

Public Trust through stakeholder engagement

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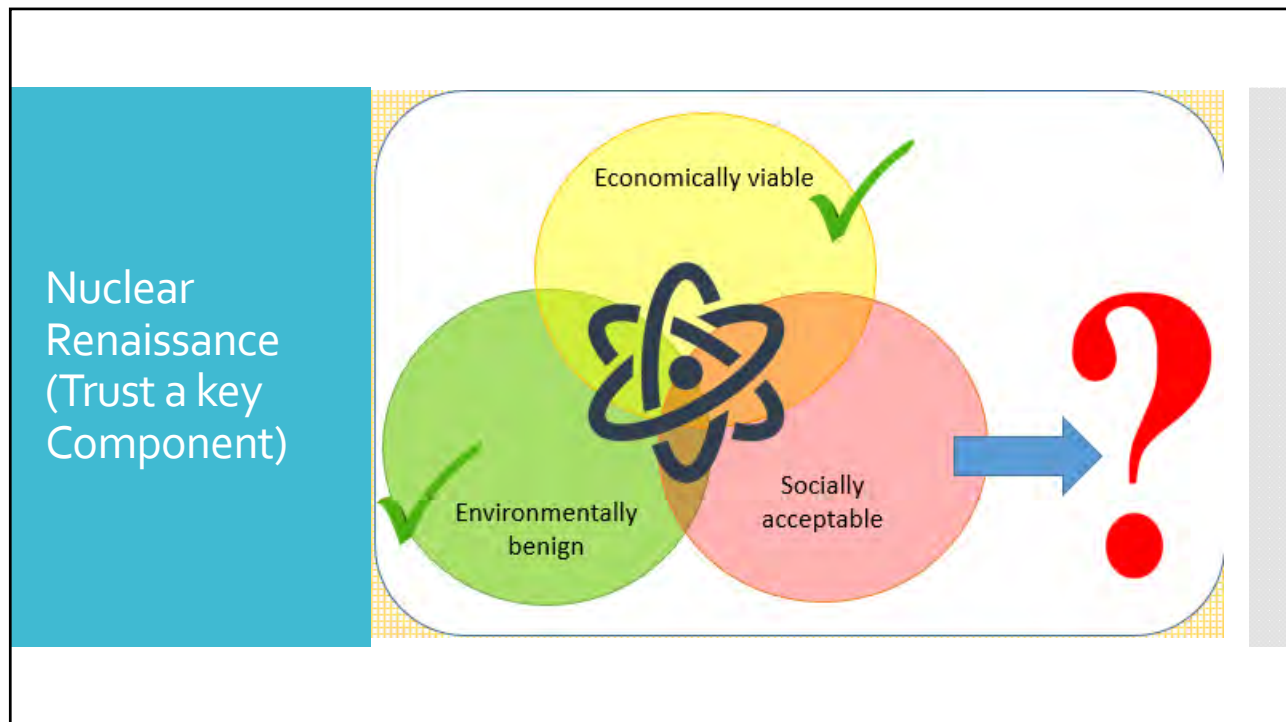
What is trust ?:









“a person’s belief that another person or institution will act consistently with their expectations of positive behaviour”. (OECD, 2017b).

What is public trust?

This speaks to the trust that citizens place in their public officials and institutions; for regulators, it is inclusive and covers not only the “general public”, but also the various stakeholders, interest groups and others that need to trust and comply with the role and decisions of the regulator.



Why is trust important?

-  Trust is fundamental to public safety and is a necessary requirement for successful nuclear energy regulation.
-  Trust is necessary for robust international collaboration.
-  Building trust can lower barriers to effective communications and better manage dissenting or differing views.
-  A regulator's safety culture is integral to fulfilling its mandate.
-  Nuclear regulators need to be able to rely on an established, credible reputation, especially when making significant regulatory decisions and/or in the event of a crisis.
-  Nuclear regulators rely on public engagement and feedback to build trust.

Historical Approach

Decide, Announce, Defend (DAD) approach

Decisions made behind closed doors with minimal public input

This led to public forming opinion based on unreliable sources rather than scientific facts

Boeing 737-MAX Safety incidents

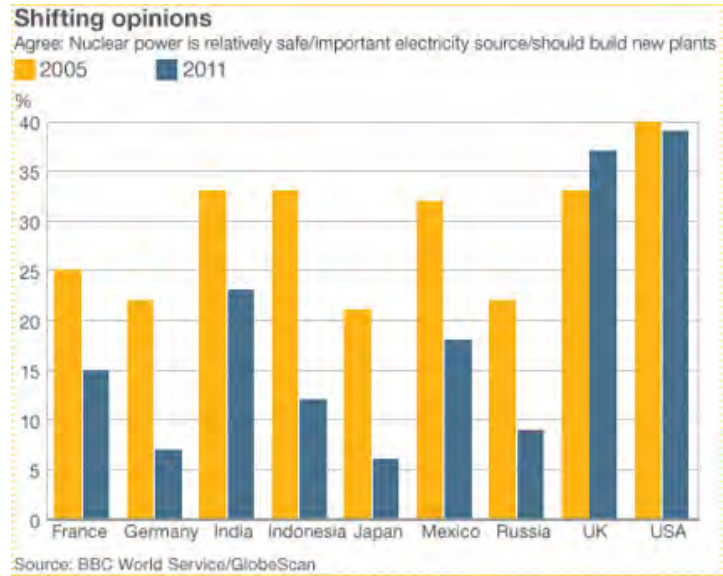


Trust in Boeing Plummets After Safety Incidents

Net trust among U.S. respondents who are familiar with the Boeing brand (in p.p.)*

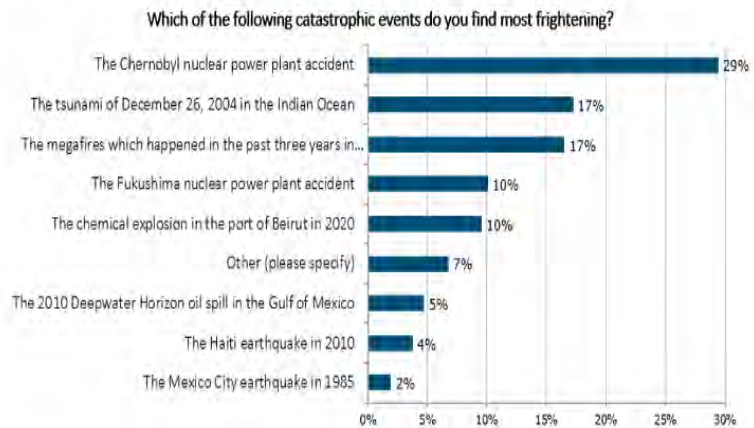


Survey of Public Trust



NEA Global Forum Survey on Values and the perception of science, risk and nuclear energy

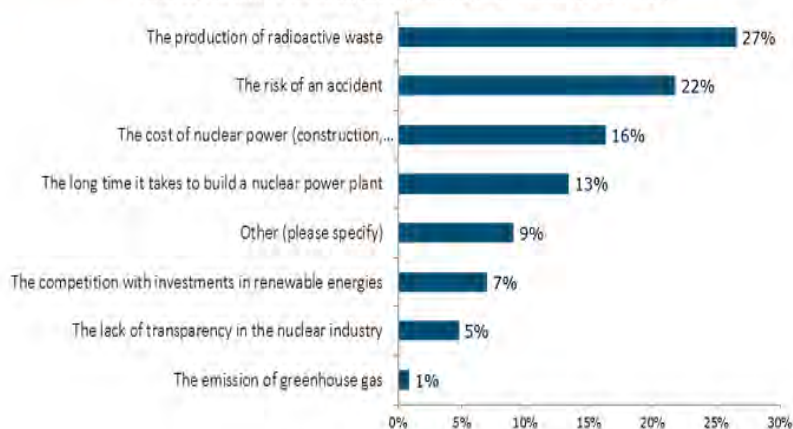
Most frightening catastrophic events



NEA Global Forum Survey on Values and the perception of science, risk and nuclear energy

Strongest argument against nuclear power

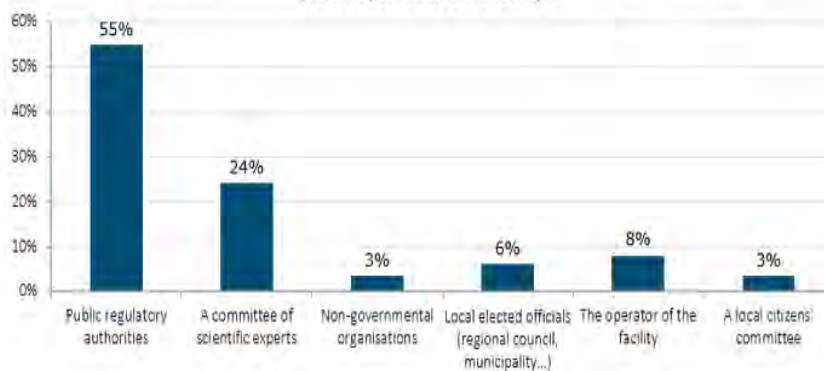
What do you think is the strongest argument against nuclear power today?



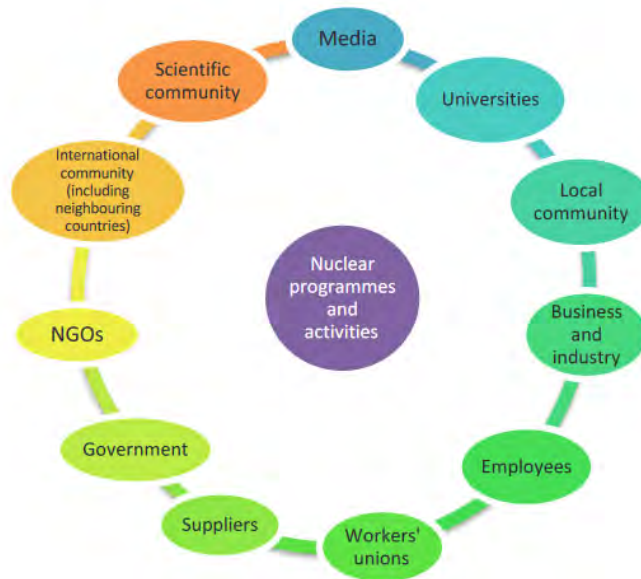
NEA Global Forum Survey on Values and the perception of science, risk and nuclear energy

Oversight of nuclear facilities' impact

Regarding the oversight of the impact of a facility that poses risks to the environment and neighboring populations, who do you think should control the environmental and health impact outside the facility?



Non-Exhaustive List of Stakeholders in a nuclear programme (Ref: IAEA – NG-G-5.1)



Key Principles of stakeholder engagement

- Build trust
- Demonstrate accountability
- Exhibit openness and transparency
- Practice early and frequent consultations
- Communicate benefits and risks

Importance of stakeholder engagement

- Crucial for sustainable Nuclear Program
- Helps build public confidence
- Needs to be flexible according to national laws and cultures
- **Not necessarily aimed at achieving consensus, but at building understanding and trust**

Roles and responsibilities of a Regulator

- Must maintain independence from Government and Industry
- Does not promote Nuclear Technologies
- Focus on Safety & Security
- Establish rigorous stakeholder engagement
- Provide unbiased information about risks and safety
- Manage licensing/consenting process
- Ensure transparent decision making

Trust-building characteristics for effective nuclear regulator

Trusted regulators possess specific sets of characteristics that help to build public trust; the following 5 sets of characteristics are deemed necessary, though no one is sufficient on its own. It is the combination of these attributes that support trust in the regulator.



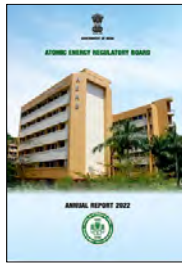
19 Infrastructure Issues identified by IAEA Milestones approach for a new or expanding nuclear power programme

- national position,
- nuclear safety
- management,
- funding and financing,
- legal framework
- Safeguards
- Radiation protection,
- regulatory framework
- electrical grid
- human resources development
- **Stakeholder involvement**
- site and supporting facilities
- environmental protection
- emergency planning,
- nuclear security,
- nuclear fuel cycle
- radioactive waste management,
- industrial involvement and
- procurement

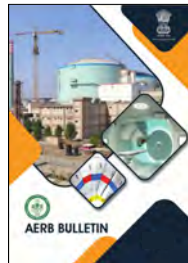
Strategizing Stakeholder engagement (Ref: IAEA – NG-G-5.1)



AERB's Traditional Public Information Approaches



Annual Reports



Annual Bulletins



Newsletters



Press Releases



Press Conferences



Website updates

AERB's Traditional Public Information Approaches



Radio jingles



Print Advertisements

Featured articles in magazines

New Stakeholder engagement Initiatives



National Conference of Regulatory Interface (NCRI)

New Stakeholder engagement Initiatives



Public Outreach Programmes (Exhibition Stalls)



Outreach programmes in the vicinity of NPP sites

New Stakeholder engagement Initiatives



Journalist Awareness Meet

New Stakeholder engagement Initiatives



Focused stakeholder involvement Programmes for practice specific regdocs on RF facilities



Engagement with Professional Associations - Indian Radiological & Imaging Association (IRIA)

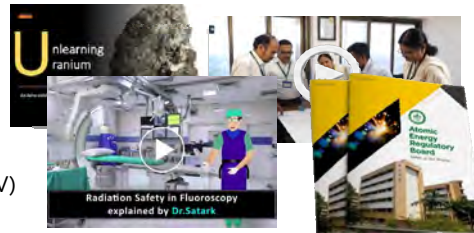
New Stakeholder engagement Initiatives



Inspection cum Awareness campaigns for low hazard X ray facilities (Jaagrukta campaign)













Awareness through social media



Awareness Content (Print and AV)

Summary: Trust 'Top 10' in practice

- | | |
|---|---|
|  Ensure building public trust is fundamental to the regulatory programme |  Put in place regular engagement and consultation activities |
|  Establish and maintain trustworthy decision-making process |  Use plain language to support understanding |
|  Continuously strengthen safety culture |  Seek and enable feedback and welcome peer review |
|  Establish a known identity |  Encourage staff training in engagement, consultations and risk communications |
|  Make information available |  Establish and maintain sound crisis communications practices |

THANKS FOR YOUR PATIENT LISTENING

independence and objectivity

1. Frequent and open discussions with the public and key stakeholders pro actively, and show how their feedback and insights are used
2. Objective information is shared with the public to increase their understanding of its regulatory work
3. Document and publish the scientific and engineering data and reports for its decisions in plain language
4. Inform the public about its independence from industry, government, and policymakers

competence and credibility

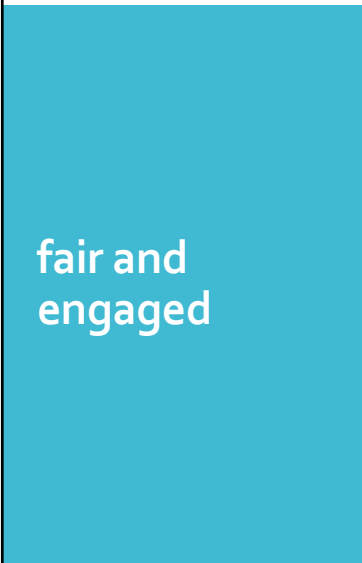
1. Encourage/support staff to meet/network/interact with stakeholders and the public
2. Identify areas to interact effectively with interested parties and the public for improvement
3. Involve interested parties in relevant decision-making
4. Share feedback and benchmarking against other organisations or peer reviews
5. Evaluate/measure its credibility or reputation (eg stakeholder surveys, public opinion research, exit surveys?) and share this measurement with stakeholders and the public

openness and transparency

1. Policy on making information available to stakeholders and the public and involving them in regulatory activities?
2. Communicate about its role, activities and how it reaches its decisions
3. Ease of stakeholders and the public to contact
4. Dealing with questions, criticism and feedback
5. Clarity on extent of disclosure of information and its knowledge to public
6. Easily accessible and understandable public information content
7. Opportunity for stakeholders and the public to attend meetings of regulatory body

honesty and impartiality

1. During public interaction, open in acknowledging not knowing certain answers immediately and clarity on how the information will be made available.
2. Equal consideration to the stakeholder and public inputs in decision-making as compared to industry.
3. Sharing feedback received (from eg annual stakeholder survey, peer reviews, exit surveys, regulatory consultations etc) including how the feedback will be addressed
4. Honest and clear communication of risk



fair and engaged

1. Proactive in seeking diverse views and input
2. Consideration of stakeholder and public views in decision making
3. Mechanism for actively listening to stakeholders and the public
4. Facilitate that conversation with stakeholders and public
5. Cognizance of societal concerns in risk assessments