

NUCLEAR SHIFTS & POWER PLAYS

**WHAT PRESIDENT TRUMP'S POLICY
MEANS FOR THE INDUSTRY**



**A PROOF STRATEGIES USA
INSIGHT REPORT**

EXECUTIVE SUMMARY

The U.S. nuclear energy sector is entering a new phase of transformation under Donald Trump's return to the White House. With policy pivots emphasizing deregulation, altered financial incentives, and a renewed focus on "American energy dominance," the industry faces both heightened risk and strategic opportunity.

As nuclear energy becomes a central component of the administration's energy platform, the nuclear industry must have its pulse on changing policy and regulations. In this fast-moving environment, strategic planning and proactive intelligence aren't optional – it's essential.

THE TRUMP ADMINISTRATION'S NUCLEAR ENERGY POLICY: WHAT'S CHANGING?

Nuclear energy is emerging as a core pillar of President Trump's broader energy dominance strategy, which seeks to boost domestic production, cut regulatory barriers, and assert U.S. leadership in nuclear exports. **Key developments include:**

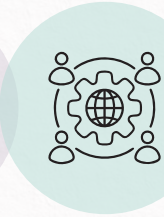
- **Project 2025:** Even before taking office, Trump's transition team laid out an aggressive nuclear agenda through Project 2025, signaling deeper industry partnerships and a push toward advanced nuclear research and development (R&D).
- **Regulatory Reform:** The Nuclear Regulatory Commission (NRC) is expected to accelerate licensing processes, especially for Small Modular Reactors (SMRs) and next-generation nuclear technologies.
- **Shifting Federal Funding:** The Department of Energy (DOE) may ramp up investments in nuclear innovation and fuel security, redirecting resources toward the commercialization of new technologies.
- **Trade & 123 Agreements:** Changes to U.S. nuclear trade policy could reshape reactor exports, fuel supply chains, and international R&D partnerships.
- **Renewable Energy Realignment:** Potential rollbacks of renewable energy incentives from the Biden era may recentre nuclear within the broader U.S. energy mix.
- **SMRs Take the Spotlight:** SMRs, designed for flexible deployment and fast assembly, are gaining national traction. States are competing to host the first deployments while the federal government champions them as a resilient solution for grid stability and disaster response.



WHAT TO EXPECT FROM THE NEW REPUBLICAN CONGRESS

The Republican-controlled Congress will need to reconcile Trump's broader energy agenda with growing bipartisan enthusiasm for nuclear innovation. **Key areas to watch:**

- **Leadership & Influence:**
 - *Sen. Shelley Moore Capito* (R-WV), Chair of the Senate Environment and Public Works Committee (EPW), is a key NRC ally and nuclear proponent. EPW oversees all environmental policy around nuclear energy.
 - *Rep. Chuck Fleischmann* (R-TN), Chair of the Energy-Water Appropriations Subcommittee, has a long record of championing nuclear investment. This committee oversees the budget of the Dept. of Energy.
- **Fuel Recycling Momentum:** Bipartisan interest in nuclear fuel reprocessing could spark a revival of U.S.-based recycling infrastructure, potentially reducing reliance on overseas facilities and unlocking new investment pathways.
- **State-Level Momentum:** States such as Michigan and Virginia are in a tight race to host the country's first operational SMR. Meanwhile, states like Montana are repealing nuclear bans, and Illinois may follow suit, signaling a wave of subnational support.
- **Clean Energy Incentives:** The future of the Inflation Reduction Act (IRA) tax credits for nuclear remains uncertain. Some GOP lawmakers support preserving nuclear incentives while opposing broader clean energy funding.



CROSS-BORDER IMPACTS ON CANADA

Canada's nuclear sector, deeply linked to the U.S. through uranium mining, research partnerships, and reactor development, faces new pressures from shifting U.S. policies:

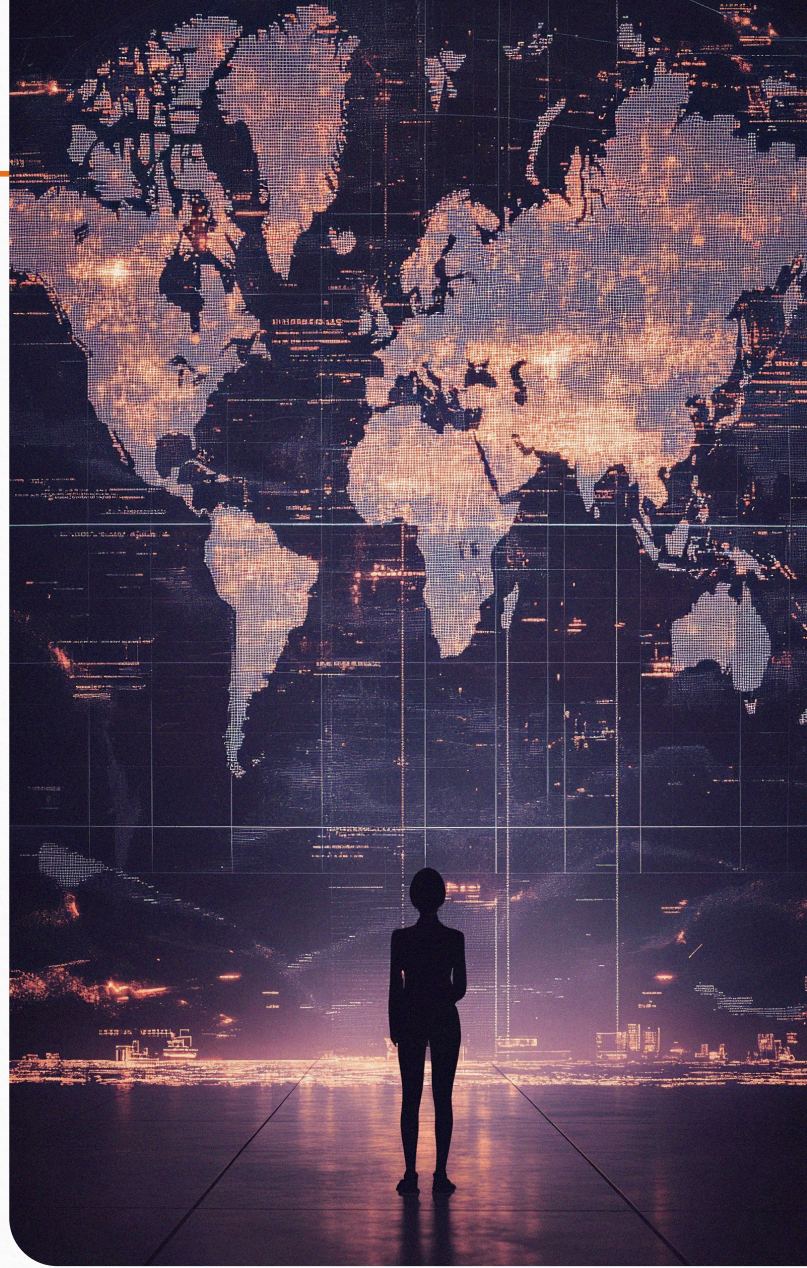
- **Uranium Tariffs & Supply Chain Friction:** While Canadian uranium is currently exempt from Trump's proposed 10% tariffs, new regulations could still hike costs for projects like TerraPower's Sodium reactor in Wyoming. Any tariff expansion could force U.S. firms to turn to more expensive European or even Russian sources.
- **Regulatory Divergence:** If the NRC pursues deregulation while Canada maintains a conservative oversight regime, coordination across the border may become more complex.
- **Shared Objectives:** Despite these tensions, both countries remain aligned on key goals: tripling nuclear capacity by 2050, expanding SMRs, and ensuring long-term energy reliability.



GLOBAL RAMIFICATIONS

The U.S. remains a central player in the global nuclear landscape, and new administrative policies will ripple far beyond American borders:

- **Global Tech Race:** Allies like the UK, France, and Canada, as well as strategic competitors like China and Russia, are closely monitoring U.S. export policy for signs of retreat – or renewed leadership.
- **Tariff Disruptions:** Trade restrictions are already reshaping global uranium markets and complicating joint development projects.
- **Geopolitical Risks:** Retaliatory tariffs and tightened trade flows may strain diplomatic cooperation on shared nuclear safety and climate goals.
- **Rising AI Demand:** With electricity demand from AI data centers projected to quadruple by 2030, nuclear presents an optimal path to clean, scalable energy. But U.S. momentum may stall amid tariff-fueled bottlenecks and permitting delays.



WHAT THIS MEANS FOR INDUSTRY

For utilities, energy firms, and investors, the evolving nuclear policy landscape presents both opportunities and challenges:



- **Regulatory Clarity & Long-Term Planning:** While nuclear enjoys broad political backing, fluctuating policies and uncertain tax incentives make long-term project planning a challenge.



- **Funding Access:** Firms working on SMRs and advanced reactors must stay ahead of shifting funding priorities and grant structures.



- **Strategic Communications:** As nuclear re-enters the political spotlight and policy priorities shift, so must messaging and public affairs to adapt to evolving national interests and a dynamic media landscape.

WHAT NOW?

Nuclear's future in the U.S. and globally will be shaped by how the industry navigates this high-stakes policy environment.

- **Public Sentiment Is Shifting:** A March 2025 Gallup poll shows 61% of Americans now view nuclear energy favorably, up 6 points from 2023. But social and traditional media still overflow with misinformation. The time for bold, fact-based education campaigns is now.
- **Tackle Tariff Turbulence:** Supply chain delays and cost uncertainty threaten to stall projects. Industry players should diversify sourcing, reinforce supplier partnerships, and prepare for rapid policy shifts.
- **Own the Energy Narrative:** Americans are paying attention to energy more than ever, with grid instability and AI-driven demand dominating headlines. While the administration talks up coal, the industry must tell a more forward-looking story, one where nuclear is the linchpin of a resilient, low-emission future.



PROOF STRATEGIES USA: YOUR PARTNER IN NAVIGATING NUCLEAR POLICY

Navigating regulatory upheaval, evolving public sentiment, and cross-border trade tensions requires more than insight – they require a clear strategy. Based in Washington, D.C., Proof Strategies USA brings deep expertise in U.S. and Canadian energy policy, stakeholder engagement, and strategic communications.

Whether it's government relations, media strategy, or cross-border coordination, our team turns complexity into opportunity. We help you anticipate risks, shape public opinion, and stay ahead in a rapidly evolving new nuclear era.

**Let's build a stronger
nuclear future – together.**

Contact Proof Strategies USA to learn how this moment affects your organization and how we can help you lead through it.



communicate@getproof.com

www.getproofusa.com

700 K St NW
Washington D.C. 20001