



Case study

FUSION'S MY NEW GOAL

“

I tell incredible stories of how we are creating a star on Earth to produce clean, limitless energy. What could be more important for the future of our planet than that?”



STUART WHITE

Head of Communications
at private fusion company
Tokamak Energy, based near
Oxford

BACKGROUND

I've learned almost everything 'on the job' as I was unclear on my career path when I left education, and realised I was not going to make it as a striker! However, I did play for Southampton and had a long semi-pro football career, which I used to move into sports journalism. I spent a decade working for newspapers, and reported from the Athens Olympics in 2004, before running the media department at Thames Water for 10 years – one of the UK's most high-profile utility companies. I then found fusion, although I admit to not knowing anything about it before joining UK Atomic Energy Authority in late 2021.

CURRENT SITUATION

I'm Head of Communications at Tokamak Energy, one of the leading UK private fusion companies. Previously, I worked at UKAEA for a year where I used my media background to help spread news of world-record fusion energy results across the globe, and spent a day filming with motorcycling legend Guy Martin. My time at UKAEA was invaluable

to learn the basics. Everyone is so passionate and enthusiastic about what they are doing, it is infectious. It's such a growing and booming industry that you don't have to be in it for too long to become a confident speaker, communicator and expert compared to your friends.

IMPACT

I'm the storyteller, event organiser and, at times, translator. My job is to raise the profile of fusion and help it make sense to attract the right people into the industry. To educate, inspire and entertain. It's also about attracting the right investment and connecting people to overcome the challenges ahead. As a father of two teenagers, my favourite part of the job is inspiring young people, as they are ones who will ultimately make it happen.

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