

## OEB Enterprise / A Clean Win for Cameco's Reputation

### Challenge

Cameco, the world's largest uranium producer, operates uranium reprocessing and conversion facilities in Port Hope, Ontario. In 2004/2005, a proposal by Cameco to expand its operations in Port Hope generated heated community debate. A new community group opposed to the project emerged, and the Port Hope community seemed to become divided over their attitudes toward the conversion facility.

### Strategy and Action

OEB Enterprise developed a communications strategy to address this issue. Central to the communications strategy was a Community Liaison Forum (CLF) process we designed that was open and transparent to the entire community. The CLF process did not treat any one special interest group as more important than the entire community. The open forum provides Cameco with an opportunity to correct misinformation that has been floating around in the public for an extended period of time.

### Results

Through the CLF process along with continual government relations activities, support for Cameco in Port Hope rose from a low 66 to 83 percent. A substantial shift in media coverage also took place with 77 per cent of the news items being either neutral or positive with negative items dropping to a low 23 percent.

We continue to work with Cameco in Port Hope. The process has proven so successful that other firms facing similar challenges are now reviewing and discussing the approach with us.

