General public consultation for the implementation of the Water Framework Directive

The process of the Rhine-Meuse basin committee

● A FIRST:
The public is invited to express its opinion about the future of water in its region

● a supervisor for this consultation: the basin committee officially empowered by the basin-coordinating prefect representing the State → INFO commission

● a national committee for follow-up and assessment

● a national coordination: the Ministry for Ecology
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

AMBITION of the Basin Committee to give the floor to each user (the whole public)

- consequence: a new way of communication and consultation has to be invented
- decision: every household will be able to express its opinion about water (a questionnaire in each housing)
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

SCHEDULING

2004
1st step sept-november
Water stakeholders
Departements, Regions, chambers of agriculture, of trade, of industry,

2nd step mai-june
Knowing and/or aware persons
Mayors, NGO’s...

3rd step sept-november
General public

2 may – 2 november 2005
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

THE ACTORS (1/2)

• The State
• The NGO’s
• The communities
• The basin committee (INFO commission)
• The press (media)

partners of the consultation
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

★THE ACTORS (2/2)

and ...

BLOUP BLOUP & CLAQ CLAQ

2 friendly mascots to get the public support
(so that it takes parts in the consultation)
Because the subject (Water/WFD) and the issuer (the basin committee) are not well-known

It has to be close to the public, clear, easy
to deal with natural environment (WFD)
to be strong, appealing

A slogan : merci d’avance!

Thank you in advance
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

THE HEADLIGHTING SUPPORT

To raise awareness, to inform (quiz)
To raise questions
4 topics:
scarcity, health, nature, pollution
To create a link with the issuer

A slogan : merci d’avance !

Thank you in advance!
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

THE SCENARIOS

- The mascots appear
- Postal delivery of the questionnaires in the mailboxes (1 800 000 copies)
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

THE SCENARIOS

Promotion campaign in the media
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

- PREVIEW

The involved actors and stakeholders have received good information

To set up partnerships

*First and second steps*
General public consultation for the implementation of the Water Framework Directive

The process of the Rhine-Meuse basin committee

● PREVIEW

● TO INFORM

● 3 200 town councils
● 150 water suppliers
● 500 journalists
● 20 000 subscribers of « Rhin-Meuse infos »

Forum of the NGO’s
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

**PREVIEW**

- **TO ORGANIZE information (targets)**

<table>
<thead>
<tr>
<th></th>
<th>1000 pages</th>
<th>100 pages</th>
<th>10 pages</th>
<th>4 pages</th>
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<tbody>
<tr>
<td>Status Report</td>
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<tr>
<td>synthesis and main</td>
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<tr>
<td>challenges</td>
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<td>Twelve challenges</td>
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<tr>
<td>explained (Validation</td>
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<td>BC)</td>
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<td>Four topics</td>
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<tr>
<td>questionnaire</td>
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<tr>
<td>Services, experts</td>
<td></td>
<td>Stakeholders</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Knowing people</td>
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<td></td>
<td></td>
<td>Town councils</td>
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<td>NGO’s</td>
<td></td>
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<td></td>
<td></td>
<td>General Public</td>
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LE FLEUVE DANS LA FORET - 17-19 Novembre 2005 – KEHL AM RHEIN
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

PREVIEW

TO DISSEMINATE information (tools/targets)

<table>
<thead>
<tr>
<th>INTERNET</th>
<th>eau2015 website</th>
<th>Rhin Meuse agency website</th>
<th>Partner website</th>
<th>Specialized public (Department – NGO’s) Whole public</th>
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</thead>
<tbody>
<tr>
<td>CDROM</td>
<td>status report, water bodies data</td>
<td>complete</td>
<td>Specialized Public</td>
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<tr>
<td>Media Planning</td>
<td>TV</td>
<td>Radio</td>
<td>Press releases</td>
<td>General Public</td>
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</table>
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

• PREVIEW

• TO DISSEMINATE information (tools/targets)

<table>
<thead>
<tr>
<th>Paper</th>
<th>Specialized Public (Department – NGO’s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Documents, complete reference datas</td>
<td></td>
</tr>
<tr>
<td>• Synthesis, main issues</td>
<td></td>
</tr>
<tr>
<td>• Flyer concerning the challenges</td>
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<tr>
<td>• Challenges Illustrated (« Rhin Meuse » newspaper)</td>
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</tr>
<tr>
<td>Town Councils, Water suppliers, Economical actors Éducation, NGO’s</td>
<td></td>
</tr>
<tr>
<td>Whole public, media</td>
<td></td>
</tr>
</tbody>
</table>
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

• DEBATE

• The NGO’s & the bassin committee (geographical commissions) organize public debate
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

FIRST OUTCOMES

CONTEXTE ET METHODOLOGIE

Ages des répondants

- 0-19: 8%
- 20-39: 48%
- 40-59: 35%
- 60-74: 7%
- 75 et +: 2%

Base: 1428

Profession des répondants

- Employé: 25%
- Cadre/Prof. lib.: 37%
- Artisan/Commerçant/Ch. d'ent.: 2%
- Retraité: 4%
- Agriculteur: 1%
- Autres: 21%

Base: 1416
FIRST OUTCOMES

CONCLUSION

A CE JOUR .......

➔ Des retours prometteurs sur les premières cibles touchées
Tant en nombre qu’en qualité (richesse des avis libres)

➔ Des répondants « experts » et/ou concernés - sensibilisés

➔ Un large consensus sur la nécessité de gérer la question de l’eau

➔ Une sensibilisation croissante à la nécessité
  ➔ d’impliquer chaque citoyen - consommateur
  ➔ de participer individuellement, y compris financièrement, aux actions

LE GRAND PUBLIC CONFIRMER A-T-IL LES TENDANCES ?
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

The public’s response:
02 November 2005:
More than + 70 000 questionnaires received
### How much does it cost?

<table>
<thead>
<tr>
<th>Service communication externe/Documentation</th>
<th>Budget Consultation du public - DCE Bassin RM</th>
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</thead>
<tbody>
<tr>
<td>Achat d'espaces</td>
<td>Le Républicain Lorrain 130000,00</td>
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<td>Conception des supports</td>
<td>Devorsine et Gallié 71000,00</td>
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<td>Distribution questionnaire</td>
<td>La Poste 92720,00</td>
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<tr>
<td>Mise en ligne de la V2 de l'état des lieux</td>
<td>Versus Studio 37800,00 2004</td>
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<td>Mise en ligne des enjeux (V2)</td>
<td>Versus Studio 7130,00 2005</td>
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<tr>
<td>Organisation forum des associations</td>
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<tr>
<td>Pressage des CD-Rom</td>
<td>Exatech 1475,00</td>
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<tr>
<td>Impression documents de consultation</td>
<td>Imprimerie Sarregueminoise 9940,00</td>
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<td>Annonces légales</td>
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<tr>
<td>Traitement des avis</td>
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<td>Impression questionnaire</td>
<td>Euro Direct 166000,00</td>
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<td>Réunions publiques</td>
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</tbody>
</table>

Total Budget: 619830,00

0,34

Pour mémoire, partenariats ONG (circuit Aides classiques)