

COMMUNICATION STRATEGY FOR A NUCLEAR SPENT FUEL AND WASTE MANAGEMENT FACILITY FOR MOLTEN SALT REACTORS

GENÍS GUILLEM MIMÓ *, SERGIO MARTÍN PERAL, KHAOULA KHARAZ CHIHAB, JOSÉ MANUEL VERA VALVERDE, WILLIAM RICARDO VARGAS ACERO AND ALEX DUMONT

Polytechnic University of Catalonia, Av. Diagonal 647, 08028, Barcelona, Spain

* Corresponding author email: genis.guillem@estudiantat.upc.edu

It is necessary to maintain statutory and non-statutory stakeholder support to ensure the smooth implementation of a nuclear programme. This support needs to survive changing social and economic conditions and government changes. Strong public opposition can derail a nuclear programme with well-known examples in Europe. Stakeholders have different objectives and motivations, requiring the development of varied communication strategies. They also need to align their objectives with the general objectives of the nuclear programme. The government, the regulatory bodies, the owners and operators of the nuclear power plants, universities, research and development centres and other stakeholders should provide different information through different channels. The main objectives of a communication strategy are to foster support and to provide information. This work will consider the different ways this can be accomplished for a spent nuclear fuel and waste management facility for molten salt reactors and the difference regarding other nuclear facilities. The communication strategy will focus on communicating the benefits and drawbacks of this specific facility for the stakeholders and in methods to incorporate social networks as communication channels. It will also consider the possibility of reducing the emphasis on safety used because it can amplify the perception of danger. A communication strategy should keep adapting to a rapidly changing online environment and use it properly to make its message visible and avoid being hidden by the misinformation and scepticism that is typically present. Its success is critical to maintain stakeholder confidence and ensure the project's sustainability. This work will propose the main areas for a communication strategy within stakeholders and how to incorporate state of the art tools in this communication strategy.

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