



TRUST ARGUMENTS

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Public Information Centre of JSC " Mashinostroitelny Zavod" ("Elemash") was founded in 1990. Before that any information about the enterprise (being, by the way, manufacturer of nuclear fuel for 20 NPPs of Russia and a number of foreign countries) were forbidden to be given in mass media, conventional conversations outside the factory and even in the families of the employees. This caused the most fantastic ideas about materials and technologies used here as well as about their impact on the environment and health of people in Electrostal (55 km to the east of Moscow) where the enterprise is situated. Since the moment of its creation the Centre is not only informing the population about the technological and ecological peculiarities of nuclear fuel manufacturing, but also forms positive attitude, both, towards the activity of the enterprise and atomic energy as a whole. During the 4 years of its existence the Center was visited by more than 5,000 people; the majority of them are schoolchildren, students with whom we are in close contact because we realize that the "pro-nuclear" orientation of the mentality should be founded in the early age when human's world outlook is formed. In the more aged group the majority are the workers of the factories nearby, military and retired people and reporters of the town's newspapers.

We've a good amount of demonstrational materials, which speak in favour of the atomic energy and enterprises of the nuclear fuel cycle, engaged in it. These are NPPs schemes, mock-ups of nuclear reactors, assemblies, manufactured by the factory and a wide variety of films on nuclear energy. Video films made in the main workshops are of peculiar interest; automation of the technological process, providing not only for nuclear fuel quality but also for high level of nuclear and radiation safety during its production. We pay attention not only to traditional arguments in favour of the atomic energy, but draw the attention of the public to the fact that a factory engaged in the nuclear fuel cycle have a complex of general machine-building technologies which permit, if necessary, to organize in a very short period, production of non-traditional articles and avoid limitation of working places. This is well-proved by the experience of "Elemash" where in connection with the decrease of demand for nuclear fuel after the accident in Chernobyl, different products are now produced: equipment for dairy industry, tubular heating elements, hard-alloy tooling for metalcutting and mining industries, a variety of domestic appliances. This peculiar "conversion" permitted not only preserve the staff but provide for employment of youth. We concentrate our attention on one more social side of activity of our enterprise, one of a few in the town having stable interior and exterior market for its products; this is very important in the period of newly-born market economy in Russia. Annual turnover of "Elemash", only for export of nuclear fuel, is more than 200 mln dollars. It is natural that the majority of this sum comes as taxes to the municipal budget, where it is used for developing social infrastructure of the town (culture, sport, health protection, education, i.e. for the welfare of the population).

Evaluating the general reaction of the population and public, which was discovered as a result of communicating in the Centre with thousands of inhabitants of the town we can state that it is quite favourable and our task is to strengthen the trust to the enterprise in the future.

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