



US NUCLEAR ENERGY FOUNDATION

“Nuclear Advocacy Through Grassroots Education”

A Non-Profit 501(C)(3) Nevada Foundation

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We are learning more and more that government, industry and public “ISSUES” need the engagement of an educated grassroots public.

“Creating a Sustainable Grassroots Educational Program on Nuclear Technology”

Our long-term mission is to drive government, industry and the media to provide better education about Nuclear technology in public policy and messaging to the grassroots public.

I Presentation Overview:

- 1) There is a gap between nuclear technology, government public policy, and the grassroots public. USNEF has been developing programs over the past decade to try and BRIDGE this gap. Societies worldwide are beginning to recognize that both the elite and grassroots sectors of societies must work towards a transparency of knowledge.
- 2) A World mission with a non-profit such as, USNEF is a long-term task that has to be exposed and understood by the nuclear industry. In order to grow our mission worldwide, we need to develop affiliations with many independent nuclear advocacy groups in order to standardize and expand our messaging programs and symposiums through cooperative distribution.
- 3) If you present the facts & truth about nuclear technology, it does not relate well to “politically correct” governments, environmental and renewable energy advocates. When the lines are drawn before an open transparent dialogue the resolutions to issues startup handicapped. By functioning as independent affiliations, we can remain once removed from the direct industry and government players who are inclined to protect their political neutrality. At the same time, all of these entities have to recognize that the nuclear industry is LONG OVERDUE in defending itself based on science versus politics.
- 4) The nuclear industry, politicians, and government agencies have not succeeded at continuing President Eisenhower’s United Nations, “**Atoms for Peace**” address branding nuclear energy in 1953. The directive that we need to revive was presented in this address but politics and media allowed its demonization of “Atoms for Weapons” instead for “Atoms for Peace”. We must engage political correctness until such time that these factors learn to support the values of truth, integrity, transparency, and character. Nuclear science and engineering is a safe energy producer for mankind and wrongfully demonized by those opposed.

II Educational Materials:

- 1) We use all communications medium for education, designed for the grassroots public, limiting technical dialogue replaced with safety and economic facts. Simple factual statements, including clarification of misleading statements by the government, media or environmental emotion versus science facts.
- 2) Simplifying, focusing, and distribution of educational collaterals to the grassroots public and young students via social media is necessary. The time is past due for this industry to address the student community on nuclear science. The 50s-60s remained tense with the concern of nuclear proliferation for weapons. We have initiated an opportunity to get beyond this with current day correct updated messaging.
- 3) Engaging the university systems, science & engineering departments to establish nuclear technology advocacy chapters for public grassroots education. The industry organizations, like the American Nuclear Society, Nuclear Energy Institute, Nuclear Industry Association and nuclear Suppliers Association should cooperate with independent nuclear advocacy organizations, who are focused, to extend and coordinate affiliations and outreach objectives.

- 4) Engaging all nuclear corporate stakeholders in supporting the unified distribution of materials and support of university grassroots education is necessary to rebrand public policy on nuclear energy. Many of the organizations have made their individual efforts at rebranding, but, the mission is so massive it requires a unification within the industry and in the context of governments, as international initiatives.

III Science & Engineering versus politics:

- 1) Every nuclear energy stakeholder must adopt a public policy of rebranding grassroots education and promote it. It can't be set aside to let the others do, it is something we ALL have to do.
- 2) The favorable public response will only come from an educated client. No matter if this is from the public, politicians, government agencies. Nuclear technology rebranding sales are made on the basis of function, safety, and economics. Once accomplished, how much more favorable will our nuclear energy be with a "community friendly" public? This is the mission.
- 3) In respect to the nuclear industry and its stakeholders, the technical dialogue may be excellent, but it must also achieve a sellable dialogue to the public and bureaucracy. Educating the public through the efforts of outside foundations, not directly from the industry players, may provide a stronger message on public policy to rebrand and redirect the public with their assistance responding to the politics. The announcement of any nuclear company player providing a grassroots outreach public meeting SCREAMS skepticism, (half dead upon arrival) Think About It! Independent foundations have credibility by NOT being within the industry, as economic stakeholders. At the same time, their messaging cannot be managed by the industry.

IV The value of public symposiums:

- 1) Review of our USNEF 2013 Yucca Educational Symposium, (YES) Reno, NV.
<http://usnuclearenergy.org/YES/default.html>
- 2) Successful, but the reasons for a sparse attendance were Nevada's bureaucratic political obstruction. It is not that we want to record and post such actions but it is necessary in order to provide the truth. On an international basis governments and industry have to improve OR at least educate the public on the differences between science and politics. A couple simple focused examples. The local Washoe County Republican Party and the Republican Jewish Coalition at the outset of this program planned with USNEF to co-sponsor the "Yucca Educational Symposium". The Washoe County Chairman was contacted by the Nevada Governor's office advising them NOT to co-sponsor the YES event. And the National Jewish Republican Coalition informed the local Northern Nevada JRC Chairman NOT to participate in the YES event. The irony is, declination because the event is "too political". Politics make it political, not an educational program. We explained this to one of our symposium participants, Mr. Jack Spencer, Vice President of the Row Institute at the Heritage Foundation, Mr. Spencer has written many Heritage papers on nuclear waste, Yucca Mountain, the political, public, and economic dilemmas.
- 3) Grassroots educational symposiums provide the platform for participation by science, engineering, the business community, congressional representatives, government agencies and grassroots counties and the public. This is the transparency needed by all of these stakeholders.
- 4) They provide grassroots constituents with methods of topic education and methods for engagement with their representatives and vice versa.

V The road to a community friendly nuclear society:

- 1) The United States' failure to build the Yucca Mountain Repository has been directly responsible for other issues, for the prevention of new nuclear plant and technology advancement in the U.S. Such issues have been faced by several other countries as well and these difficult paths can only be resolved through full cooperative transparency in such negotiations. We must return to truth and integrity in our dialogue.
- 2) Grassroots public education is required for public policy acceptance. Government representation worldwide believes that their understanding from advisors and lobbyists of energy development and the public value exceeds that of their voting constituents. The industry has to understand that reversing this CAN ONLY come from an educated grassroots public by challenging their representation with a transparent dialogue.

- 3) USNEF is developing a Yucca Educational Survey as an educational tool for Nevada's grassroots public. Not only to conduct a survey but, a survey that will provide some proven technical safety facts established by the study and Yucca's economic value to all Nevada citizens.
- 4) This mission would be a direct mail program to 160,000 Nevada households, with radio & TV support. We have to realize that direct mail is a cost effective, direct method of reaching the public. With all of its negatives & positives, it is messaging. This method bypasses the radio TV media opinion messaging, heavily controlled by the economics of political influence.
- 5) The survey will demonstrate proven safety, longevity and security of the facility, based on the science and engineering. And indicate that they have not been provided transparent facts about the science study.
- 6) The survey will encourage the public to engage their representatives to re-engage their review of the Yucca MT study.
- 7) A grant application and industry participation will be proposed for 3 to 5 million dollars to conduct the survey, process its results and provide this data to the public, all Nevada and national political stakeholders and the industry.
- 8) The industry, agencies, and associations will have to sign-on to sponsoring this type of public policy education in order to rebrand public opinion about nuclear energy. It is a vital step in demonstrating that the public can and should participate in altering political direction through an educated public policy, the root of Constitutional representation.

VI The economics of advanced nuclear technology:

- 1) The process of new nuclear development is more complex than any other industry. Startup investors seldom understand the nuclear process. We think, in order to find a good investor match, we need to develop a layman's guide to **nuclear concept engineering** and the government regulatory design process. The venture capital industry needs a framework of overview education specific to the nuclear industry.
- 2) Based on our USNEF "YES" Yucca Educational Symposium, we are considering the development of an ARTS program; **"Advanced Reactor Technical Symposiums"** to follow the format of our successful YES grassroots educational symposium.
- 3) The second difficulty for new nuclear development is the task of facing the initial design engineering proposals for nuclear regulatory agencies, e.g. the NRC Nuclear Regulatory Commission. With 90% of the cost of the "application study" born by the applicant, such fees are insurmountable with startup development. In response legislation has been introduced in April 2016, Nuclear Energy Innovation and Modernization Act, to restructure the NRC fee schedule.
- 4) Because it's nuclear, the entire regulatory, assessment and review process is much more complex than nearly any other industry. So, in addition to Yucca and Advanced Reactor symposiums, we believe there may exist a need for; ARTS-VC **Advanced Reactor Technical Symposiums-Venture Capital**. Nuclear has always been a unique business model and one seldom fully understood by its participants. In the VC world their normal startup to "returns" starting is about 10 times investment return in 5 years. In the nuclear world, we're looking at 10 to 30-year timelines. The nuclear industry has always faced plant amortization after 30 years of operation to net profit cash flow generation.
- 5) So, if our **"layman's guide"** can be brought to a **"special breed of venture capital investors"**, we are seeking development of a **"Nuclear Billionaires Club"**; to cultivate science investors with a method of moving offshore "cash troves" of funds back to the U.S. by authoring legislation allowing avoidance of tax penalties if they commit to 30+ year investments into advanced nuclear developments that would produce "returns" to their businesses or foundations for later years of funding development. Maybe termed as "Legacy Economic Repository Investments"?

Nearly all of these issues were integrated and processed into the production of our 2013 Yucca Educational Symposium. The outline and boilerplate design of the symposium "program" for these projects align with the grassroots educational mission of each of topic referenced here. An open public forum providing presentations by industry, government representatives, counties and other stakeholders are necessary to launch a much needed new nuclear message, Rebrand, Redirect, Renew.