RESEAU INTERNATIONAL DES ORGANISMES DE BASSIN DEBRECEN JUIN 2007
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BACKGROUND TO THIS CONSULTATION

- A commitment to transparency and public participation
  \( (\text{Aarhus Convention, 2002}) \)

- A first experience of the participation of water users

- A measure provided for under the Water Framework Directive
  \( (\text{Article 14}) \)
WHAT IS THIS CONSULTATION ABOUT?

Two major stages in the WFD:

- In 2005:
  Water problems identified thanks to the states of play carried out in the districts

- In 2008:
  Objectives for water bodies and actions to be implemented
WHAT IS THIS CONSULTATION FOR?

Two main goals:

1. Inform the public and arouse its awareness
2. Gather and take into account public opinion when drafting the Management Plans
How do we organise the consultation of over 60 million water users?
A DUAL STRATEGY

➢ Inform on the consultation:
  National media campaign
  (TV advertising and leaflets)

➢ Give access to the information and collect feedback:
  Actions carried out in each river basin district
  (questionnaires, on-site activities, …)
THE CONSULTATION IN THE RHONE-MEDITERRANEE AND CORSICA DISTRICTS

A vast, multi-faceted territory
Debrecen June 2007
THE CONSULTATION IN THE RHONE-MEDITERRANEE AND CORSICA DISTRICTS

- A brand new experience for the Water Agency

- A specific strategy:
  - communicate directly in the consultation process
  - find the support of local bridge projects

- The tools:
  - the “all for water” advertising campaign
THE TOOLS of the “all for water” advertising campaign:

- 60 x 80 posters
- Leaflet
- Exhibition
- Questionnaire
- Web site
- PR
Example of the partnership set up on the Ardèche River Basin
RESULTS IN THE RM&C DISTRICTS

CONCERNING THE OPINIONS COLLECTED:

- More than 80,000 questionnaires and free contributions
- A unanimous agreement on the challenges identified in the state of play
- Solutions needed in order to reach the public in a more uniform way
RESULTS IN THE RM&C DISTRICTS

CONCERNING THE STRATEGY IMPLEMENTED:

- Good following at local level shown in public involvement and the diversity of the proposed bridge projects
- The importance of informing those in the closest proximity to the site
- Benefit from the results achieved at local level, and in cooperation with the other districts and other European countries
GUIDELINES FOR THE 2008 CONSULTATION

A strategy …

- based on the experience of the 1st consultation
- adapted to the 2nd implementation stage of the WFD

… and adaptive tools

- systematic circulation of the questionnaire
- renewal of partnerships with the local management structures
…Merci!
…Thank you!
…Köszönöm!

Crédits photos : M. Morverand, C. Chevret, M. Cadet, Agence de l'eau RM&C, Syndicat Ardèche Claire