



The Water Framework Directive
- Sharing experiences and meeting future challenges –
Meeting of the European Basin District Authorities
STOCKHOLM, Sweden, August 19-21, 2009

RIVER BASIN MANAGEMET PLANS AND PUBLIC PARTICIPATION



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**Short overview
on water management in France
and
Rhine Maas basin
management plans**



Water management in France combines

- Regulation
- Polluter pays principle
- Participation of stakeholders
- Planning on a river basin scale



Water agencies to apply the polluter pays principle and basin committees to involve stakeholders in the elaboration of the management plan



➤ 6 water agencies and 6 basin committees in France

➤ Budget : € 2 billion / year
(from charges)

Rhine-Maas basin natural and human environment



- **A strong international context at the border with**
Switzerland, Germany, Luxembourg Netherlands and Belgium
- **2 international river basin districts :**
Rhine district (9 countries concerned)
Maas district (4 countries concerned)

Population : 4,2 million inhabitants
Area : 31 400 sq.km

Example of an important issue : ecological continuity

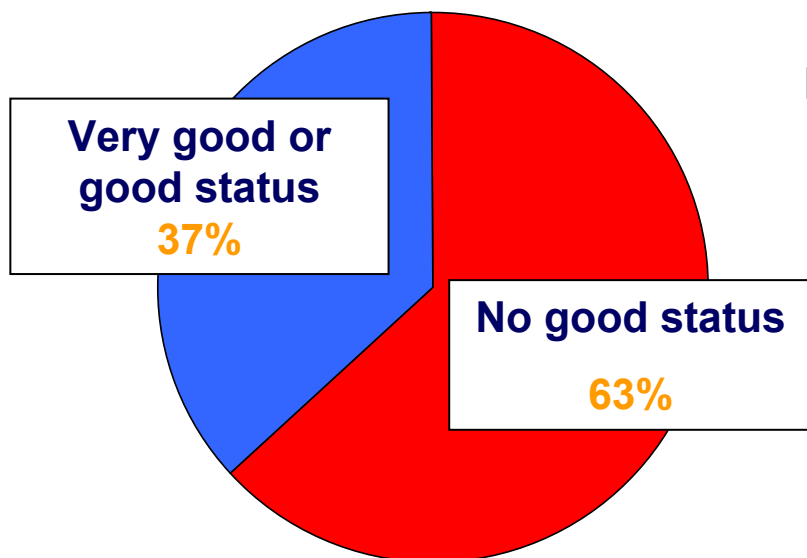
- **Water and biodiversity :**
Salmon's return into the Rhine and its tributaries passing through big dams



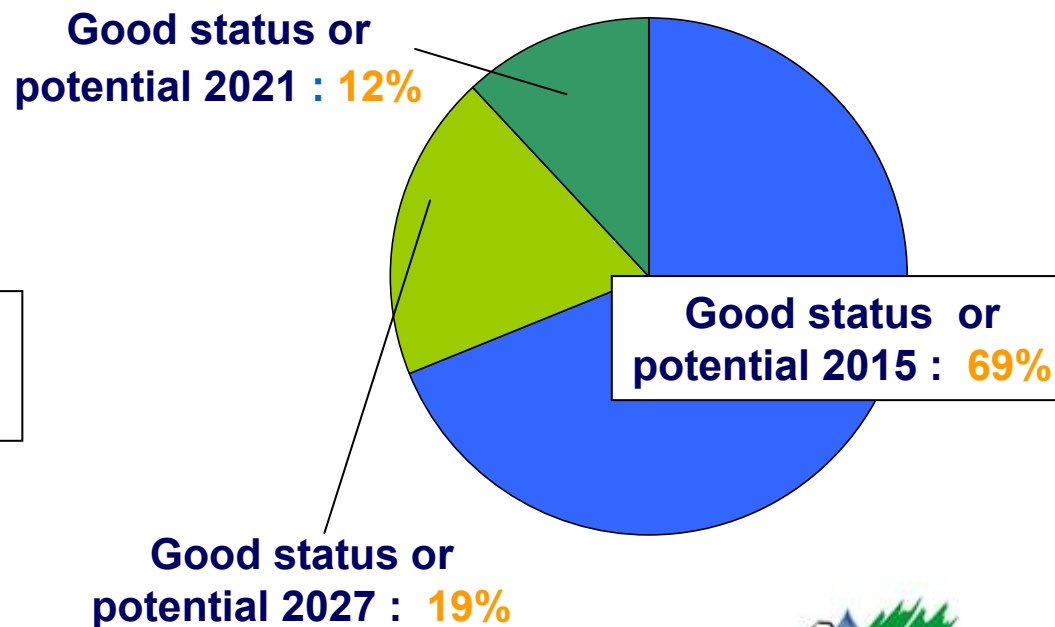


Status of surface waters in the French Rhine-Maas basin part (ecological status)

■ CURRENT STATUS



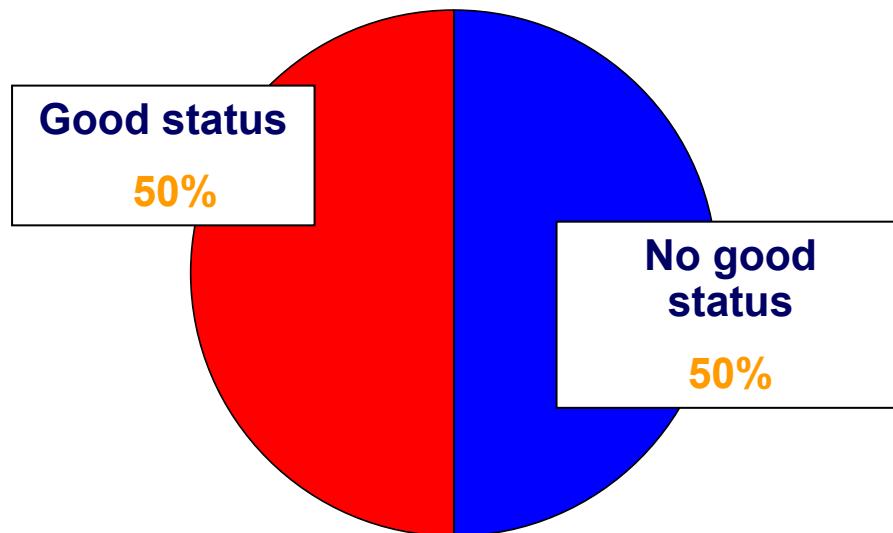
■ OBJECTIVES



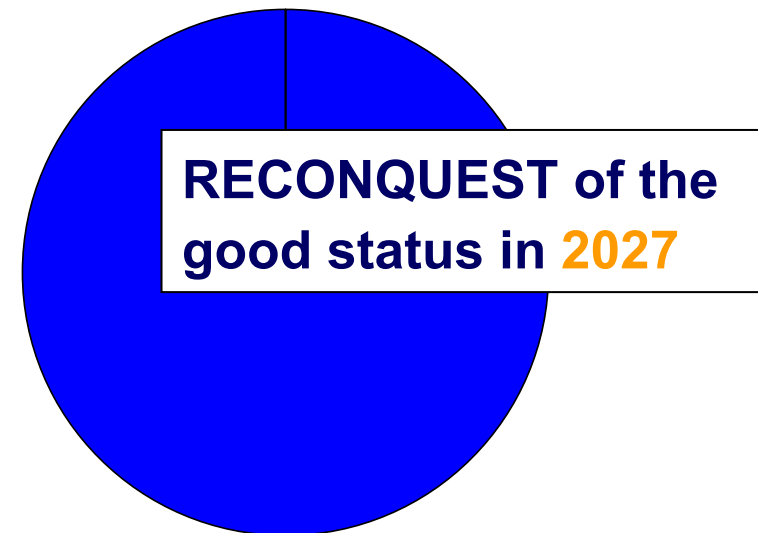


Status of ground waters in the Rhine-Maas french basin part

■ CURRENT STATUS



■ OBJECTIVES





Costs of the programme of measures

- 1,9 billion euro to reach the good status for 2/3 of the water bodies in 2015
→ 75 euro / inhabitant / year
- 4,0 billion euro to reach the good status of all the water bodies in 2027
→ 1000 euro / inhabitant



2008

Public consultation in the French Rhine-Maas River basin





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The national consultation method

- All the basin committees adopted **the same consultation strategy**

(derivative of the Rhin-Meuse pilot action in 2005)

- A questionnaire sent **to each household** in each basin
- but with various degrees of depth : **4, 10 or 15 questions**





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The consultation method in the French Rhine-Maas basin part ...

- > 1.8 million questionnaires sent in the mailboxes in the French part of the Rhine-Meuse basin at the end of May 2008 (*28 million questionnaires at the national level*)



- > The questionnaire was also available on Internet :

www.eau2015-rhin-meuse.fr



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... with the support of a communication campaign

Two friendly mascots



Press banners or 1/4 p. quadri

On cover TV weekly magazines

1 page in weekly press

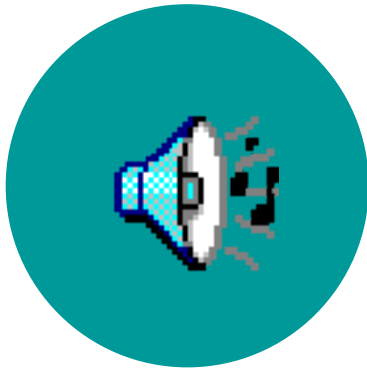


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... with the support of a
communication campaign



Radio ads :

8 per day / 5 days



TV ads : 2 per day / 14 days



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CONSULTATION NATIONALE 15 avril → 15 octobre 2008

L'eau c'est la vie.

Donnez-nous votre avis !

COMITÉ DE BASSIN RHIN-MEUSE

www.eau.rhin-meuse.fr

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and an dedicated internet website

L'EAU c'est la vie
Donnez nous votre avis !
CONSULTATION NATIONALE Du 15 avril au 15 octobre 2008

LES ENJEUX | LES GRANDS PRINCIPES | NOS PARTENAIRES | LES OUTILS | **DONNER VOTRE AVIS**

Pourquoi vous demander votre avis ?
Parce que l'eau, vous l'utilisez, vous la rejetez, vous la payez. Et vous avez un rôle à jouer pour améliorer son état. Bref, vous êtes, vous aussi, un acteur de l'eau. Consultation nationale sur l'eau vous donne l'occasion de vous informer et de vous exprimer par questionnaire sur des décisions qui vont nous engager collectivement pour 6 ans.

Quelle ambition pour 2015 ? | **Sur quoi donner votre avis aujourd'hui ?**

Connaître les enjeux de l'eau et les propositions d'actions pour le bassin Rhin-Meuse

Quelles eaux en 2015 ? | **À quel coût ?**

État de nos eaux
% de masses d'eau en objectif de bon état

avec notre proposition	avec notre proposition
avec notre proposition	avec notre proposition
2008	2008
2015	2015
2027	2027
88%	54%
90%	58%
96%	96%
Rivières	Nappes

Répartition des investissements

Investissements des industriels et de l'artisanat	10%
Actions agricoles	11%
Actions sur les milieux et la biodiversité	9%
Investissements des collectivités	70%

Documents de référence

- Les SDAGE
- Les programmes de mesure
- Les données par masse d'eau
- Le site dédié à la directive cadre du bassin Rhin-Meuse
- Communes concernées par la consultation du public

PARTICIPER À LA CONSULTATION ET DONNER VOTRE AVIS



also in foreign languages



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Partnership with NGOs

7 partner NGOs involved in the public consultation as relays with the water agency

- 👉 3 environmental protection NGOs
- 👉 1 fishing federation
- 👉 3 consumer's NGOs

Grants from the
Water Agency : 63 000 Euros



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An important public participation

👉 **81000 questionnaires returned :**

➔ 77 340 paper questionnaires

➔ 3 660 by internet



👉 **40 % of questionnaires included spontaneous texts**

*Chaque famille, chaque son dit
travail, c'est le temps des parents
lorsque toute la famille travaille
et nous sommes sûr que les enfants
de l'eau d'eau, par des fois, un
ou deux, et elles mangent à la table
et elle est sûr de dire quelques fois de
croquer, et j'en ai quelques fois en sa
compagnie,*

👉 **150 local debates organized by NGOs**



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The costs



► **735 0000 Euros**

Questionnaire (Printing, dispatch, processing of the answers)	47%
Supporting media planning	26 %
Exploitation of the results	10 %
Campaign design	09, %

► Cost / inhabitant :

0.20 € / inhabitant

► Costs / programme of measures : **0.2 %**



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To sum up this experience

Audience success

- ✓ A very large response: 400,000 returns
- ✓ A very varied public: Mr & Mrs Every Day
- ✓ Very many free opinions, show an interest and a wish to be heard
- ✓ An overwhelming preference for “paper” consultation

Diagnosis, objectives, actions: “yes, but...”

- ✓ Overall validation ... often subdued
- ✓ A frequent feeling that more should be done
- ✓ The wish for stronger governance: regulations, controls, sanctions

Relative agreement to pay

- ✓ Agree to finance the water policy more ... but not necessarily via the water bill
- ✓ Overwhelming preference for the application of the polluter pays principle

Pollutions, top priority subjects

- ✓ Farming and industrial pollution in first place
- ✓ Very major interest in price and water saving
- ✓ Less interest in environments

A strong desire to act

- ✓ The practically unanimous acceptance of changes in daily life
- ✓ The wish to see all the stakeholders do likewise



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How were the opinions taken into account ?



➡ The basin committee devoted a complete working session to examine the results of the public consultation.

➡ An additional document to the management plan reflecting the internal evolutions due to the public consultation was worked out

➡ A feedback concerning the results of the consultation and the consequences was organized for the public



AGENCE
DE L'EAU
RHIN-MEUSE

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Main evolutions concerning the management plan after the public consultation

- **To reinforce** the pace for the good status winning back
- **To optimise** financial efforts
- **To accelerate** the re-establishment of ecological continuity
- **To emphasize** the reduction of agricultural pollution



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Main subjects requiring extra work

→ **Informing citizens**



→ **Facilitating conversion to organic farming**



→ **Level of efforts required from stakeholders ?**



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Conclusions

➡ A strong interest of public for water quality

➡ An appropriate consultation method :

The paper questionnaire in the mailbox gave people time to understand the subject and the issues. A various public was reached and this way really enabled to consult Mr and Mrs Everyday

➡ The degree of response varied from one basin to another :

- more than 4 % in the Rhine-Meuse basin,
- less than 1 % in Seine-Normandie and especially in major towns (Paris – Lyon)



➡ An open question :

Should the method be used again for a next consultation ?



Thank you for your attention



www.eau2015-rhin-meuse.fr

