

# Minutes workshop 4: The river Meuse and we

Language: French & English

Participants: 6

## 1. Introduction

Eveline Huyghe started the workshop with some reflections concerning communicating climate change and introduced how the workshop was built up.

### 1.1. Reflections

- 1) *So what?* People react indifferently on the climate change message, or just do not understand the message, or do not want to understand. The easiest group is those that just don't understand the message. The one sending the message can make it easier to understand, or visualize the message ... The other groups are far more difficult to reach.
- 2) People that live in dangerous situations like on a volcano, or in earth quake zones. They know that the volcano can erupt or that the an earth quake can take place and still they don't move. On the contrary, after an eruption or after an earth quake people return and build-up their life again.
- 3) The human race adapts very easily (see point 2) but it is a reactive adaptation. After a natural disaster people help each other. If pro-active adaptation is wanted, it must highlight the positive aspects, the opportunities, e.g. adapting the city makes it at the same time more attractive.

### 1.2 Structure workshop

First an individual exercise was done. Ten slides with images and key words were shown. The people attending the workshop had 1 minute to write down the associations they made with those pictures and words in relation to climate change.

After that group work was done. Three groups of 2 or 3 people were formed. The same slides were shown again for 4 minutes. The groups had to answer the following questions:

- 1) How would you communicate about this (to private sector, kids, general public)?

2) What would be an easy way to communicate about this topic? How would you visualize it?











3) Does this slide give you ideas for future collaboration?

Finally each group reported back on the most important or striking outcome of the discussion.

## 2. The workshop

### 2.1 The pictures that were shown

 	<h3>Tourism</h3>   	 	<h3>Energy</h3>   
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 	<h3>Urban water</h3>   	 	<h3>Adaptation</h3>    
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 	<h3>Water quality</h3>    	<h3>Opportunities Climate Change</h3>    
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 	<h3>Waste</h3>   	<h3>Our daily food</h3>    
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 	<h3>Transport</h3>    	<h3>Land use</h3>   
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## 2.2 Results individual work

1. Tourism(e)	Exotic, budget, human density, pleasure, holidays, liberty, use season water, it is beautiful (it does not make me think of risks), islands, good weather.
2. Energy/Energie	Diversification, autonomy, strength, refroidissement des centrales petits étages, promote renewable energy.
3. Urban water/l'eau et la ville	Flooding, put in security, risks, huge repairs, risk zones, water pleasure, refresh/cooling.
4. Adaptation	Man adapt quickly, nature too?, victime, protection, adaptation for everything that lives, necessity, threat, act quick, gain from the opportunities.
5. Water quality/qualité de l'eau	Slow and lasting pollution, life, complexity of networks, connections between networks, health, algae, drinking water, importance, keep/improve, several beneficiaries (man, nature, )
6. Opportunities climate change/ opportunités du changement climatique	Agriculture, harvest, adapt tourism and agriculture, beautiful weather without extremes, hardly known, grab the opportunities, financial opportunities.
7. Waste/déchets	Pollution, recycling, second life of materials, illness, respiratory insufficiency, standards, what do we find in the water?, to be reduced/eliminated, persistence.

8. Our daily food/nourriture quotidienne	Globalization, traceability, proximity, gardening, pesticide, the consumer does not know the impact of water quality, sanitized, too much control.
9. Transport	Go back to the source: on foot, by bike, public transport; cost, congestion, alternatives, metropolis difficult to adapt, transport over rivers & canals, explosion, to be made more sustainable, greener.
10. Land use/ organsiation spatiale multifonctionelle	Be more pragmatic, optimism, to be revolutionized and promoted, future, give place to the water

## 2.3 Results Group work

### 2.3.1. Tourism

1. How would you communicate about this (private sector, kids, general public)?  
Opportunities are the easiest way to gain attention of people. Communicate not only on a specific item (e.g. the river) but also on interactions with the surroundings.  
Promote discovery.
2. What would be an easy way to communicate about this topic? How would you visualize it?  
Use beautiful pictures. The public can visit the most interesting sites. Meetings, website, movies. Results of mass tourism.
3. Does this picture (or 1 of them) give you ideas for future collaboration?  
Conservation of landscapes and untouched zones.

### 2.3.2 Energy

1. How would you communicate about this (private sector, kids, general public)?  
Put costs versus benefits.



2. What would be an easy way to communicate about this topic? How would you visualize it?

Show people what they can get with the amount of money available. Show energy that does not impact the climate, visualize it (images of pumping up oil versus wind turbines in the landscape).

3. Does this picture (or 1 of them) give you ideas for future collaboration?

Diversification of energy production while taking into account the environment.  
Energy security

### 2.3.3 Urban water

1. How would you communicate about this (private sector, kids, general public)?

Show impacts of the city center on the quality of water and drinking water. Live with the water and adapt to it (trend of living near the water, of visualizing water in the city, ...)

2. What would be an easy way to communicate about this topic? How would you visualize it?

Everybody drinks water, needs water – inform the children. Show the services of water to the city.

3. Does this picture (or 1 of them) give you ideas for future collaboration?

Water tourism. Prevention: organize the existing habitats. Learn to accept the needs and effects of nature.

### 2.3.4. Adaptation

1. How would you communicate about this (private sector, kids, general public)?

Insist on the obligation to cooperate for achieving something efficient. It is better to anticipate than to react: show the benefits

2. What would be an easy way to communicate about this topic? How would you visualize it?

Compare the adaptation of the human kind with the adaptation capacity of nature (4000 years/millions of years). Open a tap and do not shut it → visualize what

happens with the water that runs away, helps to reflect about opening the tap before opening it.

3. Does this picture (or 1 of them) give you ideas for future collaboration?

Create a non-governmental organization to protect potential victims.

### 2.3.5. Water quality

1. How would you communicate about this (private sector, kids, general public)?

Drinking water is a good thing to communicate with. Stimulate to not throw pollutants in the water. Put different parties together to reach a consensus. Water = life: absolute priority + avoid to waste water.

2. What would be an easy way to communicate about this topic? How would you visualize it?

Ask people how and how much water they use. Show what happens in water that is polluted with algae. Showcases of sectors that use a lot of water and are sources of pollution. Show soft and hard images to communicate about water quality

3. Does this picture (or 1 of them) give you ideas for future collaboration?

Investigate the impact of water quality on health. Investigate the impact of water availability on quality of life and quality of nature.

### 2.3.6. Opportunities of climate change

1. How would you communicate about this (private sector, kids, general public)?

Our region becomes a good place to stay and/or pass your holidays. New crops for agriculture.

2. What would be an easy way to communicate about this topic? How would you visualize it?

Opportunities are not well known but it can bring money (e.g. new water tourism). Show the opportunities. Mapping over 100 years.

3. Does this picture (or 1 of them) give you ideas for future collaboration?

Invite producers to evolve in function of the climate in order to not waste water (e.g. corn).

### 2.3.7. Waste

1. How would you communicate about this (private sector, kids, general public)?

Waste remains long in the world, recycling is important to reduce waste and reuse resources. Typical issue where proactivity works. Stress on second life of materials and stop wasting materials. Explain the impact of air quality on health.

2. What would be an easy way to communicate about this topic? How would you visualize it?

Show the impact on water quality. Show what it means for animals, nature, ....Movie showing waste, pollution, the impact on health and after that examples of recycling

3. Does this picture (or 1 of them) give you ideas for future collaboration?

No answers, so obviously no.

### 2.3.8. Our daily food

1. How would you communicate about this (private sector, kids, general public)?

Water users influence the daily food. Too much standardized food (all the same, no more taste). We have lost the link with nature. Not getting influenced by views but by taste. Pesticides are bad for health

2. What would be an easy way to communicate about this topic? How would you visualize it?

No answers

3. Does this picture (or 1 of them) give you ideas for future collaboration?

Teach children about nature and gardening. Adapt the crops to the climate.

### 2.3.9. Transport

1. How would you communicate about this (private sector, kids, general public)?

Try to avoid transport by using ICT (think about other channels than physical transport). Reduce distances. Clarify whether you really need transport. Think about transport over waterways, also for passengers.



2. What would be an easy way to communicate about this topic? How would you visualize it?

Show too much transport. Slow traffic costs less than motorized traffic.

3. Does this picture (or 1 of them) give you ideas for future collaboration?

Development of slow traffic systems (pedestrians, bicycles, ...). Promotion of alternative transport systems. Convince people to walk, bike, ...

### 2.3.10. Land use

1. How would you communicate about this (private sector, kids, general public)?

Put the focus on proximity.

2. What would be an easy way to communicate about this topic? How would you visualize it?

Try revolution in the reflection.

3. Does this picture (or 1 of them) give you ideas for future collaboration?

Include the role of water when designing a city – city and water are one e.g. Namourette in Namur. Value the local production, preserve a local diversification, focus on small and medium structures.

## 3. Overall conclusions of the workshop

- 🌱 In communication about climate change we must highlight the opportunities and not the threats, we must give a positive meaning to issues related to climate change. The opportunities must be well explained. E.g. to adapt a city to climate change, it can also be made more attractive. This is the positive aspect that is given to the investment to be made.
- 🌱 Messages must be very concrete with examples but not patronizing. When a message is too abstract, people will not change their behaviour.

- 7 Use schools more: children are tomorrow's adults. Make more use of modern technology and make the message modern too.
- 7 Believe in possibilities to change! Hope! Show that changing is possible although it is difficult.
- 7 Adaptation to climate change is part of a bigger picture. It is not something that stands alone, it has to be integrated in e.g. all departments of an authority (local, regional, national). An integrated approach is needed.
- 7 Consumers and citizens are not the same. A citizen knows about his responsibilities within the society, whereas a consumer wants to alleviate a need and buys something to do so without thinking of the framework of the product he bought. This knowledge of target groups is very important when formulating your message.