

**Session 10:
Interactions with the Public
- Lessons Learned
- Japanese Perspective -**

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**Interactions with the Public - Lessons
Learned from Japanese Program**

- A range of methodologies has been tried to promote communication with stakeholders and general public
- However a difficulty is encouraging them to think about the waste management issues
- Even though they actively participate in the decision processes, passive safety is not easy for them to understand, and the understanding of passive safety is a key to build stakeholder and public confidence in geological disposal

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NUMO Publicity Activities

TV

- TV program sponsorship started from Oct., 2002
- Daily news program (with 30sec ad/day) & news show (every Sunday)

Newspaper advertisements

- 5 major national, 5 regional and 39 local papers
- more than 80% of the nation covered

Magazine advertisements

- Popular, special-interest and governmental

NUMO's forum and panel discussions

- Forum co-hosted with leading local mass media at 31 major cities of the 47 Prefectures
- 24 panel discussions in the local newspapers (as of March 2004)

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Interest in the NUMO Activities

Analysis of the NUMO website traffic



- People follow the News (events)
- We expect to have good news

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Difficulty in Perception of Safety of HLW Disposal

A hundred years ago (1902), it was hard to explain if a man could fly. In a year later, "seeing was believing".

The Day Man First Flew
 Kitty Hawk, North Carolina
 December 17, 1903
 Orville Wright's famous first airplane flight



However, "seeing" is never happened with implication of safety of HLW disposal system, only "believing".

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Understanding of Passive Safety: Step Forward

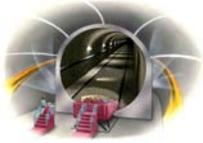
- Encourage stakeholders to participate in decision process
 - ensuring the reversibility in the program with adopting retrievability or extended monitoring
- Establish stakeholders' confidence in "Passive Safety" for final decision
 - expert's confidence in themselves of repository safety for stakeholders trust
 - need for continuous R&D
 - important roles of collaborations with relevant national and international organizations

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Demonstration Activities for Promoting Public Understanding of Passive Safety

Possible measures to promote understanding and to increase confidence of stakeholders and the public in general

- Underground research laboratories
- Natural analogue studies
- Computer simulation technology



Geofuture 21
(JNC, 1999)



An archaeological analogue in Japan
(JNC, 2000)



JNC Horonobe URL
(JNC, 2004)

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