

Stakeholder reaction: the electricity industry

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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

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

Therefore we need....

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

The WHO Framework

- Looks good to me!