

Stakeholder communication – is it time for a new NA video?

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It is now 2 decades since the concept for the natural analogue video “Traces of the Future” was developed and the project implemented as an international collaboration. The video was finally released in 1994, following extensive and expensive filming worldwide. In the interim, it has been used extensively by the project partners for both public communication and internal training and has even been shown on national television. More recently, it has been converted by Nagra to run as a DVD and numerous stills and video sequences have been used for analogue presentations and documents.

As repository projects move closer to implementation in some countries (e.g. Sweden, Finland) and siting based on volunteering is being implemented in others (e.g. Japan, Canada, the UK), the need for understandable public communication materials is continuously increasing. This is in parallel to the increasing emphasis on more attractive and interactive communication technology – using electronic media that can be accessed any time and anywhere by stakeholders, rather than conventional bulky hard copy brochures and fliers. Based on experience with the first video and modern web-based communication platforms such as iPod U, it will be shown that an update of the video could not only be produced more quickly and cheaply, but could also be done in a range of formats that will facilitate multi-functional use (video presentation, conventional websites, internet communication platforms, iPad etc.).

The presentation will outline some ideas that have been developed in this regard and solicit input on the various options for taking such a project further.