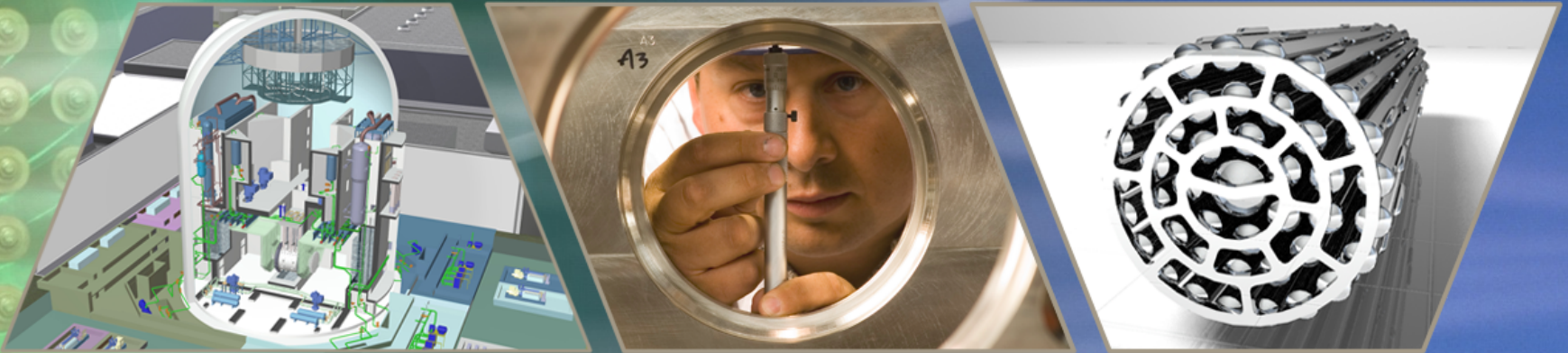


Community Speakers Program



Brad Moore

 AECL EACL

Purpose of the Speakers Program

Objective:

- Increasing general public and stakeholder support of nuclear generation
- Effectively communicating key messages on the role of nuclear power

Purpose of the Speakers Program

- Two distinct phases:
 - Address the polling results and build support for nuclear in Ontario
 - Position CANDU as the technology of choice for new nuclear power generation

Community Speakers Program

- What it is:
 - AECL employees visit schools and community groups
 - Educational slides on the history of Canada's nuclear industry, how CANDU nuclear technology works, proud Canadian achievements
 - Interactive presentation for school groups: ie. fission demonstration/Geiger counter
- Why it's a good program:
 - Increases awareness of nuclear energy
 - Good fit with energy curriculum in most provinces
 - Builds on some of the information on the CNA curriculum site
 - Encourages young people to seek careers in a homegrown industry

History of the Speakers Program

Need/Opportunity

- 2004 – a possible energy shortage as early as 2014 is forecasted by IESO
 - Ontario plans to shut down coal generating plants
- 2005 – Ipsos Reid polling data
 - 48% of Ontarians support nuclear
- May 2005 – AECL launches multi-faceted campaign to ensure success in the Ontario market
 - Print and television advertising (CANDUCanada.ca)
 - Dedicated website – www.CANDUCanada.ca
 - E-mail newsletter
 - Updated corporate website
 - Community Speakers Program

Target Audience

- Audience Segments – Phase I
 - Service groups
 - Business
 - Professional and Industry association
 - Students and teachers
- Audience Segments – Phase II
 - Key Influencers
 - Politically-connected
 - Policy or decisions makers

Marketing

- Goals – Phase I

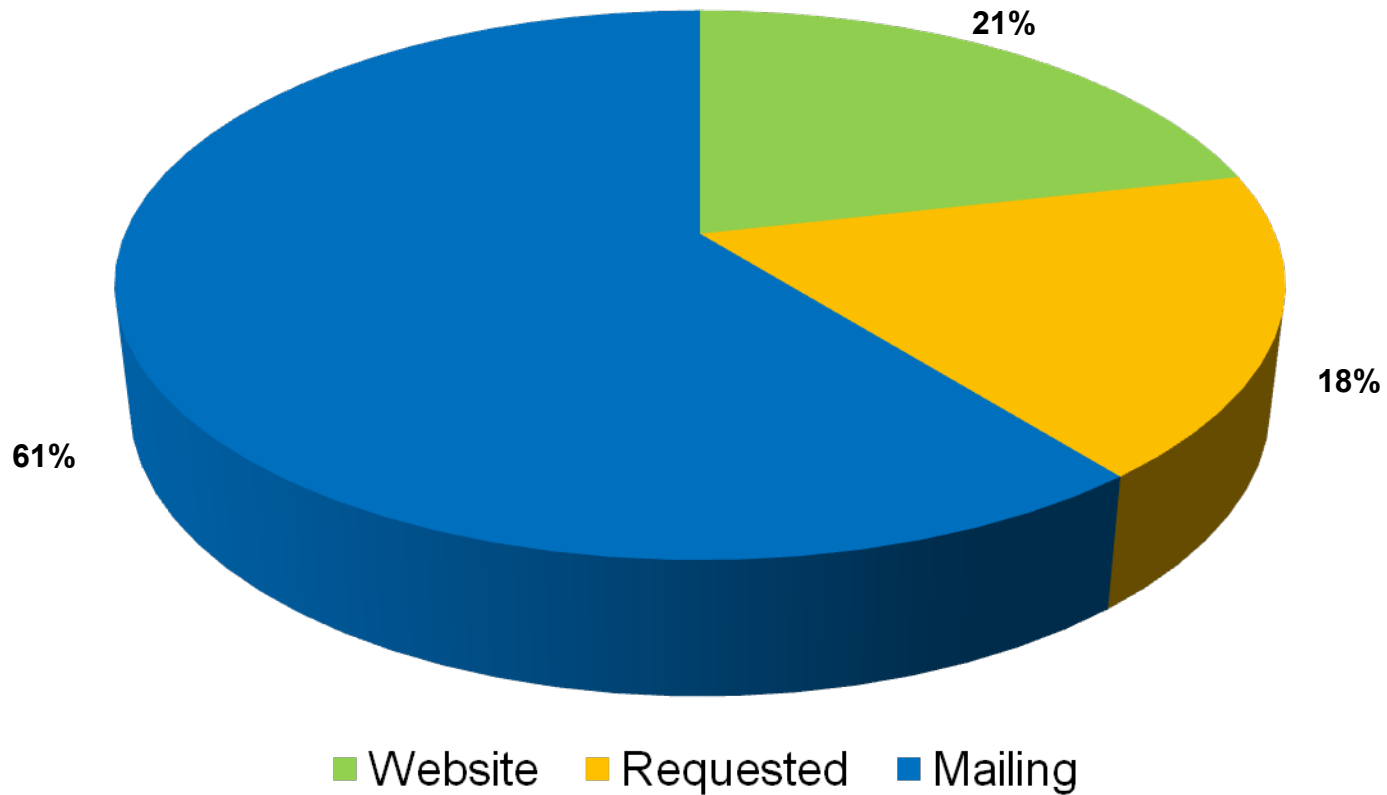
Create the maximum numbers of opportunities to be face-to-face with our target audiences in order to shift their perceptions about nuclear energy, and leave them with a positive impression about the important role it will play in ensuring a reliable, safe and affordable electricity supply for Ontario's future.

- Goals – Phase II

Grow confidence in AECL , and build support for the CANDU brand, among all target audience from Phase I as well as Key influencers. Position CADNU technology as the logical choice for new nuclear power generation in Ontario

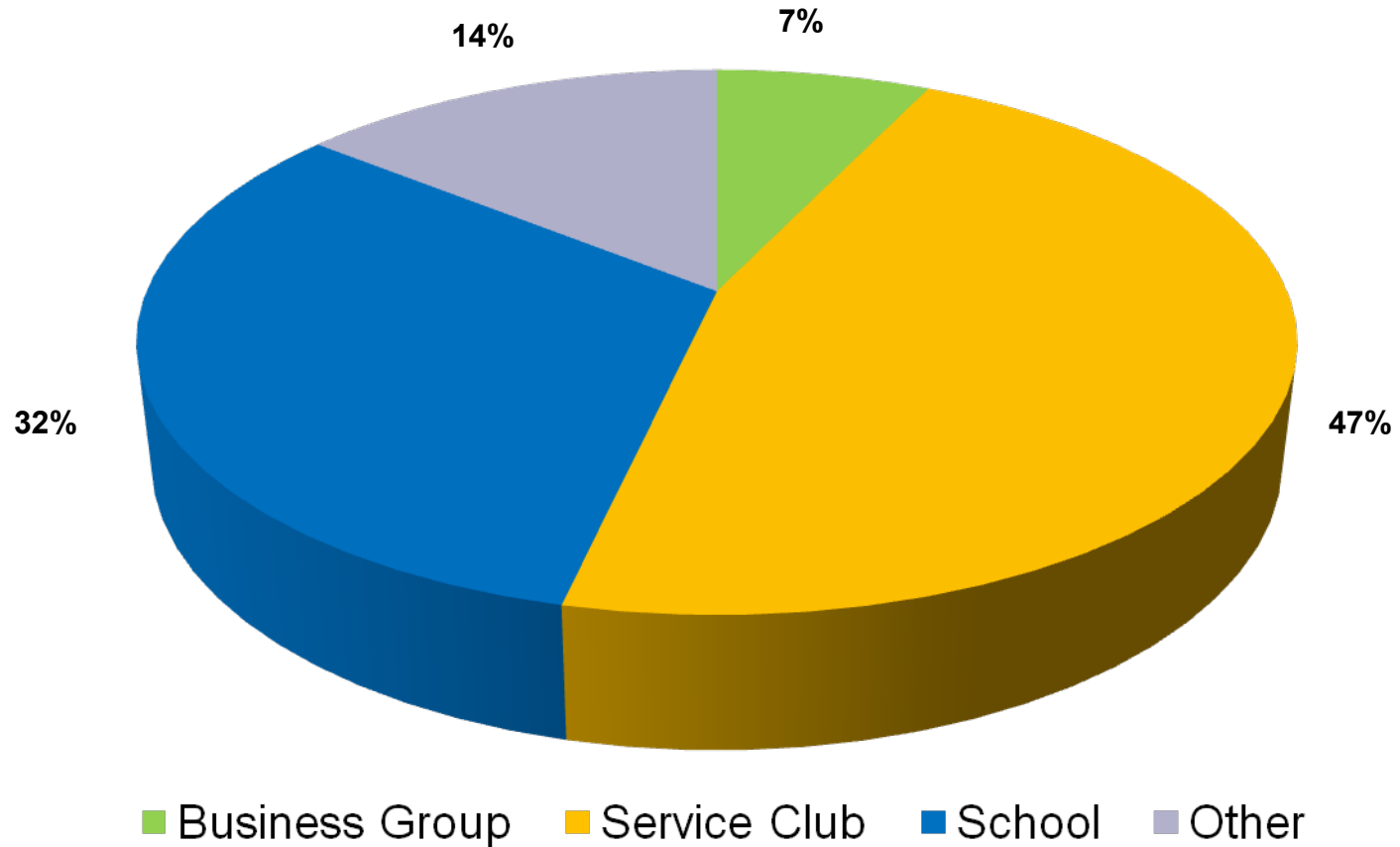
Marketing

Method of Marketing – FY0506 (Total 28)



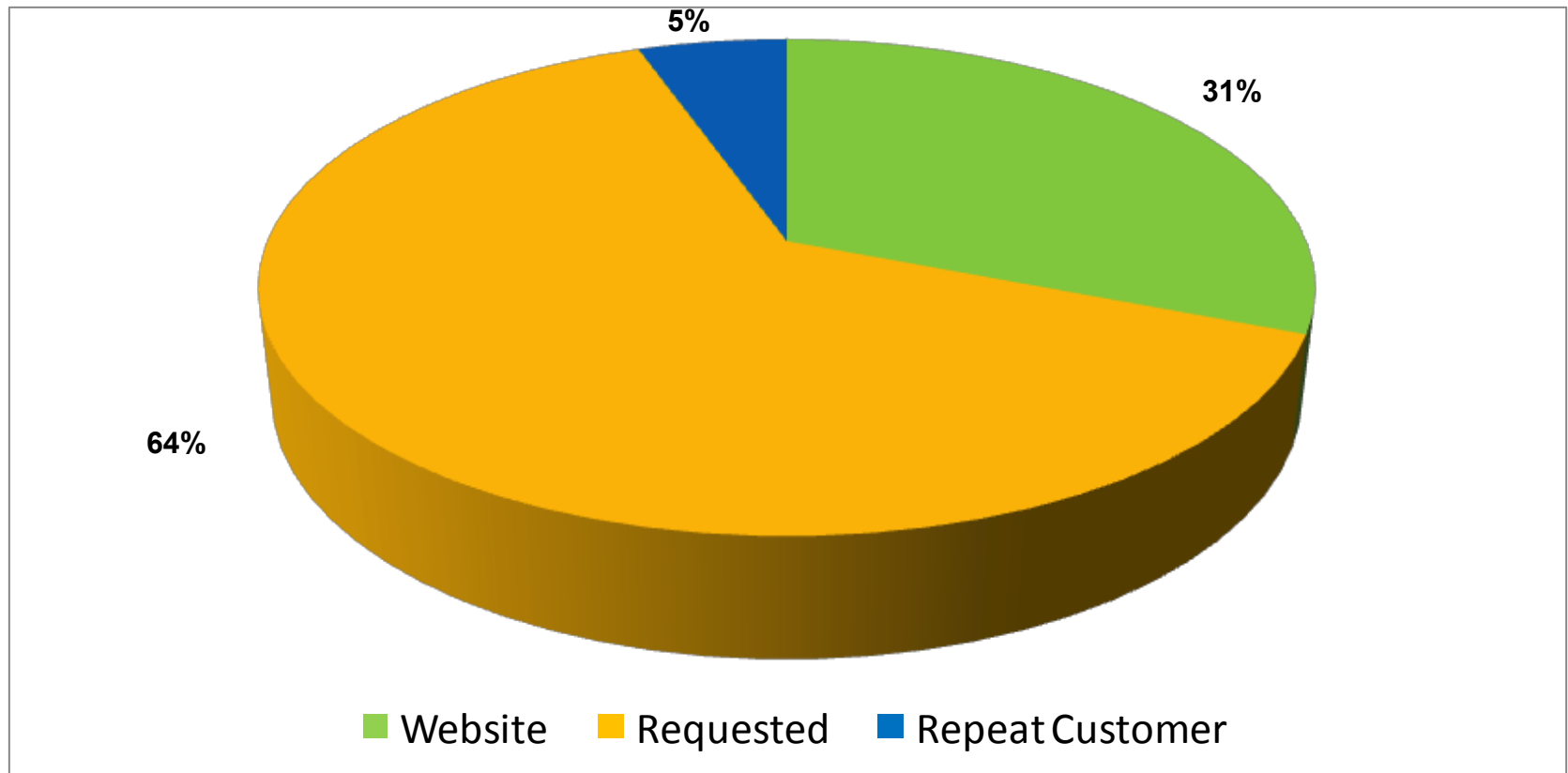
Marketing

Types of Organizations – FY0506 (Total 28)



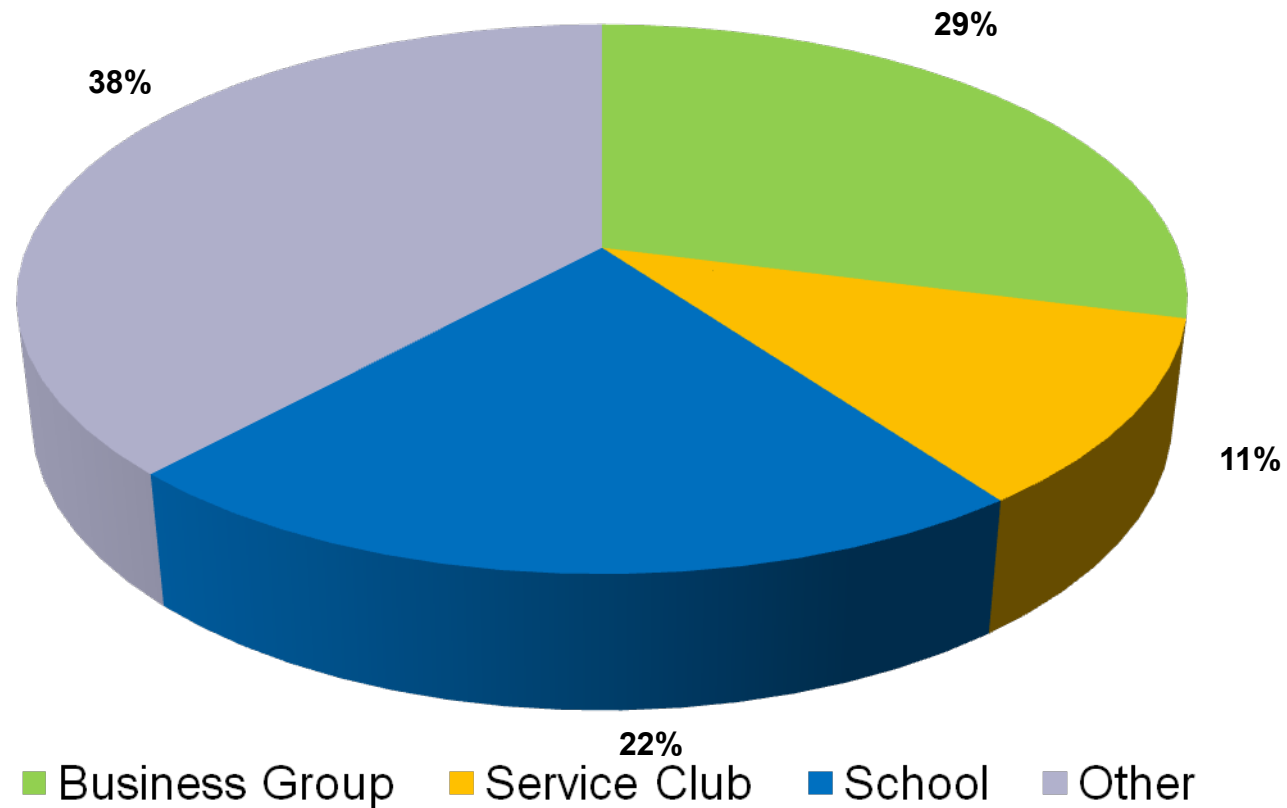
Marketing

Method of Marketing – FY0809 (Total 55)



Marketing

Types of Organizations – FY0809 (Total 55)



Community Speakers Program

- Focus on Community Communications :
 - Community Presentations: 2008/09
 - Rotary Clubs (4)
 - Chambers of Commerce(2)
 - Boards of Trade(4)
 - Trade Shows/Conferences (6)
 - High schools and University presentations(24)
 - Town Halls and Council Meetings (6)
 - Specialized groups and conferences
 - Eg. Isotopes, fuel, Gen IV

Community Speakers Program

- Speakers all across Canada
- Conferences – CNS, CNA, Ontario Power Summit , WEC, WNA
- Economic Club, Boards of Trade

Questions



Do you have any questions?

AECL & CANDU

Made-in-Canada Success Stories

