Energizing and empowering today's generations to advocate for a future powered by nuclear energy

Eric G. Meyer - Executive Director
eric@generationatomic.org

Tay Stevenson - Organizing Director
tay@generationatomic.org
In the last 3 years, we’ve lost 5 nuclear plants to early shutdown.
San Onofre 2013
Kewaunee
2013
Crystal River
2013
Loss of these five plants erased all gains from solar.

Source: EIA. Assumes 90% capacity factor
Approval ratings of energy sources

Source: Ipsos, Dec. 2014. Graph courtesy of Environmental Progress
Continued decline of today’s nuclear industry will make Gen IV even harder to deploy.
Clean Energy Standards
So, what's being done?

Media Advocacy

CLEARPATH
Environmental Progress
Mothers for Nuclear

Lobbying & Policy

Exelon

SAVE & EXPAND NUCLEAR ENERGY

United States Nuclear Infrastructure Council
American Nuclear Society
Nuclear Energy Institute
With the hard work of these groups and others, we’ve started to turn the tide.
California
New York
Illinois
But we’re still missing a key component.
Media Advocacy

Lobbying & Policy

Grassroots Organizing

SAVE & EXPAND NUCLEAR ENERGY
1. Energize & empower students to advocate for nuclear power with best practices communications & organizing tactics.

2. Prove our grassroots model in PA and MN.

3. Expand to other states with at risk plants & nuclear moratoria.

4. Lay the social and political groundwork for new & advanced nuclear.
Our Grassroots Model

1. Recruit and train young advocates on the best practices of messaging and campaign tactics.

2. Execute direct outreach campaign, identifying thousands of new supporters of nuclear.

3. Activate supporter base to support pro-nuclear legislation.
Supports 16,000 high paying jobs.

Affordable Energy
Saves $788m on electricity bills every year.

Environment
Prevents 7.8m cars’ worth of CO2 every year.

(from PA campaign)
Projected Results: Pennsylvania Pilot

Contact Attempts: 19,350
Contacts: 9,675
New Supporters: 3,362
Actions: 2,903
Grassroots Donors: 556
Contributions: $9,554
Volunteer Hours: 473
The number of student advocates trained in best practices of nuclear organizing and communications.

Most important number?

60

Penn State, 1-18-17
Nuclear advocacy goes viral with our new app: “ATOMIC ACTION”
Campaign Best Practices

Deep Canvassing
- Tested methods of persuasion through values alignment

Cutting Edge Technology
- Gamifies advocacy
- Drives engagement
- Democratizes activism

Marrying old school organizing with new school tech.
Why now?

An avalanche of coal retirements is on the horizon--many in states with nuclear moratoria and/or markets hostile to nuclear.

We need to lay the groundwork culturally & politically so that utilities will have the option to replace coal with new nuclear instead of gas.

This will take time, so we better get started.
Our Team

Eric Meyer
Executive Director

Dir. of Engagement - Environmental Progress
Masters in Advocacy and Political Leadership
Veteran of union, community, and political organizing.

Tay Stevenson
Organizing Director

Dir. of Campaigns - FairVote Minnesota
Cum laude, Dartmouth Gov't & Philosophy
Extensive background in political and issue campaigns.
Our Team

Amelia Tiemann
Organizer

Charlie Hansler
Organizer

Tyler Cousins
Organizer
Board of Directors

Lenka Kollar
NuScale

Kristin Zaitz
Mothers for Nuclear

Daniel Curtis
MIT

Nick Thompson
RPI

Aries Loumis
Univ. of IL - UC

Rod Adams
Atomic Insights

Canon Bryan
Terrestrial Energy

Gene Grecheck
Fmr. Pres. ANS

Tim Crook
Texas A&M
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Or contact eric@generationatomic.org for corporate membership.