



## 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





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### ● **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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## SCHEDULING

**2004**

**1st step**  
**sept-november**

**Water stakeholders**  
Departements,  
Regions, chambers  
of agriculture, of  
trade, of industry,

← **2 may – 2 november 2005** →

**2nd step**  
**mai-june**

**Knowing  
and/or  
aware  
persons**

Mayors, NGO's...

**3rd step**  
**sept-november**

**General public**



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### ● THE ACTORS (1/2)

- The State
- The NGO's
- The communities
- The basin committee ( INFO commission)
- The press (media)



*partners of the consultation*



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### ● 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)**



OMP - DFF - sept 2005



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### ● 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*



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### ● 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 !*





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### ● THE SCENARIOS

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



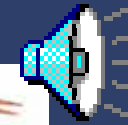
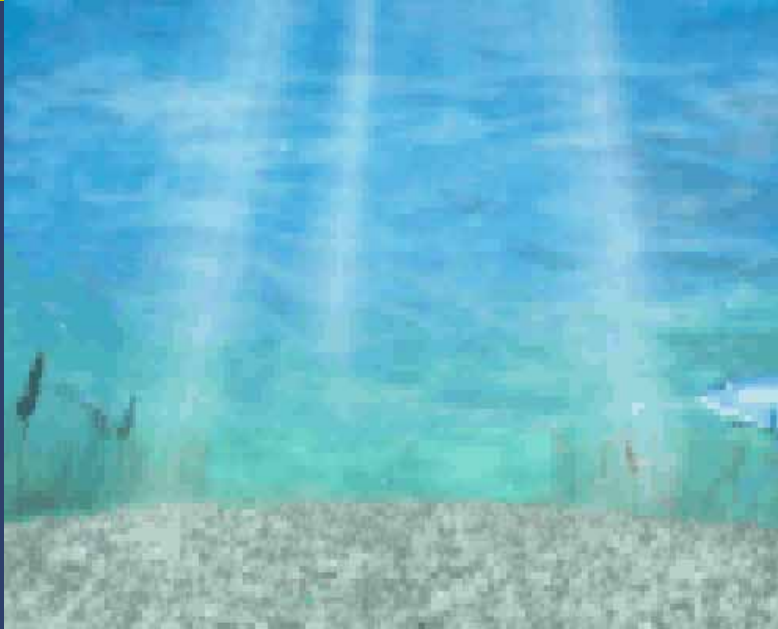


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## ● THE SCENARIOS

### Promotion campaign in the media





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- **PREVIEW**

**The involved actors and stakeholders have received good information**

**To set up partnerships**

*First and second steps*



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### ● PREVIEW

#### • TO INFORM

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



**Forum of the NGO's**



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## ● PREVIEW

### ● TO ORGANIZE information (targets)

<b>Status Report</b>	1000 pages	<b>Services, experts</b>
<b>synthesis and main challenges</b>	100 pages	<b>Stakeholders Knowing people</b>
<b>Twelve challenges explained</b> (Validation BC)	10 pages	<b>Town councils NGO's</b>
<b>Four topics questionnaire</b>	4 pages	<b>General Public</b>





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## ● PREVIEW

### ● TO DISSEMINATE information (tools/targets)

<b>INTERNET</b>	<ul style="list-style-type: none"><li>• eau2015 website</li><li>• Rhin Meuse agency website</li><li>• Partner website</li></ul>	<b>Specialized public (Department – NGO's)</b> <b>Whole public</b>
<b>CDROM</b>	status report, water bodies data (complete)	<b>Specialized Public</b>
<b>Media Planning</b>	<ul style="list-style-type: none"><li>• TV</li><li>• Radio</li><li>• Press releases</li></ul>	<b>General Public</b>



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## ● PREVIEW

### ● TO DISSEMINATE information (tools/targets)

<b>Paper</b>	<ul style="list-style-type: none"><li>• Documents, complete reference datas</li><li>• Synthesis, main issues</li><li>• Flyer concerning the challenges</li><li>• Challenges Illustrated (« Rhin Meuse » newspaper)</li></ul>	<b>Specialized Public</b> (Department – NGO's) <b>Town Councils, Water suppliers,</b> <b>Economical actors</b> <b>Éducation, NGO's</b> <b>Whole public, media</b>
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OMP - DFF – sept 2005



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## • DEBATE

- The NGO's & the bassin committee (geographical commissions) organize public debate

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### Débat sur l'eau

Mercredi 21 septembre, à 20 h, au foyer Saint-Hubert à Rosbruck, le Collectif environnement organise un débat. Le thème en est *Directive Cadre sur l'eau*. **"Sous ce terme barbare se cachent des implications concrètes sur le quotidien présent et futur des habitants de Moselle-Est"**, indique l'association dans un communiqué. **"Tout le monde connaît l'état désastreux du Merle, de la Rosselle ou de la Bisten ainsi que la forte pollution de la nappe phréatique sous les sites industriels. Tout le monde devine les effets de la remontée de la nappe phréatique avec l'apparition de nouvelles zones inondables et la possible dégradation de la qualité de l'eau potable. Beaucoup de gens regrettent de ne plus pouvoir consommer l'eau du robinet et de devoir acheter l'eau en bouteilles dans les grandes surfaces..."**, poursuit le communiqué. Toutes ces questions et d'autres sont au coeur de la consultation officielle prévue en France en application de la Directive Cadre européenne de l'Eau. Ainsi, les avis de la population seront recueillis pour mettre en place localement les politiques aptes à remettre à niveau la qualité de l'eau. D'où la tenue de conférences et d'exposition.

Entrée gratuite.



Comité de bassin  
Rhin-Meuse



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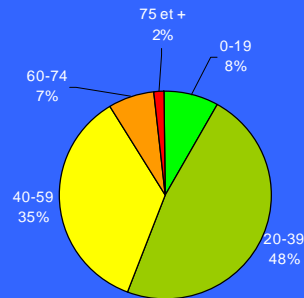
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## ● FIRST OUTCOMES



### CONTEXTE ET METHODOLOGIE

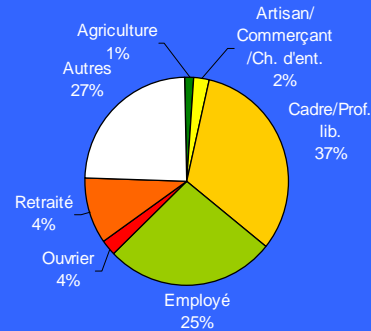
#### Ages des répondants



Base: 1428

### L'échantillon

#### Profession des répondants



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 CONFIRMERA-T-IL LES TENDANCES ?**





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- **The public's response :**



**02 November 2005 :**  
**More than + 70 000 questionnaires received**





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## ● How much does it cost ?



Service communication externe/Documentation			
Budget Consultation du public - DCE	Bassin RM		
Achat d'espaces	Le Républicain Lorrain	130000,00	
Conception des supports	Devorsine et Galilée	71000,00	
Distribution questionnaire	La Poste	92720,00	
Mise en ligne de la V2 de l'état des lieux	Versus Studio	37800,00	2004
Mise en ligne des enjeux (V2)	Versus Studio	7130,00	2005
Organisation forum des associations		7140,00	
Pressage des CD-Rom	Exatech	1475,00	
Impression documents de consultation	Imprimerie Sarregueminoise	9940,00	Docum
Annonces légales		7600,00	
Traitement des avis	Effcience 3	32400,00	
Impression questionnaire	Euro Direct	166000,00	
Retour questionnaire (env T)	La Poste	16625,00	35000
Réunions publiques		40000,00	
		<b>619830</b>	
		619830,00	
			0,34
Pour mémoire, partenariats ONG (circuit Aides classiques)			

