NWMO Progress To Date on Implementing YRT Recommendations
In May 2009, the NWMO Youth Roundtable identified a number of challenges associated with engaging younger Canadians.

- There is a low level of literacy regarding Canada’s energy landscape and nuclear fuel cycle
- Awareness needs to start with the issue not the organization
- Young adults are engaged more as consumers than they are as citizens
- Communicating a technical issue that is not “sexy” to a group that is inundated with advertising and information
- Young adults are not a homogeneous group
- Young adults are distrustful of institutions & are more likely to trust peers
- Managing your message with the open source communication
- Young adults do not want to be segregated & are highly aware of tokenism

These considerations informed how the NMWO moved forward with addressing specific recommendations around 3 key areas:

- Key messages
- Communication channel – online & print
- Community environment – engaging youth in and out of the education system
NWMO ACTIONS TO DATE - OVERVIEW

NWMO is implementing the YRT recommendations in a phased manner, in alignment with organizational priorities and the site selection process.

1. CHANNELS:
   » Visual identity of NWMO
     o Use of iconic fuel bundle image
     o Cleaner design
   » Re-designed website
     o Development of micro-site focused on siting
     o Simpler navigation
   » Shorter, focused, animated videos
     o The nuclear fuel cycle and the DGR; Transportation
   » Stimulating visuals (e.g. exhibit, poster)

2. MESSAGES:
   » Backgrounders with more images and simpler language
     o e.g. Multi-barrier system
   » Layered presentation of information
     o Siting document, brochure
     o ‘Learn More’ pamphlets

3. COMMUNITY:
   » Youth Education and Outreach Framework – Draft In Progress
EXAMPLES: NEW ‘CLEANER’ DESIGN – DOCS & WEBSITE

2009

2010

NWMO Youth Roundtable
EXAMPLES: STIMULATING VISUALS – EXHIBITS, POSTER, VIDEOS
EXAMPLES: SIMPLIFIED LANGUAGE & LAYERED INFO

Multiple-Barrier System

When used nuclear fuel is removed from a reactor, it is considered a waste product. It is radioactive and requires careful management. Although it returns to near its original state in time, it remains hazardous for many decades. The used fuel will remain a potential health risk for many hundreds of thousands of years.

A series of engineered and natural barriers will work in tandem to prevent and contain any release of radioactive materials throughout the lifespan of the disposal site. Each barrier is designed to meet specific performance criteria to ensure isolation of the waste. If any of these barriers were to fail, the next one will come into play.

Barrier 1: The Used Nuclear Fuel Pellet

Fuel pellets are made from uranium dioxide powder, baked in a temperature-resistant, high-density ceramic. Ceramics are extremely durable. They do not easily dissolve in water, and their resistance to wear and high temperatures make them one of the most stable engineered materials. The first barrier in the multi-layered system is the fuel fuel, which contains over 95% of the radioactivity.

Fuel pellets are one of the most durable engineered materials.
YRT Comments - Overview

» Impressed with NWMO efforts to change how project is communicated
   o Recognize how hard it is for an organization to adapt its approach

» YRT sees a fundamental shift in NWMO visual identity and how messages are communicated
   o From bureaucratic to exciting, scientific, cutting edge project
   o Cleaner design that will transfer well to social media context

» Impressed with integration of different learning models/approaches, particularly in the NWMO exhibit
   o Good use of visuals, sound, text, interactives in exhibit
   o NWMO information presented in more layered manner to facilitate learning and respond to different levels of interest

» Excellent improvements to website: new design, layout

» Key pillars of activity outlined in draft framework for education and outreach to youth were well-received, reflects direction provided by YRT – YRT looking forward to roll-out
YRT COMMENTS – MOVING FORWARD

» SOCIAL MEDIA:
  o Being used by all Canadians, not just youth – NWMO strongly encouraged to develop social media presence
  o Recognize that social media is new environment for NWMO and understand cautious approach based on first developing a strategy with consultants
  o Recommend phased approach for planned strategy – start with a presence that re-directs to existing website and build from there
  o Environment changes regularly, need dedicated resource to keep track of trends, respond to postings, etc. However, don’t legitimize every posting, need to pick how and when NWMO should engage
  o Focus on social media can encourage participation of individuals

» ABORIGINAL YOUTH:
  o NWMO needs to be more explicit about how aboriginal youth will be engaged outside of the Elders’ Forum
  o NWMO should consider more Aboriginal focused literature
EXHIBIT:

- Build on existing exhibit to include elements such as:
  - Cloud chamber to make radiation visible
  - Physical model of DGR surface facilities and cut-out of subsurface of DGR
  - Community development impacts and benefits
  - Description of NWMO engagement activities with Aboriginals and non-aboriginals
  - Create virtual exhibit on NWMO website
ADDITIONAL CONSIDERATIONS

» Integrate more focus on engaging youth in social sciences, not just technical disciplines
  o Consider summer employment opportunities

» Integrate accessibility factors into NWMO communications materials (e.g. closed captioning for videos)

» Leverage the time and effort put into the YRT and identify opportunities to:
  » Integrate YRT members in NWMO outreach activities
  » Support YRT member presentations to schools, peers
  » Use YRT members as beta-testers for NWMO social media strategy

» Monitor generational shifts and consider bringing together a new YRT group in a few years for fresh perspectives