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A French operation to support SHP public image

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The public image, an obstacle to the development of SHP

- The general public mainly knows big hydro and knows very little about SHP
- SHP has a bad image in particular among fishermen federations and associations, and a part of the associations for the protection of the environment
- These bodies have enough influence to restrain the development of SHP



What's wrong with SHP ?

- sections of rivers dried up by turbines
- cascades of dams opposing the circulation of migrating fish
- inefficient fish passes
- too low reserved flow
- stop and go operation
- problems of eutrophication in case of storage
- danger of scouring
- modifications of the transport of materials



1/ Improve the environmental quality Measures taken by the producers

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



2/ Communicate

The situation of SHP communication in France

- **No communication strategy**
- **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**
- **Passeist documents presenting the profession**



Communication : the French project objectives

In collaboration with independent producers, ADEME subcontracts a communication strategy project to a communication agency, 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 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



Tools of communication

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



SHP public image

Conclusion

In the framework of the Kyoto protocol and of the European Directive on the promotion of RES, the European Union, has to develop SHP.

In this purpose, it is necessary to reduce costs, improve the quality of the plants, reduce the impacts on the river, and measures are taken for that.

But an important obstacle for the development of SHP is currently its image. That's why it is very important to improve it and to have communication strategies. This is what we are trying to do. We think that this communication has to be strongly developed and we are happy to have a cooperation with ESHA in this field.

More information will be given as the operation progresses.



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