



JOHNSON SHOYAMA

Centre for the Study of
Science and Innovation Policy

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BUILDING PUBLIC CONFIDENCE: COMMUNICATION, TRUST AND CREDIBILITY

AS PART OF THE *ILLUMINATING SCIENCE SERIES*,
CSIP PRESENTS:

Kirsty Gogan

Co-Founder & Executive Director for Energy for
Humanity (EFH)

Kirsty Gogan is Co-Founder and Executive Director of Energy for Humanity (EFH), an NGO working to meet the goal of universal access to clean and cheap energy. Ms. Gogan is an internationally sought-after advisor to Governments, industry, academic networks and non-profit organizations, including at 10 Downing St, the Office of the Deputy Prime Minister, and the Department of Energy and Climate Change. She led the national public consultation into the UK's nuclear new build programme, created the Low Carbon Alliance between the nuclear, carbon capture and renewables industries and helped found the UK chapter of Women in Nuclear.



EVENT DETAILS:

Nuclear projects are controversial, making them difficult to manage because of complex stakeholder concerns. It is not enough for nuclear new build projects to have a robust design and solid business plan - nuclear proponents also need to develop social intelligence to be successful at stakeholder engagement. The nuclear sector's public outreach method has traditionally relied on a "deficit model" of communication, which, as evidence has shown, is largely ineffective and can even backfire. This presentation will synthesise some of the best available social science research, whilst offering practical advice about how nuclear proponents can make the shift toward an "engagement model" for communications and outreach.

October 16, 2017 @ 1:30 p.m. - 3:00 p.m.

Location (Saskatoon): Prairie Room,
Diefenbaker Building, University of
Saskatchewan campus

Location (Regina): Room 210, 2
Research Drive, University of Regina

Registration: Available online.

NOTE: This lecture will be videoconferenced from Saskatoon to Regina.

**For more information or to register for this event, please visit
www.scienceandinnovationpolicy.ca, or contact us at 306-585-5512 or jsgs.events@uregina.ca.**