



XA04C1321

The so-called "Castor-Crisis": Transport of spent nuclear fuel elements and German "Angst"

How to prevent the public relations catastrophe

Dr. Werner Süß, Bayernwerk, Munich

1. "Castor-Crisis" - The Real Facts

- the background: radioactive contamination on the surface of transport containers for spent nuclear fuel elements
- legal aspects: transport limit values and notification obligations
- health aspects: radioactive contamination and ionising radiation
- the news media: divergence between technical facts and public perception

2. "Castor-Crisis" - The Reactions

2.1 Technical measures

- "action plan" of the Federal Ministry for Environment Protection and Reactor Safety
- IT-based European Information and Report System for the transport of nuclear combustibles ⇒ "Transparent Transport Procedures"
- optimisation of decontamination procedures and transport organisation
- simplification of logistics, clearer responsibilities

2.2 Communications measures

- defense strategy: "we made a mistake..."
- information campaign: "we owe you some answers..."
- regaining credibility: public testimonials of employees in newspaper ads, brochures etc.
- regaining credibility: neutral investigation of all relevant circumstances by KPMG

3. "Castor-Crisis" - The Lessons

- internal crisis management: improved co-ordination at company and branch level
- pro-active strategy: "The benefits of nuclear energy" (avoidance of CO₂-emissions)
- limits of communications
- communications efforts for nuclear energy - the European context