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DOWNSTREAM FISH MIGRATION ALONG THE LOW MEUSE RIVER



Action E1

Definition and implementation of the dissemination and communication plan

Deliverable – Dissemination and communication plan





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I. Objectives

I.1 Introduction and context

In the grant agreement, reference document of this project with European Union, this document takes parts in action E1, and is implemented based on the Dissemination and Communication Plan created during the first three months of the project and updated on an annual basis. It lists the goals, targeted groups, actions and documents/tools.

64 years ago, EDF Luminus has implemented its first hydroelectric power plants in the region of Liège at Ivoz-Ramet and on the Monsin island, generating renewable energy run-of-river. Today, EDF Luminus is number one of hydraulic energy run-of-river in Belgium thanks to the renewable production of its seven power plants whose six on the Meuse and one on the Sambre. With an output of 250 GWh per year, EDF Luminus produces 70% of the total hydraulic production in Wallonia.

The Life 4 Fish Project, driven by EDF Luminus and its four partners who are the University of Liège, the University of Namur, the Profish company and the EDF R&D service, main purpose is to learn more about, by quantifying them, factors that impact the ecological continuity of salmon (smolts) and silver eels.

To do this, we place different milestones that will enable us to achieve the environmental commitment of EDF Luminus, and to maintain its role of leading producer of hydraulic energy in Belgium.

From 2016 to 2022, a large program of investigations and implementations of solutions is planned on the Meuse basin in Belgium. This program covers about 100km of the river between Namur and the border with the Netherlands.

This communication plan will present the actions and methods planned to ensure that the beneficiary local population is aware of this ambitious project and of the role we play in protecting fishes in the river Meuse. They also aim at raising awareness among the different stakeholders of the roles of EDF Luminus and its partners and of the EU in delivering aid. Finally, we also want to demonstrate how we work together with the EU to support education, health and environment by avoiding fish mortality.

I.2 Overall communication objectives and key messages

Global EDF Luminus message:

For several years, EDF Luminus has been actively involved in the energy transition and the fight against global warming. Every day, our 2,000 employees are dedicated to helping our customers consume less. And the energy they consume anyway, we have at heart that it is renewable. Communication is a key action for our region but for hydroelectricity in general. EDF Group operates more than 450 hydro power plants in Europe, and the success of this project can be used in other countries for the preservation of the environment.

About renewable energy and hydroelectricity:

EDF Luminus has been investing in renewable energy for more than 60 years. 17% of its production capacity comes from renewable energy sources in Belgium. The company is number 1 in onshore wind turbine and hydroelectric power generation in Belgium. With an installed capacity of 67 MW, EDF

Luminus' seven hydro power plants represent a significant share of renewable energy in the company's generating fleet. Their production allows an annual saving of 101,205 tons of CO₂. They supply about 60,000 households with green energy. The core business of EDF Luminus, with its strong investment in renewables energies, confirms its willingness to assume a better world, with more environment and ecosystem respect.

About Life4Fish:

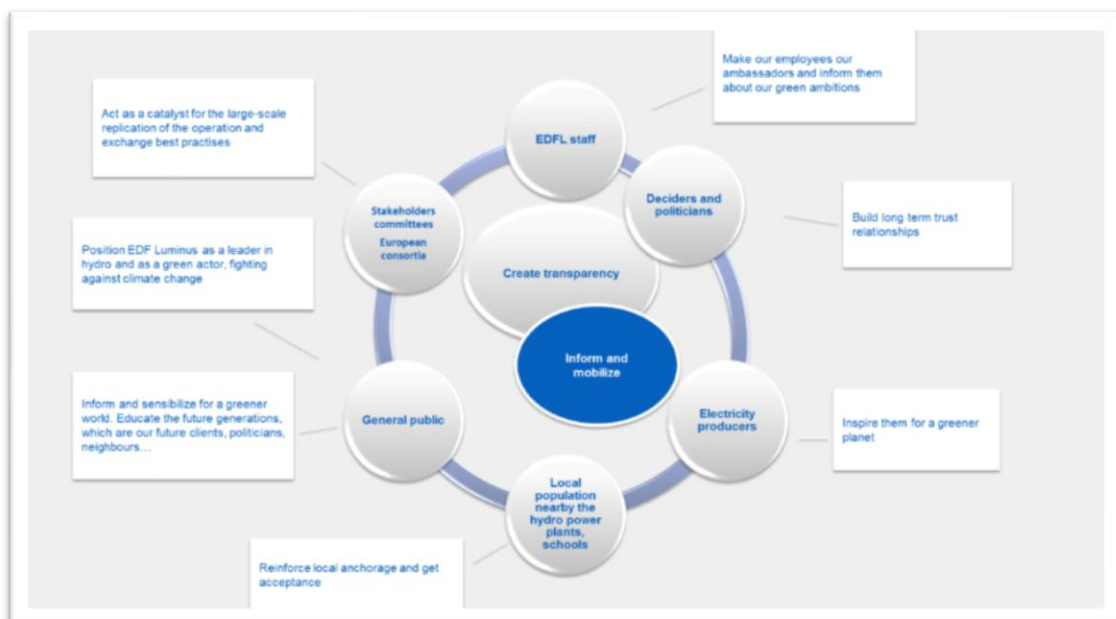
The Life4Fish project shows EDF Luminus' determination to play an active role in the production of renewable energy and the fight against climate change while protecting biodiversity and preserving the environment at large. It is also a strong proof of its local presence and its innovation culture. This project is dedicated to make the symbiosis between the protection of the fish fauna and the green production by the use of the best available technologies.

1.3 Target groups

The heart of this project is to federate a maximum of stakeholders around the fishes' protection, and thus, the ecosystem. These stakeholders are for example:

- Members of stakeholders committees
- Electricity producers (through EDF Group for example)
- Deciders and politicians
- Consortia of European projects
- General Public
- Local population nearby the hydro power plants

Below, we can observe a plan of interactions between these target groups, and the interest to interact regularly to create a key datum: transparency. The various exchanges, led on each scale of every group allows to maintain an interest in all the floors and in every important step of the project. That is why these targets are multidisciplinary, and selected with precision.





I.4 Specific objectives for each target group, related to the action's objectives and the phases of the project cycle

I.4.1 Who are the project partners?

- **EDF Luminus**, Hydropower department provides expertise and skills on investments, operation & maintenance of hydropower infrastructure, project management, controlling and communication.
- **University of Liège**, the Hydraulics in Environment and Civil Engineering (HECE) department brings vast scientific expertise on hydrodynamic modelling.
- **University of Namur**, Research Unit in Environmental and Evolutionary Biology (URBE) puts expertise on defining existing fish stocks, identifying the influencing factors for fish developmental biology and assessing their impacts all along the project.
- **Profish**, brings expertise and technologies for fish population characterization and protection.
- **EDF R&D**, works on the interactions of fish species with hydraulic works and associated technologies.

I.4.2 Members of stakeholders committees

This project has various objectives, which impact differently companies, population or state representatives. To broadcast at best progress or questionings of the project, we have created two committees linked with the large-scale communication vocation of this project.

The first committee is the DISsemination COmmittee (DISCO). The Committee plays a key role. At the beginning of the project, more than twenty stakeholders have already expressed interest in participating. The first task has been to organize this group (decision-makers, industrial players, associations etc.) to boost dissemination and act as a catalyst for the large-scale replication of the operations. The group will evolve and grow as progress is made on the project.

And also we have members of the TErritorial Liaison COmmittee (TELICO). All the EDF Luminus hydropower plants are located near eleven cities and towns with the most close like Floriffoux, Grands-Malades, Andenne, Ampsin, Ivoz-Ramet, Monsin, Lixhe. Like the various territorial oversight bodies, they play an invaluable role when it comes to disseminating the results. To keep all public officials (75 Members of the Walloon Parliament) informed, the partners will present the main achievements for the project in the committee meetings.

I.4.3 Deciders and politicians

Memos, available in three languages (French, English and Dutch), will be sent to decision-makers at the regional and European level (MEPs) at regular intervals. This kind of document will facilitate contact with European institutions, particularly the European Parliament through the ENVI, REGI and



PECH Committees. The 285 MEPs (Members and Substitutes) from these Committees will be invited to take part to the Territorial Liaison Committee (TELICO).

I.4.4 Electricity producers

EDF Group operates more than 450 hydropower plants in Europe. Dedicated communication of the results to these operators will contribute to the replicability/transferability of the project. The methodology and results will also be presented in professional contexts throughout the project.

Regular updates on the progress made on the project will be sent to professional networks. EDF Luminus will avail itself of the EDF Group Communication Department (160,000 employees, 37.6 million clients worldwide) to expand the scope of the dissemination. EURELECTRIC also expressed its willingness to attend project's results presentations and support the dissemination. EDF Luminus (2,000 employees, 2 million clients in Belgium) will also make its usual communication channels available.

I.4.5 Consortia of European projects

Exchanges of best practices is an important step in this kind of project. An event will be organized at project's mid-term in Brussels to gather consortia of European projects.

II. COMMUNICATION ACTIVITIES AND TOOLS

Communication will focus on development with the EU as partner and on the achievements and impact of the actions. In all communication activities, the local language(s) will be privileged. If English is used during an event, a translation will be provided when necessary. Photographs showing the progress of all actions will be taken where appropriate to document the progress of actions and events related to these (their launch, visits by EU officials and so on) so that they can be used in communication material.

Below there are the planned actions per target group.

II.1 Electricity producers

Exchanges of best practices with the EDF Groups will take place at regular periods of time according to the project evolution. One of the Life 4 Fish partners is the EDF R&D service, thus this link allows to communicate with facility and to reach various targets in other countries or other services which are dedicated to the fish fauna conservation and protection.

II.2 Professional meetings

To reach a maximum of concerned people and increase our audience by professional streaming, we planned interventions during meetings of professional networks in Europe, as for example:



- two presentations at Infratech (Water sector) in Rotterdam
- one presentation at the yearly meeting of France Hydro Electricité, in France
- one presentation at the International Conference on hydro-electricity and dams, in Switzerland
- other presentations at scientific and professional fairs will be made.

II.3 General public/Local population nearby the hydro power plants

We have launched a dedicated project page on EDF Luminus website, the website is newly created and available in English, Dutch and French. The technical content is adapted to a non-expert audience. The website (www.life4fish.be) will have a point of contact so that visitors could raise questions. A communication officer from EDF Luminus is responsible for its creation and operation.

Punctually, EDF Luminus will use its Facebook and Twitter accounts to provide updates during key moments of the project, as these are valuable tools for reaching the general public.

Reactive statements are set from the beginning of the project. Proactive press releases will be sent at key moments during the process.

Layman's report will present the project methodology, actions and results. Available in three languages, it will help disseminate and share the results at the end of 2021.

To improve our communication we set various events like :

- *Launch event:* The purpose is to officially notify the launch and promote the ambitions and schedule of the project. It brings together public and private stakeholders during a full day. It was the occasion to present the project and the partners. The event had taken place on March, 5th, 2018 at "Chateau de Colonster". This is a great and well-known place for academic events and is moreover located in Liège, one of EDF Luminus' key regions.
- *Final conference:* Will take place in Q1 2022. The main project results will be presented, as well as future opportunities for the post-LIFE period. The event will include a 'stakeholders' session focusing on technical information and a 'general public' session focused on informing citizens through appropriate materials. It will be a 2.5 days visit, including one day of presentations from the different partners, one day of presentations from external stakeholders and a half-day of on-site visits.
- *Walloon Water Day:* Active contribution to the 'Clean Rivers' effort during this annual meeting. The "Contrat de Rivière Meuse Aval et Affluents" organization and the partner communities sponsor this initiative for cleaning rivers and their banks each year. EDF Luminus has already participated to this event in the past and will again raise awareness through its employees about this initiative. An internal and external communication campaign is planned. A visit to the project site will be offered to any volunteers of the initiative.



II.4 EDF Luminus staff

An internal event with 50 people from the production teams was organized on Dec. 1st, 2017, in the hydro power plant of Monsin to celebrate together the official start of the project. This event lasted one half day with a good reception of each present employee.

III. INDICATORS OF ACHIEVEMENTS

III.1 Events & actions

The number of participants to our actions (citizen and school visits, cleaning of the river...) will be a key indicator. Moreover, as we use to do it for all our events, the actions listed above will be submitted to the appreciation of the participants. We use a SurveyMonkey questions list to get their feedback and define the satisfaction rate.

III.2 Website or social media

The usual statistics (number of visitors, page views and so on) will be kept available probably on a monthly basis. And for the social media, our communication team can tell us the usual statistics (likes, shares).

We can remind here that the website will contain every deliverables after their validation. It will allow each stakeholders or simple spectator of the project to measure the project progress and in a way, take part in it.