

# Draft RBMP – public participation

## Summary of group discussions Aug 20

### PP main lessons learned:

- Time + resources necessary – don't underestimate
- Improve PP goal setting - focus on key organisations and target groups + involve att right time & level
- Good Q = good A
- Info = KISS
- Use moments of opportunities, e g events, concerts

## Good examples:

- French campaign – but maybe too costly ?
- Internet – but use local newspapers and media more
- TV ads – costly?
- Danube & Rhine work

## Transboundary experiences:

- Formal and informal work equally important
- Informal bilateral meetings
- PP a particular challenge
- Transboundary institutions important
- Need for economic model/agreement for measures against transboundary pollution
- Don't underestimate cultural differences

## CIS:

- Review Guidelines for 2nd cycle
- Need for more practical effect-oriented advice
- Coordination with other directives
- More adapted to different communication cultures

## Challenges:

- Now. Policy conflicts, detailed negotiations on measures, summarizing message & communicate success, explaining reasons for actions (e.g. financing), economics of benefits, MS experience sharing,
- 10 yrs. Water education, research, agricultural involvement/CAP,