



NWMO Progress To Date on Implementing YRT Recommendations

YOUTH ENGAGEMENT CHALLENGES

- » In May 2009, the NWMO Youth Roundtable identified a number of challenges associated with engaging younger Canadians.
 - There is a low level of literacy regarding Canada's energy landscape and nuclear fuel cycle
 - Awareness needs to start with the issue not the organization
 - Young adults are engaged more as consumers than they are as citizens
 - Communicating a technical issue that is not "sexy" to a group that is inundated with advertising and information
 - Young adults are not a homogeneous group
 - Young adults are distrustful of institutions & are more likely to trust peers
 - Managing your message with the open source communication
 - Young adults do not want to be segregated & are highly aware of tokenism

- » These considerations informed how the NWMO moved forward with addressing specific recommendations around 3 key areas:
 - Key messages
 - Communication channel – online & print
 - Community environment – engaging youth in and out of the education system



NWMO ACTIONS TO DATE - OVERVIEW

NWMO is implementing the YRT recommendations in a phased manner, in alignment with organizational priorities and the site selection process

1. CHANNELS:

- » Visual identity of NWMO
 - Use of iconic fuel bundle image
 - Cleaner design
- » Re-designed website
 - Development of micro-site focused on siting
 - Simpler navigation
- » Shorter, focused, animated videos
 - The nuclear fuel cycle and the DGR; Transportation
- » Stimulating visuals (e.g. exhibit, poster)

2. MESSAGES:

- » Backgrounders with more images and simpler language
 - e.g. Multi-barrier system
- » Layered presentation of information
 - Siting document, brochure
 - 'Learn More' pamphlets

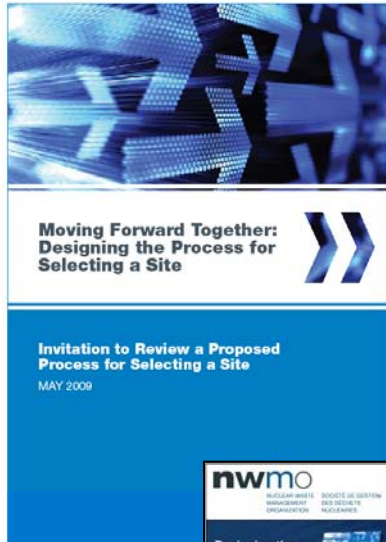
3. COMMUNITY:

- » Youth Education and Outreach Framework – Draft In Progress

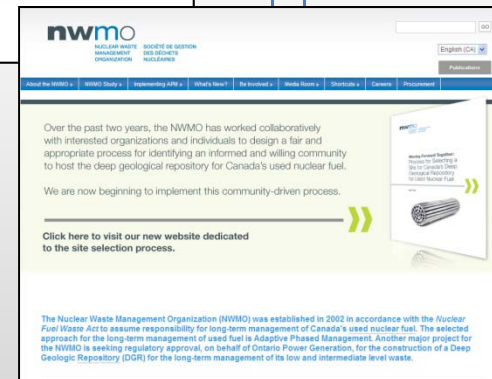
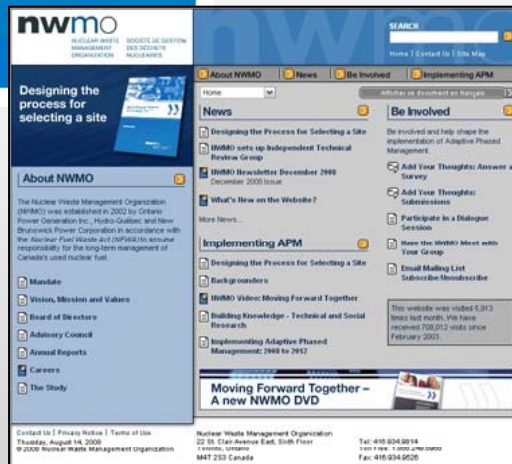
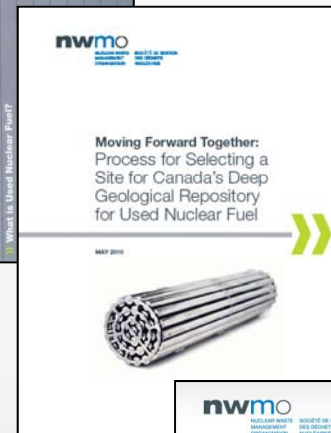
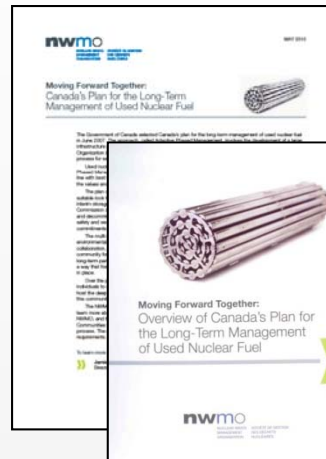


EXAMPLES: NEW 'CLEANER' DESIGN – DOCS & WEBSITE

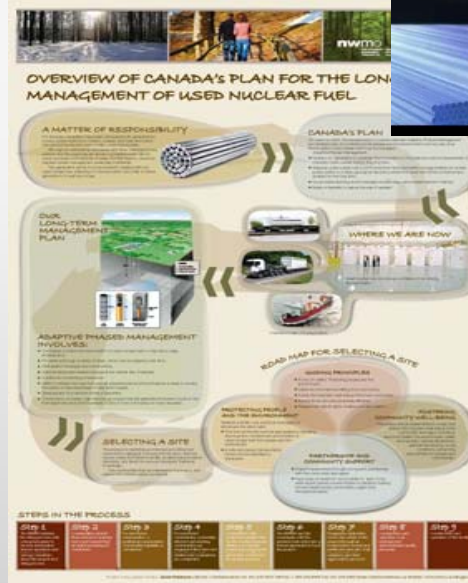
2009



2010



EXAMPLES: STIMULATING VISUALS – EXHIBITS, POSTER, VIDEOS



NWMO Youth Roundtable



EXAMPLES: SIMPLIFIED LANGUAGE & LAYERED INFO

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Backgrounder 2010


Multiple-Barrier System

When used nuclear fuel is removed from a reactor, it is considered a waste product, is radioactive and requires careful management. Although its radioactivity decreases with time, chemical toxicity persists and the used fuel will remain a potential health risk for many hundreds of thousands of years.

A series of engineered and natural barriers will work together to contain and isolate used nuclear fuel from the biosphere. Each of these barriers provides a unique and stand-alone level of protection – if any of the barriers deteriorate, the next one will come into play.

Barrier 1: The Used Nuclear Fuel Pellet

Fuel pellets are made from uranium dioxide powder, baked in a furnace to produce a hard, high-density ceramic. Ceramics are extremely durable; they do not readily dissolve in water, and their resistance to wear and high temperatures make them one of the most durable engineered materials. The first barrier in the multiple-barrier system is the fuel itself, which contains over 99.9% of the radioactivity.



Fuel pellets are one of the most durable engineered materials.

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Invitation to Learn More

Focus on Early Steps
MAY 2010



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Research Support Program – Studies in the Humanities and Social Sciences

August 2010

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Backgrounder 2010

Community Sustainability Visioning

If a community is interested in potentially becoming a host community for the deep geological repository for containing and isolating used nuclear fuel in Canada and associated facilities, the Nuclear Waste Management Organization (NWMO) is pleased to provide financial support to assist the community to undertake a community sustainability visioning process. Participation in the process is entirely voluntary and it is not obligatory a community to consent to participating in subsequent stages of the siting process. By undertaking the community sustainability visioning, a community has given initial consideration for the possibility of hosting the deep geological repository and associated facilities, but has the option of removing its community as a potential candidate for the facilities at any point in the site investigation process.

What is a community sustainability vision, and what is involved in a visioning process? This document outlines a possible framework for community sustainability visioning as a starting point for discussion with communities interested in considering the Adaptive Phase Management project.

Background

The Government of Canada selected Canada's plan for the long-term management of used nuclear fuel in June 2007. The plan, called Adaptive Phase Management, involves the development of a large deep-sea repository in an identified and willing host community. The NWMO is highly motivated to implement the project and is leading a multi-year process for selecting an interested and willing community to host the repository.

The plan calls for the construction of a deep geological repository to safely and securely contain and isolate Canada's used nuclear fuel. The multi-phase project will also involve the construction of a variety of facilities for technical, environmental and community support. It will require a full, rigorous and transparent scientific collaboration.

The NWMO provides support to interested communities to learn more about Canada's plan for the long-term management of used nuclear fuel and to track their interest in the project. Early in the site selection process, communities may wish to consider the project in the context of their long-term interests. Such a broad approach would help highlight the maximum social, economic, environmental and cultural benefits and also the key challenges that the project may offer the community. As a matter of principle, therefore, the NWMO is committed to the idea of inviting communities to contribute to this vision in an acceptable way in a manner for the community to discuss and consider. Through their ongoing support for communities that participate in the project, the NWMO is committed to providing a visioning process that is open and transparent to the community – as represented by accountable authorities – that is equipped and inspired to receive from the



YRT COMMENTS - OVERVIEW

- » Impressed with NWMO efforts to change how project is communicated
 - Recognize how hard it is for an organization to adapt its approach
- » YRT sees a fundamental shift in NWMO visual identity and how messages are communicated
 - From bureaucratic to exciting, scientific, cutting edge project
 - Cleaner design that will transfer well to social media context
- » Impressed with integration of different learning models/approaches, particularly in the NWMO exhibit
 - Good use of visuals, sound, text, interactives in exhibit
 - NWMO information presented in more layered manner to facilitate learning and respond to different levels of interest
- » Excellent improvements to website: new design, layout
- » Key pillars of activity outlined in draft framework for education and outreach to youth were well-received, reflects direction provided by YRT – YRT looking forward to roll-out



YRT COMMENTS – MOVING FORWARD

» **SOCIAL MEDIA:**

- Being used by all Canadians, not just youth – NWMO strongly encouraged to develop social media presence
- Recognize that social media is new environment for NWMO and understand cautious approach based on first developing a strategy with consultants
- Recommend phased approach for planned strategy – start with a presence that re-directs to existing website and build from there
- Environment changes regularly, need dedicated resource to keep track of trends, respond to postings, etc. However, don't legitimize every posting, need to pick how and when NWMO should engage
- Focus on social media can encourage participation of individuals

» **ABORIGINAL YOUTH:**

- NWMO needs to be more explicit about how aboriginal youth will be engaged outside of the Elders' Forum
- NWMO should consider more Aboriginal focused literature



YRT COMMENTS – MOVING FORWARD

» EXHIBIT:

- » Build on existing exhibit to include elements such as:
 - Cloud chamber to make radiation visible
 - Physical model of DGR surface facilities and cut-out of subsurface of DGR
 - Community development impacts and benefits
 - Description of NWMO engagement activities with Aboriginals and non-aboriginals
 - Create virtual exhibit on NWMO website



ADDITIONAL CONSIDERATIONS

- » Integrate more focus on engaging youth in social sciences, not just technical disciplines
 - Consider summer employment opportunities
- » Integrate accessibility factors into NWMO communications materials (e.g. closed captioning for videos)
- » Leverage the time and effort put into the YRT and identify opportunities to:
 - » Integrate YRT members in NWMO outreach activities
 - » Support YRT member presentations to schools, peers
 - » Use YRT members as beta-testers for NWMO social media strategy
- » Monitor generational shifts and consider bringing together a new YRT group in a few years for fresh perspectives

