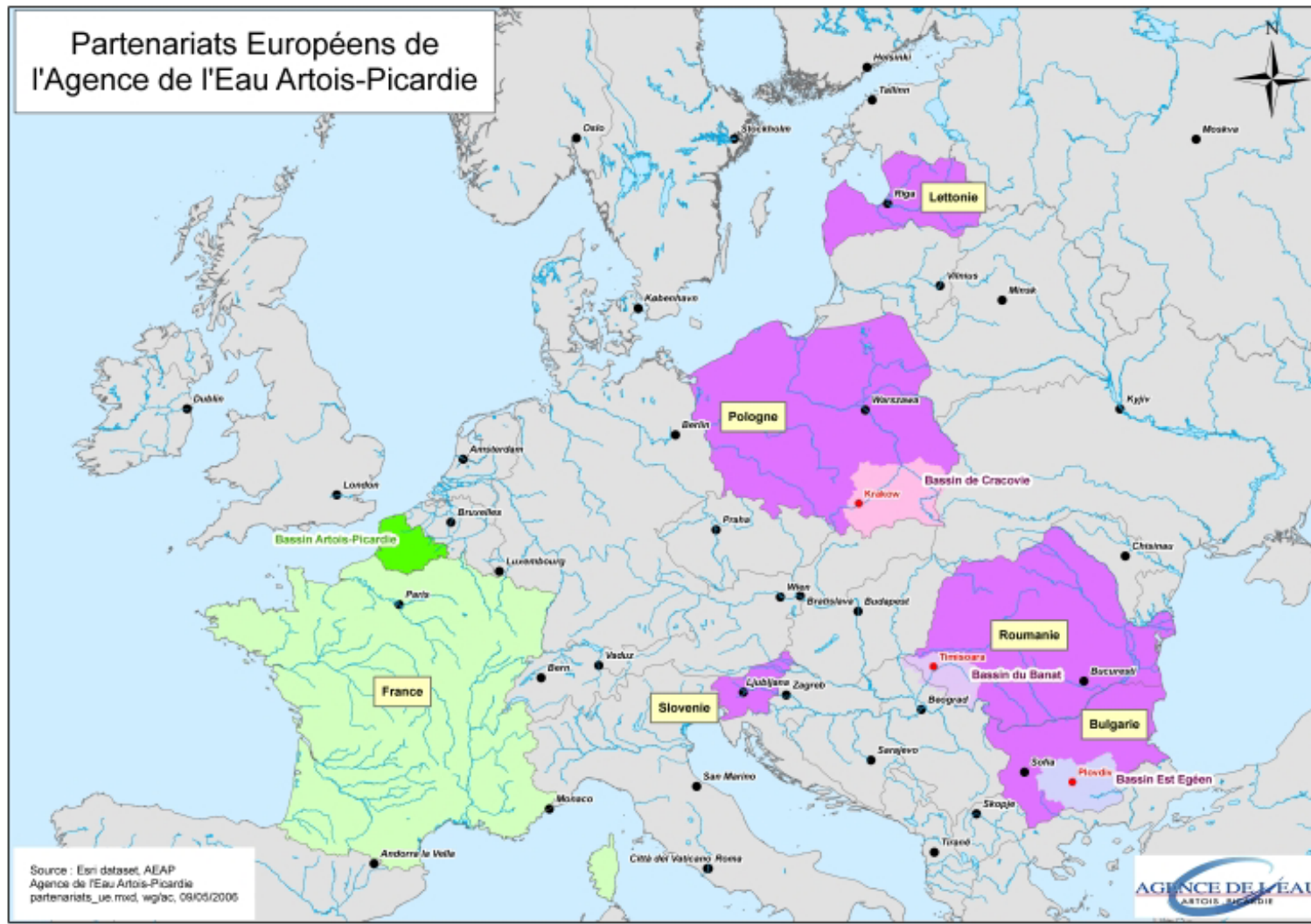


# Public water users' participation in the Artois Picardie river basin

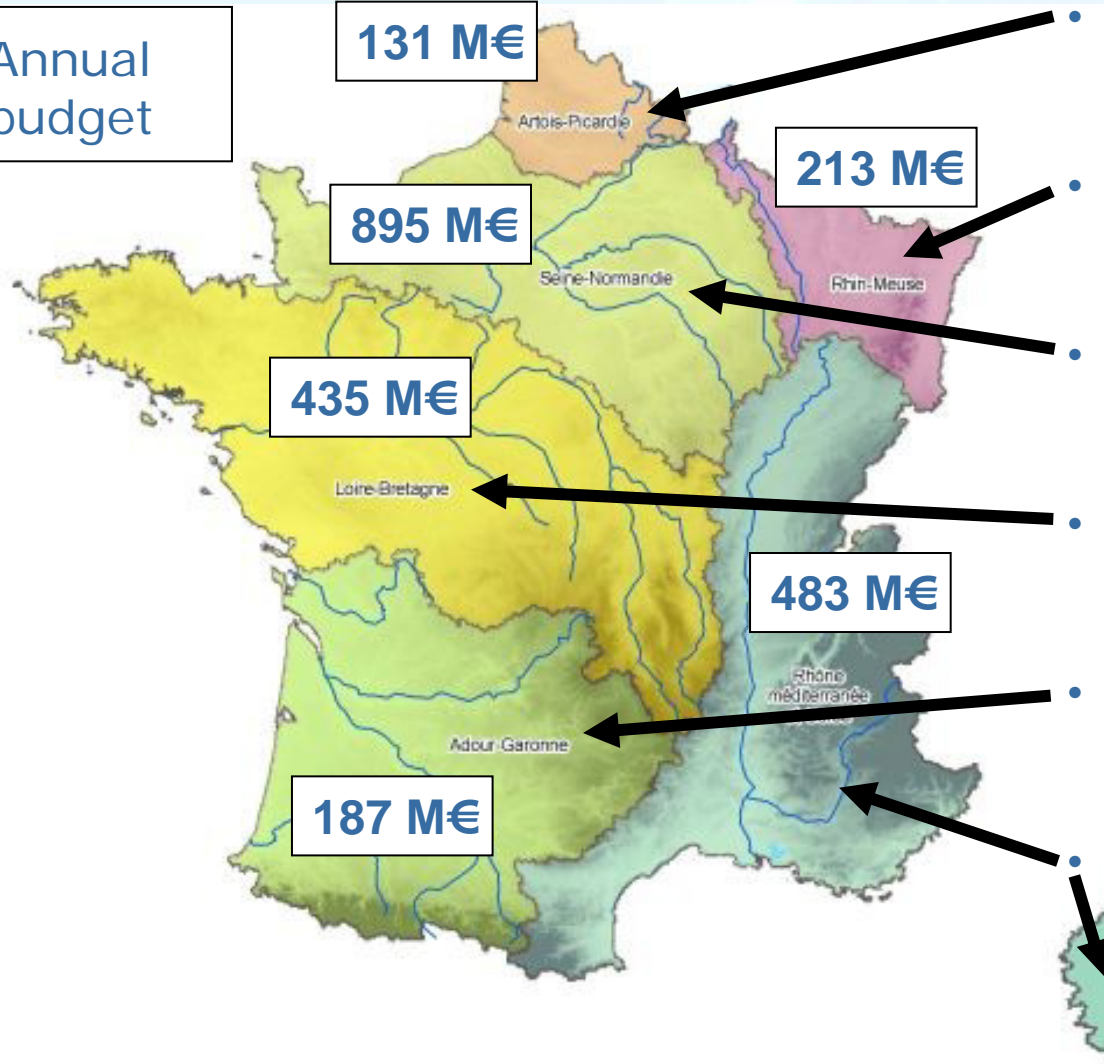
DEBRECEN - 06<sup>th</sup> to 09<sup>th</sup> of June 2007

# Description of the Artois Picardie River Basin



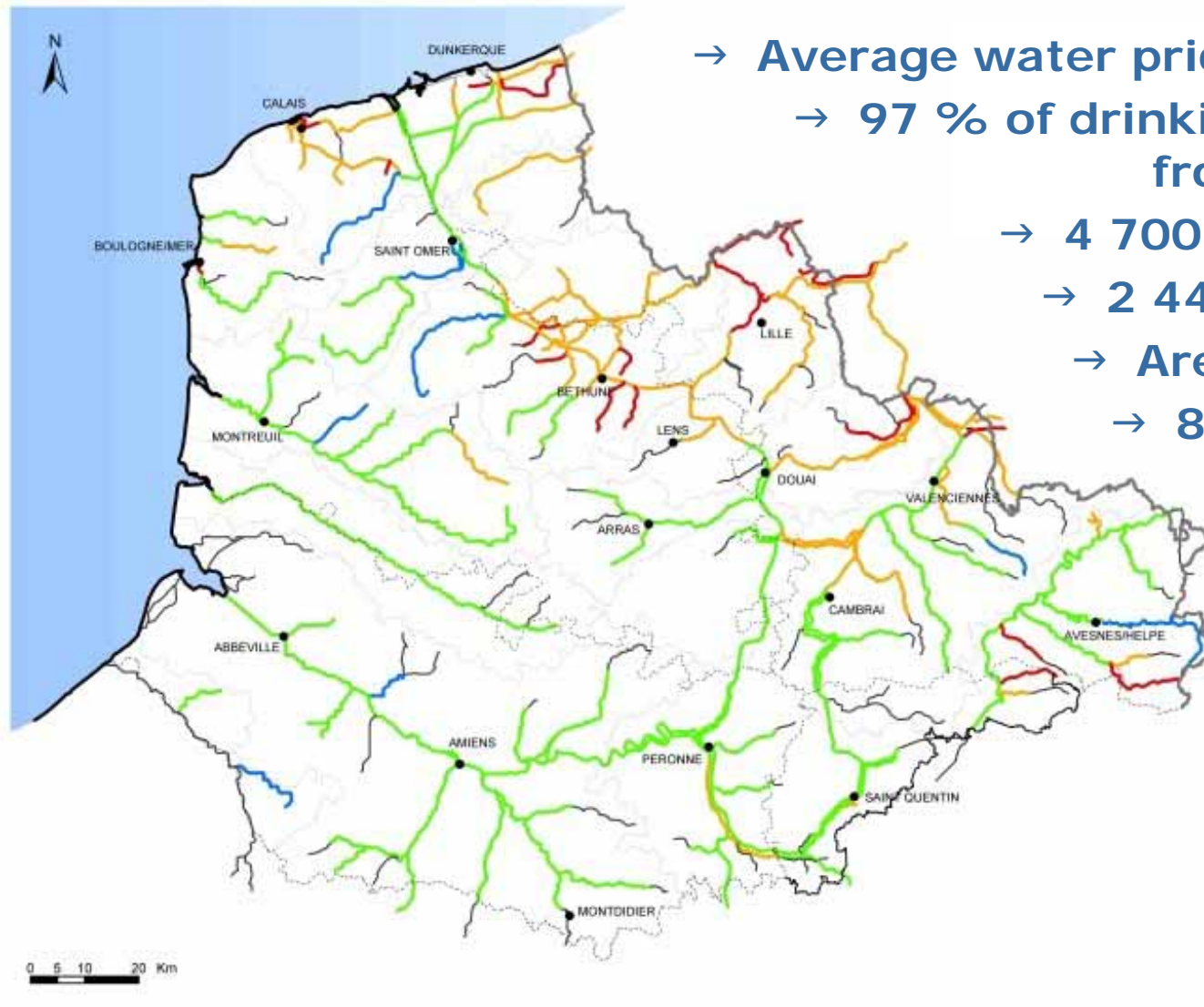
## 6 Main River Basins in FRANCE

Annual budget



- **Artois Picardie :**
  - 20 000 Km<sup>2</sup>
  - 4 700 000 inhabitants
- **Rhin Meuse :**
  - 32 700 Km<sup>2</sup>
  - 4 000 000 inhabitants
- **Seine Normandie :**
  - 100 000 Km<sup>2</sup>
  - 17 000 000 inhabitants
- **Loire Bretagne :**
  - 155 000 Km<sup>2</sup>
  - 11 500 000 inhabitants
- **Adour Garonne :**
  - 116 000 km<sup>2</sup>
  - 6 500 000 inhabitants
- **Rhône Méditerranée Corse**
  - 130 000 Km<sup>2</sup>
  - 14 000 000 inhabitants

## Dimension of the Artois Picardie river basin



- Average water price = 3,39 € / m<sup>3</sup>
- 97 % of drinking water comes from underground
- 4 700 000 inhabitants
- 2 448 municipalities
- Area = 20 000 Km<sup>2</sup>
- 8 000 Km of river

## Public consultation : 3 kinds of public

-This group needs to be inform all along the WFD process.

-It is very large public. The non "specialist" people

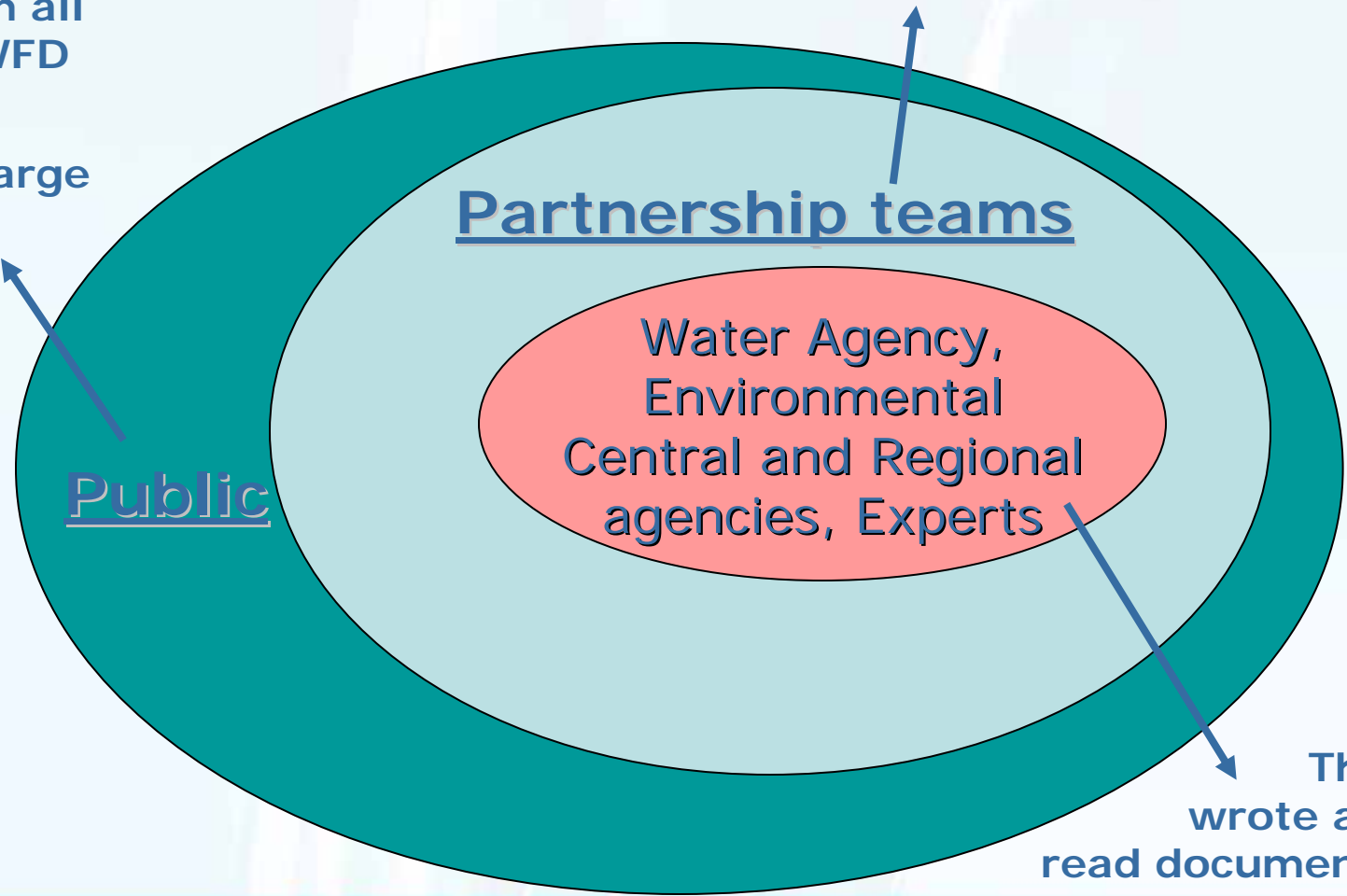
Public

This is our « transmission opinion groups ». → Promotion of their active participation.

Partnership teams

Water Agency,  
Environmental  
Central and Regional  
agencies, Experts

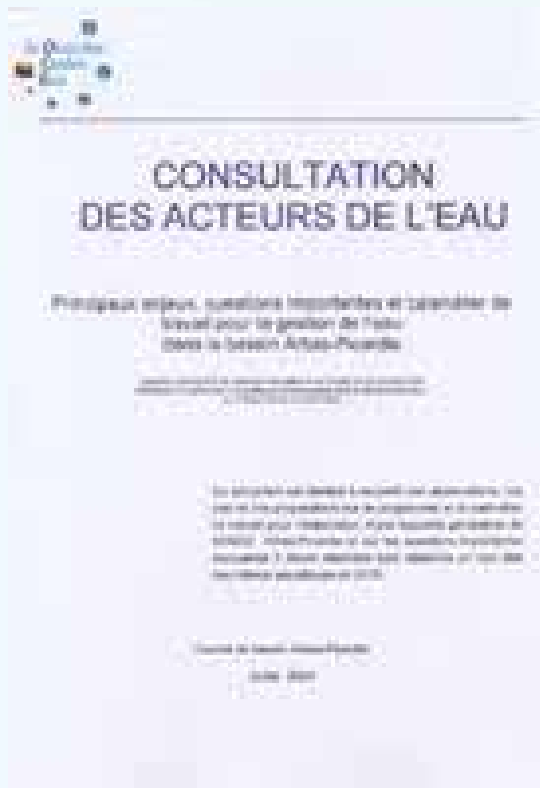
They wrote and read documents.



# 1 Document to start the process

→ **Conferences dealt with the Artois Picardie river basin water stakes.**

- 1 document on discussion → The "water stakes".



→ **Description of the 5 main environmental cares :**

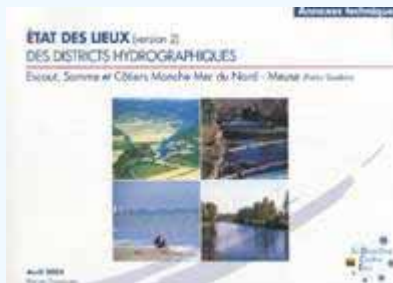
- To secure the water distribution.
- To satisfy each water use.
- To improve the quality of aquatic area.
- To recover natural areas.
- To enhance the coastal area.

→ **These cares were declined into "water issues" :**

- Ex. : "Generalization of the Nitrogen and phosphorus treatment."
- Etc.

→ The « Characterization report" composed of :

- A main document
- Technical and map appendices.
- 2 synthesis of the "main document" :
  - Schelde river basin
  - Meuse river basin



→ **All these documents were sent to each stakeholders.**

- **Departments, Regions,**
- **Local Water Commissions,**
- **State representatives :**
  - Equipment Governmental Agencies,
  - Environment Governmental Agencies,
  - Agricultural Governmental Agencies,
  - Industry Governmental Agencies,
  
- **NGOs,**
- **Agricultural Chambers.**
- **Regional Natural Park.**
- **Industrial Associations**
- **Etc.**



→ An 8 pages brochure was edited to summarize the "river basin issues" :

The brochure consists of eight pages, each with a specific title and content:

- Le goût de l'eau:** Discusses water taste issues, including a table of water quality indicators and a photograph of a water tap.
- La politique locale de l'eau:** Focuses on local water policy, featuring a map of the region and a photograph of a water treatment facility.
- Etat des eaux et des milieux aquatiques EN ARTOIS-PICARDIE:** Provides an overview of the water and aquatic environment status in the region, with a large photograph of a river landscape.
- Les quantités d'eau:** Addresses water quantity issues, including graphs showing water flow and storage, and a photograph of a water reservoir.
- La qualité des eaux de rivières:** Details the quality of river water, with a map of river networks and a photograph of a riverbank.
- La qualité des eaux côtières:** Discusses coastal water quality, featuring a map of the coast and a photograph of a beach.
- La qualité des eaux souterraines:** Focuses on groundwater quality, including a map of groundwater resources and a photograph of a well.
- La qualité des milieux aquatiques:** Examines the quality of aquatic environments, with a map of aquatic habitats and a photograph of a wetland.

At the bottom of the brochure, there is a footer with the text "Les outils importants de la Directive Cadre sur l'Eau" and several logos of partner organizations.

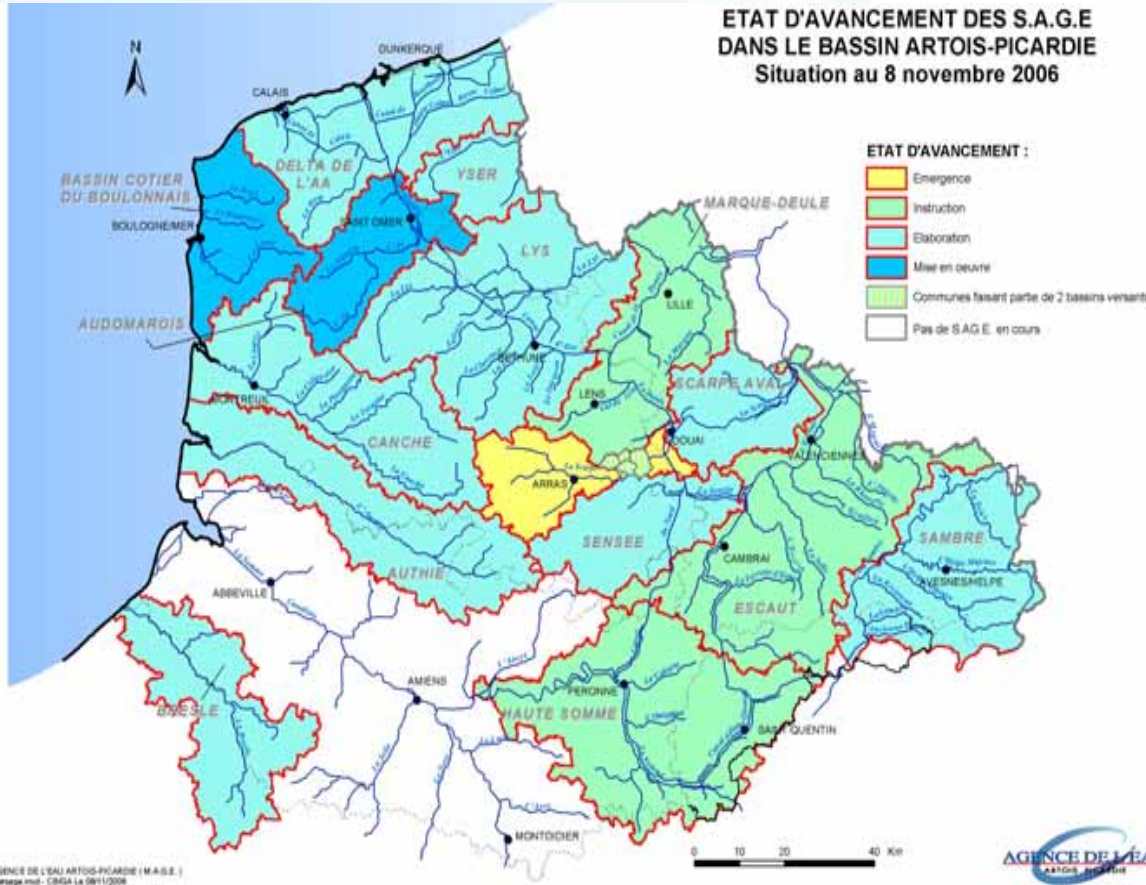
## The Local Water Commissions

→ The 1996 Master Water Management Plan is hydrographically segmented in Local Water Management Plans.

1 conference per area.  
Each conference was adjusted to local water issues.

Local plans are documents composed of a characterization doc. and orientations elaborated by a Local Water Commission (LWC)

ETAT D'AVANCEMENT DES S.A.G.E  
DANS LE BASSIN ARTOIS-PICARDIE  
Situation au 8 novembre 2006



- Water Agency organized partnerships with NGO, Regional Natural Areas (PNR) and Permanent Center to encourage environmental protection (CPIE) proposing projects on "water management".
  - Projects may be :
    - Education projects.
    - Local conferences.
    - Expositions (photo exposition, mobile exposition, ...).
    - Festivals, ...
    - Publications (local magazine, brochure, poster, ...)
    - Other promotion tools (Movies,
    - Website, Etc.
  - The partner was in charge of the organization. Artois Picardie Water Agency helped → subsidies.
- Education and involvement of the "non specialist" public

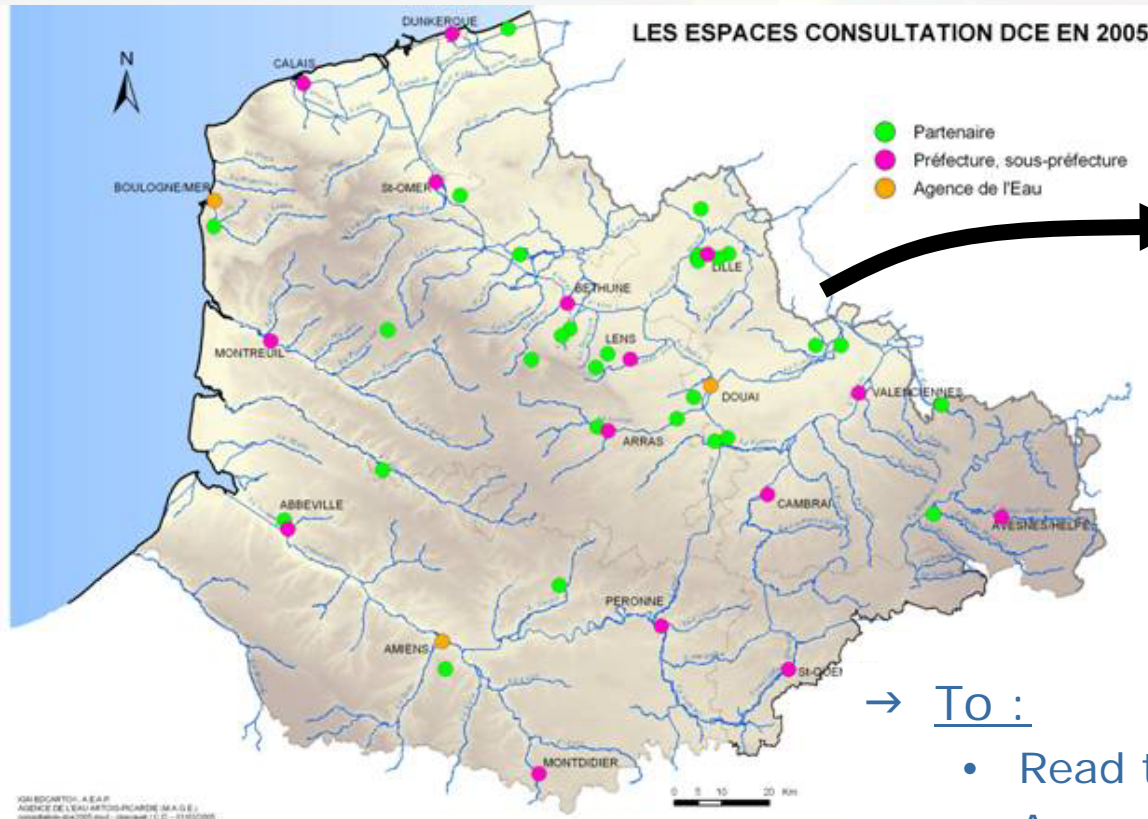
→ **The Lambres-lez-Douai youth house :**

- Youth (6-12 years old) education program : 530 children.
- Animations on Water with schools during the Worldwide Water day (March 22<sup>th</sup>) : 360 children.
- Animations with 80 young children (3–6 years old).
- Creation of a leaflet on water : 5 000 issues.
- Exhibition "chalet eau" → "Water issues" awareness to a large public : 8 000 visits.
- A local conference on "water management".

→ Each animation required evaluation (nb of effective visits, nb of booklets used, Etc.).

→ The Lambres-lez-Douai youth house animations may have involved up to 285 000 inhabitants.

# Public consultation areas



→ To :

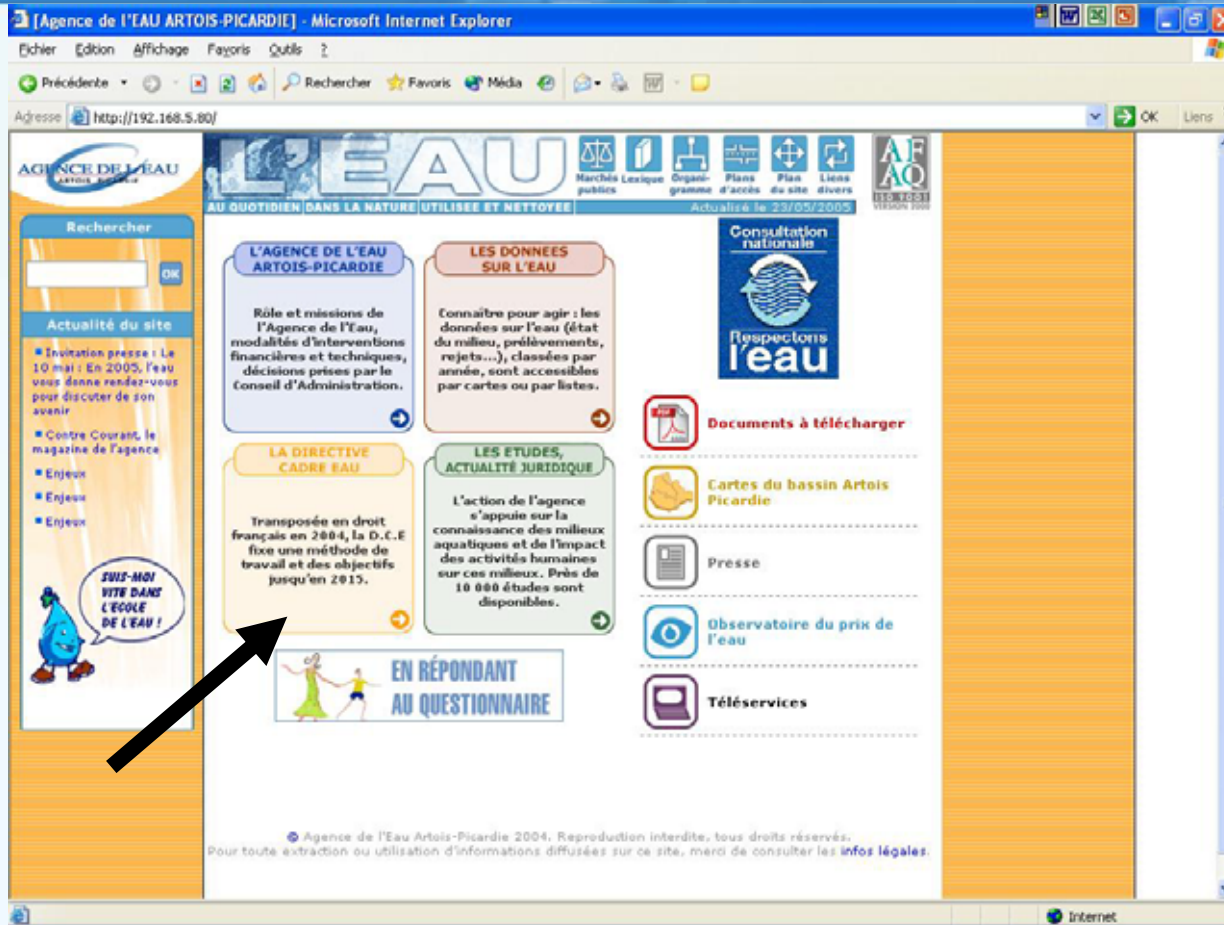
- Read the "Water issues" document.
- Answer the "opinion form".



# River Basin Media Plan 2005

	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
France 3 Météo TV	1 month						
Puissance Nord	17, 24	1, 8					
VDN météo	1 month		From 15 to 30			1 month	
Version Femina Magazine			11			10	
Internet VDN, partner	hypertext links						
Mon Journal Magazine	27	11	15			14	5
PHR	→						
Radios associatives					→		

J F M A M J J A S O N D J F M A M J J A S O N D  
 2004 2005




## → Documents :

- All documents are available on full text (HTML format).
- All documents may be upload (PDF).
- Special WFD document database.
- Other directives associated to the Water Framework Directive.

## → Data :

- Data used for reference documents.
- Maps.

## → Communication :

- List of the future local conferences.
- On line form.
- Synthesis of the last local conferences.
- WFD planning.







- To raise the public opinion.
- Available on all the consultation area.
- Available on internet ([www.eau-artois-picardie.fr/article.php?id\\_article=1340](http://www.eau-artois-picardie.fr/article.php?id_article=1340)).
- Available during local seminars organized by our partner.
- 15 000 issues printed.



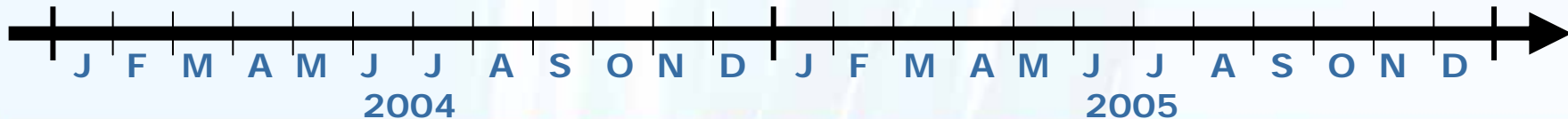
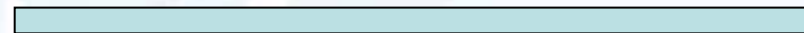
## Consultation nationale



## Respectons l'eau

## National Campaign "Let's respect Water"

- National advertisements on TF1  
(Many short TV programs).
- 2 Brochures :
  - 450 000 issues
  - 900 000 issueswill be edited.
- Interactive videos available on  
the web.



# Cost of the public consultation 2004 and 2005

120 000 €

Local consultancy 2004

1 person

Internet Website promotion

370 000 €

Local partnership

Public Consultation areas

230 000 €

Artois Picardie Media Plan

45 000 €

Opinion form

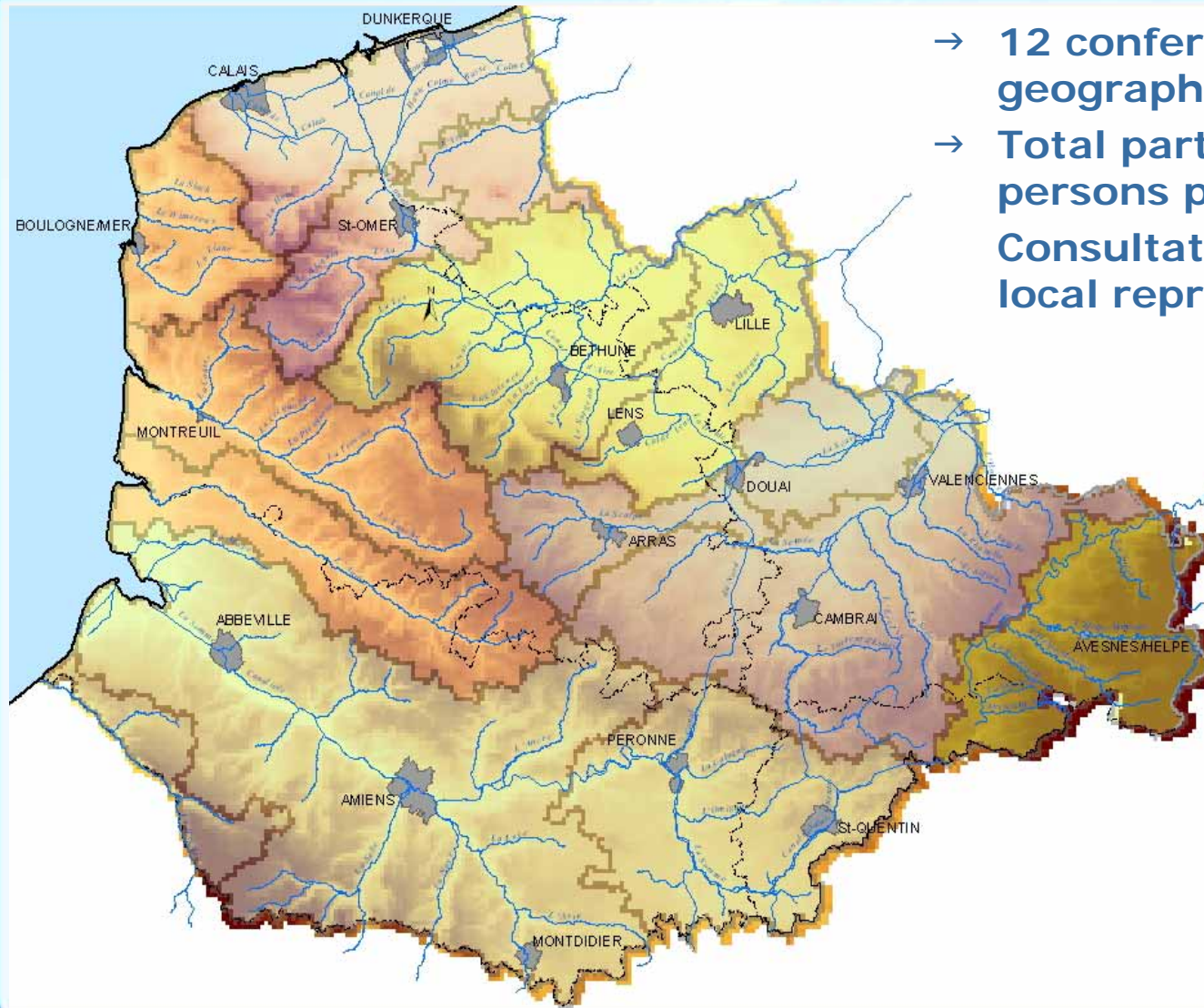
3€/form

National promotion

100 000 €

**865 000€**

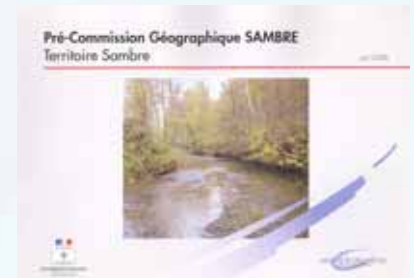
## Consultation in 2006



- 12 conferences organized in geographical areas.
- Total participation : 30 to 50 persons per conference
- Consultation mainly among local representatives .

- Presentations and discussions on the program of measures.
- During second semester of 2006 discussions on the river basin management plan

→ The program of measures was adapted to the 6 geographical areas



## Cost of the public consultation in 2006

76 837 €

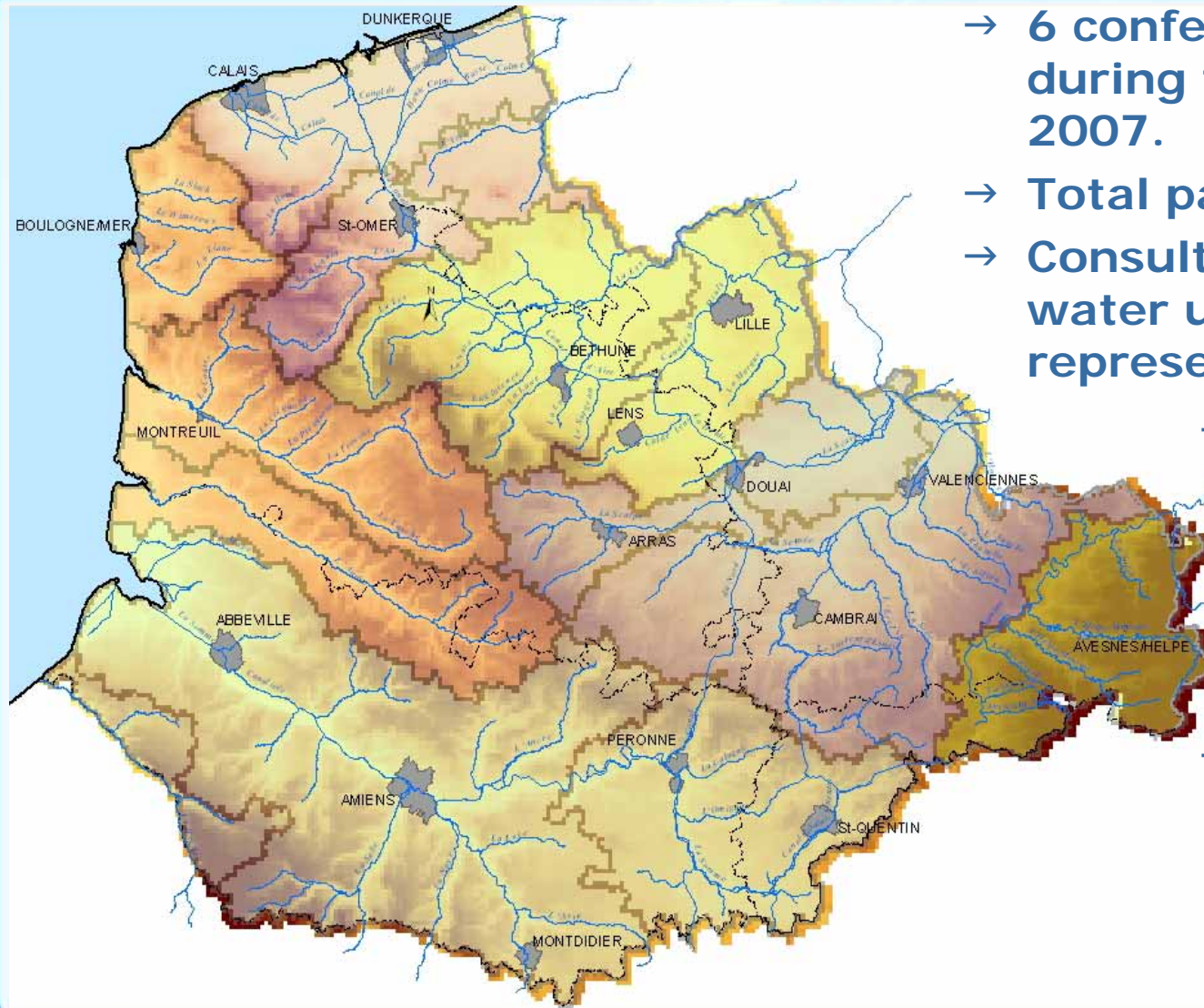
Local consultancy 2006 (conferences)

70 445 €

Printing of the program of measures

**147 284 €**

## ongoing consultation process in 2007



- 6 conferences organized during the first part of 2007.
- Total participation : 500
- Consultation among the water users (local representatives, NGOs.)
- Discussions mainly on the first version of the river basin management plan
- Second part of 2007: consultation among gov representatives

- The first version of the basin management plan (measures)
- comments done on the program of measures by local representatives





## Expected consultation in 2008



- 6 conferences will organized during the first part of 2008.
- Consultation among the water users and the public

- Mailing of a questionnaire in the 1.7 millions homes of the river basin (will be harmonized at a national level)
- A national media campaign will be organized

## Consultation process in 2008

- Mailing of a questionnaire in the 1.7 million homes of the river basin (will be harmonized in it's content at a national level and contain figures)
- A user's guide (reasons of the consultation) will be sent with the questionnaire
- a national media campaign will be organized
- a "barometer" will start at the beginning of 2008 (will measure the knowledge on water among the Artois Picardie inhabitants)

## Some conclusions

- **necessity of a good preliminary identification of the different targets in order to design a communication strategy**
- **the WFD's documents do not « talk » to a large audience : time must be spent to make synthesis, illustrations, to clarify the WFD vocabulary**
- **choose carefully the media and try to achieve a good « cost-effective » communication program**