



6th International Waterconference « Water in the Alps » Herrenchiemsee - 12th October 2016

Water Management in a Field of Conflicting Interests :
Between Natural Hazards and Nature Protection
Session 3 : Communication of Water-Related Issues



Good practice examples in communication of flood risk management and ecological river restoration



The Rhône Mediterranean Corsica
Water Agency



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Summary

- ✓ Presentation of a movie about a new type of river management (« GEMAPI »)
- ✓ What is the RMC Water Agency ?
What are its missions ?
- ✓ The French context in terms of flood risk management and ecological river restoration
- ✓ The Agency external communication strategy
- ✓ The Agency Communication tools



Let us look at the movie !

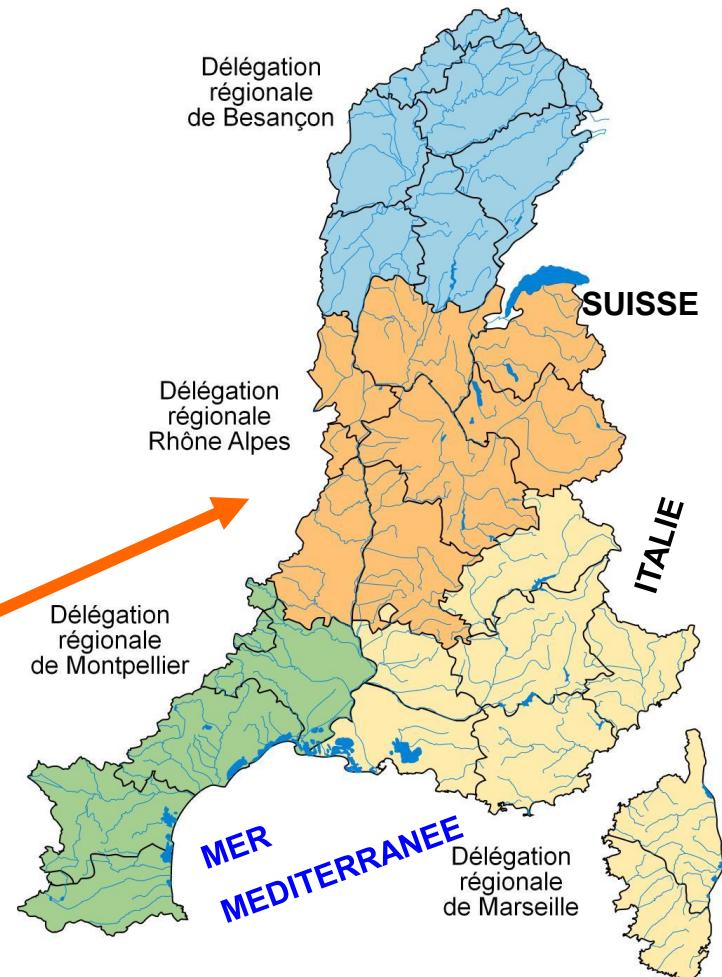
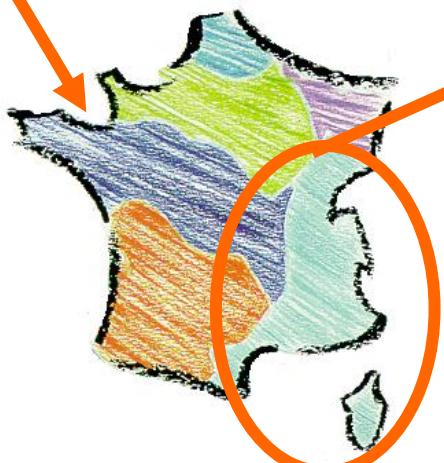


“A new type of river management is coming”



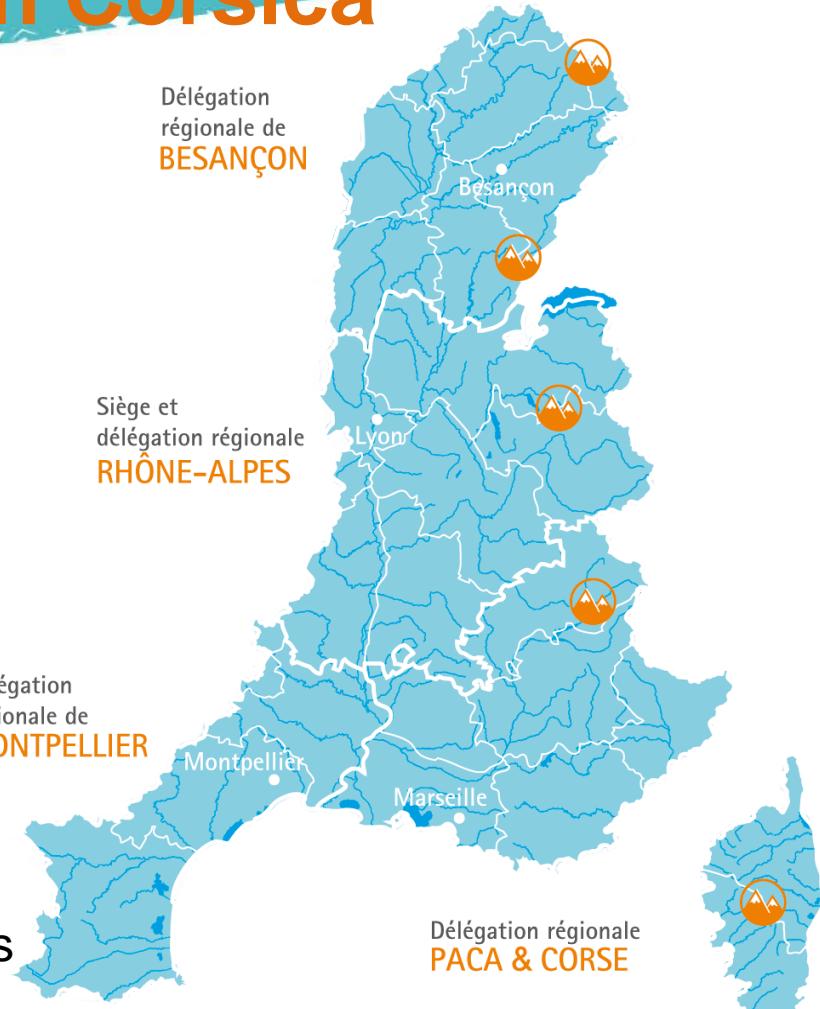
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French Water Agencies



The Rhône Mediterranean Corsica Water Agency

- Two river basins : Rhône Mediterranean and Corsica
- 14 million inhabitants,
- 25% of the French territory,
- 20% of national agriculture and industry,
- 13 000 km of rivers,
- 360 employees in 4 local subdivisions,
- Budget 2013-2018 : 500 Millions / year on average for subsidies



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A public institution of the Ministry of ecology

An economic system

The Water Agency

collects

taxes

based on the « polluter-payer » and « taker-payer » principles

- Pollutions (urban, industrial, agricultural)
- Water intakes
- Various (barriers, storage, phytosanitary products, fishing)



The Water Agency

provides subsidies

for actions

**to water stakeholders
of 2 basins**

- Fight against pollutions
- Preservation and management of water resources
- Knowledge, management of aquatic environments
- Studies, works, animation, information



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Flood management and river restoration

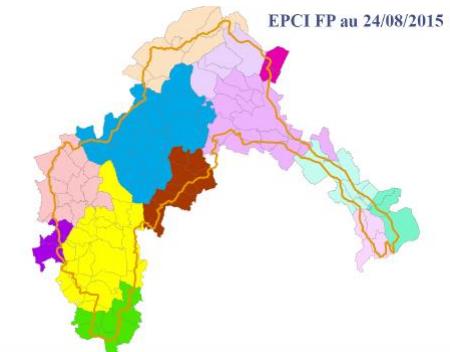
General context in France

- **27/01/2014 - Law MATPAM** : creates competence on management of aquatic environments and flood prevention (**GEMA + PI**)
- **7/08/2015 : Law NOTRe** : GEMAPI becomes an obligatory competence that goes up to the inter-municipality level on 01/01/2018

→ Reestablishment of the natural functioning of rivers

- ✓ Making more space for water
- ✓ Slowing down the flow
- ✓ Managing water on a catchment scale

→ Have more coherent entities (gathering of villages, towns, cities) with more human, technical and financial resources



600 weirs to remove or adapt
100 km of water courses
10 000 ha of wetlands
to restore

→ 414 M€ to act

Communication strategy in RMC Water Agency

- The main focus is on actions program and main priorities

1. Save and share water
2. Protect water and health
3. Restore the aquatic bodies

- We provide feedbacks on the impacts of our actions

- Conference on Water Status
 - each year, since 2011
 - in the 5 regions of the river basins
 - covered by the media : press - radio – TV

- We value best practices and feedbacks on experiences

- We have a substantial events programmation

- 1 major conference / year
- 1 scientific conference / year
- 4 technical sessions on 1 theme /year



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Communication Tools used in RMC

through the example of GEMAPI



Annual activity report

- progress on the set targets

Animated film aimed at the general public

- 25 700 viewing on Youtube in one year
- Projected and sent to our stakeholders

Magazine "Sauvons l'eau"

- sent to 13 000 contacts
- special focus on GEMAPI
- covered by press



AVEC LA GEMAPI, une nouvelle gestion des rivières mobilise les collectivités

Rendre franchissables 600 ouvrages construits en travers des cours d'eau



Engager la restauration morphologique sur 100 km de cours d'eau



Communication Tools used in RMC

through the example of GEMAPI



Call for projects (mars 2016)

- 34 M€ (25 M€ first + 9 M€)
- 67 projects
- GEMA + PI
- Subsidised at 80% (compared to 50% usually)

Lancement d'un appel à projets « Gemapi »



Doté de 25 millions d'euros, cet appel à projets, ouvert d'octobre 2015 à mars 2016, cible les actions qui conjuguent la restauration des milieux aquatiques et la prévention contre les inondations. Les projets retenus pourront bénéficier d'un taux d'aide maximal de 80 % (contre 50 % habituellement).

Technical Sessions

- 600 participants
- Screening of film
- Field session
- Distribution of doctrine and technical note



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Communication Tools used in RMC

For all information and experiences feedbacks



Website of RMC Water Agency <http://www.eaurmc.fr/>

One official blog : Save the water!



sauvonsleau.fr
LE 1^{er} SITE D'ACTUALITÉS SUR L'EAU

http://www.sauvonsleau.fr/jcms/e_13419/travaux-de-restauration-du-drac--bilan-deux-ans-apres#.V_fJKE1f270



Books valuing best practice examples



Twitter

2 700 followers



Water community, Members of Basin Committees, Associations, press ... and some politicians



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Thank you for your attention

