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

● THE MESSAGE

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!

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

- THE SCENARIOS

- The mascots appear
- Postal delivery of the questionnaires in the mailboxes (1 800 000 copies)
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
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

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**PREVIEW**

- **TO ORGANIZE information (targets)**

<table>
<thead>
<tr>
<th>Status Report</th>
<th>1000 pages</th>
<th>Services, experts</th>
</tr>
</thead>
<tbody>
<tr>
<td>synthesis and main challenges</td>
<td>100 pages</td>
<td>Stakeholders Knowing people</td>
</tr>
<tr>
<td>Twelve challenges explained (Validation BC)</td>
<td>10 pages</td>
<td>Town councils NGO’s</td>
</tr>
<tr>
<td>Four topics questionnaire</td>
<td>4 pages</td>
<td>General Public</td>
</tr>
</tbody>
</table>

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**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>Category</th>
<th>Specialized public (Department – NGO’s) Whole public</th>
<th>Specialized Public</th>
<th>General Public</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTERNET</strong></td>
<td>• eau2015 website</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Rhin Meuse agency website</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Partner website</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CDROM</strong></td>
<td>status report, water bodies data (complete)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Media Planning</strong></td>
<td>• TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Radio</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Press releases</td>
<td></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>Town Councils, Water suppliers, Economical actors</td>
</tr>
<tr>
<td>Synthesis, main issues</td>
<td>Éducation, NGO’s</td>
</tr>
<tr>
<td>Flyer concerning the challenges</td>
<td>Whole public, media</td>
</tr>
<tr>
<td>Challenges Illustrated (« Rhin Meuse » newspaper)</td>
<td></td>
</tr>
</tbody>
</table>
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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

L’échantillon

Ages des répondants

<table>
<thead>
<tr>
<th>Age Group</th>
<th>%</th>
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<tbody>
<tr>
<td>75 et +</td>
<td>2%</td>
</tr>
<tr>
<td>60-74</td>
<td>7%</td>
</tr>
<tr>
<td>40-59</td>
<td>35%</td>
</tr>
<tr>
<td>0-19</td>
<td>8%</td>
</tr>
</tbody>
</table>

Profession des répondants

<table>
<thead>
<tr>
<th>Profession</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employé</td>
<td>25%</td>
</tr>
<tr>
<td>Ouvrier</td>
<td>4%</td>
</tr>
<tr>
<td>Retraité</td>
<td>4%</td>
</tr>
<tr>
<td>Agriculure</td>
<td>1%</td>
</tr>
<tr>
<td>Artisan/Commerçant/Ch. d'ent.</td>
<td>2%</td>
</tr>
<tr>
<td>Cadre/Prof.</td>
<td>37%</td>
</tr>
<tr>
<td>Employé</td>
<td>25%</td>
</tr>
</tbody>
</table>

Base: 1428

Base: 1416

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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 CONFIRMA-T-IL LES TENDANCES ?
The public’s response:

02 November 2005:
More than + 70 000 questionnaires received
General public consultation for the implementation of the Water Framework Directive
The process of the Rhine-Meuse basin committee

How much does it cost?

<table>
<thead>
<tr>
<th>Service communication externe/Documentation</th>
<th>Budget Consultation du public - DCE  Bassin RM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Achat d'espaces</td>
<td>Le Républicain Lorrain       130000,00</td>
</tr>
<tr>
<td>Conception des supports</td>
<td>Devorsine et Galliée         71000,00</td>
</tr>
<tr>
<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>
</tr>
<tr>
<td>Mise en ligne des enjeux (V2)</td>
<td>Versus Studio                 7130,00 2005</td>
</tr>
<tr>
<td>Organisation forum des associations</td>
<td>7140,00</td>
</tr>
<tr>
<td>Pressage des CD-Rom</td>
<td>Exatech                       1475,00</td>
</tr>
<tr>
<td>Impression documents de consultation</td>
<td>Imprimerie Sarregueminoise   9940,00 Docu</td>
</tr>
<tr>
<td>Annonces légales</td>
<td>7600,00</td>
</tr>
<tr>
<td>Traitement des avis</td>
<td>Efficience 3                  32400,00</td>
</tr>
<tr>
<td>Impression questionnaire</td>
<td>Euro Direct                   166000,00</td>
</tr>
<tr>
<td>Retour questionnaire (env T)</td>
<td>La Poste                      16625,00 35000</td>
</tr>
<tr>
<td>Réunions publiques</td>
<td>40000,00</td>
</tr>
</tbody>
</table>

619830,00

Pour mémoire, partenariats ONG (circuit Aides classiques)