

## **Uranium Mining**

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### **Business Challenge/Environment**

*A coalition of regional environmentalists, local residents and national anti-nuclear groups fiercely opposed a mining company's proposal to develop an open pit uranium mine in a rural area. A 25-year-old state moratorium on uranium mining gave opponents a powerful tool to kill the plans. We were tasked with finding and demonstrating public support for the project and to end the moratorium.*

### **Our Approach**

Initial efforts to develop an active supporter group from the client's list of backers quickly determined nearly half the people listed did not actually support the proposal. We then:

- Conducted one-on-one meetings with confirmed supporters to convince them to publicly express their support.
- Identified potential supporters and followed up with personal outreach.
- Organized group supporter meetings to convince citizens they were not alone in backing the mining plans and could safely speak out.
- Expanded outreach to local businesses and residents who would benefit from the increased tax revenue and potential multiplier economic benefits, asking them to support the mine and to provide names to contact on their behalf.
- Mobilized citizens to write and call a key government agency and their elected legislators, asking that the legislature approve a bill allowing that a study be conducted to determine the safety of lifting the moratorium, an essential first step for the project.

### **Outcome**

We demonstrated support through telephone calls and letters to the targeted government agency and elected representatives. The state legislature agreed to authorize a study to determine if the moratorium should be lifted. The study is in progress.

CASE STUDY