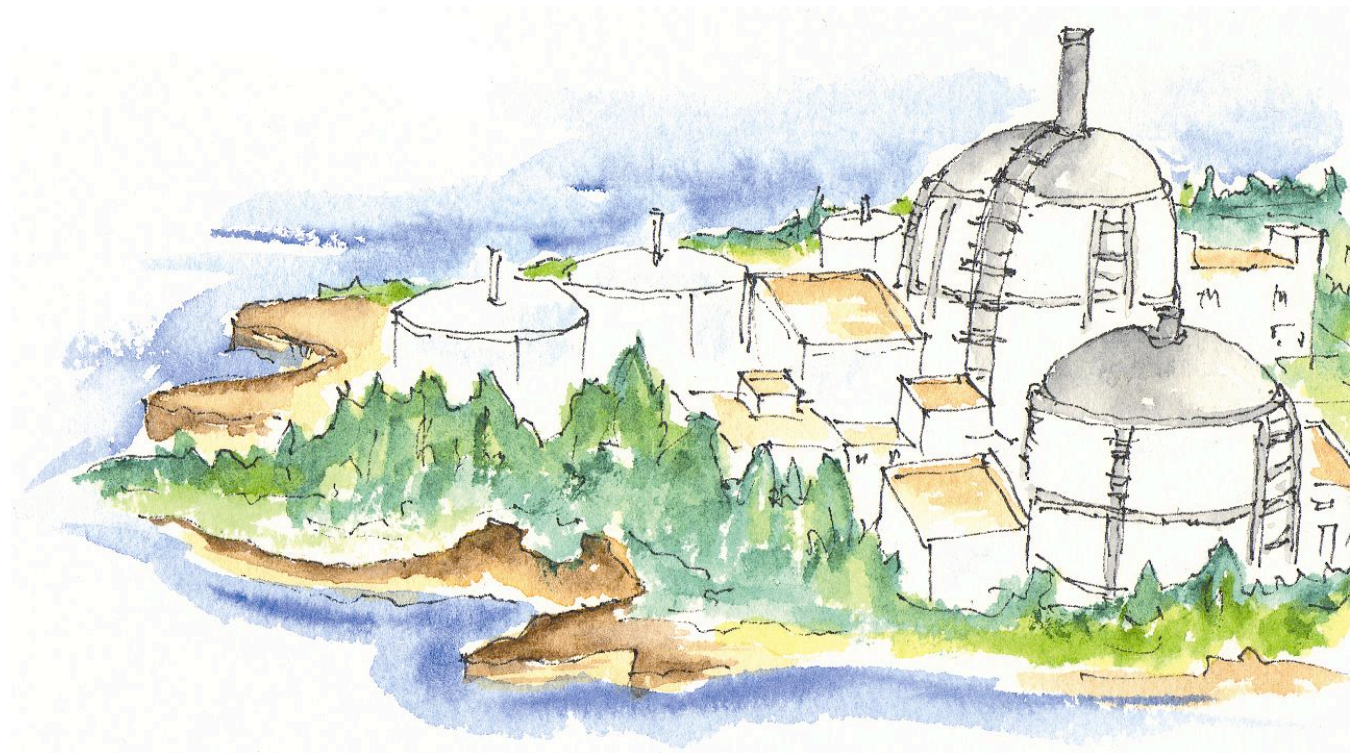
Enhancing nuclear communication targeting women

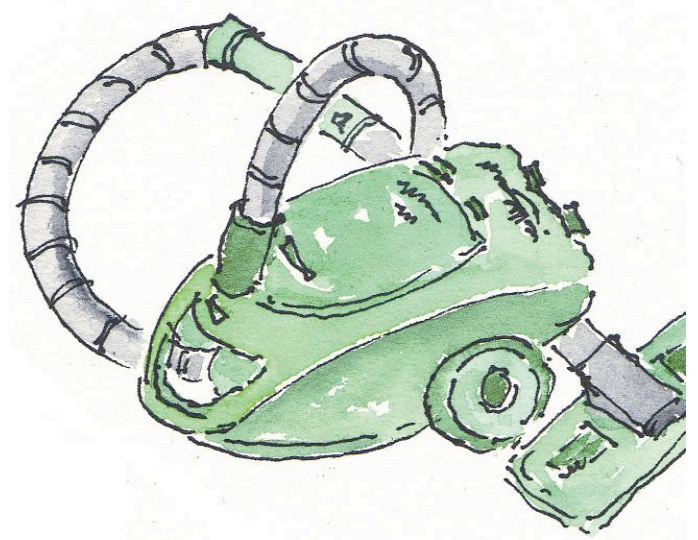
Kaori Takada

The Federation of Electric Power Companies
of Japan

takada@fepec.or.jp

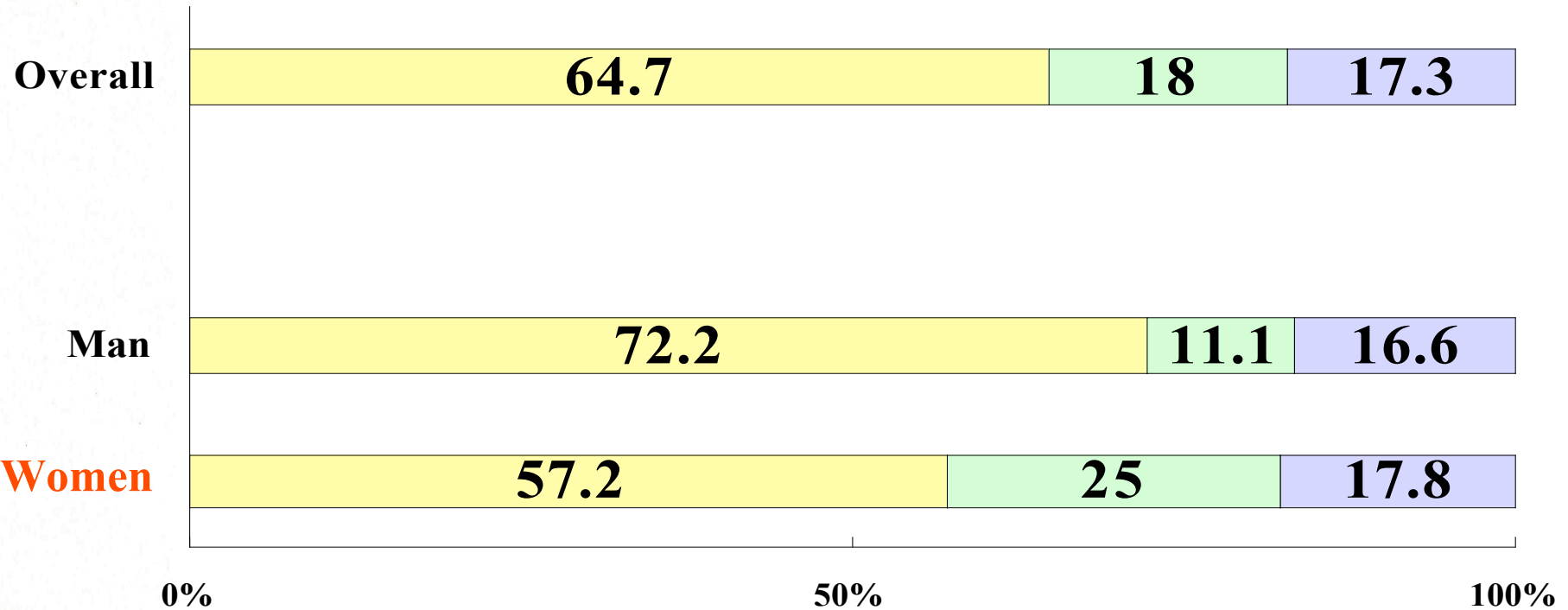
- 
- Supporting grass-root activities
 - Fostering opinion leaders





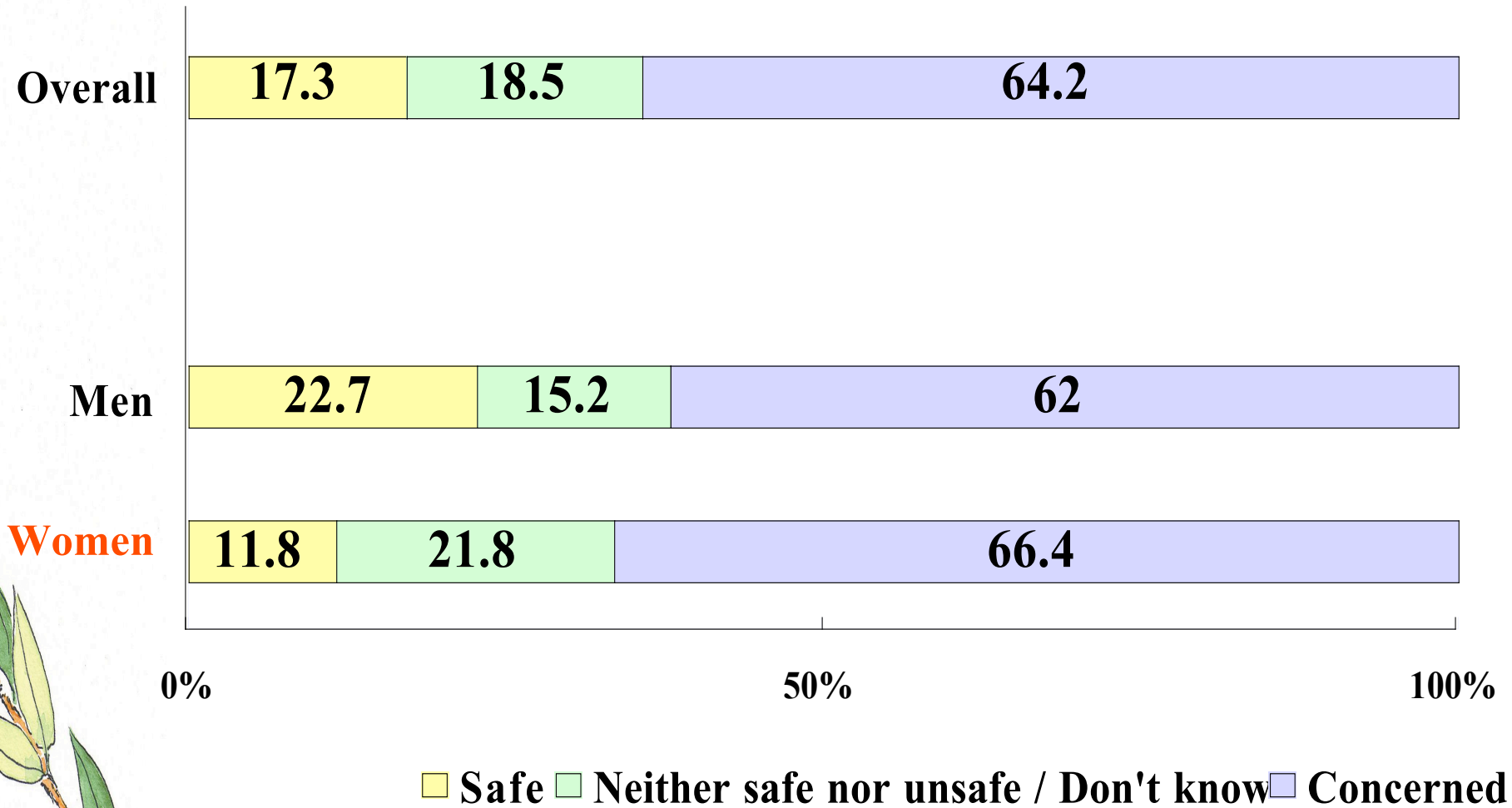
Why do we need nuclear
communication for women?

Do you think nuclear power generation is necessary?

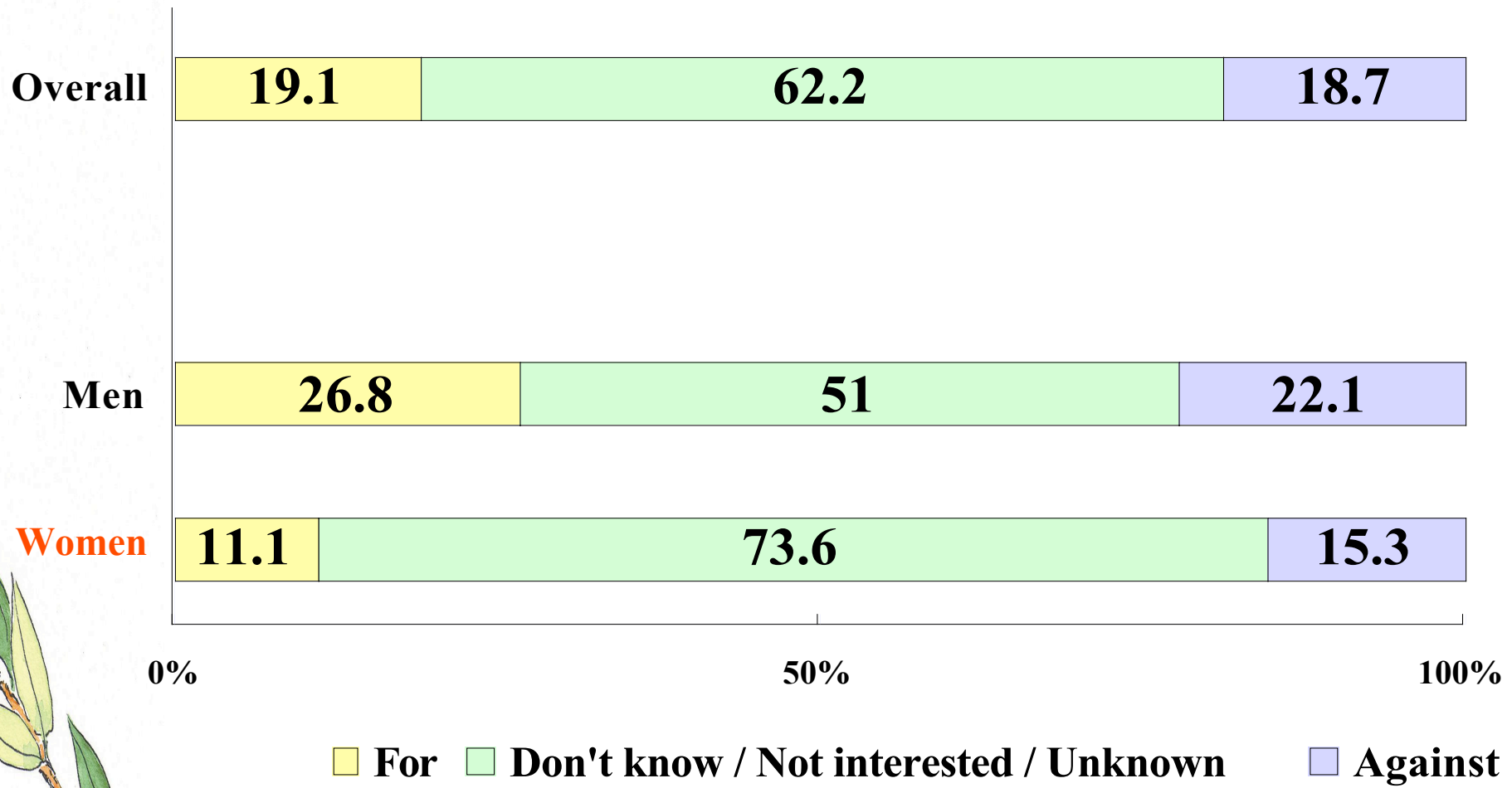


-  Necessary
-  Neither necessary nor unnecessary/Don't know
-  Unnecessary

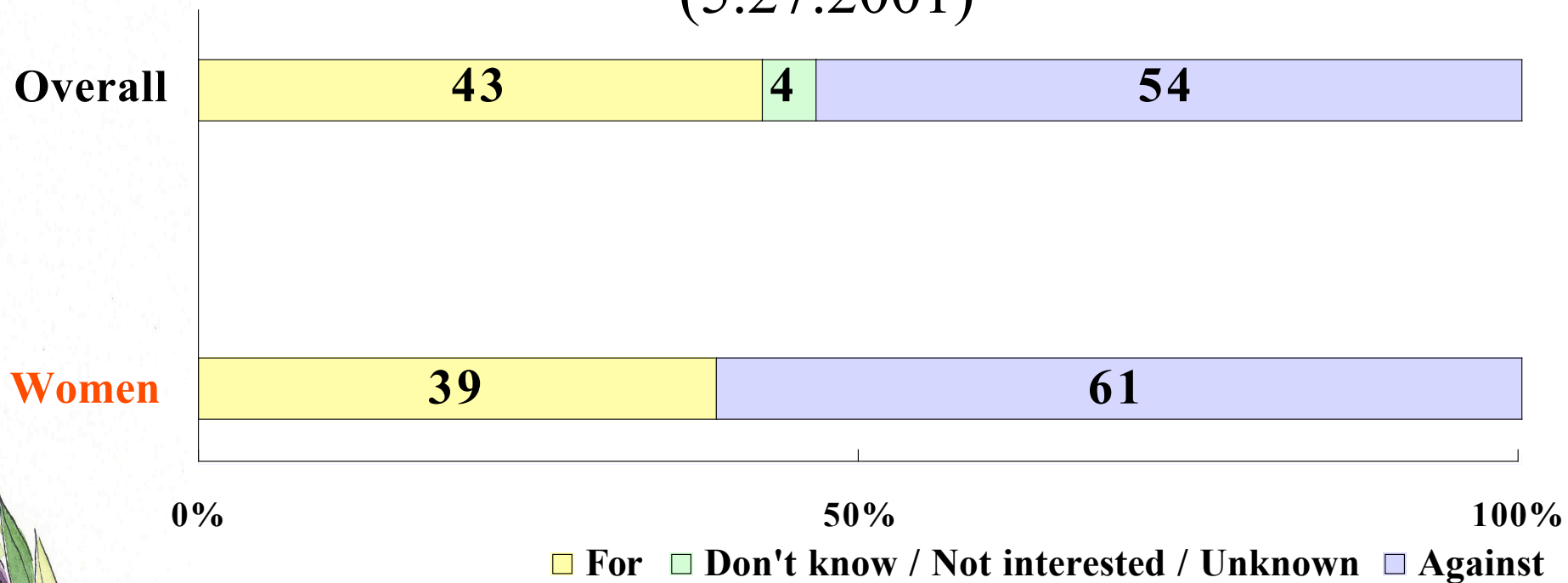
What is your view on the safety of nuclear power generation?



What is your opinion on the plutonium use in light water reactors?



Result of the local referendum on “plutonium use” at TEPCO’s Kashiwazaki Kariwa Nuclear Power Station (5.27.2001)



(Note) Figures do not necessarily total to 100% due to rounded numbers.

- **Over 60% of women voted against the proposal.**

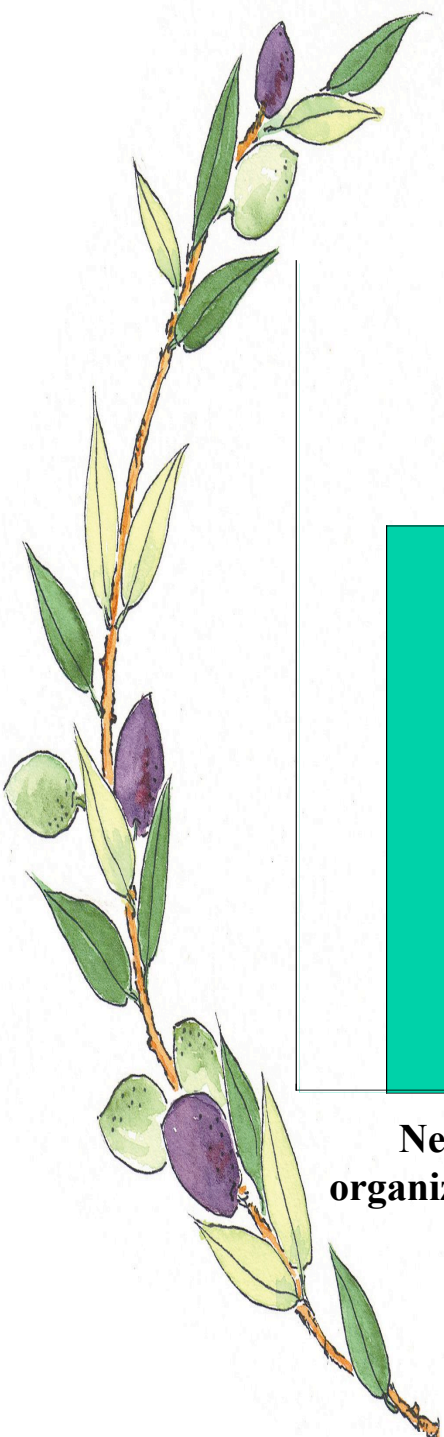
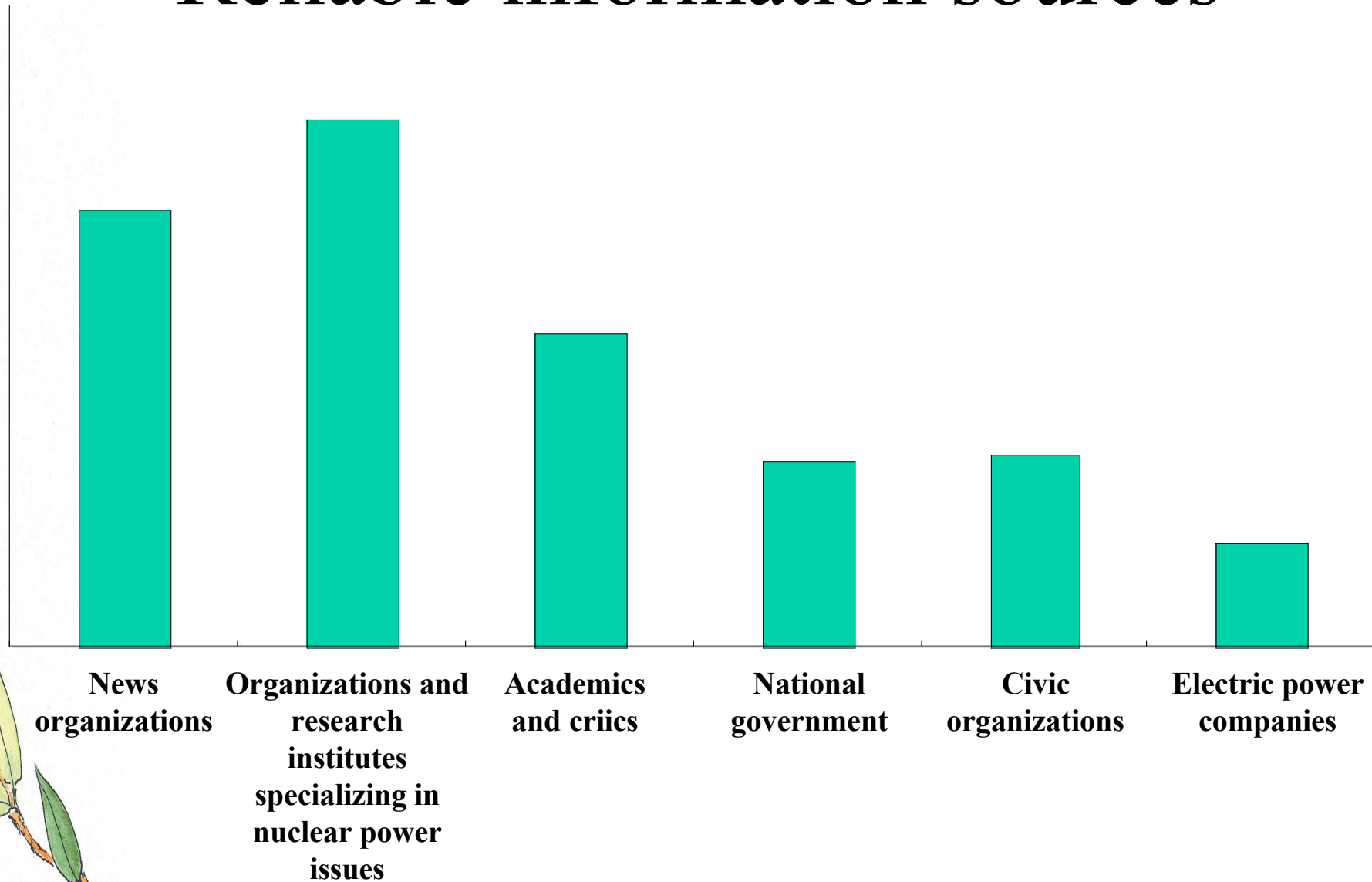


Who is the target?

“Women”

**“Middle-of-the-
road”**

Reliable information sources



- Strategy 1: Supporting grass-root activities
- Strategy 2: Fostering opinion leaders



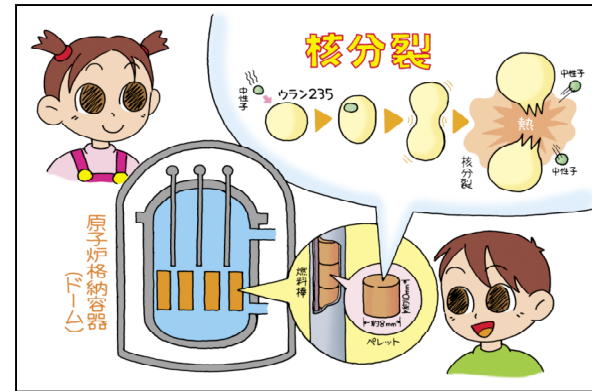
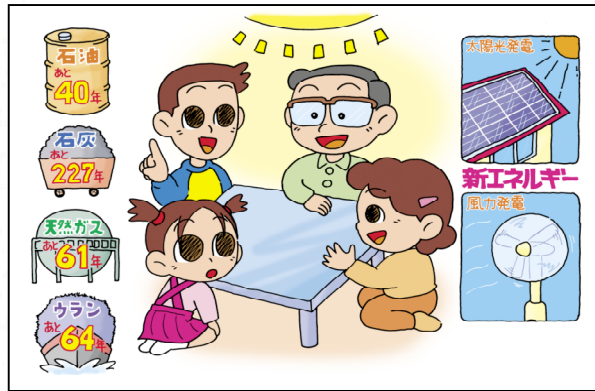


What is the Fukui Prefecture Women's Energy Group

- Chairperson: Sumiko Masano (Director of the Fukui Prefecture Life-long Learning & Women's Center)
- Established in 2000
- Approximately 330 women members

The Energy Story-Card Show

— Title: “A Story of Light and the Future”



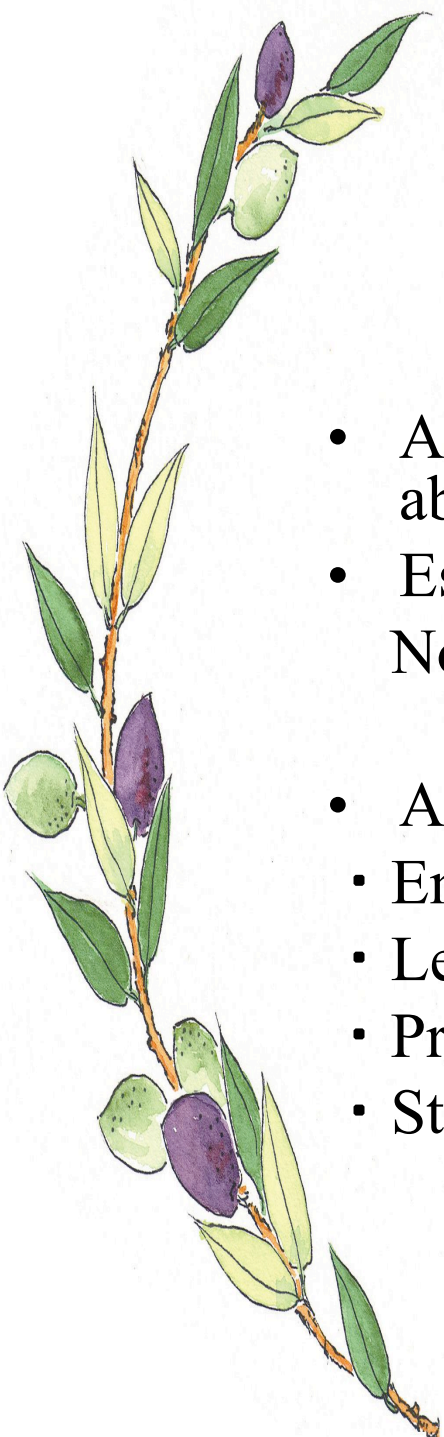
— Description: This story features elementary school boys and girls.

— Number of performances: 100

— Total number of participants: 2,200



“kamishibai”



What is the Asca Energy Forum?

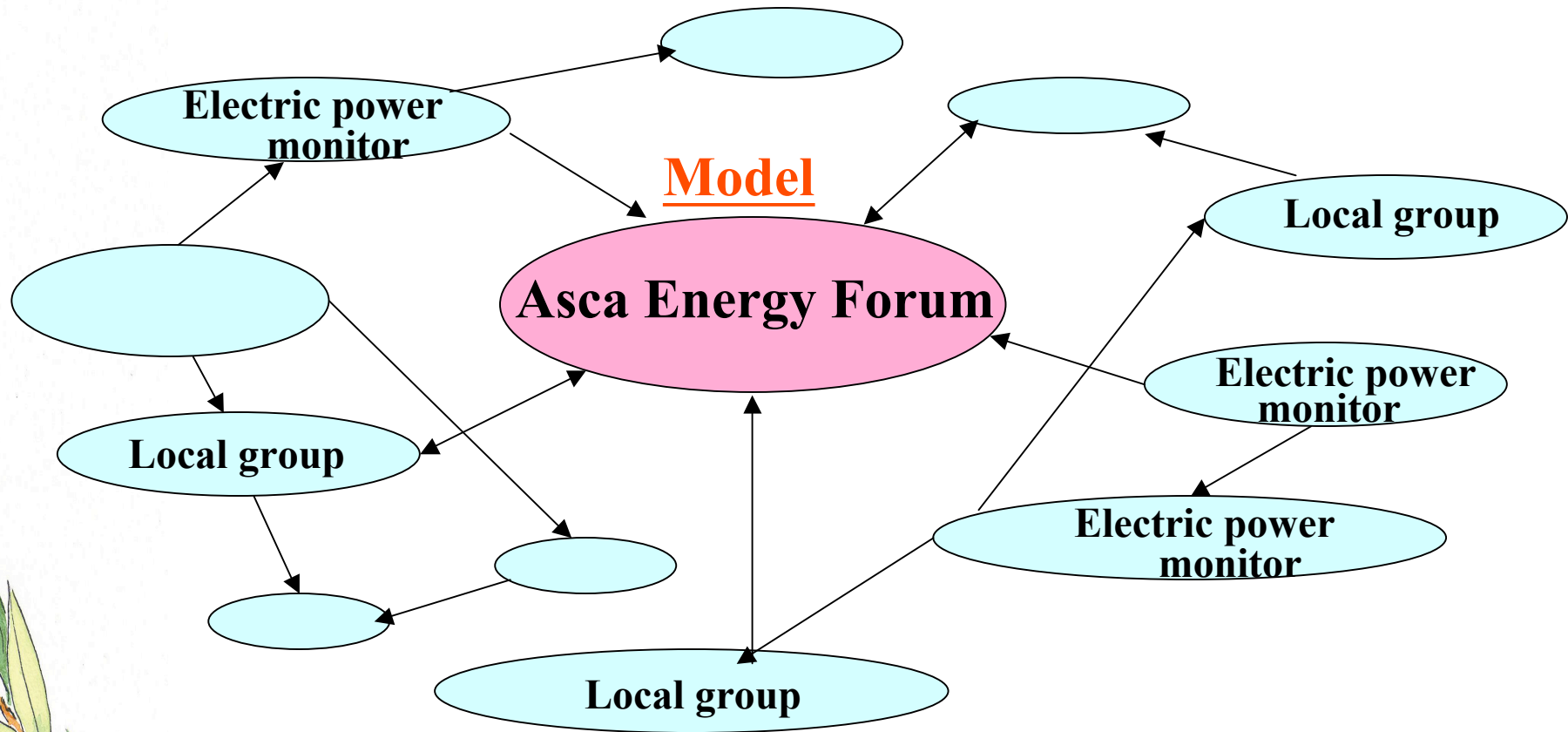
- A group of advisory specialists for consumers' affairs who think about and take action on energy issues
- Established in July 2001, and incorporated as NPO in November 2003 with 15 operating staff (nationwide)
- Activities
 - Energy talk salons
 - Lectures on energy and environmental issues
 - Preparation of textbooks and pamphlets
 - Study sessions and tours

Energy Talk Salons

- Nov. 2001 Fukushima City
- Mar. 2002 Kashiwazaki City
- Jun. 2002 Tomioka-machi City
- Nov. 2002 Fukushima City
- Jan. 2003 Aomori City
- Apr. 2003 Fukui City
- Nov. 2003 Kashiwazaki City



Expanding the network!



Fostering opinion leaders!

- TV commentators / anchors
- Bio-scientists
- Literateurs
- Authors
- Science journalists
- Advertising creators
- Consumer specialists



We Need Your Help!

Nuclear power specialists are highly credible!
Women want convincing information!

