

NUze



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The Canadian Nuclear Association Newsletter

Volume 1 » Number 4. Holiday 2012

President's Message

As 2012 comes to a close, we at CNA are proud of the work we've done on behalf of our members and Canada's nuclear industry.

This past year our priorities were to increase regulatory certainty, demonstrate the benefits of nuclear to Canadians, engage members and increase dialogue, build our capacity for strategic risk communications across the industry, and reach out proactively to governments.



On the regulatory side, we achieved our goals by working to harmonize and reduce duplication during the major federal push for regulatory reform launched in the spring budget. We formed industry positions, submitted comments, and made live and written hearing interventions.

We engaged with governments to provide information about nuclear's benefits for energy, jobs and innovation and also to advocate member positions on the reforms of CEAA, Fisheries Act, Species at Risk Act, and the Nuclear Liability Act.

We partnered with the Canadian Manufacturers and Exporters (CME) in April to update and expand our job figures and learned what incredible growth potential and quality jobs awaits the industry in the near future with potential new builds, refurbishments and mine expansions.

We continued to increase the dialogue with Canadians and stakeholders. We held another well received conference and trade show, several workshops (regulatory, communications and technology), launched two advertising campaigns focused on nuclear medicine and power generation, and coordinated an industry-wide participation in the annual Movember campaign via the *Team NUvember* network which raised over \$55,000 for men's health.

Looking ahead to 2013, we will continue to talk to governments on behalf of our members; we will continue to dialogue with Canadians via our TalkNUclear social media channels; and we will work to extend our reach even further and continue promote the excellent work our members do every day to ensure a safe, strong, affordable and vibrant Canadian nuclear industry.

Thank you,

Heather Kleb
CNA Acting President & CEO

Watch our Year-In-Review highlights video on our TalkNUclear YouTube channel.

cna.ca/YearInReview



Learn more about the daily benefits of nuclear technology at NUnuclear.ca

Regulatory Affairs Program

In 2012, the Regulatory Affairs Program had three main focus areas: 1) Reducing regulatory overlap and duplication through increased coordination among federal and provincial jurisdictions. This focus ensured increased regulatory certainty required to achieve clarity necessary for future projects and initiatives; 2) Increasing dialogue on new regulatory developments among CNA members, the CNSC, and federal and provincial agencies, with the objective of promoting regulatory certainty; and 3) Representing CNA member interests by participating in key external working groups and conferences, and tracking and reporting on key issues of interest.

How did we do it?

- Held and participated in workshops on: Fisheries Act, Groundwater Protection and Release Limits, and other regulatory affairs
- Developed proactive member positions on: Canadian Environmental Assessment Act, Fisheries Act, and Species at Risk Act recommendations
- Facilitated reactive member positions to: Fitness for Duty, Packaging and Transport of Nuclear Substances, and Safety Culture
- Presented positive hearing interventions in support of: Cameco, Strateco, AECL, and OPG
- Contributed to multi-industry collaboration: COG, CEPA, CAPP, CEA, MAC, FPAC

Government Relations Program

The CNA's Government Relations strategy to support our regulatory and policy work has two elements: proactive outreach, and ongoing issues management. Our proactive outreach focuses on talking to federal and provincial governments, without having a specific "ask," to build constructive long-term relationships. We talk with them about energy, environment, and economic policies to promote and sustain a positive science and technology environment, a strong regulatory regime and long-term market for nuclear energy. This proactive outreach is enhanced by our issues management and monitoring efforts to ensure our members stay ahead of the curve on important specific issues, such as changes to legislation.

"It was a busy year with regards to regulatory affairs. I'm proud of the work we did on behalf of our members to navigate the proposed changes and advocate for a regulatory framework that reduces duplication while continuing to protect the health and safety of Canadians and the environment."

- Heather Kleb, Acting President & CEO



"By staying in touch with key federal and provincial government officials, we're able to keep a pulse on the changing environment in which our members operate. We are better able to understand the needs of governments and therefore better position our advocacy efforts on behalf of our members."

- George Christidis, Director of Government Affairs and Steve Coupland, Director of Environmental Affairs

How we did it:

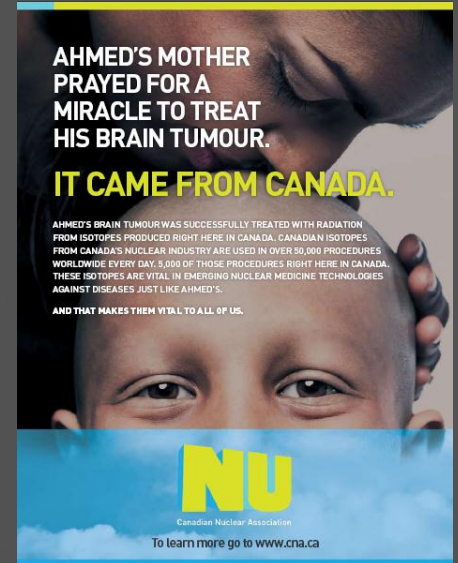
- Presenting results of the CNA-CME economic impact study to MPs and staff
- Appearances before a number of Parliamentary Committees including Finance, Human Resources and Natural Resources Committees.
- Advocated our position on Budget Bills C-38 and C-45 to MPs, key staff, and officials
- Advocating positions on reform of CEAA, Fisheries Act, and Species at Risk Act
- Regular outreach to PMO & Foreign Affairs on nuclear co-op agreements
- Regular engagement with NRCan Officials on Nuclear Liability Act
- Engaged federal and provincial officials on Small Modular Reactor technology- including hosting workshops in Ottawa and Calgary
- Held a second successful NU Energy on the Hill Day with over 25 MPs

Policy and Research Program

Our Policy and Research Program supports the CNA's Strategic Plan by publishing and by helping to develop content for the Communications and GR Programs.

In 2012, our policy efforts included:

- Scoping and researching an emergent policy issue, "Societal Expectations in Regulatory Standard-Setting." We formed a valuable working group, determined that this issue is of real concern and consequence to our members, and developed a policy paper by year-end.
- Developing a proposal for defining CNA's international mandate. We consulted carefully with members and developed a short slide deck with a range of possible options to promote constructive discussion.
- Partnering with Canadian Manufacturers and Exporters (CME) to update and expand our knowledge of the economic benefits of nuclear for Canadians. We started by talking to government about economic methodology: What do they want to know and find



"It was a pleasure to work with our members, governments, and the CME on this economic study. We now have concrete facts that speak to the tangible economic and social benefits of investing in nuclear S&T and infrastructure. Affordable and reliable nuclear energy provided a foundation for a strong, competitive manufacturing sector in Canada. With renewed investment in nuclear now, we can regain that strength for the prosperity and security of all Canadians."

- John Stewart, Director of Policy and Research

credible? This ensured that we produced a study that they would be willing to read and use.

- We learned that proposed investments in northern Saskatchewan’s uranium mining capacity, mid-life refurbishment of ten CANDU nuclear reactors, and proceeding with construction of two new reactors will deliver:
 - Long-term affordable clean air electricity
 - Potential for 24,000 new, high-quality, well paid, sustained jobs by 2017
 - Revitalized high-knowledge and goods-producing sectors
 - Strengthen our domestic science and engineering capabilities

Communications Program

Our communications strategy is all about engaging in a positive dialogue with Canadians and various stakeholders about the many benefits of nuclear. We do this by focusing on the issues that matter to them, i.e. affordability, jobs, and health. From there we can talk about innovation, education and workforce development, and nuclear as a clean energy option. We have three pillars in our communications focus: *We Talk NUclear* with Canadians on social media; engage in strategic partnerships to extend our message reach to different stakeholders, and ramp up our efforts around milestone events, including our annual Conference and Trade Show, Canada Health Day and National Science and Technology Week.

How we did it in 2012:

- 2012 Annual Conference and Trade Show
- Strategic Risk Communications & Regulatory Affairs workshops
- Small Modular Reactor workshops (2012 Ottawa & Calgary)
- Website enhancement projects; better content and functionality
- Advertising focused on nuclear medicine and electricity generation
- Team NUvember industry-wide Movember campaign
- CNA NUzeletter and Daily NUze media clips
- Ongoing social media dialogue
- Student and schools-based programs
- Sharing positive stories about nuclear

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It's power we create right here, right now, with our own resources.

THE POWER TO POP A BAG OF POPCORN. AND TO POWER OUR ENERGY FUTURE.

To learn more go to www.cna.ca

NU The Future is NU.
Canadian Nuclear Association

“A lot of what we do is focused on talking with Canadians and our various stakeholders, like government officials and our partners. But we also stay in touch with our members, to talk to them and find out what they’re doing so we can share that with the Canadians and stakeholders we’re engaged with. It’s an ecosystem based on two-way communication, listening, telling stories: dialogue.”

- Laura Allardyce,
Communications +
Digital Media Officer