

***International Conference on Effective Regulatory Systems
-Transforming Experience into Regulatory Improvements-
8-12 April, Ottawa, Canada***



Topical issue 3: Emergency Management
***" Challenges in communication, coordination and consistency in
international response to Emergency***



Emergency communication: Keys for an effective communication

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Emergency communication: Keys for an effective comunication



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1. INTRODUCTION



Nuclear Regulation in a new context:

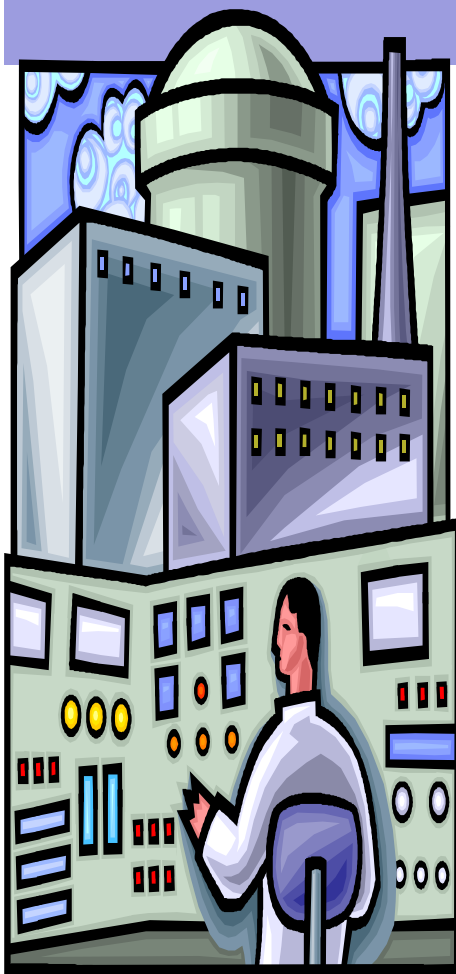
- **Globalisation**
- **Citizenship**
- **Post-Fukushima**
- **New communication systems: social networks**

2. REGULATOR: CREDIBILITY AND CONFIDENCE



- **Independence**
- **Neutrality**
- **Transparency**
- **Efficiency and Effectiveness**

3. SPANISH REGULATOR: CSN



CSN Creation Law 1980



Amended in 2007

**Includes measures to improve
communication and transparency**



Aarhus Treaty



Advisory Committee

4. TEN KEY FOR ESTABLISHING A GOOD COMMUNICATION STRATEGY

1. INCREASING THE CREDIBILITY OF REGULATORY ACTIVITIES

*Confidence is the basic point to gain
credibility*

4. TEN KEY FOR ESTABLISHING A GOOD COMMUNICATION STRATEGY



2. STRENGTHENING PUBLIC TRUST

- **All crises involve a crisis of confidence**
- **Achieving confidence requires a lot of time and effort but losing it is very easy**

4. TEN KEY FOR ESTABLISHING A GOOD COMMUNICATION STRATEGY



3. INVOLVING STAKEHOLDERS

ADVISORY COMMITTEES

4. TEN KEY FOR ESTABLISHING A GOOD COMMUNICATION STRATEGY



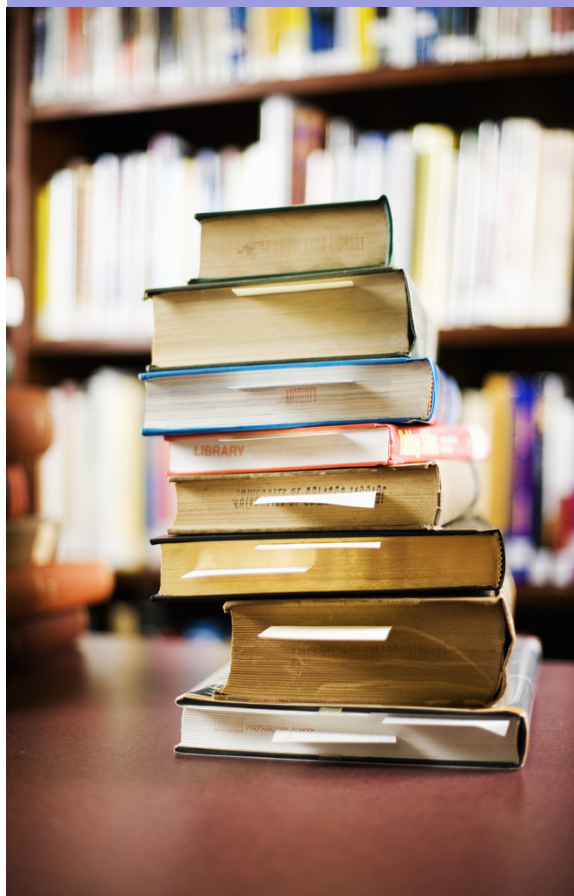
4. WORKING WITH MEDIA PROFESSIONALS

Mass media are the main channels of information for public opinion. They are also important formers of opinión.

5. 360° DEVELOPING COMMUNICATION STRATEGY

6. WORKING WITH NEW TECHNOLOGIES E.G. SOCIAL MEDIA

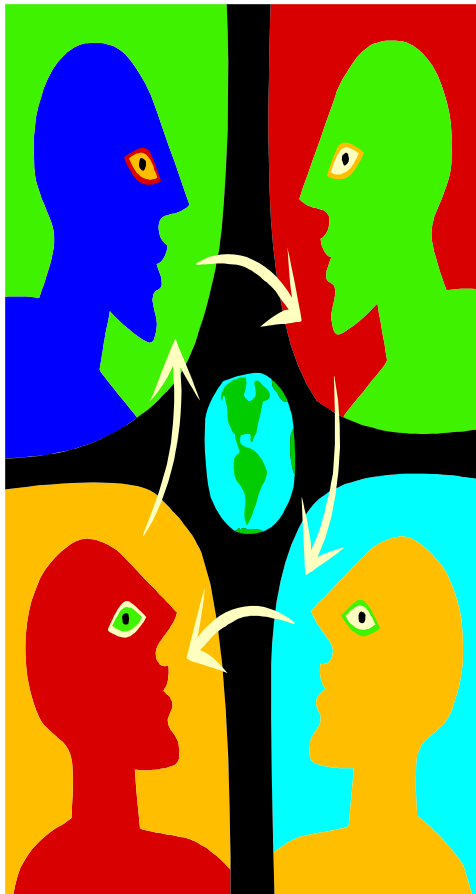
4. TEN KEY FOR ESTABLISHING A GOOD COMMUNICATION STRATEGY



7. ADAPTING TECHNICAL LANGUAGE

8. DEVELOPING COMMUNICATION PLANS

4. TEN KEY FOR ESTABLISHING A GOOD COMMUNICATION STRATEGY



**9. INTEGRATING INTERNATIONAL
COMMUNICATION**

**10. INCREASING COOPERATION AND
COORDINATION IN THE FIELD OF
COMMUNICATION**

CONCLUSIONS



1. Strengthening regulatory practices

- Knowledge
- Independence, Neutrality, Transparency and Efficiency
- Exchange of experiences
- Cooperation with stakeholders
- International cooperation

2. Improving Emergency Management

- Reinforcing communication systems
- Incorporating lessons learned post-Fukushima

3. Defining Communication Strategies