Stakeholder reaction: the electricity industry

John Swanson
National Grid Transco, UK
John.swanson@ngtgroup.com
The electricity industry and EMFs

• There is enough scientific evidence to justify considering precautionary action
What does it take to manage EMFs successfully?

- Face up to the issue
- Balance the factors
  - Science (strength of evidence)
  - Public health (scale of any problem)
  - Public opinion
  - Commercial factors
  - Ethical responsibilities
- Proportionate response

National Grid Transco
Proportionate response

• Responsibility not just to shareholders but society

• Some argue for disproportionate response
  • May be valid if risk is high
  • But carries “opportunity cost”
  • Concern over “thin end of wedge”

• Driver for Corporate Responsibility
  • Personal view of Directors and staff
  • Responsible companies are successful companies

• Public opposition is expensive

National Grid Transco
Therefore we need:

- Rational framework for proportionate response
- Sufficient status to be authoritative
- Manage legal liability

National Grid Transco
The WHO Framework

• Looks good to me!