Draft RBMP – public participation
Summary of group discussions Aug 20

PP main lessons learned:
• Time + resources necessary – don´t underestimate
• Improve PP goal setting - focus on key organisations and target groups + involve att right time & level
• Good Q = good A
• Info = KISS
• Use moments of opportunities, e.g. events, concerts
Good examples:

- French campaign – but maybe too costly?
- Internet – but use local newspapers and media more
- TV ads – costly?
- Danube & Rhine work
Transboundary experiences:

• Formal and informal work equally important
• Informal bilateral meetings
• PP a particular challenge
• Transboundary institutions important
• Need for economic model/agreement for measures against transboundary pollution
• Don’t underestimate cultural differences
CIS:

- Review Guidelines for 2nd cycle
- Need for more practical effect-oriented advice
- Coordination with other directives
- More adapted to different communication cultures
Challanges:

• Now. Policy conflicts, detailed negotiations on measures, summarizing message & communicate success, explaining reasons for actions (e.g. financing), economics of benefits, MS experience sharing,

• 10 yrs. Water education, research, agricultural involvement/CAP,