



RIC 2004

International Issues, Session W8

**Approaches and Challenges in Regulatory Decision
Making**

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March 10, 2004



Content

Introduction

Mission of SKI – Service of the Public

Maintain Trust

Confidence Building

Challenges

Conclusion

Introduction

Safety is for all - People should be able to feel safe

- Confidence and trust are needed by Regulator
- Long Tradition of Openness (200 years) in Sweden
- Media attention - Utilisation of nuclear is controversial
- US NRC - an example of openness - each country needs to find a way that works for its culture
- Focus on Regulatory Decision making

SKI - Service to the Public

Licensees:

- Nuclear power plants, fuel fabrication, research reactors, waste facilities, etc.

SKI Mission:

- Regulation and Supervision of nuclear safety and non-proliferation
- Promote safety improvements
- Actively inform public
- 120 persons employed

SKI - Maintain Trust

Trust is to be earned

- Utilising nuclear power means a long obligation
 - to maintain high levels of safety in operation
 - to the safe disposal of waste & spent nuclear fuel
- Population must feel confidence in nuclear safety, that we and licensees are doing the best
- For the Regulator it means
 - Investment in expertise, independence and communication

Confidence Building – SKI Approach

Communication in Regulatory Decision Making

- Good communication culture to all experts and safety culture to all professional communicators
- Communication people integrated in work of line organisation. Feeling of what is “hot”. Experts get training
- Public legitimate target group also for reg decisions - not only licensees. Clarity of message to the benefit of both
- Co-ordination of message internally – the performance of all SKI employees are forming our common profile
- Positive attitude to media and public - they are not dangerous! Management attitude counts

Challenges

Confidence can be lost rapidly

- Communication component in all activities – public reaction may not be proportional to risk!
- Active surveillance of issues of public interest important task of PC professionals - You need to try to lead the issue in media
- Communication of one message (effort needed)
- Sharing of information on media contacts useful
- Market sensitive information a new challenge

Conclusion

Strategy for communication needed, both towards media and licensees

- In-house and external
- needs to include how to handle market sensitive information

Active, interested and involved professional public communication people a must

See media as just doing their job