

**WHAT OBSTRUCTS THE SUCCESS IN  
ENFORCEMENT OF NEW PROJECTS -  
WORKING WITH THE PUBLIC MUST BREAK  
THROUGH IGNORANCE, DISTRUST AND  
NIMBY EFFECT**

Maroš HAVRAN

- Experience in the project of the geological survey of uranium deposits near Kosice
- Communication of geological survey of uranium resources is not so far different from communication of the preparation of new nuclear power plant
- Communication is a very long term process

- Empathy is essential - it is important to hold the meetings, personal friendly relations with citizens and opinion makers (this group of opinion leaders and multipliers must be well prepared in advance)
- It is necessary:
  - ✓ to communicate small groups
  - ✓ to avoid a distribution of cash money
  - ✓ to support the standard projects in the area
  - ✓ to present responsible behavior

- It is necessary:
  - ✓ to explain also consistently all features toward the high political representation
  - ✓ to present successful projects abroad and visit them
- Cost of this activity is always higher than previously foresees
- Budget must be calculated with an increase of means of communication
- Success is very fragile, can be easily lost