Why they succeeded?

• Naïve handling of the case by the mayor
  – Allowed participation of outside environmentalists in the town’s study meeting
  – Allowed a group lead by outsider to hold a meeting to agitate anxiety and fear in the town hall
  – No prior consensus with the prefectural governor

• Swift actions and grass-roots network making in the town, spreading fears and anxieties among the town citizens

• Creation of strong distrust to the mayor
  – Disclosure of “the case of secret application trial by the mayor”
  – “He did it secretly and concealed the fact to the town residents”

• Strategy clearly aimed for jeopardizing efforts to have calm and rational study sessions

Propaganda to agitate fears and anxieties

• One HLW canister contains radioactivity equivalent to 30 Hiroshima-type A-bombs
• A HLW canister kills a man standing by within 20 seconds
• If the earthquake hits the repository, strong radioactivity leaks into the groundwater, and the contamination is very likely to spread over whole Shikoku area harming more than 10 million residents
• Very large earthquakes occur quite often in Japan and there is no safe place to build a repository
• Transportation of HLW is very very dangerous. Downloading the waste at the port will take place for 50 years, and there is no place for people to get rid of the danger
• There will be a significant decline in the sales of farmer products and the tourism because of the bad rumors of radiation and contamination
• Once you accept LS, you can never reject next steps, ending up with the enforced acceptance of the final repository
• Once we receive the subsidy money, we will be addicted to it and never get rid of it
**Negative campaign for the mayor**

- He secretly applied for the LS and rejected by notorious NUMO
- He concealed the fact to community citizens
- He is a dictator not to hear the voice of people
- He is a liar
- The mayor sold the town to the Merchant of Death
- He is building a luxurious house in Osaka with bribe money

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**“Ant-nuclear recipe”**

* Nuclear war in a tiny rural town, by former Tashima

1. “Environmentalists” outside of the town begin to voice opposition and organize protest groups
2. Give momentum to opposition activities by spreading exaggerated anxieties and fears
3. Mass media caters to escalated anti-nuclear sentiment and the prefectural governor accommodates himself to the media responses
4. Council’s resolution to demand mayor’s resignation and recall campaign
5. Defeat of proponent mayor in the following election

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No Nukes!
Save our green hometown
Various stakeholders

What to do to overcome the difficulties

- Preparedness prior to the express of interest
  - Support from majority of community residents and council members
- Prior consensus with Governor and neighboring communities
- Support from general public
- Support from local
- Set environment for calm and rational study sessions
- Education of local media on the project and the process to realize it