



**First workshop of the thematic network on the SHP
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SHP public image, what to do ?

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The image of SHP

SHP not very known by the general public

A minority of people, strong opponents, give a very bad image of SHP : fishermen federations, ecologists associations

These people are dangerous for the development of SHP, because

- **they put a stop to the licensing of new plants**
- **they write press articles which are very bad for the image of SHP**



What's wrong with SHP ?

Most criticized aspects :

- reserved flow : not enough water in the bypassed part of the river
- working by stop and go
- no correct way for migrating fish
- water stocking and eutrophication
- debris and sediments control,
- etc...

Fortunately, these situations happen less and less.



Build a new the image of SHP The French orientations

- **A regulation which protects the environment**
- **Technological progress of SHP**
- **Producers trade associations helping their members to improve their plants**
- **develop a communication which builds a new image of SHP :
a project developed by ADEME and the independent
producers**



Make quality

Trade unions initiatives, with the help of ADEME :

EAF - the target : a quality label

what makes problems : obtain an agreement between public and private bodies

GPAE – ISO 14 001 standard

install an environmental management system. Briefly:

- initial review**
- definition of an environmental policy**
- implementation of this policy, control and corrections**



Communication : the French project

The situation

- **No communication strategy for SHP**
- **Actions of fishermen federations and associations for the protection of the environment criticizing existing plants and opposing new licenses**
- **The producers answer the attacks one after the other (or sometimes, they don't answer) and have only defensive actions**



Communication : the French project

The objectives

In collaboration with independent producers, ADEME subcontracts a communication strategy project with the following objectives :

- **Build a new image of SHP**
- **Place SHP in the general context of RES development**
- **Face the opposition actions**
- **Give simple and pragmatic tools for communication**



Communication : the French project

The targets

- **The center of the target : the opponents, who have to be braked, and, if possible, stopped**
- **The SHP actors themselves for more information: independent producers, EDF, territorial collectivities, public authorities, etc...**
- **Indirect publics and relays for information : media, promoters of SHP, leaders of the environment protection, information centers, etc...and the general public**



Communication : the French project

Concertation

- Have meetings with target and relay publics
- Build a strong, coherent and unitary talk
- Dispassionate the debate and work at the rational level

-Implementation of communication tools

- Creation of a graphic style (simplicity, transparency)
- Implementation of a packet containing argument sheets to be adapted to the different publics
- Implementation of the argument sheets

-Implementation of a press relations plan

- Organization of press conferences
- Organization of thematic press breakfasts



LA PETITE HYDROELECTRICITE
L'ENERGIE A SA SOURCE

LA PETITE HYDROELECTRICITE
L'ENERGIE VIVE

Mise en avant de la simplicité et de l'évidence du propos.
 Un graphisme très lisible et facilement mémorisable, qui joue sur 2 tonalités en contraste.

L'eau qui traverse le graphisme évoque l'aspect inépuisable de cette source d'énergie. La spirale évoque la turbine qui puise cette énergie sans l'interrompre.

Formes et couleurs douces : une industrie qui s'intègre au mieux dans son environnement



Conclusion

- Thanks to the European directive on electricity from RES, a new departure is possible for SHP. In order to promote this new departure, our strategy has two main axes
- Always improve the quality of existing and new plants, in particular with respect to the environment
- Implement a communication programme which
 - sets a new image of SHP
 - brings a clear and objective information



Chiffres-clés

Capacité installée :

1 800 PCH ($10 \text{ kW} < P < 10 \text{ MW}$)

Production moyenne : 7.5 TWh/an

Chiffre d'affaires : 400 M€

Industrie

Chiffre d'affaires : 60 M€

Export : 80 à 90 %

Emplois : 2 500



Bolzano - TNSHP

