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WELCOME IN FRANCE!

International Network of Basin Organizations
Réseau International des Organismes de Bassin
International Office for Water
Office International de l'eau



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Paper of
Mr. Jean - François DONZIER

General Manager
Office International de l'Eau
International Office for Water

Permanent Technical Secretary

RESEAU INTERNATIONAL DES ORGANISMES DE BASSIN
INTERNATIONAL NETWORK OF BASIN ORGANIZATIONS



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GENERAL ASSEMBLY

The Martinique, 24 – 28 January 2004

« DECLARATION OF TROIS-ILETS »



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- **3-**The representatives of populations and local authorities, water users or organizations representing collective interest should participate in this management beside administrations,
- especially, in Basin Councils or Committees.
- Information, awareness and education of populations or users and of their representatives are essential,



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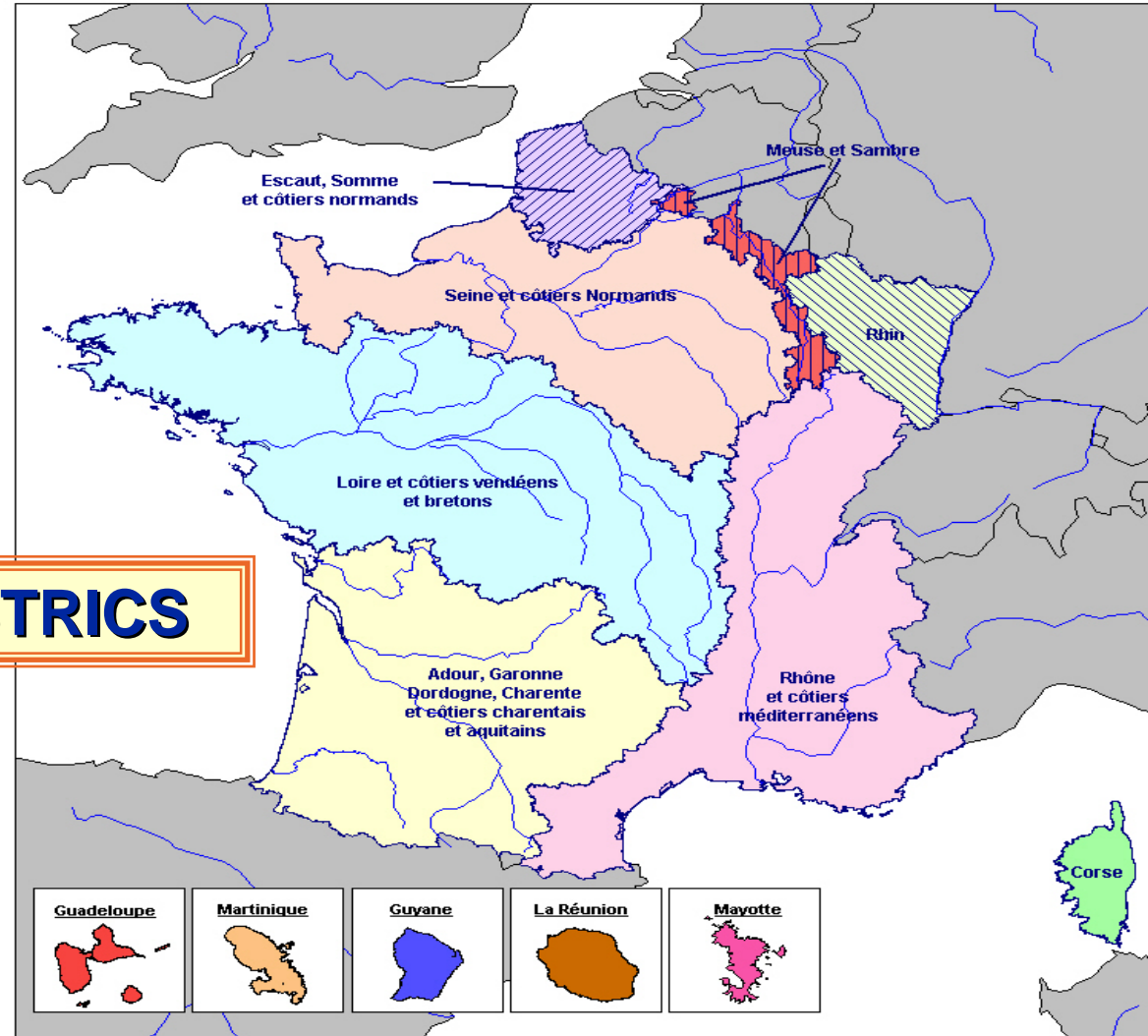
IN FRANCE :

12 HYDRO DISTRICTS



**BASSINS EN VUE DE L'ELABORATION
ET LA MISE A JOUR DES SDAGE**

PROJET

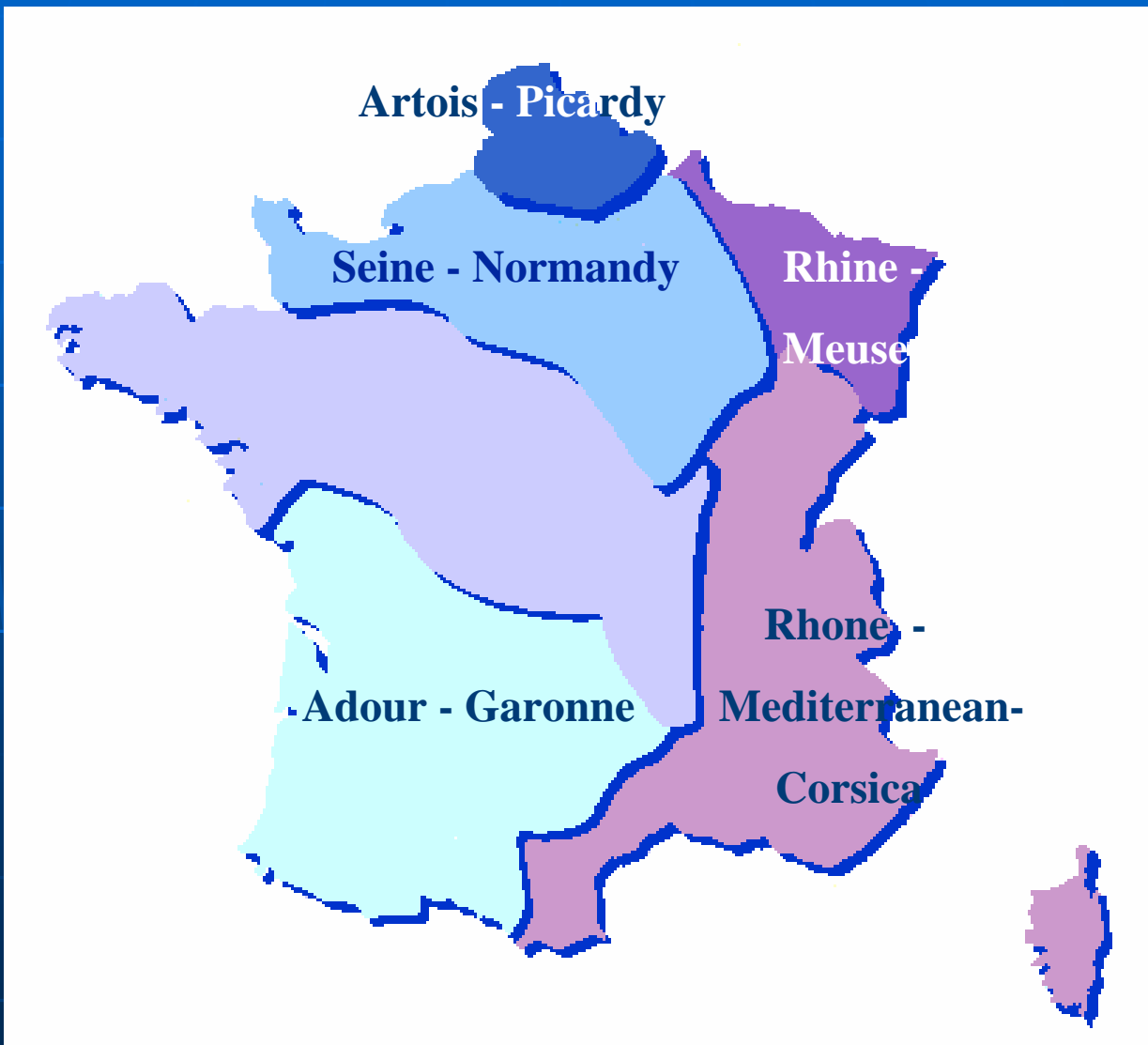


- District hydrographique Français
- Limite des districts hydrographiques
- Rhin** Nom de district hydrographique
- District hydrographique international
- Principaux cours d'eau



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6 WATER AGENCIES





INTEGRATED WATER RESOURCE MANAGEMENT

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STATE

**AUTHORIZATION
FOR ABSTRACTIONS
AND DISCHARGES**

DIALOGUE

**FUNDING
AND
PROGRAMMING**

**BUILDING
AND OPERATION
OF INFRASTRUCTURES**

- Water Agencies
- River Basin Committees

- State administrations
- Municipalities
- Industrialists
- Farmers
- Developers



DIALOGUE

- Regions
- Departments
- Municipalities
- Regional Development Companies
- Industrialists
- Farmers
- Fish farmers
- Fishermen
- Quarry Operators
- Carriers
- Protectors of nature
- Associations of consumers, etc ...

Dialogue is institutionalized at 3 levels

1

At national level

National Water Committee

Orientation of national policy, laws, regulations

2

At the level of the six river basins

River Basin Committee

- SDAGE
- Priorities for the 5-year programmes of the Water Agencies
- Water charges

3

At the level of tributaries and aquifers

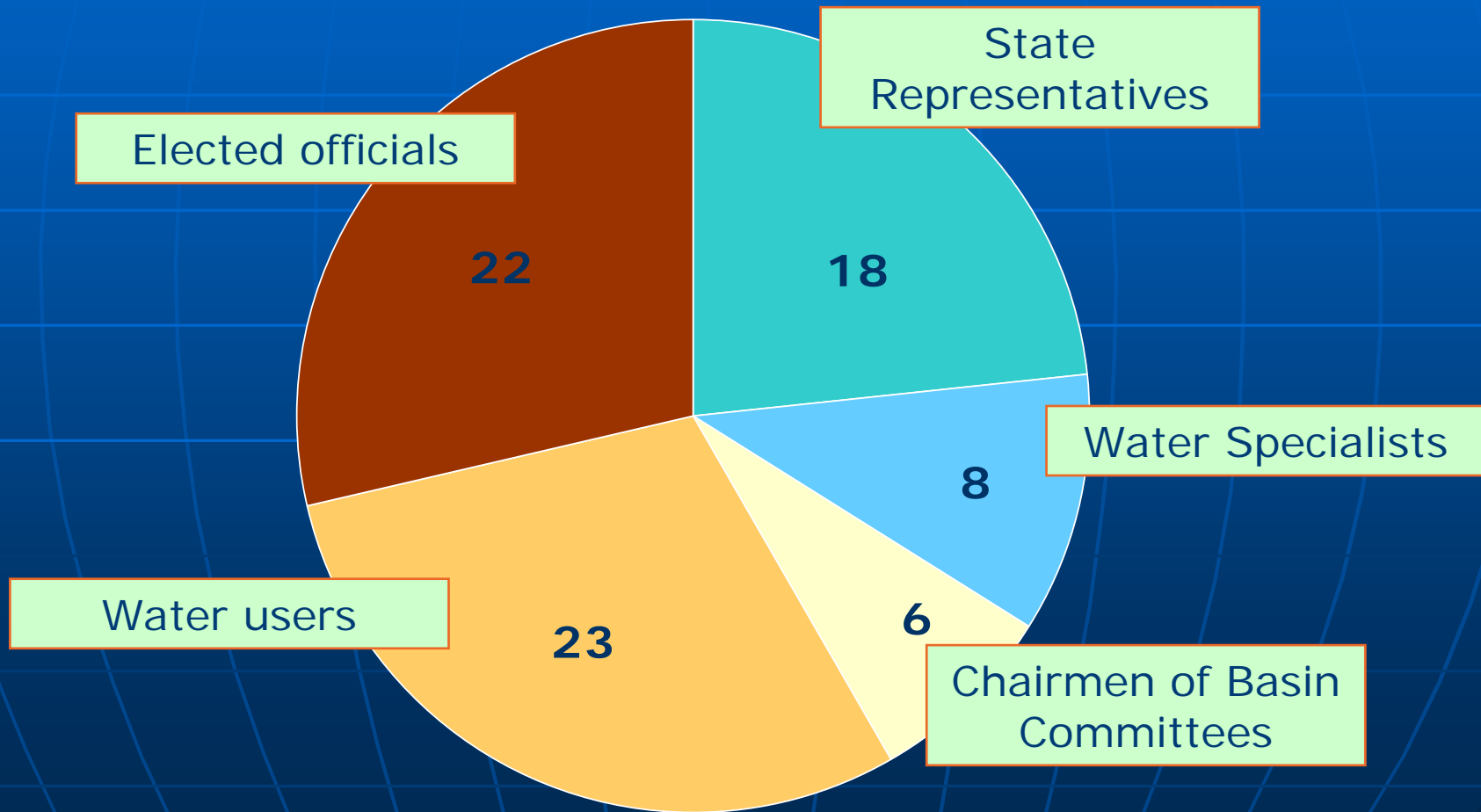
Local Water Commission

- SAGE
- Setting up local water communities



THE NATIONAL WATER COMMITTEE

Under the Prime Minister's responsibility, it is composed of 77 members :





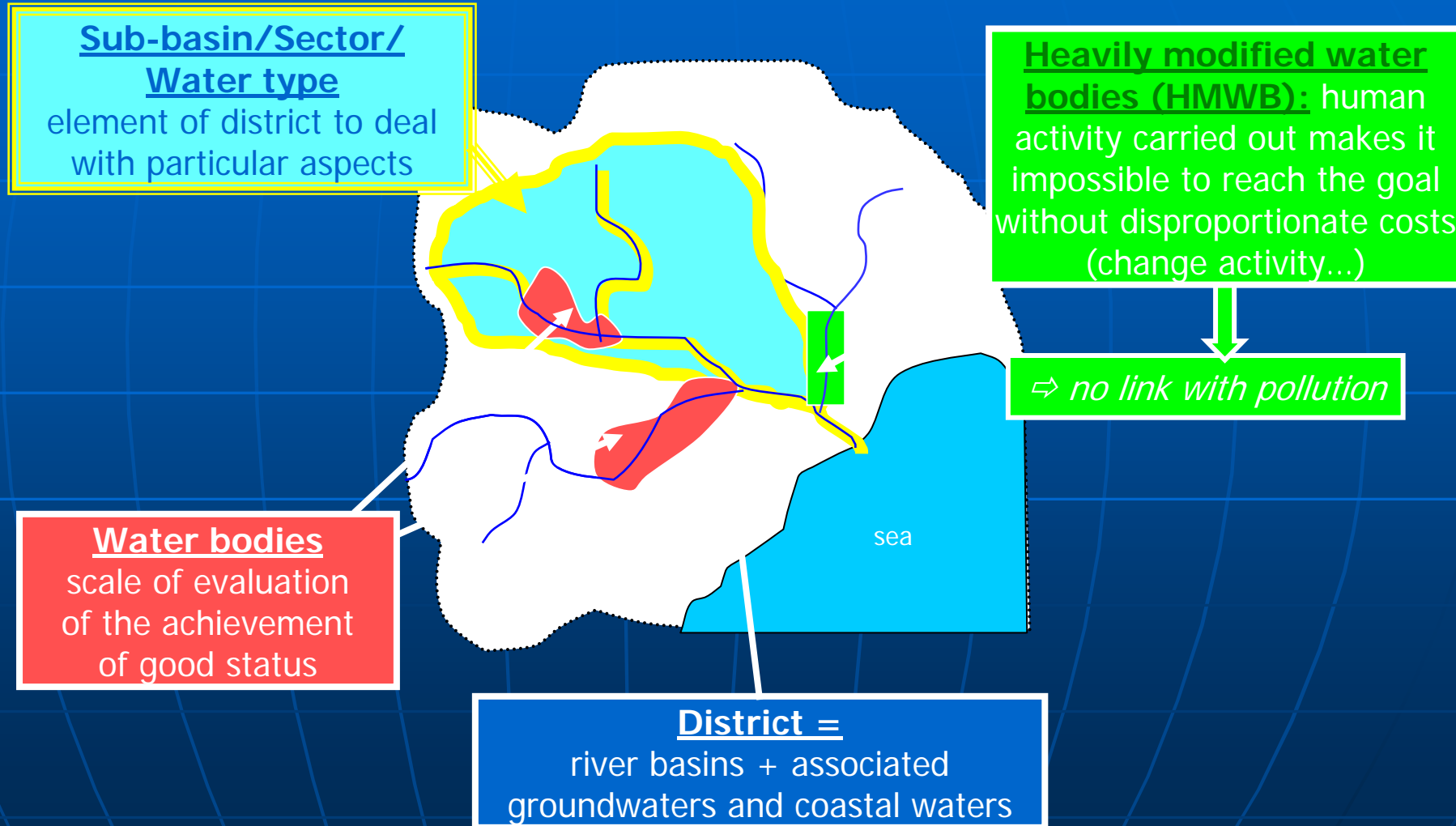
THE NATIONAL WATER COMMITTEE

ADVISORY ORGANIZATION GIVES ADVICE ON :

- the 6 French river basins,
- all large projects for water development and sharing,
- all problems shared by two or several river basins,
- all issues pertaining to water laws.



THE DIFFERENT HYDROLOGICAL SCALES





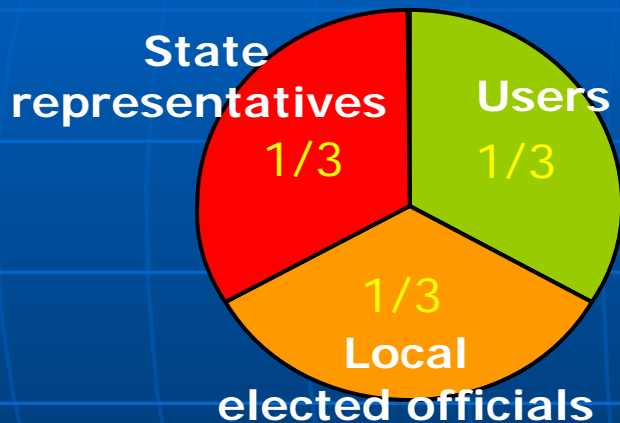
RIVER BASIN ORGANIZATIONS

"THE WATER PARLIAMENT"

The River Basin Committee
(100 members)

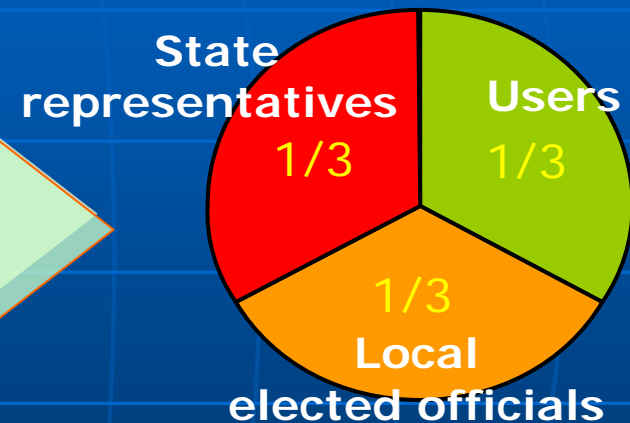
EXECUTION

The Board of Directors
of the Water Agency (26 members)
carries out the decisions
of the Basin Committee



Elects the Chairman

ELECTION



The Chairman is chosen
by the Government

Participating in the Board of Directors
with only a consultative voice:

- 1 staff representative
- the Agency Director
- 1 financial inspector
- 1 accountant



COMPOSITION OF RIVER BASIN COMMITTEES

<i>Representatives of River Basin Districts</i>	Adour Garonne	Artois Picardy	Loire Brittany	Rhine Meuse	Rhone Mediterranean Corsica	Seine Normandy
Regions	6	3	8	3	6	7
Departments	18	17	28	14	28	25
Municipalities	6	5	6	5	6	6
Users and specialists	30	25	42	22	40	38
Socio-professionals	6	2	8	3	6	7
State Administrations	18	14	22	14	21	20
TOTAL of members	84	66	114	61	107	103



THE RIVER BASIN COMMITTEE

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GIVES ADVICE ON :

- The Agency's multiannual action programmes
- The rate of water charges levied by the Agency

ELABORATES :

- The SDAGE



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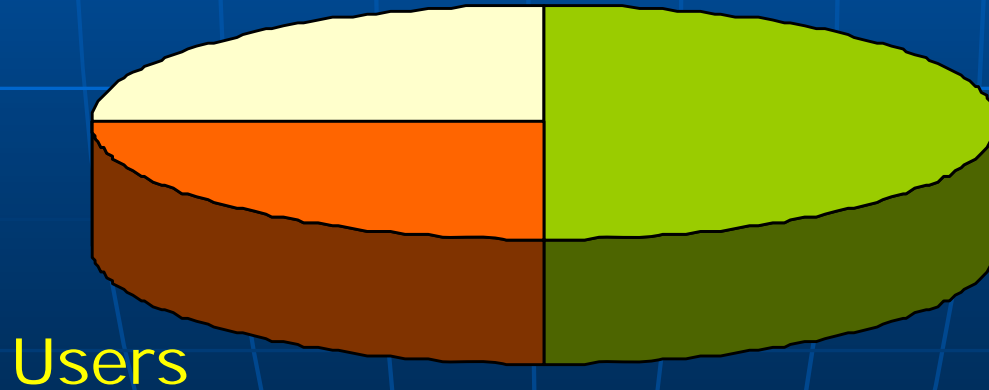
WATER RESOURCES MANAGEMENT AND DEVELOPMENT SCHEMES (SAGES)

The Local Water Commission – LWC -



State representatives

Local elected officials





THE SAGE - ONGOING CONCERTATION

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outside
consultation

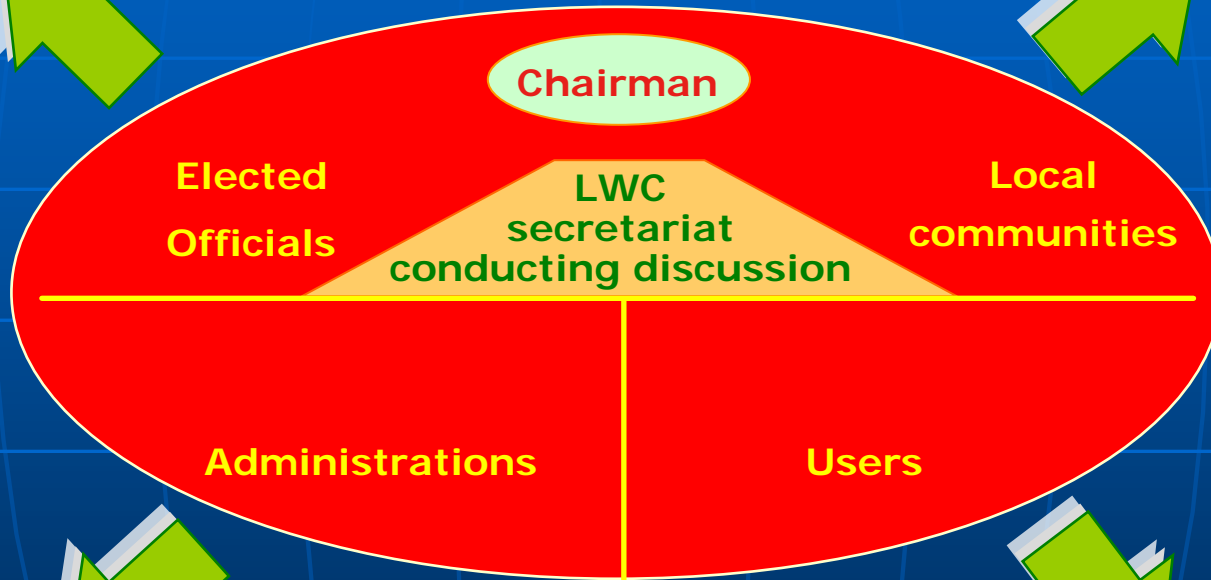
outside
consultation

thematic
commissions

thematic
commissions

outside
consultation

outside
consultation





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Implementation of
the European Water Framework Directive
in the 27 countries
of the enlarged European Union,
as well as in the candidate countries for accession,
Is a major milestone for promoting the principles
of good governance advocated by INBO.

Directive 2000/60/EC of 23 October 2000

establishing a framework for the Community action in the field of water policy.



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→ A BIG CHALLENGE:

integration of new Member – States
12 now, 14 or more in the next future?



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In Europe, for the first time in the world,
27 countries adopted
The same basin oriented approach!



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the European Water Framework Directive

VERY AMBITIOUS CHALLENGES:

- PREVENTING THE DETERIORATION
OF WATER RESOURCES,
- REDUCING THE EMISSIONS OF SUBSTANCES,
- ACHIEVING A "GOOD STATUS"
FOR WATER AND AQUATIC ENVIRONMENTS.



As everything is linked in each Water Body,
for a real implémentation of the WFD,
it's important to take into account :

- not only the problems of quality of water and the environments,
- **BUT**, all the aspects of water management and their impacts,
- **AND**, in particular, obvious interfaces with navigation, energy production, the prevention and protection against floods and droughts,



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A PARTICIPATORY WORKING METHOD:

**THE PREREQUISITE
TO REAL TRANSPARENCY
IS THE EFFECTIVE PARTICIPATION
OF THE PUBLIC,
THROUGH PLANNED CONSULTATIONS
DURING THE WHOLE PROCESS.**



WFD article 14 :

*« Member States shall encourage
the active involvement of all interested parties
in the implementation of this Directive. »*

↳ **Any relevant person, group or organisation with
an interest in the issue :**

⇒ Because they will be affected by the subject

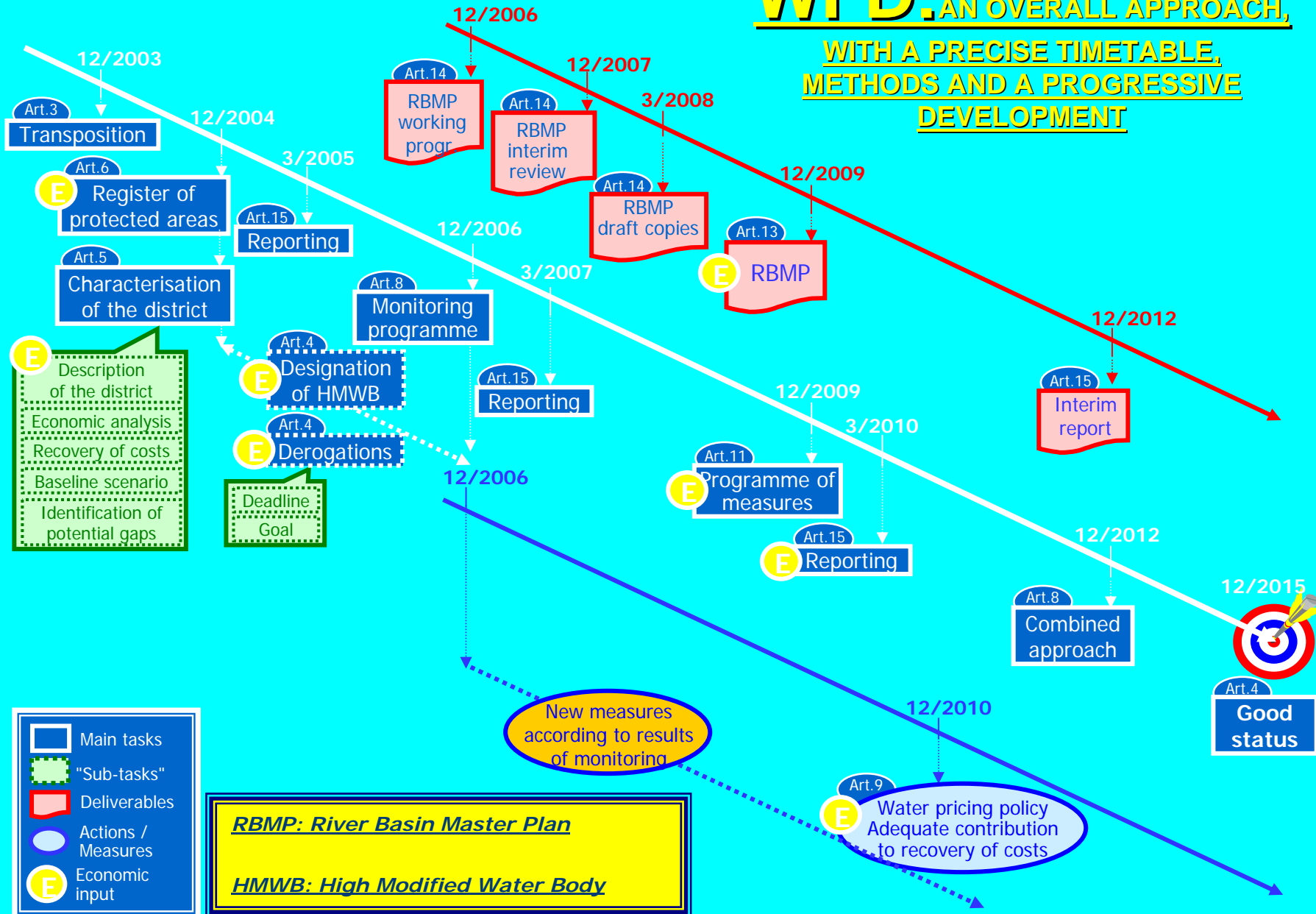
OR

⇒ Because they have influence, knowledge
or experience with the subject.



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WFD: AN OVERALL APPROACH, WITH A PRECISE TIMETABLE, METHODS AND A PROGRESSIVE DEVELOPMENT



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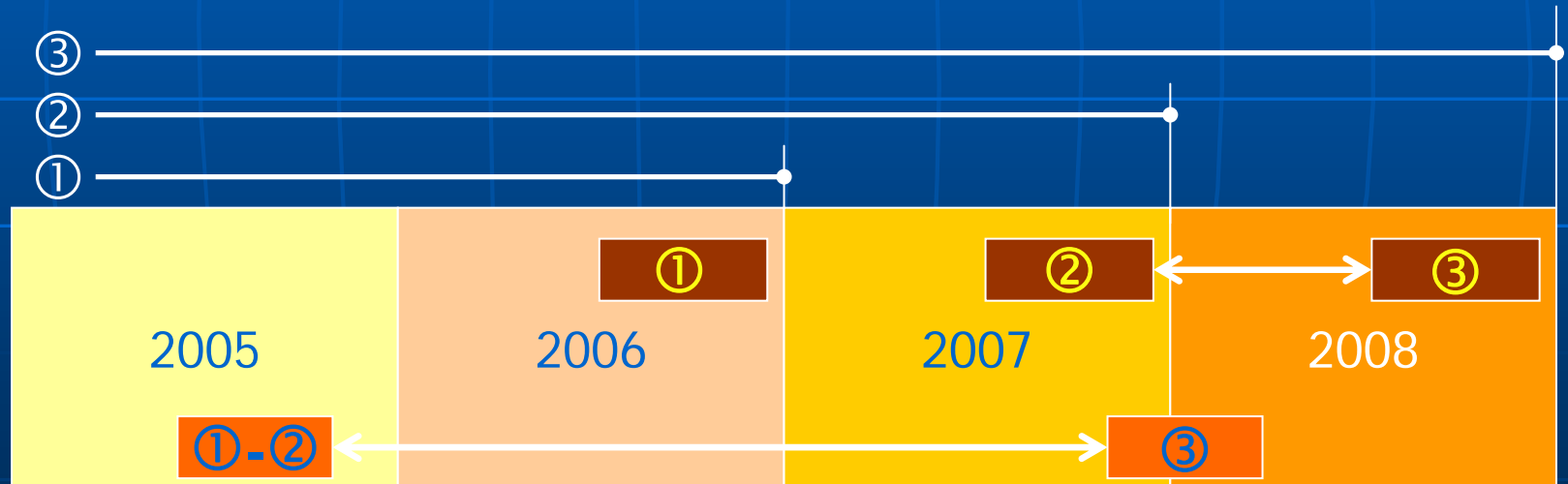




Obligations of the directive

Member States have to consult the public on :

- ① the timetable and work programme,
- ② an overview of the significant water management issues identified in the river basin
- ③ draft copies of the river basin management plan

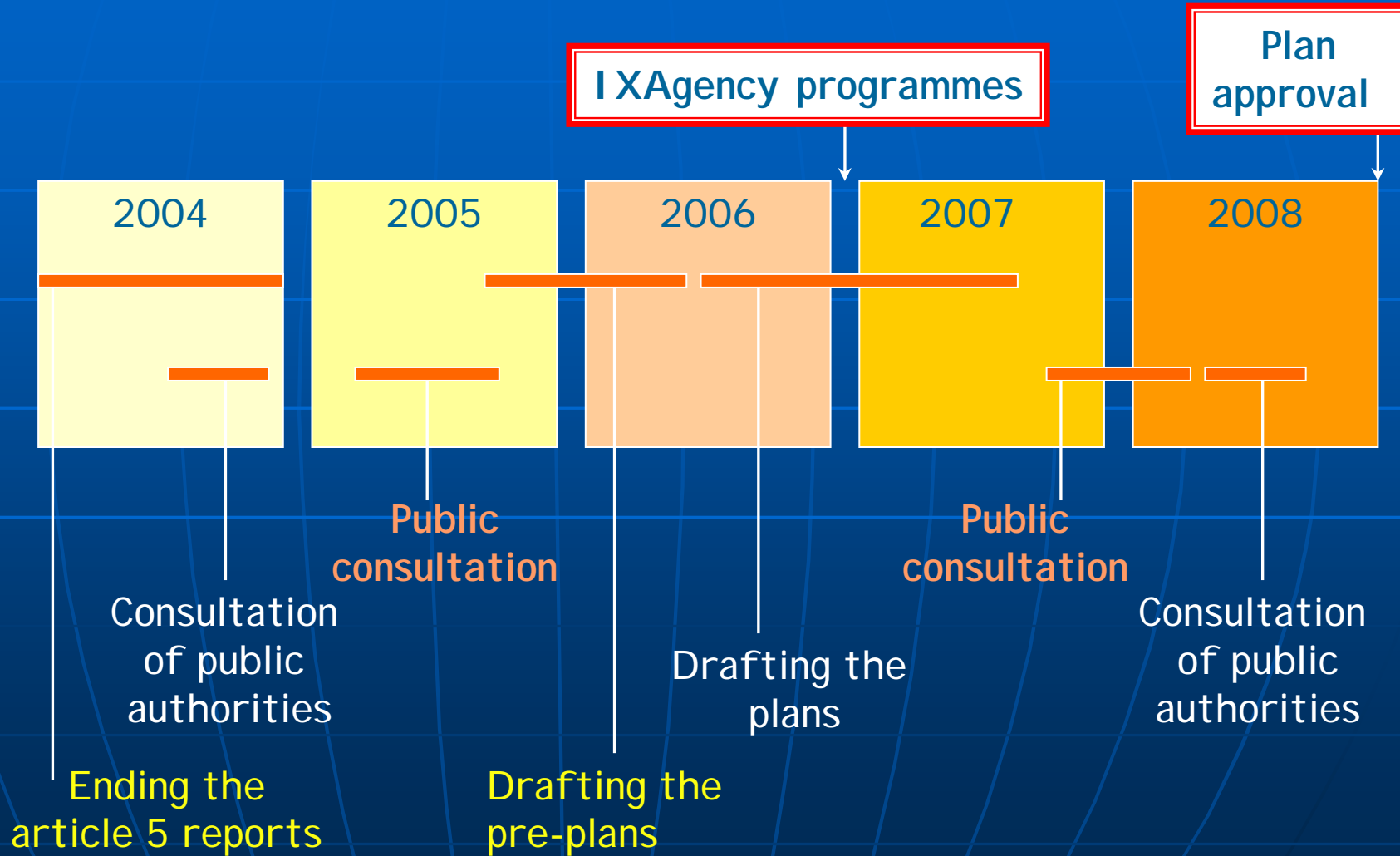


In France a operational national timetable



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The French national timetable





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The anticipation of the first enquiry allows the preparation of programs of measures and management plans on a longer period of time and a better anticipation of the last enquiry planned for the end of 2007.





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Consulting the public in 2005

- When ?

2 May - 2 November 2005

- **AT THIS FIRST STEP :**
The public is invited to express its opinion about the future of water in its region.



The great types of actions

a. Regulatory actions

- Drawing-up of an enquiry document and of a questionnaire specific to each district
- Provision of the questionnaire to all prefectures and availability on the websites of the Ministry and Water Agencies
- Official announcement of the enquiry in the national and regional press



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The great types of actions

b. Voluntary actions



⇒ At national level

Drafting of a communication plan including :

- A plan for the media : 12 T.V. spots of 50 s. during 2 × 2 weeks in April and June 2005
- 2 information bulletins
- A website linked to the websites of the Water Agencies
- A press conference to announce the enquiry start
- Media travels

Budget : 2 millions €, 80% financed by water Agencies.



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Ensuring the follow-up and the evaluation of the public consultation

• A national coordination : the Ministry for Ecology :

- Creation of a **national steering committee**,
- The committee will be in charge of :



- ⇒ commenting the national draft brochure of information and the communication plans
- ⇒ contributing to the evaluation of the actions planned
- ⇒ drawing up the findings of the implementation of the actions and specifying tools to be selected for the consultation planned on 2007



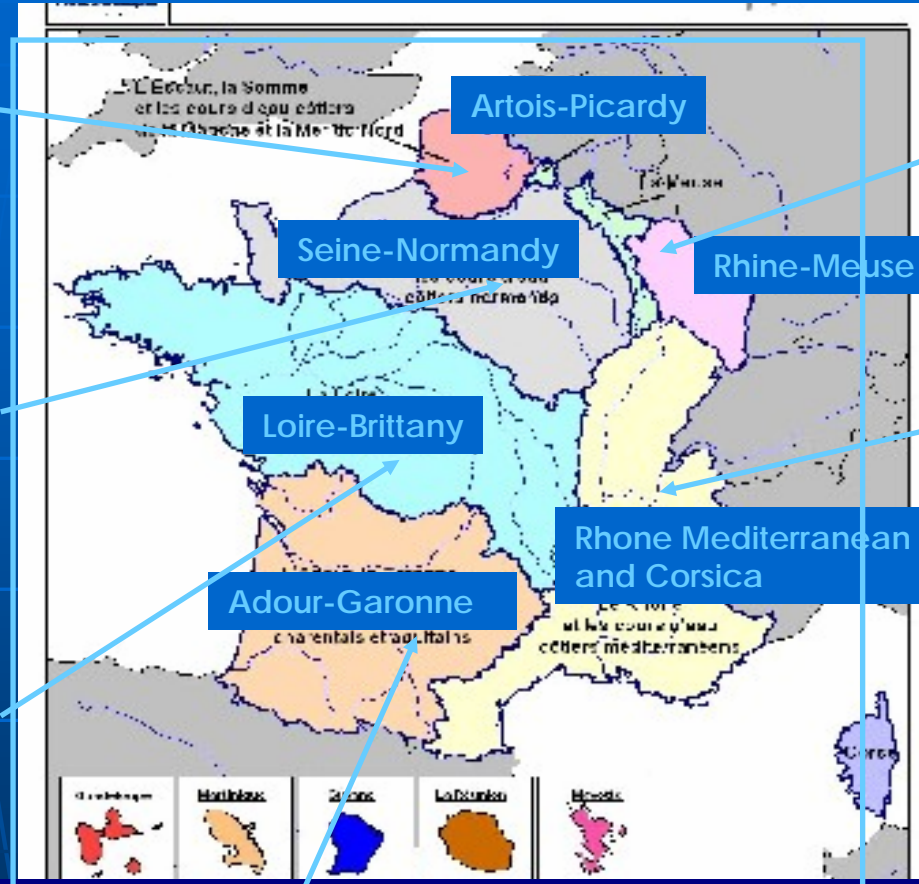
Main actions implemented

⇒ In various basins

Support of relay partners for facilitating actions

Organization of 25 public debates in towns, realization of explanatory films

Support of relay partners



Questionnaires sent to all households

Insertion of the questionnaire in the magazines of local authorities
Support of relay partners

Organization of a citizen conference

Organization of exchange circles with initiate and non-initiate people
Postings in railway and bus stations
Support of relay partners



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● RHINE – MEUSE RIVER BASINS AND DISTRICTS

● A supervisor for this consultation, the basin committee:



- **AMBITION** of the Basin Committee to give the floor to each user (the general 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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● RHINE – MEUSE RIVER BASINS AND DISTRICTS



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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● RHINE – MEUSE RIVER BASINS AND DISTRICTS

• TO INFORM

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

Forum of the NGO's





● RHINE – MEUSE RIVER BASINS AND DISTRICTS

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● TO ORGANIZE information / targets

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

To raise questions on 4 topics :
scarcity, health, nature, pollution
To create a link with the issuer...





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● RHINE – MEUSE RIVER BASINS AND DISTRICTS

● 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)





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● RHINE – MEUSE RIVER BASINS AND DISTRICTS

● 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 : Thank you in advance !



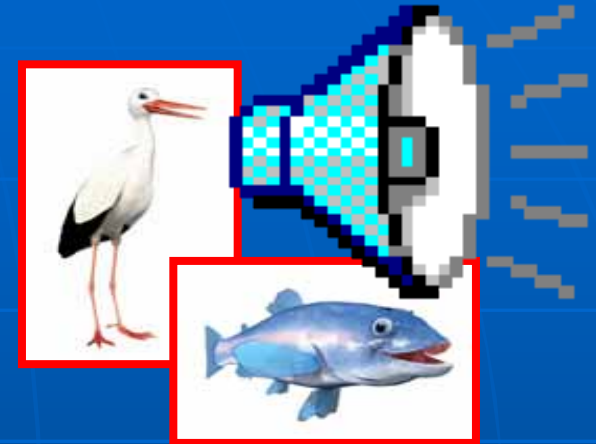
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● RHINE – MEUSE RIVER BASINS AND DISTRICTS

● THE SCENARIOS (1)

● The mascots appear

Promotion campaign in the media



**Clac
Clac*!**
*merci d'avance

Attention, plus que 15 jours pour renvoyer votre questionnaire !
Consultation du public sur les enjeux de l'eau pour les districts Rhin et Meuse partie française -- www.eau2015-rhin-meuse.fr

**Bloup
Bloup*!**
*merci d'avance

LES ENJEUX DE L'EAU DE VOTRE RÉGION
**Mobilisons-nous,
c'est aujourd'hui que tout se décide !**

www.eau2015-rhin-meuse.fr

Consultation du public sur les enjeux de l'eau pour les districts Rhin et Meuse partie française



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● RHINE – MEUSE RIVER BASINS AND DISTRICTS

● THE SCENARIOS (2)

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





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● RHINE – MEUSE RIVER BASINS AND DISTRICTS

● The public's response :

More than 70 000 questionnaires received !!!





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● RHINE – MEUSE RIVER BASINS AND DISTRICTS

● 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	Docun
Annonces légales		7600,00	
Traitement des avis	Efficience 3	32400,00	
Impression questionnaire	Euro Direct	166000,00	
Retour questionnaire (env T)	La Poste	16625,00	35000
Réunions publiques		40000,00	
		619830	
		619830,00	
			0,34
Pour mémoire, partenariats ONG (circuit Aides classiques)			



● cost = 620,000 €



Cost on metropolitan basins # 4,700,000 €

Basins ...	Adour-Garonne	Artois-Picardy	Loire-Brittany	Rhine-Meuse	Rhone-Mediterranean / Corsica	Seine-Normandy
Number of filled up questionnaires	25,000	6,500	20,700	71,400	82,000 Incl. Corsica 5,150	16,000
<i>Including specific actions</i>				<i>Letter boxes 66,500</i>	<i>Collected 57,000</i>	
<i>Including via Internet</i>	3,500	1,500	4,423	1,600	8,000	4,000
Basin population	6.8 million	4.7 million inhabitants	11.5 million inhabitants	4.176 million inhabitants	14 million incl. 200,000 in Corsica	17 million
Total cost (national campaign not included)	771,000 €	1,020,623 €	858,350 €	638,516 €	1,720,500 €	620,000 €
Regulatory Actions	21,000 €	41,261 €	13,000 €	7,336 €	33,500 €	38,500 €
Actions specific to the Basin	350,000 €	499,362 €	245,350 €	601,180 €	424,000 €	316,500 €
Partnerships	400,000 €	480,000 €	600,000 €	30,000 €	1,263,000 €	265,000 €

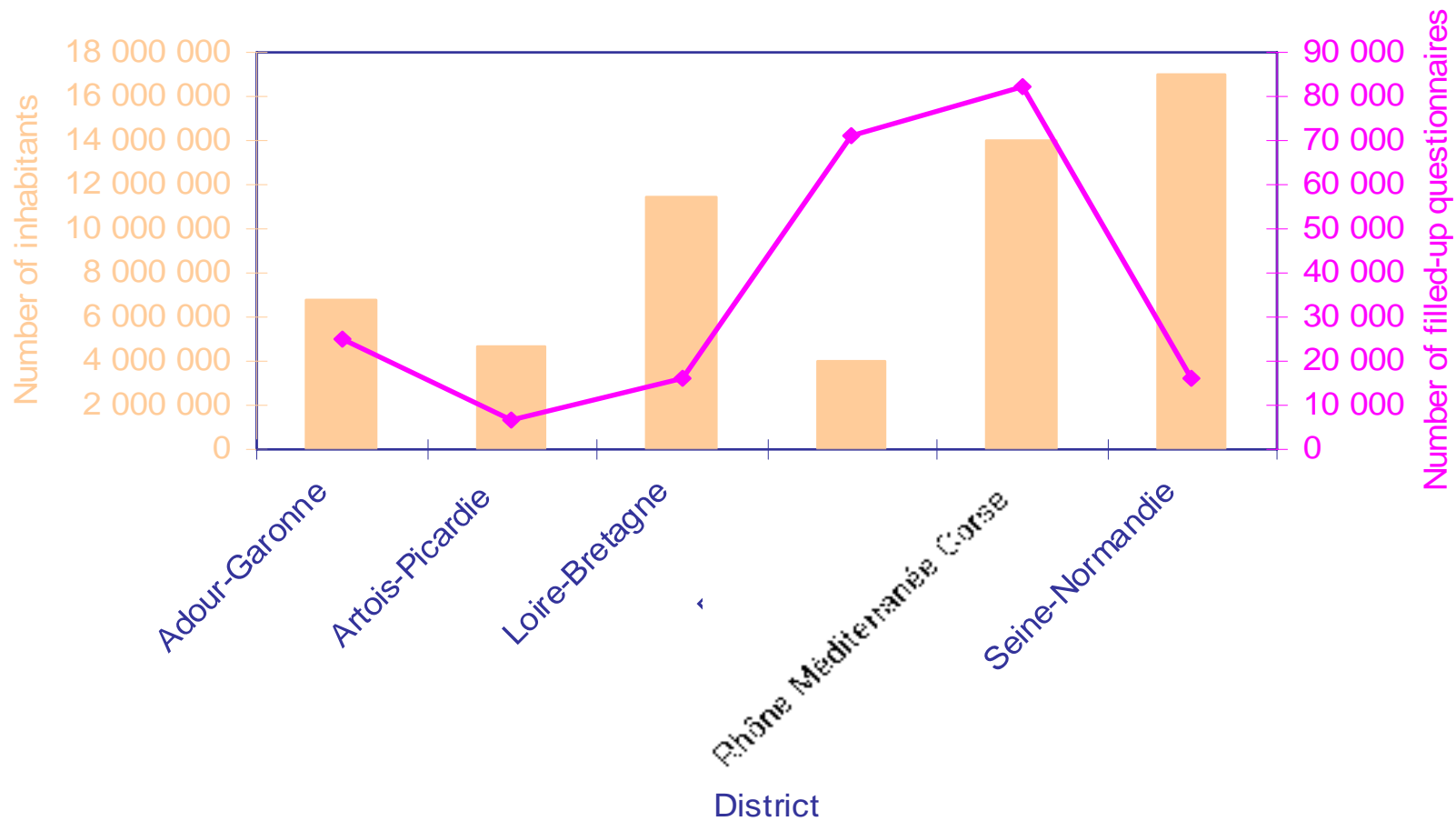
Situation of the enquiry on metropolitan basins



Outcomes of the enquiry

a. Participation rates

Number of filled-up questionnaires for each district





Outcomes of the enquiry

b. Lessons learned on the efficiency of the different types of actions

The results show that :

- The number of received questionnaires is not correlated with the number of inhabitants in the district,
- The participation rate directly depends on the nature of the actions implemented in each district.

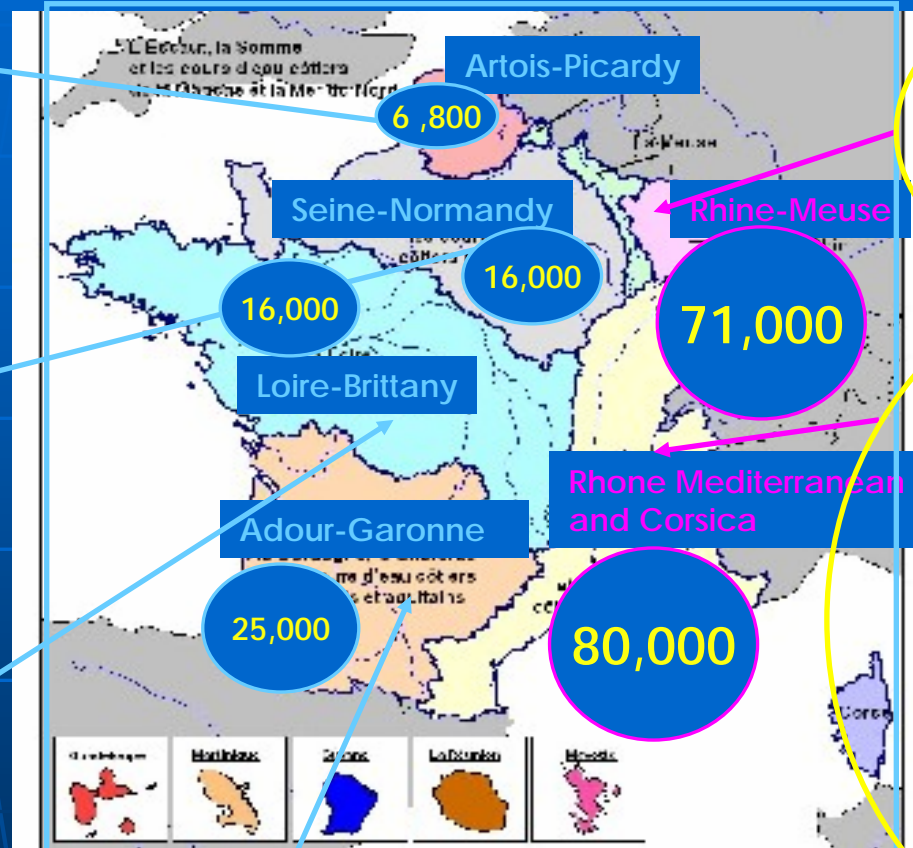


The most efficient actions

Support of relay partners for facilitating actions

Organization of 25 public debates in towns, realization of explanatory films

Support of relay partners



Questionnaires sent to all households

Insertion of the questionnaire in the magazines of local authorities
Support of relay partners
Organization of a citizen conference

Organization of exchange circles with initiate and non-initiate people
Postings in railway and bus stations
Support of relay partners

217,000 questionnaires were filled-up.



Outcomes of the enquiry

b. Lessons learned on the efficiency of the different types of actions

« Mass » actions contribute to a broad participation of the inhabitants.

⇒ Sending of the questionnaire to all households

⇒ Wide dissemination of the questionnaire via local magazines

Participation is higher when the questionnaire is sent with an information document.



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Outcomes of the enquiry

b. Lessons learned on the efficiency of the different types of actions

But it is also useful to supplement these « mass » actions with better targeted actions, such as :

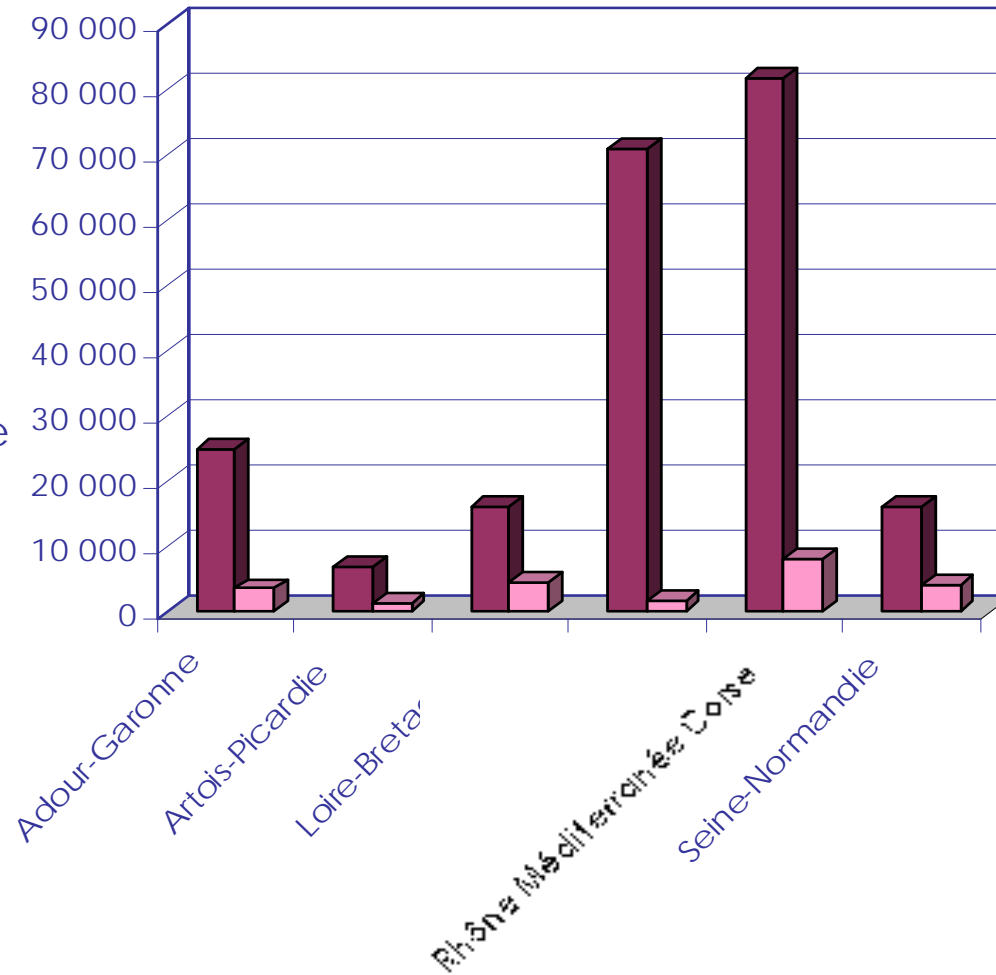
- ⇒ The organization of public debates, even if most participants are often already in the know of water issues
- ⇒ The design of water-related exhibitions or shows
- ⇒ The support of relay partners [local authorities, associations]



Outcomes of the enquiry

Total number
of
questionnaires
received

Number of
questionnaires
Filled up on the
Internet





Outcomes of the enquiry

b. Lessons learned on the efficiency of the different types of actions

- Only 10% of the questionnaires were filled up on the websites of the Ministry and Water Agencies.
- Most replies were sent by Post mail.
- ⇒ The use of the Internet to participate in the enquiry was limited but it will certainly increase during next enquiry.
- ⇒ This tool should not be neglected.



Outcomes of the enquiry

c. Analysis of the replies

-
- The inhabitants must be sure that the synthesis will be taken into account in the WFD implementation process, especially in the preparation of the programs of measures and management plans.
 - Otherwise, they will consider that the enquiry was not useful and will not participate in the next one...



Outcomes of the enquiry

c. Analysis of the replies

How do you wish to be associated?

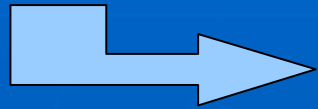
A survey institute,
independent from the Ministry and Water Agencies,
was entrusted with the impact assessment
of the 5 great types of actions :

Results

- Preferred information ways: TV (62%) and documentation in mail boxes (59%)
- Favored consultation methods:
 - distribution of the questionnaire in mail boxes (72%),
 - Internet (15%),
 - availability at the city hall (14%)
- ↪ Neighborhood dissemination should be privileged.



“The blue ambassadors”



An innovation of the Martinique noticed
in the entire Europe

- **Composition :**

1 pair (1 woman and 1 man)

4 days / week during 4 months in public places

- **Assignments :**

To incite and help the public to fill up the
questionnaire

To collect the enquiry questionnaires

To raise awareness on water issues





RhineNet

EUROPEAN WATER PROTECTION

Awareness raising

BIG JUMP 2005

- Bathing as a direct experience of intact nature and systems



Rivers of Images, Streams of Words

- Targeted at students, cultural aspect of water management





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Public consultation for the implementation of the European Water Framework Directive:

- **An « administrative » consultation should not be taken for a « popular » consultation of the general public, which calls upon cultural bases, images, signs of recognition and very specific media.**



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Public consultation for the implementation of the European Water Framework Directive:

- original approaches, based on the local organization of events or on the use of local communication supports, are sometimes more effective for mobilizing the citizens than the use of the media for a wide dissemination to the general public,
- It is necessary to take into account proximity and direct contact on the places of living.
- The passage by the relay of local authorities and of NGOs may be very useful but attention should be paid not to make them lose their contestation identity.



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Public consultation for the implementation of the European Water Framework Directive:

- the consultation and the involvement of the general public in the implementation of water policies will require the use of specialists in communication and public enquiries, in order to tend to maximum effectiveness and better participative interactivity, to define the most suitable methods, most of which still remaining to be tested.



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Public consultation for the implementation of the European Water Framework Directive:

- It is necessary to adopt a language adapted to the targeted publics, while avoiding too technical or bureaucratic terms, which would be inaccessible to the greatest number of citizens.
- The language should be clear, simple, understandable by everyone with strong and recognizable visual documents.



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Public consultation for the implementation of the European Water Framework Directive:

- **These consultations will have a cost and it is necessary to plan for significant budgets to comply with the new obligations of the WFD in this field.**



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Public consultation for the implementation of the European Water Framework Directive:

For promoting consultation it is necessary:

- to raise the awareness and inform the general public, to explain the stakes, so that the people can give their opinion,
- to identify more precisely the issues of interest for the general public in each local context: drinking water, water price, neighborhood issues, etc.,
- to prepare strong arguments for raising the awareness and motivating the public, with a simple and adapted vocabulary, evidencing the positive results of achieving the good ecological status,
- to make more room for references and cultural practices in water policy in order to interest the populations and develop a real citizen management of water.



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Potential benefits of public participation

- Increasing public awareness on environmental issues,
- more transparent and creative decision making,
- constructive dialogue with various publics,
- Increasing public acceptance on water management cost.



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**7th WORLD GENERAL ASSEMBLY
OF THE INTERNATIONAL NETWORK OF BASIN ORGANIZATIONS
DEBRECEN (HUNGARY) – FROM 7 TO 9 JUNE 2007**

- ❖ Prevention and management of the extreme climate phenomena of floods and droughts,
- ❖ Transboundary basin management,
- ❖ Monitoring, monitoring networks, reporting, inter-calibration,
- ❖ Preparation of action plans for basin organizations and their financing, etc.

➤ **A special session will deal with public and water users' participation.**



MERCI DE VOTRE ATTENTION!
THANK YOU FOR YOUR ATTENTION!

www.inbo-news.org

www.iowater.org

mail: dg@oieau.fr

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Réseau International des Organismes de Bassin
International Office for Water
Office International de l'eau







