

Stakeholder communications: Having the right narrative

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Stakeholder narratives

- Globalisation of supply chains and markets makes us all stakeholders in almost everything; but what are our obligations as stakeholders, as well as our rights?
- Social media (Facebook, Twitter), mobile devices (smart phones, tablets) and “disruptive” apps (Skype, google maps) make cultures and news instant and global; what we follow, our “tribes” are more and more a function of our interests, our education, our job and less and less where we were born
- At the moment more, and more instant, information leads to greater uncertainty and volatility, along with greater freedom of expression
- But our privacy is threatened by both government and commerce
- There is more “noise” than ever, and working out what is “signal” and what “noise” ever more difficult
- So building the right narrative gets harder, but ever more necessary
- A new, equitable equilibrium of interests between stakeholders and stockholders (shareholders/ investors) will not be achieved without the right narrative
- And that narrative describes the social licence

Fundamentals of narrative

- Telling a story
- Plot and character
 - Stories have beginnings, middles and ends and are full of events = plot
 - Characters have values, beliefs, needs and flaws – exposed by events
 - Plot leads character
 - The opponents work the other way round and U is “characterised” as evil
- Genre
 - Tragedy, comedy, pastoral
 - Tragedy ends in death; comedy in love and marriage (and hence offspring)
 - Opponents want U mining and use to be a tragedy – hence reference to Horoshima, Fukushima, Chernobyl...
 - But we do not demonise motor cars just because drivers have accidents
 - So the objective is a U mining/ comprehensive extraction with a happy ending, “comedy” and “children”, ie intergenerational benefit
 - That is what makes the narrative culturally sustainable

The key to this story is that U and P
already are married

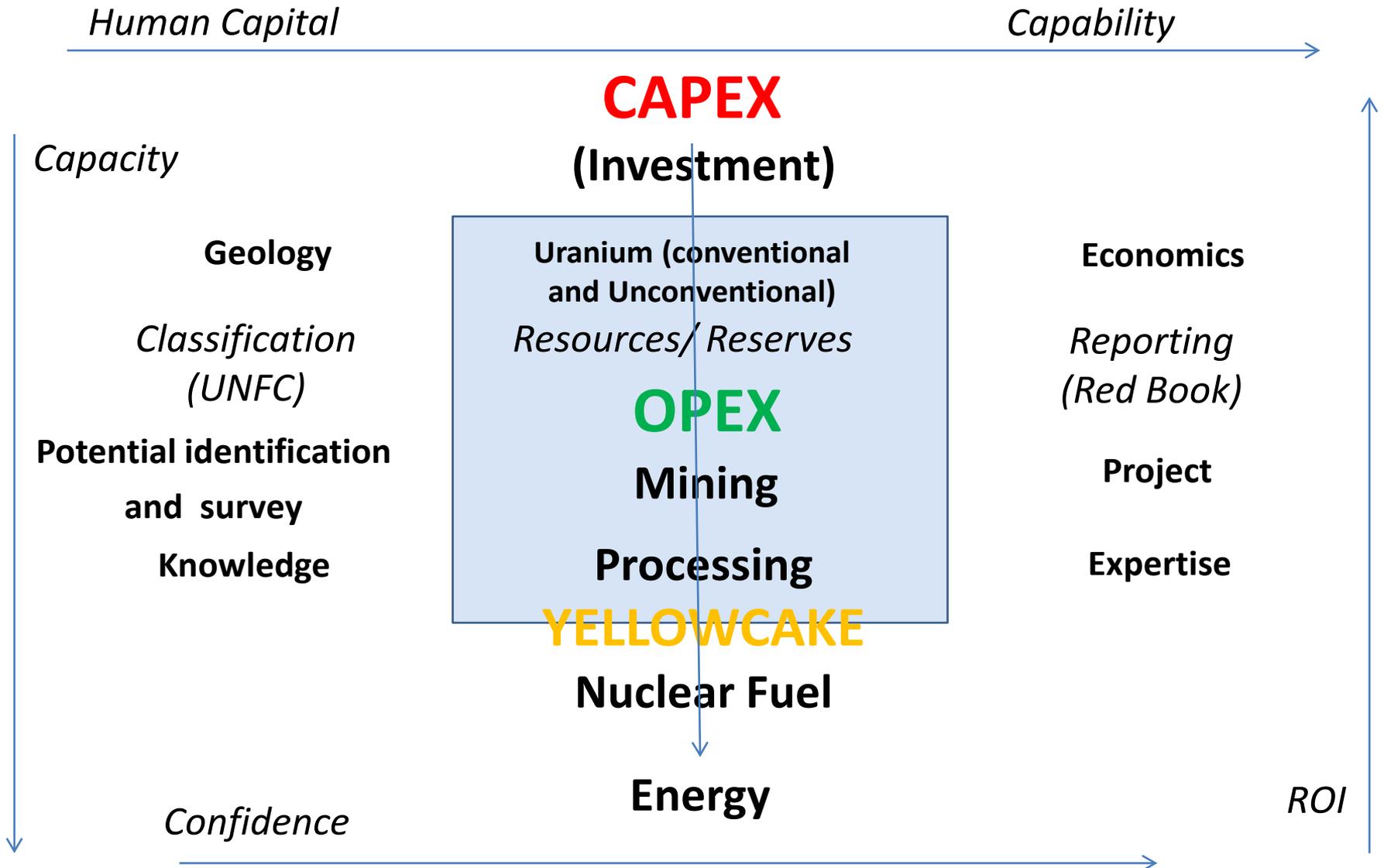
And energy security and food
security are the children

But at the moment the family is
divided and the children are orphans

We need to restore hope by bringing
them back together

That is the route to building and
preserving social capital

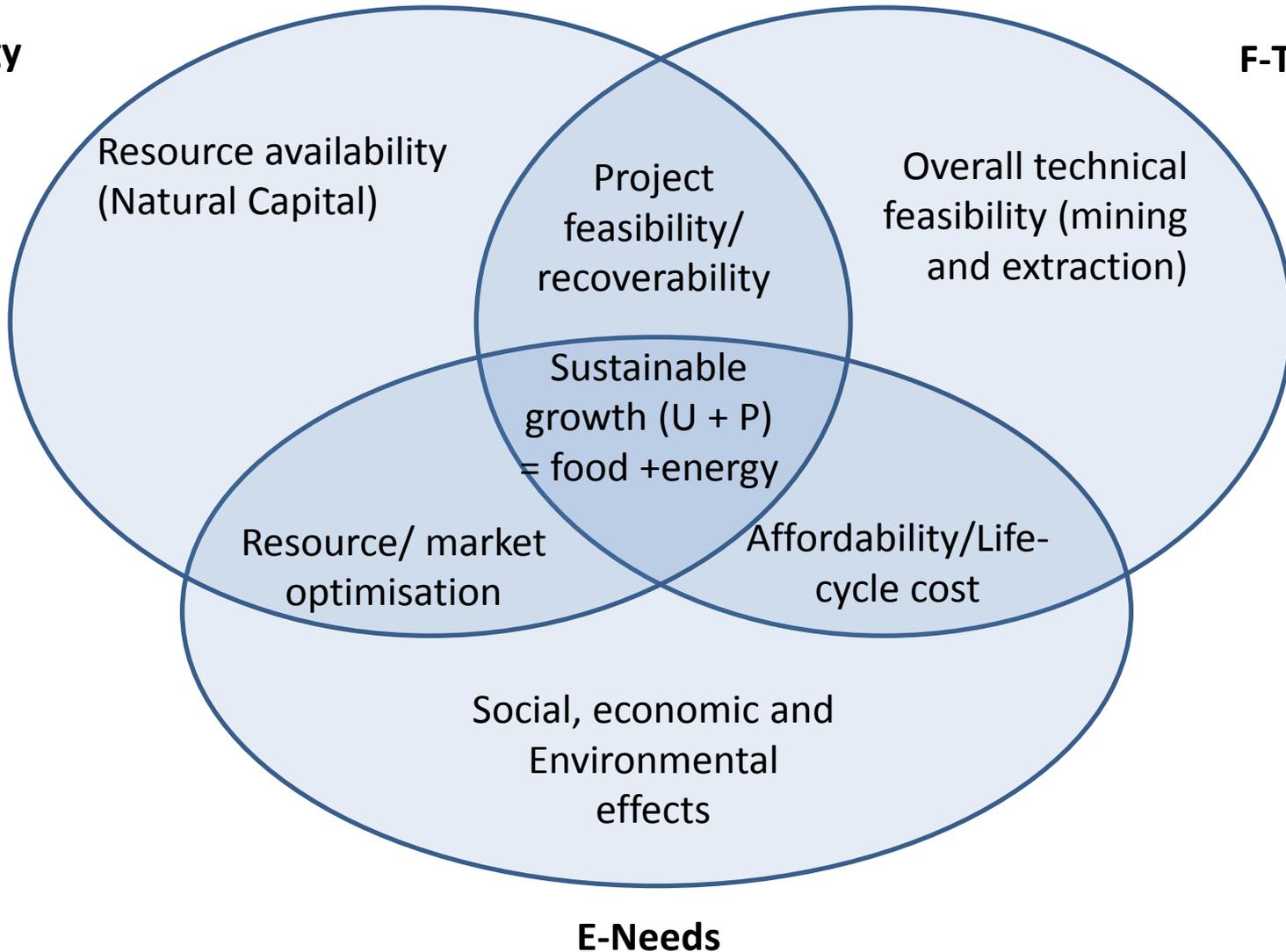
“Green” U: The Story is Energy



The Story of U and P

G-Geology

F-Technology



Resource availability
(Natural Capital)

Project
feasibility/
recoverability

Overall technical
feasibility (mining
and extraction)

Sustainable
growth (U + P)
= food +energy

Resource/ market
optimisation

Affordability/Life-
cycle cost

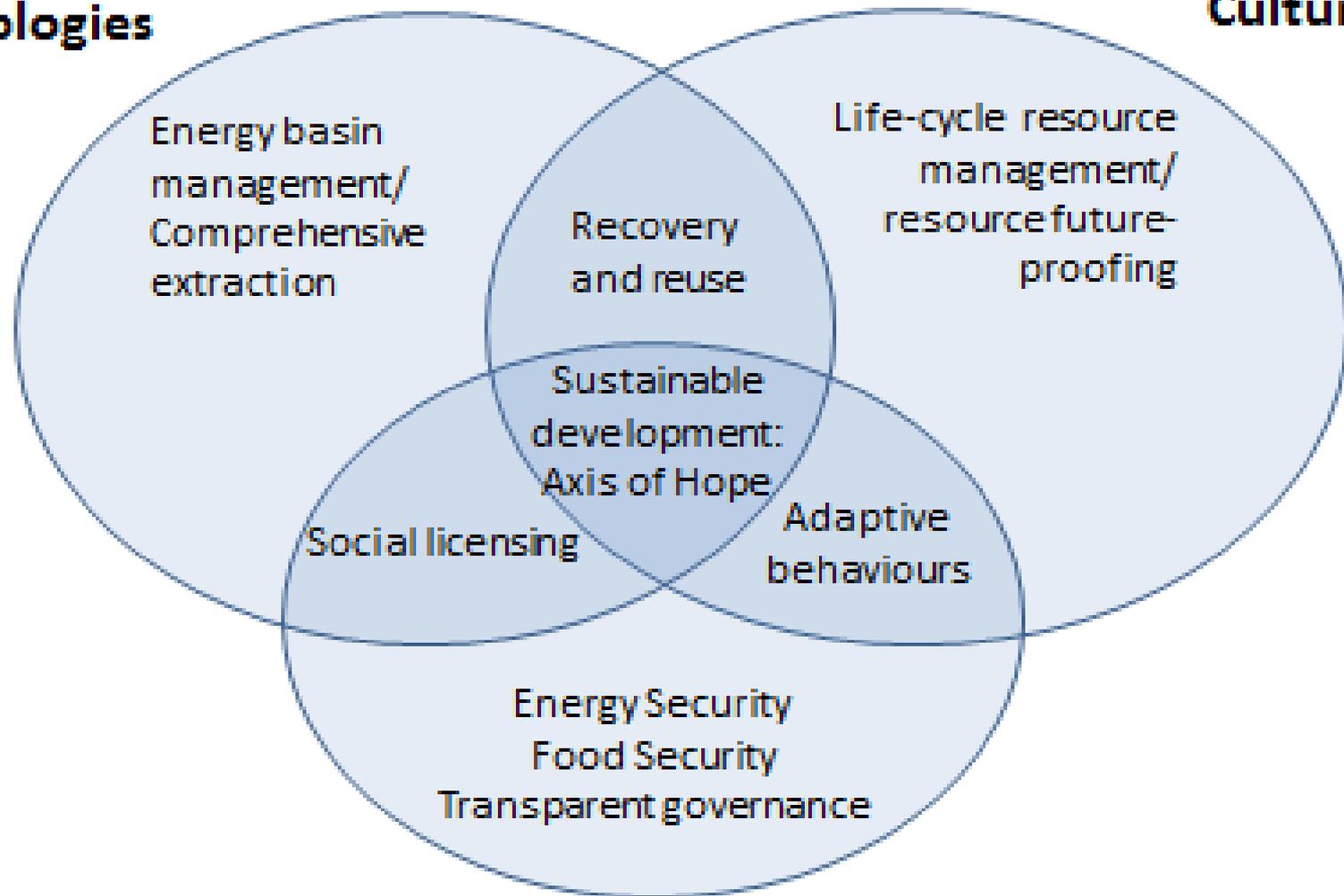
Social, economic and
Environmental
effects

E-Needs

“Triple Bottom Line” Sustainable Development

Technologies

Cultures



Needs

**United Nations Framework Classification for
Fossil Energy and Mineral Reserves and
Resources – 2009 (UNFC–2009) applications
in uranium and thorium resources:
Focus on Comprehensive Extraction**

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