

Making the progress visible: the role of social media in Ignalina NPP decommissioning

 **Ignalina NPP**

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Decommissioning of Ignalina NPP is
cofinanced by the European Union

Technical Meeting on Using Social Media for Public Communication and
Stakeholder Involvement for Nuclear Programmes

IAEA, Vienna, 9-13 December 2019

Ignalina NPP

Design and operation



Location: Far north-east corner of Lithuania.
Immediately bordering Latvia and Belarus



Design: Unique, 2 × RBMK-1500 water-cooled,
graphite-moderated channel-type power reactors.
Designed and staffed for fully autonomous operation



Capacity: Intended to supply NW region of former
USSR (not Lithuania). After independence, one unit
could produce 80% of Lithuanian electricity demand



Operation:

Unit 1 commissioned Dec 1983 / closed Dec 2004

Unit 2 commissioned Aug 1987 / closed Dec 2009



Ignalina NPP

Decommissioning



Early closure: Required to facilitate EU accession due to safety concerns. **First decommissioning of RBMK-type NPP**



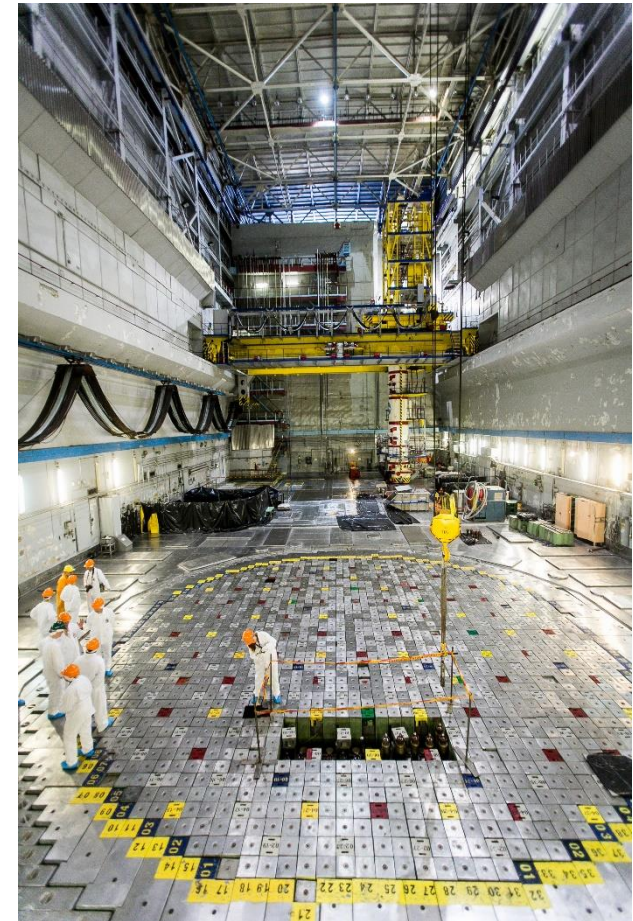
Progress: Planning started 2001. Investment projects to open waste-routes started 2003. Dismantling within plant started 2010 (Unit 1) and 2014 (Unit 2)



Licensing: Plant is still licensed as “operating” because of nuclear fuel in the units. Preparation for decommissioning license obtaining is ongoing



Schedule and cost: Completion by end 2038
Cost approx. 3.4 billion euro (with 3% inflation and risks)





New Waste Facilities on Site

All new waste interim-storage or disposal facilities to be created on Ignalina NPP site (radius ≈ 1.5 km)



- Simplifies permissions
- Reduces new infrastructure
- Reduces transport
- Facilitates physical protection

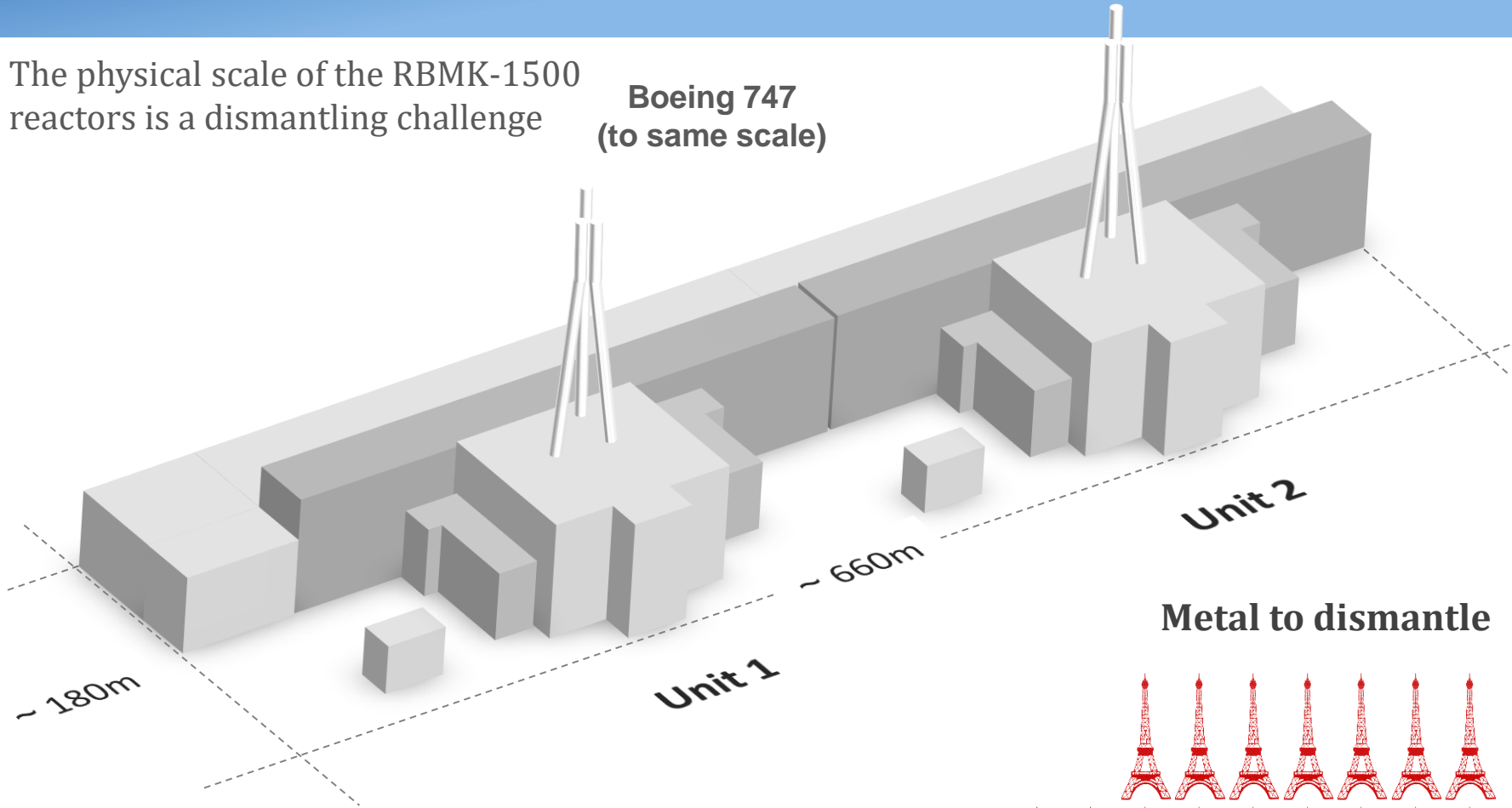


Scale of dismantling

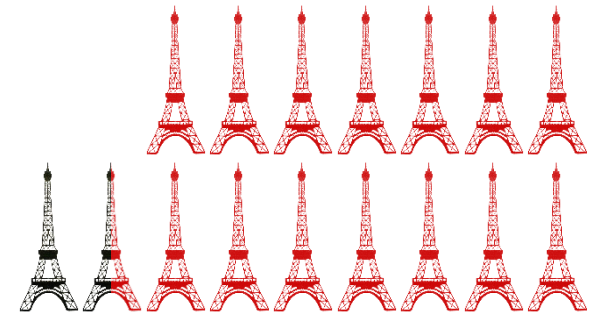


The physical scale of the RBMK-1500 reactors is a dismantling challenge

Boeing 747
(to same scale)



Metal to dismantle



16x more than Eiffel Tower
(of which 14½ contaminated)

INPP Decommissioning – International Project



Decommissioning of Ignalina NPP is co-financed by the European Union

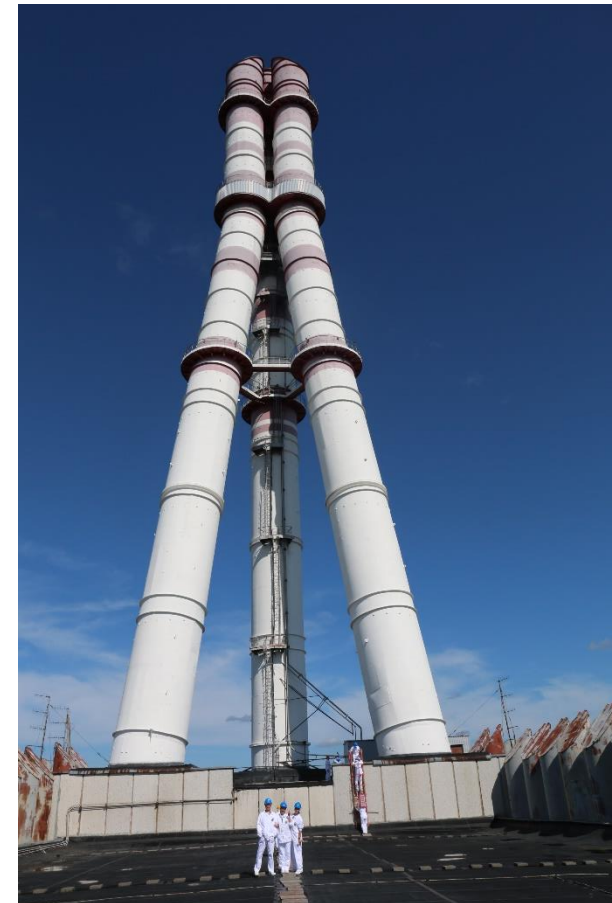
Why communicate?

Decommissioning often has a negative connotation in a company and outside for being costly, complex and decades lasting project



Lack of effective and regular communication on decommissioning progress could lead to:

- negative public perception of the project
- lack of trust in the leadership, both internally and externally
- decrease of support from Government entities
- challenges in employee retention, loyalty and productivity
- bad reputation among its suppliers, companies
- bad reputation among international organizations, regulatory bodies



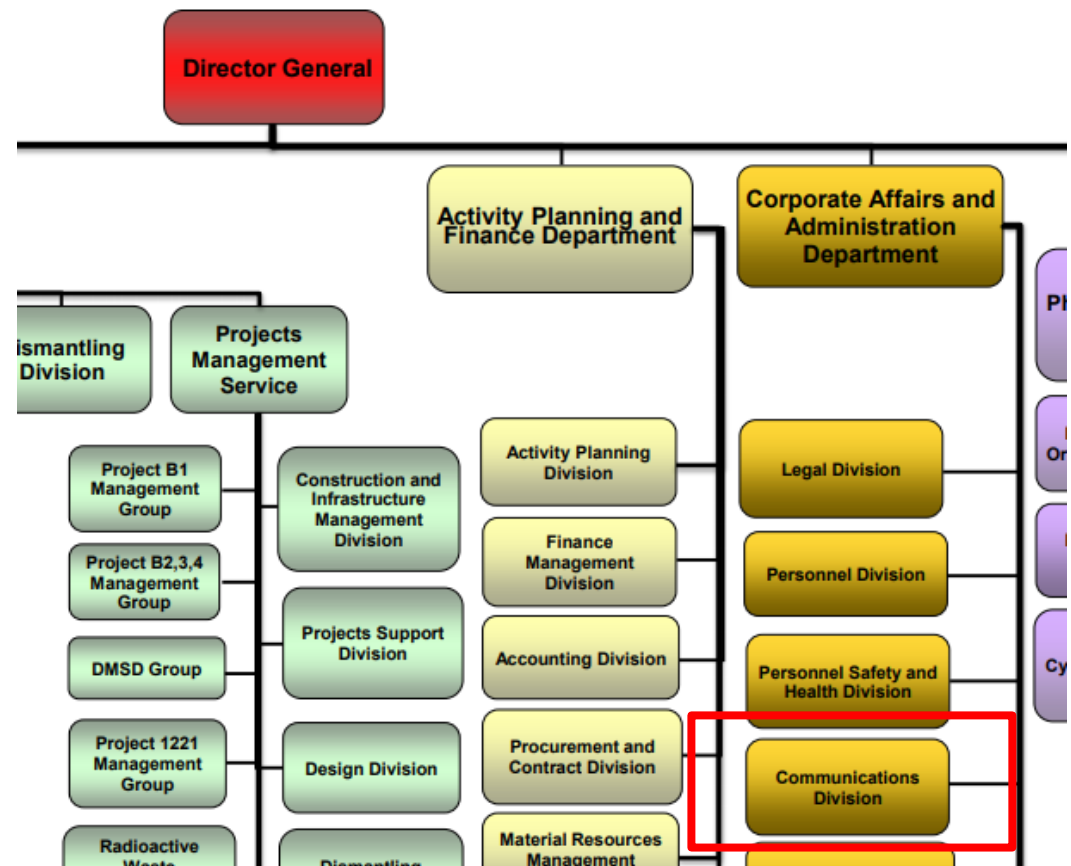
Who communicates?

Every employee is an informal communicator of INPP activities



INPP Communications Team:

- 4 people (Head of the division, 2 senior specialists, 1 specialist)
- Accountable to the Director of the department but close communication with DG
- Responsible for managing external and internal INPP communication



Using Social Media at INPP: Tools and Examples



Main objective – information provision to society and stakeholders:

- spreading information on efficient and transparent use of funds allocated to INPP decommissioning
- spreading information on INPP decommissioning projects and progress
- breaking myths about nuclear energy related harm to human and nature
- spreading information on importance of INPP activities for society and environment



Using Social Media at INPP: Tools and Examples



If you do not talk about yourself, others will do!

- The fastest way for information to reach the target audience and shape its opinion in the most effective way is via social media means
- The most effective and suitable means of **communication and transfer of information** via social media at Ignalina NPP:
 - ✓ LinkedIn
 - ✓ Facebook
 - ✓ Youtube
 - ✓ INPP website iae.lt



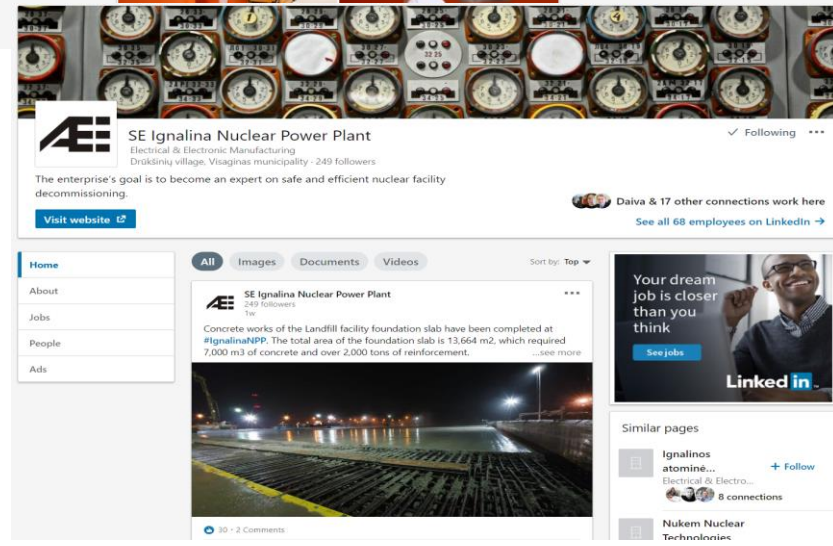
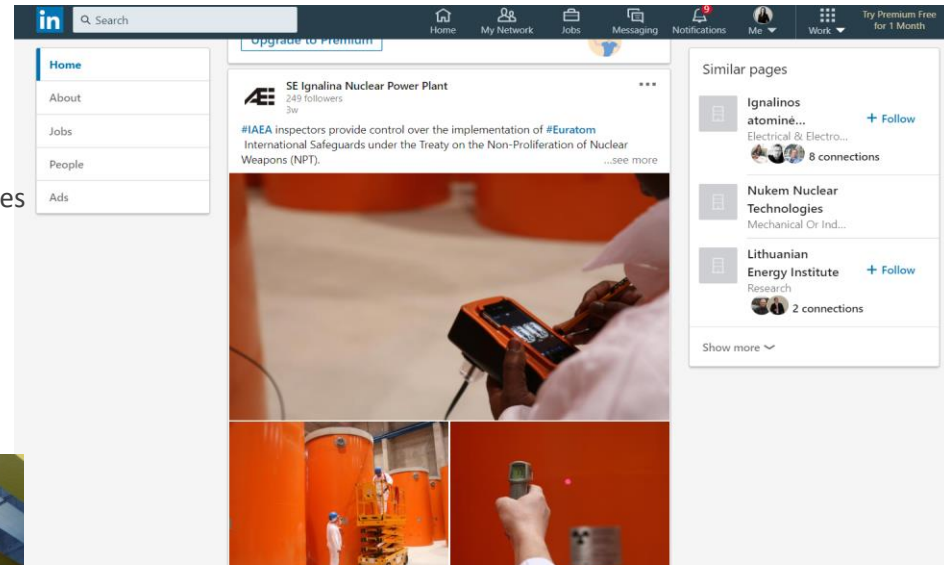
Social Media in Action: Some Examples



LinkedIn

Target groups

- ✓ professionals
- ✓ decommissioning companies
- ✓ INPP employees
- ✓ international community and media



Using social media for raising publicity

Social Media in Action: Some Examples



Facebook

Target groups

- ✓ Lithuanian society
- ✓ Media
- ✓ Government, politicians, lawmakers
- ✓ INPP employees
- ✓ Lithuanian companies



VĮ Ignalinos atominė elektrinė

Hours 7:30 AM - 4:00 PM
Open Now

Page Transparency
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created · July 11, 2014

Team Members
Natalija Survila-Gi

English (US) · Lietuvių · Русский · Español · Português (Brasil)

Information about Page Insights Data
Privacy · Terms · Advertising · Ad Choices · Cookies · More
Facebook © 2019

VĮ Ignalinos atominė elektrinė

Like · Reply · Message · 4w

VĮ Ignalinos atominė elektrinė
Published by Ina Didžiulytė (7) · October 10 · 6

Kviečiame prisijungti prie mūsų kolektyvo. Visus darbo skelbimus skaitykite: <https://www.iae.lt/karjera/91>

504 People Reached · 97 Engagements

Boost Post

2 Shares

How to Create Effective Posts
Short, visual posts created for the right audience are more successful.

Create a Group for Your Page
Help your audience connect in a group. Groups are separate spaces for people to have discussions, plan events, share photos and more. You can interact with people in the group as your Page or yourself.

See All Page Tips

Using social media for raising publicity

Social Media in Action: Some Examples



Youtube

Target groups

- ✓ Society
- ✓ Media



YouTube LT

- Home
- Trending
- Subscriptions
- Library
- History

Sign in to like videos, comment, and subscribe.

SIGN IN

BEST OF YOUTUBE

- Music
- Sports
- Gaming
- News
- Live

Ignalinos atominė



Mokslu sriuba: kodėl buvo uždaryta Ignalinos atominė elektrinė?

Mokslu sriuba • 95K views • 9 months ago
2% Mokslu sriuba: <http://bit.ly/ZUKQW9n> Remkite \$2 ir tapkite mūsų Patreoniečiais: <http://goo.gl/fZUsth> TV laida „Mokslu ...“



VĮ IGNALINOS ATOMINĖ ELEKTRINĖ

Komunikacijos skyrius • 20K views • 4 years ago
Description.



Mokslu sriuba: Ignalinos atominės elektrinės reaktorius

Mokslu sriuba • 38K views • 12 months ago
Mokslu populiarinimo konkursas: <http://mokslosriuba.lt/kartumesgalime/mokslu-populiarinimo-rasiniu-konkursas-2018/> Tapk mūsų ...



Mokslu sriuba: Ignalinos atominė elektrinė (2 dalis)

Mokslu sriuba • 15K views • 12 months ago
Tapk mūsų Patreoniečių ir prisidėk prie laidos kūrimo <http://goo.gl/fZUsth> Mokslu populiarinimo konkursas: <http://...>

Using social media for raising publicity

Social Media in Action: Some Examples



**INPP website
iae.lt**

Target groups

- ✓ Society
- ✓ Media
- ✓ Professionals
- ✓ Stakeholders
- ✓ Regulatory bodies



The screenshot shows the IAE website for Ignalina nuclear power plant. The header includes the IAE logo, the name 'Ignalina nuclear power plant', a search bar, and a language selector set to 'EN'. The main content area features a grid of news articles with dates and titles. A right-hand sidebar contains a 'SUBSCRIPTION' form and a list of links for various services and programs.

07 NOVEMBER, 2019
The challenges of decommissioning nuclear reactors were discussed
Working visit to Belgium.

06 NOVEMBER, 2019
Pre-announcement of planned procurements
Dismantling of Ignalina NPP reactor facilities ("Zone R3").

30 OCTOBER, 2019
INPP participated in cyber security and defense exercises
National cybersecurity and defense exercises.

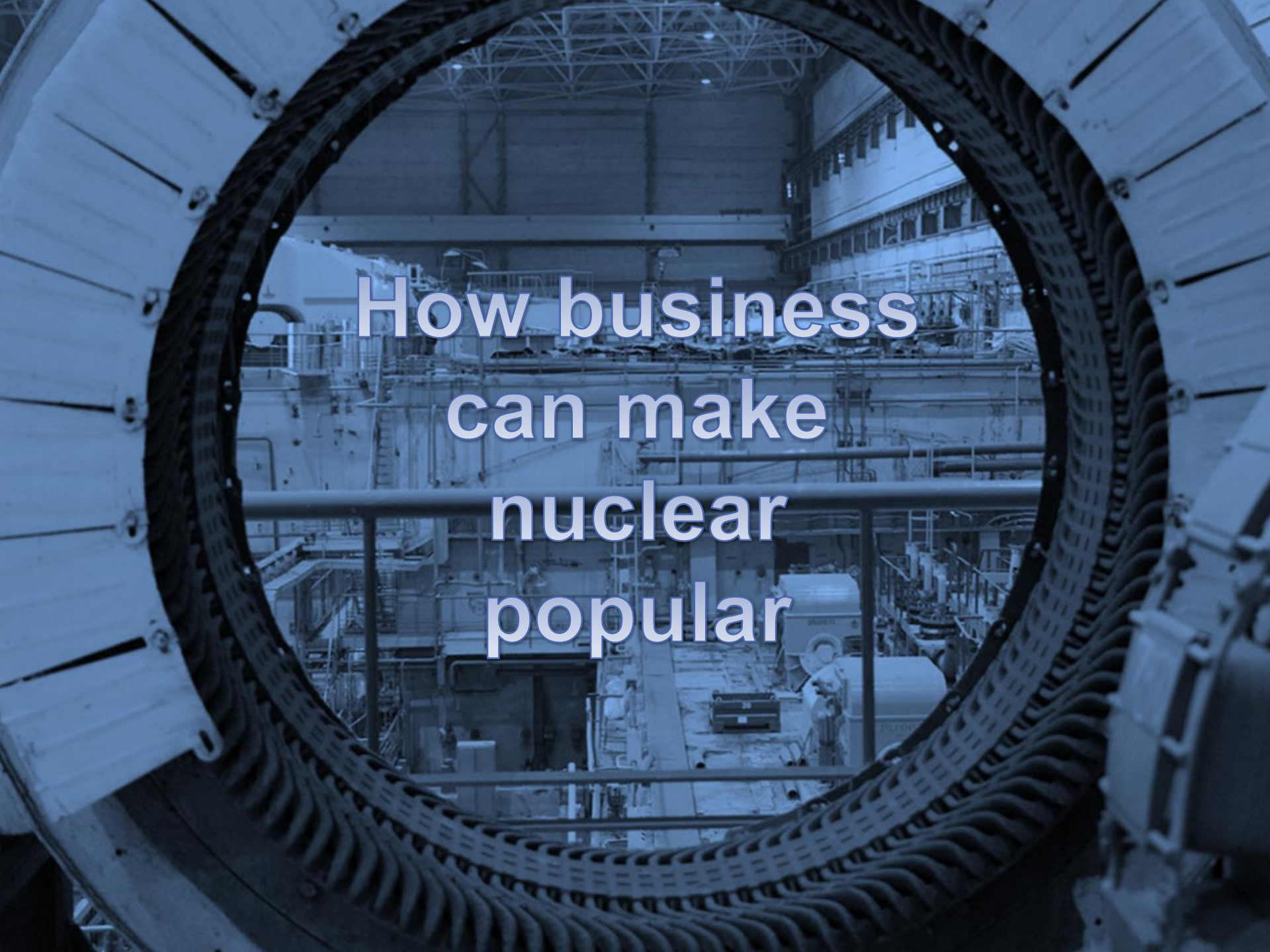
28 OCTOBER, 2019
Ignalina NPP specialists shared their decommissioning experience
Exchange of experience.

SUBSCRIPTION
Enter your e-mail mail and get our news first
SUBSCRIBE TO NEWSLETTER
E-mail
Submit

Private tours to Ignalina NPP
Ignalina Programme
Public Participation in Decision Making
Reactor Core Dismantling Project R3D
For Media
Environmental Protection

ACCREDITED MSCB-113
G-CERT2 SYSTEM SERVICE
ISO 9001:2015
GKLT-0199-QC

Using social media for raising publicity



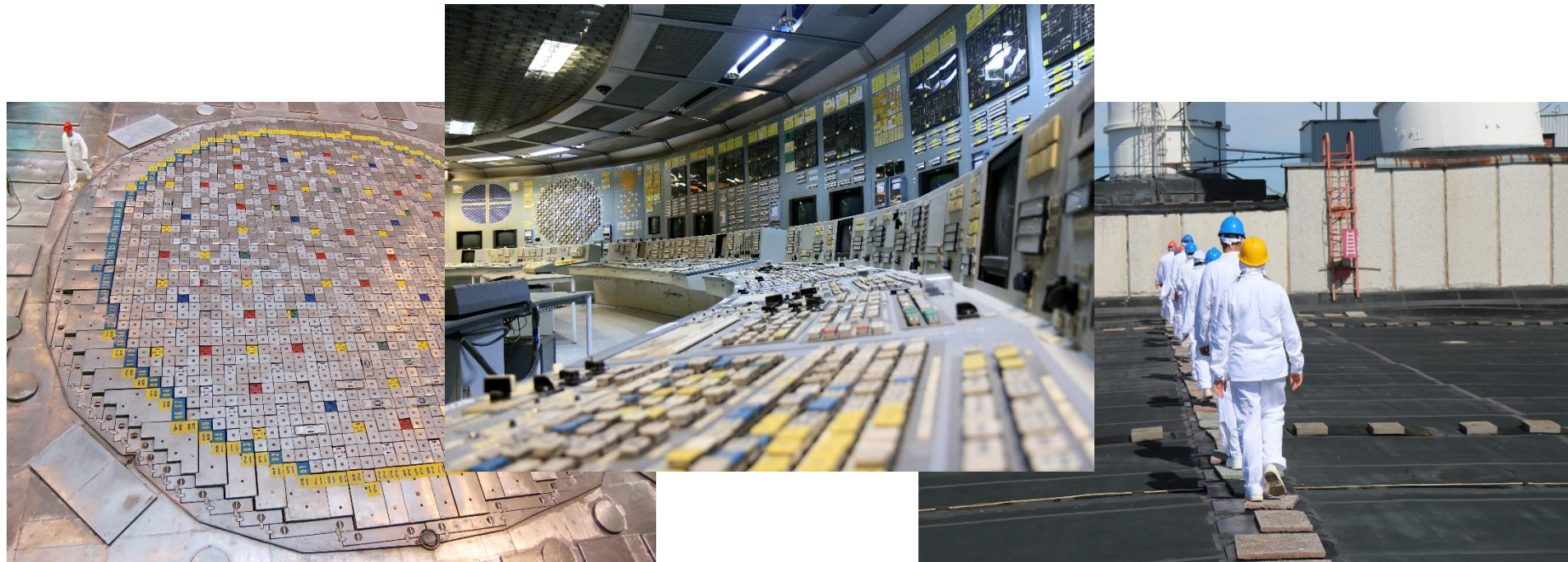
How business
can make
nuclear
popular

HBO business case: raising INPP publicity



 INPP has been selected as one of main filming locations of HBO series „Chernobyl“

- First contact with the INPP management concerning filming possibilities - **end 2017**
- Filming took place - **August-September 2018**
- Main scenes were filmed in the **INPP Reactor Hall, Control Room, rooftop and on site**



HBO business case: raising INPP publicity



The popularity of INPP has grown significantly since June 2019 after the premiere of „Chernobyl“ series:

- **2240** Lithuanian and foreign visitors had **240** tours at INPP in **2018**
- **4245** Lithuanian and foreign visitors had **426** tours at INPP in **January – November 2019**
- Visitors from all over the world: Australia, New Zealand, Canada, USA, France, Germany, Poland, Netherlands, Italy, Latvia, Slovakia, Hungary, Romania and other countries

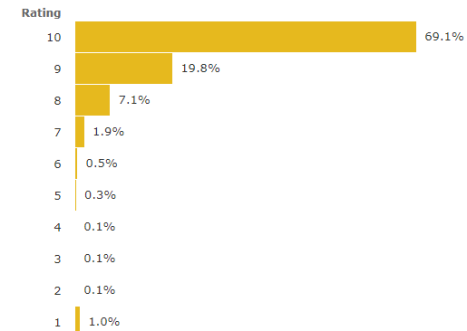


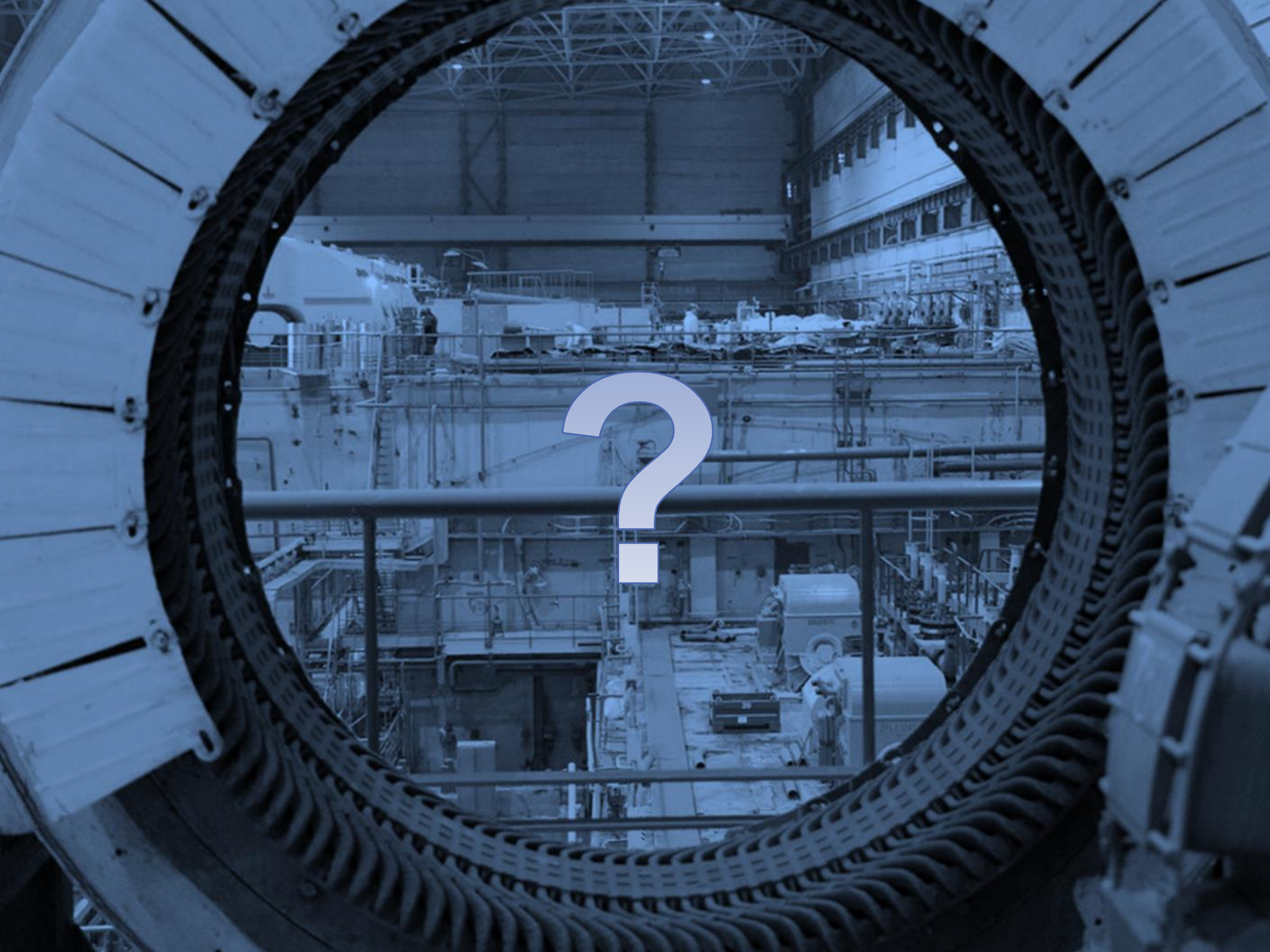
Positive image – staff involvement – positive communication



375,518 IMDb users have given a weighted average vote of 9.5 / 10

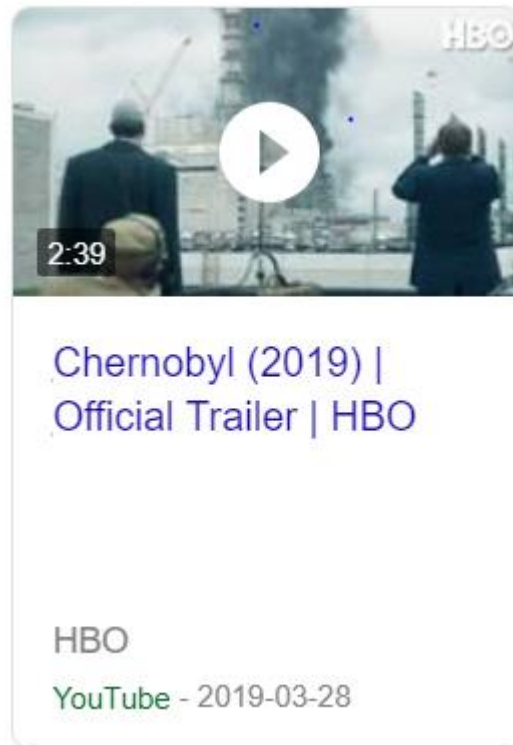
- Stronger employees' sense of pride working at INPP
- Higher employees' involvement performing daily tasks and achieving results
- Positive employees' communication about INPP outside the enterprise







Miniseries event „Chernobyl“



<https://www.youtube.com/watch?v=s9APLXM9Ei8>