Working Excellent (Antonov-2)

Well attached!
Uniper Sweden at a glance

Swedish footprint

≈1100 Employees in Uniper*

170 Hydro Power - employees

70 Steam/CCGT employees

670 Employees Nuclear Power

> Vey high share of Op. Excellence trained staff

76 Hydro power plants

4 Nuclear power plants with 8 units in operations**

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* Staff not employed in the Operations functions are central support functions and the staff at non consolidated plant Barsebäck

** The Uniper nuclear power plant portfolio consists of minority shares in Forsmark* (9.6%) and Ringhals** (29.6%) and majority shares in Oskarshamn (OKG) (54.5%). Barsebäck (BKAB) (100%) is full decom. 8 units: 1 unit in operation at Oskarshamn, 4 at Ringhals and 3 at Forsmark.
We allowed others to define our business
Digital channels as strategic choice – managed via our StoryTank. Dialogues – not campaigns.
Our first content on nuclear – a test

My name is Kirsty Gogan and I have been working on environmental issues for my whole life.
We use social media to drive traffic to our core web pages

https://www.uniper.energy/sverige/vattenkraft/vattenkraft-och-miljo

- We use virtually always moving images (sometimes infographics) and hook up to the public debate or current events that are relevant to our business.

- The purpose of most of our communication is to create public opinion in favor of our business to help drive business targets.
We create dialogue pages on the web and launch these on social media

https://www.uniper.energy/sverige/go-electricelsystemet/systemstabilitet

- We use both purchased and organic posts to drive traffic to the web.
- We have on average one to two theme periods of 7-14 days a month.
Example: Promoting Public guided tours @Barsebäck…

Facebook ads
Reach: 27 544
Events reply: 757

Impressions: 69 969
Link clicks: 675
Cost: 4 000 SEK

We bought traffic for the event between 17 juni – 15 juli
We received more than 500 likes and more than 150 comments

The theme had to be closed already on July 8 due to fully booked, one week earlier than planned

Display ads
Impressions: 40 240
Link clicks: 233
Cost: 1 317 SEK

Campaign started... Nationwide radio...
...which gave substantial media coverage

Extensive interest in mass media, ether media and social media. Also Danish TV2 and TV2 Lorry.

**Triggers**
- HBO series Chernobyl,
- The Swedish energy debate,
- Last summer of public guided tours

**Skånska Dagsbladet**

Här går sista guidningen på Barsebäck

Kärnkraften glöder igen

Fulle på sista turerna in i kärnkraftverket

Sydsvenskan

Ny våtr för kärnkraft

när Barsebäck rivas

NOTERAT:

**Nyfikna vallfärder till Barsebäck**


http://www.smp.se/ledare/barsebacks-sista-sommar/
Nordic Nuclear Trainee Program

Webbpage

Banners

Kärnkraftsjälta sökes
Nordic Nuclear Trainee Program 2020

Kärnkraftsjälta sökes
Nordic Nuclear Trainee Program 2020

Kärnkraftsjälta sökes
Nordic Nuclear Trainee Program 2020

Kärnkraftsjälta sökes
Nordic Nuclear Trainee Program 2020

Press release

Nu söker vi fler kärnkraftsjälta

Internt

#Nuclearhero
Digital, mobile and agile communication aimed at society, looking at tomorrow

Data security has become extremely important.

Swedish electricity is truly an export success!

Jag heter Kirsty Gogan. Jag har arbetat med miljöfrågor hela livet.
Does it help…? Record low on ”negative against nuclear”
Communicating nuclear in social media

**Moderation** is required for every channel you are present in – as is policy

Social media is not between 8.00 to 16.00

**Traditional media** will follow when interesting

Films and Infographics essential

Moderation requires skillful communicators and judgement calls

Social media language & cultural dependent

Traditional media creates good (and bad…) news on social media pieces

Spend most of budget on content, less on reach, but…

Challenge to engage employees – support necessary

Traditional media is also important

Optimize for mobile, and use own staff if possible

...Films, films, films....
Meet Daniel
Thank you!

(Still well attached)