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To: Virgilio, UMSS

AUTHOR: Mr. Bruno Comby (EFN)

AFFILIATION:

ADDRESSEE: CHRM Nils Diaz

SUBJECT: Concerns BNFL aids in favor of clean nuclear energy

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ACTION: Appropriate

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DATE DUE:

DATE SIGNED:

From: <nuc-en@ecolo.org>
To: <chairman@nrc.gov>
Date: Sun, Nov 2, 2003 7:09 PM
Subject: EFN - About BNFL's ads in favor of clean nuclear energy

To the MEDIA GUARDIAN UNLIMITED / UK

Dear Sirs,

About the following article :

<http://media.guardian.co.uk/advertising/story/0%2C7492%2C1072811%2C00.html>

Our environmental association (EFN) is very surprised by the complaint against BNFL, forcing it to remove its recent ads. Nuclear energy is indeed the cleanest energy available for the predictable future of humanity, to satisfy the energy needs of our industrial societies. Nuclear fuel uses very little fuel (one gram of uranium or plutonium produces as much energy as one ton of oil or gas - a million times more), produces very little amounts of waste (about a million times less than fossile fuels), which are not rejected into the atmosphere nor biosphere, emits virtually no greenhouse gases, and if it is well managed, nuclear energy is the safest and cleanest energy available. It produces large amounts of clean electricity with almost no emissions and its waste is confined, reprocessed and to a large extent is or can be recycled as is done at Sellafield.

EFN therefore fully approves the advertisement claims of BNFL that nuclear energy is a clean and safe energy, that respects the biosphere and butterflies better than any other massively available source of energy. In fact it is by far the cleanest and the safest energy able to meet the electrical needs of the British population in the coming decades, and this will be even more so in a few years when the natural gas from the North sea will start running out.

By definition, the future is not fully predictable. Basing a juridical complaint on the fact that the future is not fully predictable could justify a lawsuit against almost anybody for about anything concerning the future.

This complaint is therefore clearly anti-nuclear oriented and biased, and is in no way based on solid scientific facts.

Our association of Environmentalists For Nuclear Energy (EFN - <http://www.ecolo.org>) is fully independent, receives no subsidies from BNFL, and gathers over 5000 members and supporters in 45 countries.

Have a nice day,

Bruno Comby
President of EFN
Environmentalists For Nuclear Energy

<http://www.ecolo.org>

For more information :

<http://www.ecolo.org>

To become a member of the association :

<http://www.ecolo.org/subscri/subscrien.htm>

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8.30am

Watchdog sees red over BNFL's green ad

Claire Cozens
Wednesday October 29, 2003

British Nuclear Fuels has been criticised for claiming "the future of the environment is in safe hands" after the advertising watchdog ruled it could not possibly substantiate such a claim.

The advertising standards authority launched an investigation after a member of the public complained about a regional press advert for BNFL showing a butterfly flying from a person's hand beside the slogan.

BNFL, which operates the Sellafield nuclear reprocessing plant, went on to claim in the advert that "the Sellafield team is acutely aware of its responsibilities towards its workforce, the environment and the local community" and added that the company ensured the "highest environmental regulations are constantly met".

The complainant, who was from Cumbria where Sellafield is based, said the promise was misleading because BNFL could not predict what would happen to radioactive waste in thousands of years to come, adding nuclear plants were a "terrorist risk".

BNFL said it had no plans to use the advert again, adding it had intended to convey that over the next 50 years or so it would carry out a clean-up of the site with no harm to the environment.

But the ASA ruled the advert was misleading because BNFL "could not predict the effects of the Sellafield nuclear power station on the environment" and ordered the company not to



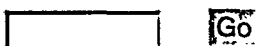
Sellafield: complainant lives in Cumbria where the plant is based

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repeat the claim.

It is not the first time BNFL has been sanctioned by the ASA. In February 1999, the watchdog upheld a complaint about an advert that claimed the company had "perfected ways to deal with all types of nuclear waste".

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