

Communicating the transport by sea of nuclear materials

Rupert Wilcox-Baker, Corporate Responsibility Director, INS



The challenge

Greenpeace dénonce un transport maritime de plutonium vers la France

Mox not welcome on Island

A well-resourced terrorist group would have no problem making a bomb out of this Dirty bomb' fear over plutonium car ferry

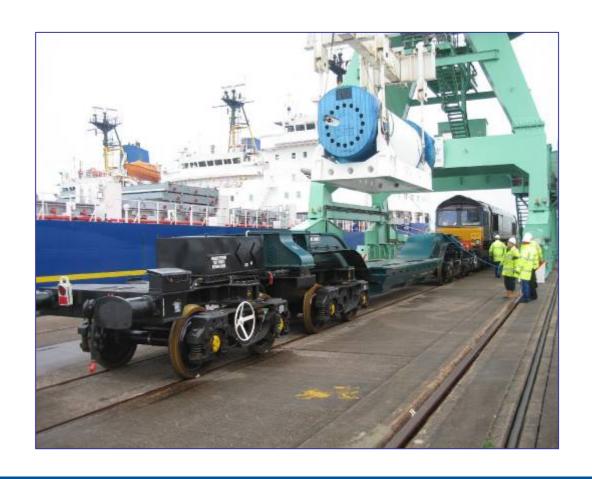
FRANK BARNABY Terrorism expert

Nuclear shipment is 'mad and irresponsible'



Tried and tested approach

- Openness
- Authority
- Service
- Clarity
- Context



Communications challenges

- Security primacy
- NGOs
- Vessels
- International nuclear debate



Working together

- Clarification of comms accountabilities/roles
- Agree joint communications strategy with customer
- Input and agreement of communications plan
- Joint execution of communications plan

