

Infrastructure of the “clean, green” lobby machine



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Nuclear Energy Conference, Linz, 16 May 2023

Infrastructure of the “clean, green” lobby machine

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progressive nuclear policy
for a brighter future



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Good Energy Collective is a policy research org. building the progressive case for advanced nuclear energy as part of the broader climate change agenda | rt!=e

📁 Non-governmental & Nonprofit Organization ⓘ

🌐 goodenergycollective.org 📅 Joined July 2020

We are a group of ordinary citizens from different backgrounds including environmentalists, scientists, parents, artists and teachers, who care about the future of our planet and are concerned about climate change.



Students for Nuclear


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NUCLEAR ADVOCATES

Use grassroots branding to influence younger generations

Strategic messaging

- “Progressive”
- “High-minded, open, caring & fair”
- “Contrarian”



We are fallible and embrace debate and dialogue to address human biases

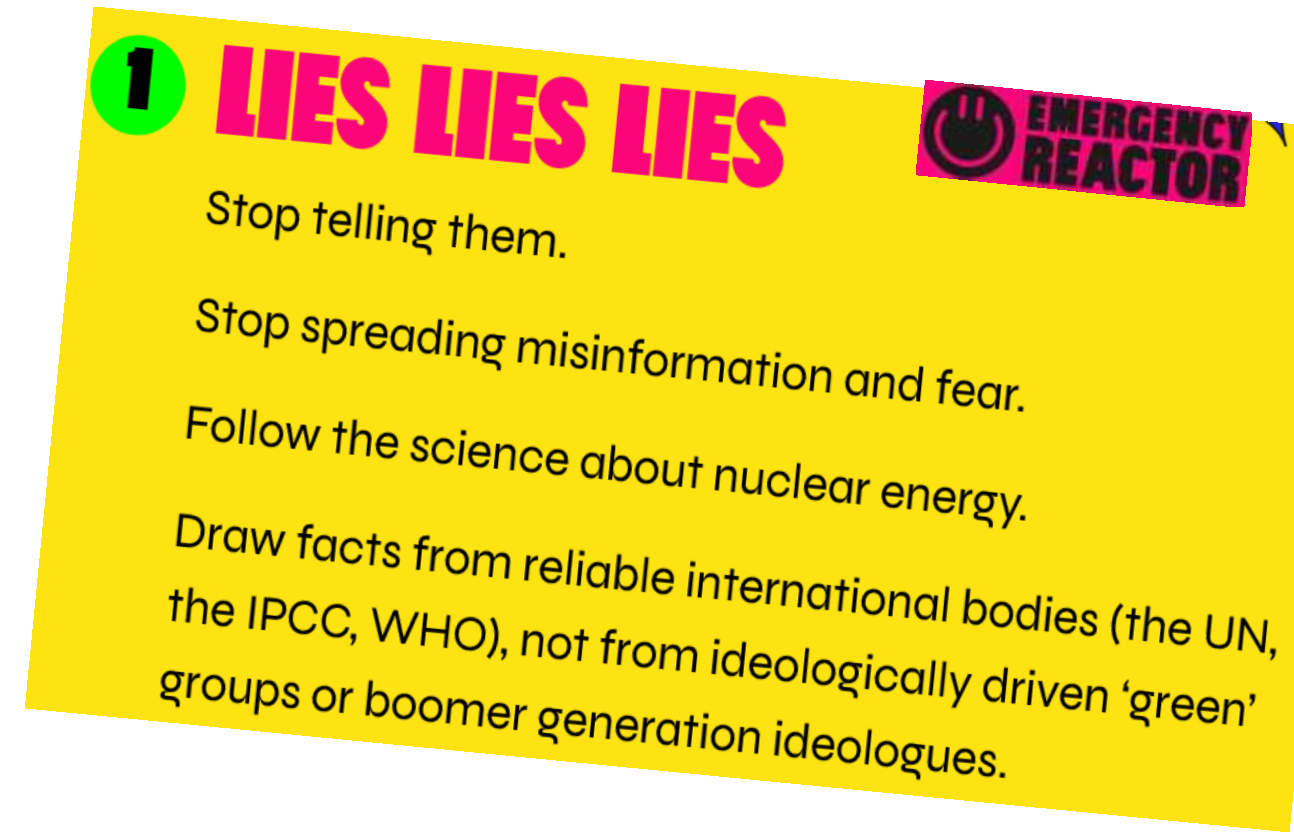
Humans are fallible and so we are fallible. When we are wrong we admit it by writing about it and speaking about it, which is a core EP practice and value. We approach our work in a spirit of **open inquiry**. We think about psychology because it reminds us of our blind spots. Of how we are motivated to reinforce existing beliefs and are thus biased against evidence that disconfirms our beliefs. We thus seek to debate our

NUCLEAR ADVOCATES

Use a bold strategy for dealing with facts: label them “lies” and say “stop telling them”

Strategic messaging

- “Encourage science-based policy”
- “Engage in debate”
- “Pragmatists”
- “Averse to bias, dogmatism”



NUCLEAR ADVOCATES

Launch campaigns of disinformation and denialism

Strategic messaging

- “Racially diverse”
- “Stand in solidarity with youth strikers & anti-oppression struggles”
- “Fearless”



NUCLEAR ADVOCATES

Are not afraid to “dig dirt” on the chummy relationship between anti-nuclear organizations and their natural gas and renewable corporate “paymasters”

Strategic messaging

- “Individuals”
- “Strictly independent”
- “Strictly non-profit”
- “Call out corporate-funded organizations”

Corporate & Energy Interest Funding for Anti- Nuclear Groups

Sierra Club :: Has taken \$136 million from nat gas/renewables interests that stand to profit from the closure of nuclear plants.

Natural Resources Defense Council (NRDC) :: Has minimum of \$70 million directly invested in oil and gas renewable energy interests that stand to profit from the closure of nuclear plants.

NUCLEAR ADVOCATES

Masterfully turn the tables

Strategic messaging

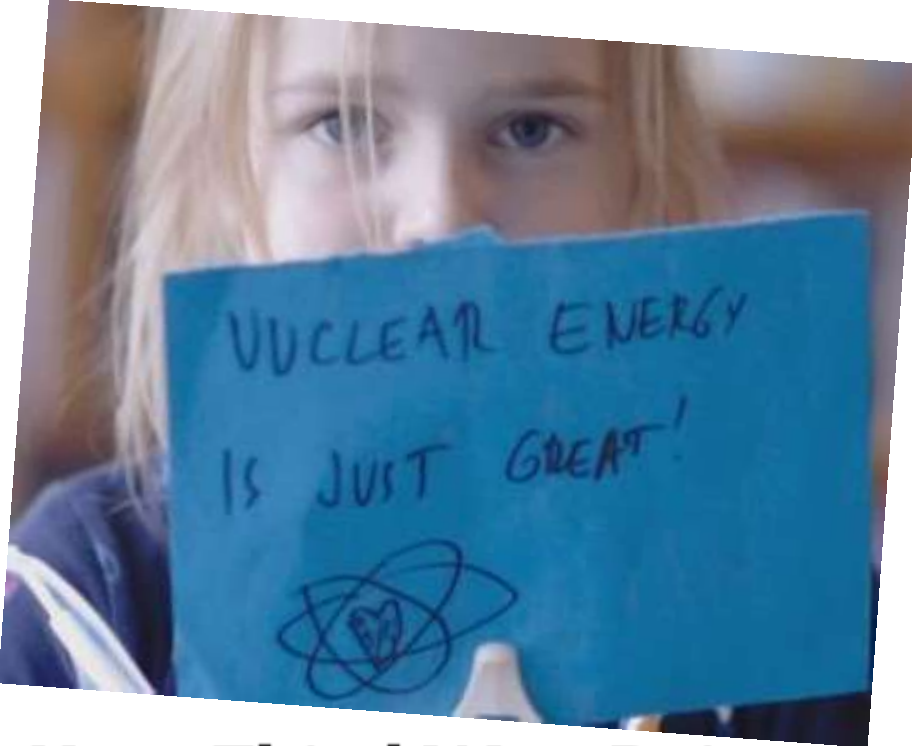
- “Activists”
- “Informers”
- “Myth-busters”
- “Rights protectors”
- “Pro-Human”



Enemies of the Earth: Unmasking the Dirty War Against Clean Energy in South Korea by Friends of the Earth (FOE) and Greenpeace

environmentalprogress.org/big-news/2017/...





FAKE GREENS

Positioning as part of the climate solution suggests nuclear is not part of the climate problem

How Third Way Reinvented Nuclear Energy Policy



GENERATION ATOMIC

"Above all, we want all clean energy supporters to feel completely comfortable saying that nuclear is the safest, the most powerful, and the absolute best tool we have to fight climate change and energy poverty. We can all have hope for the future, and nuclear energy is more important than ever." 10

Despite the Obama Administration's efforts to address it, by 2014 the climate crisis was so dire that... like wind... invested... energy source that would... emissions: advanced nuclear technology.

advanced nuclear technology

The Future of Nuclear Power
for Clean Energy Systems



**GIVING
GREEN.earth**



Californians for **green
nuclear power**



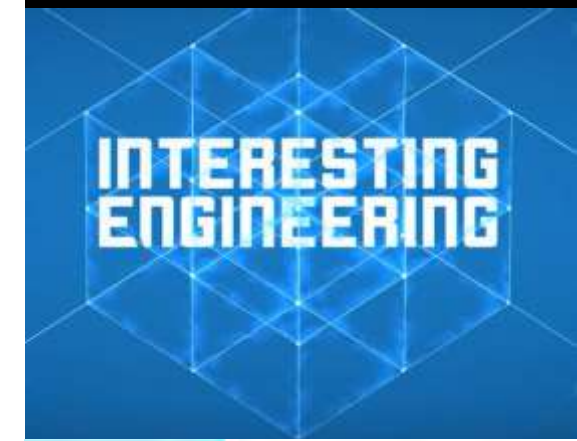
GND



**Evergreen
Collaborative**



- States and corporations wield public, financial power
- Lack informal sources of power necessary for effective mobilization (public trust and moral authenticity)
- Front groups



FAKE TECH

“Climate objectives won’t be met if nuclear is excluded; Need level playing field for all low-carbon technologies; Deployment of SMRs must be accelerated.” - UNECE



“Nuclear generation will need to double by 2050 if we are to reach our net zero climate goals.” - IAEA



www.energisch.ch/fake-tech-atomwunschen-denken-am-konkreten-beispiel/5662/beispiel/5662



Markus Kühni



COUNTER-STRATEGIES

- Avoid technocratic rhetoric
- Consider transnational coordinated strategies
- Demand more substantial safeguards against undue influence
- Create independent documentation centres and fact-checking hub for journalists
- Establish whistleblower platform for nuclear sector employees
- Challenge the dissemination of fraudulent data