

# Energy transition and media treatment

*A key to understand transition projects inside OHM territories : comparison and game of scales*

Jean-Baptiste Paranthoën<sup>1</sup>, Nina Aubert<sup>2</sup>, Aurélien Pertuzon<sup>3</sup>



<sup>1</sup>TELEMMe, CNRS/Aix-Marseille, France.

<sup>2</sup>TELEMMe, AMU/Aix-Marseille, France.

<sup>3</sup>LPED, AMU/Aix-Marseille, France.



## "Energy transition" Session

## I. Analyzing media representations of energy transition : theory, method, material

1. Representations about energy transition
2. Approach and hypothesis
3. Method and corpus

## II. The comparison between 2 OHM : BMP / Vallée du Rhône

1. Hynovera
2. Compagnie Nationale du Rhône, hydroelectricity

## First elements of conclusion : A reflexive approach

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# I. Analyzing media representations of energy transition : theory, method, material

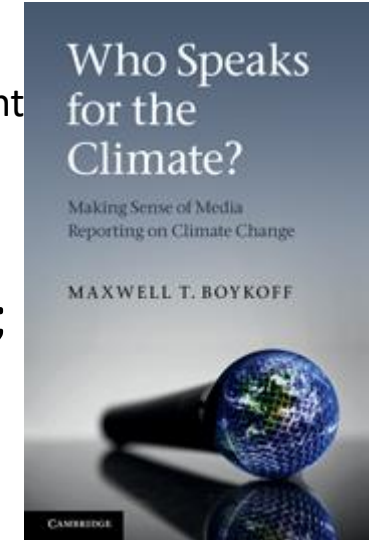
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# 1. How do we perceive the energy transition ?

- **The central role of medias and newspapers**

- Framing : “To select some aspects of a perceived reality and make them more salient in a communicating text” (Entman, 1993) + meaning, issues and actors.

- **About environmental issues** : climatic change (Boykoff 2011 ; JB Comby, 2015) country planning (Comby and al. 2019).



- **About energy transition** : Bottom up discourse Vs Top down discourse (Aykut et Evrard, 2017) ; technocentrist discourse Vs ecocentrist discourse (Audet, 2016).

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## 2. Approach and hypothesis

### A project-based approach

- Study representations in a synchronic perspective (E. Comby, 2013)
- Broader overview

### Comparison between OHM

- Conditions for medias coverage ?
- Common narratives between projects treatment ?

### Change the scales (Gassiat et Verget, 2016)

- A different media treatment between national et local newspapers ?

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# Energy Infrastructure Projects

OHM	Socio-Ecological Framework	Disrupting event	Energy transition projects
Pima County	Extractive land	Socio demographic change	the photovoltaic sector throughout the territory
Nunavik	Second largest energetic network of Quebec	Socio economic development plan	the circumpolar greenhouses
BMP	Lignit mining	Closing Gardanne mine	the biomass power plant and the project system replacing the coal-fired power plant
Fessenheim	Nuclear power plant	Closing NPP	renewable hydrogen production unit and lithium chain
Pays de Bitche	Territorial degradation	Departure of the military	the biomass sector throughout the territory
Vallée du Rhône	Anthropized river space	Rhône Plan	the role of hydroelectricity in the energy transition

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# 3. Method and corpus

- A textual data analysis (Benzécri and Benzécri 1980):
  - IRaMuTeQ (Ratinaud, 2009)
  - Downward hierarchical classification, "lexical worlds" (Reinert, 1983)
  - Factorial correspondence analysis

- Corpus :



- Newspapers from different scales (national and local)
- Database (Europress, ProQuest)
- Key word : Energy infrastructure projects
- Additional variables : scales (local/national), types of press (generalist, envir., eco), column

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# Corpus from the 6 OHM

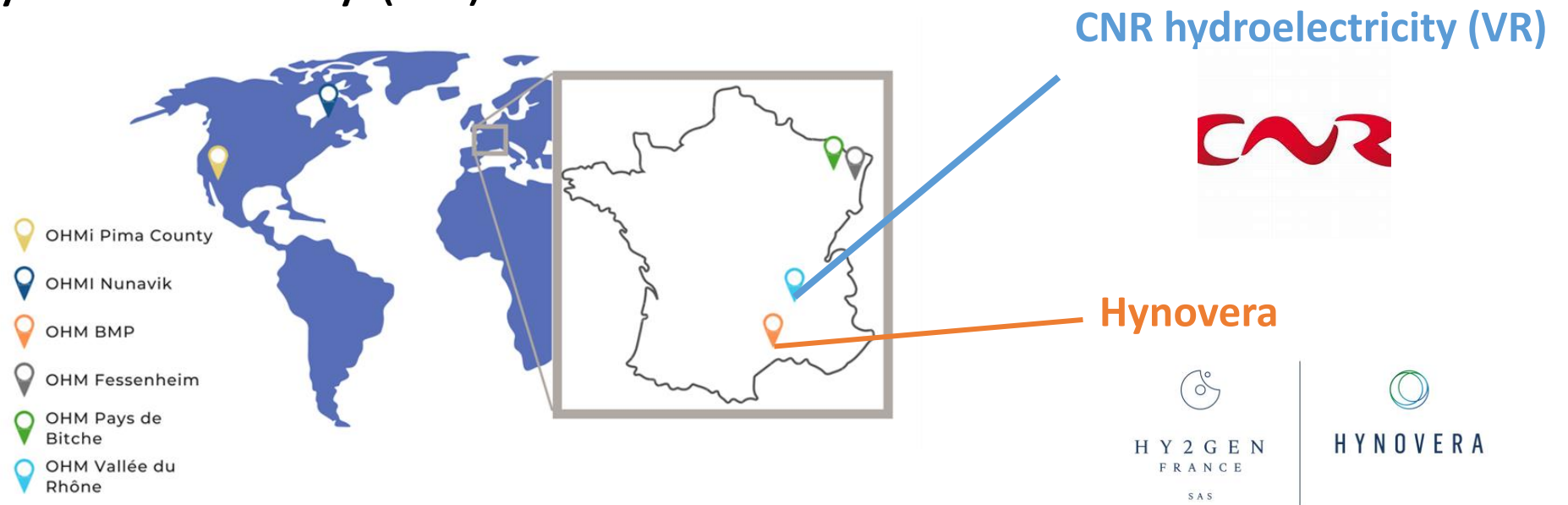
OHM	Size of corpus	Sources and kind of newspapers	Key words	Collection period	Local newspaper	National newspaper
<b>OHM Fessenheim</b>	248	Europress + Dernières Nouvelles d'Alsace	Lithium + Alsace	2018-2023	59	189
<b>OHM Pays de Bitche</b>	In progress	In progress	In progress	In progress	11	In progress
<b>OHM Vallée du Rhône</b>	116	<b>EuroPress (Le Monde, Libération, Actu- environnement, Le progrès etc.)</b>	<b>CNR (Compagnie Nationale du Rhône) + Hydroelectricité</b>	<b>2018 - 2023</b>	<b>30</b>	<b>86</b>
<b>OHM Nunavik</b>	169	General Press : Le Devoir, La Presse, Le Journal de Montréal etc.	16 mots clés : energy, sustainable, environment,	juin 2017 - décembre 2022	129	40
<b>OHM Pima County</b>	99	ProQuest	Photovoltaic, solar	1990-2023	44	45
<b>OHM BMP</b>	94	<b>Europress (20 min, La Croix, La tribune PACA, Actu- environnement, La Provence )</b>	<b>Hynovera + Hybiol</b>	<b>2018-2023</b>	<b>65</b>	<b>29</b>

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## II. The comparison between 2 OHM : BMP / Vallée du Rhône

1. Hynovera (BMP)
2. CNR hydroelectricity (VR)



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# 1. Hynovera Project

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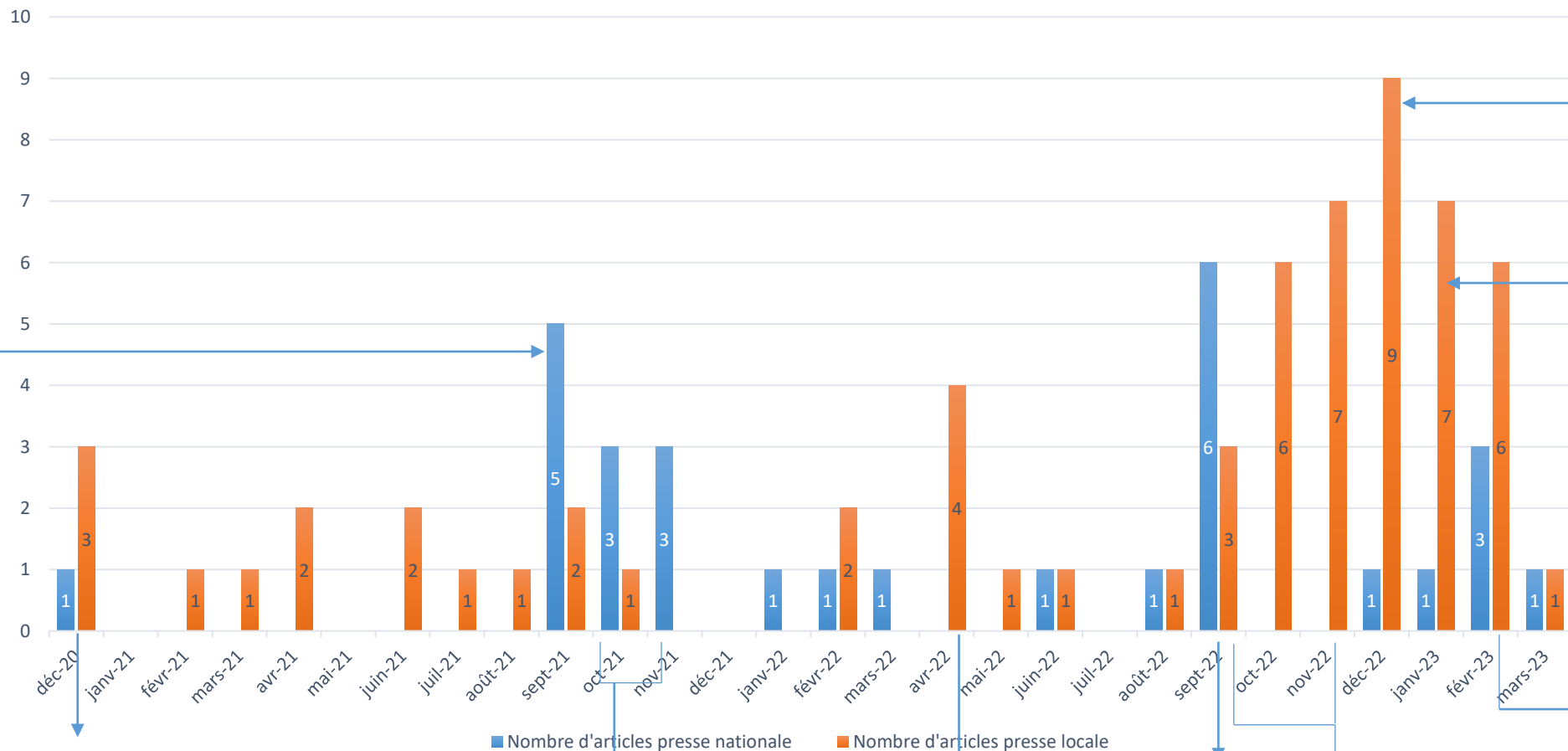


- A power plant in conversion, a territory in transition.
- Energy transition projects following the closure of the coal mine in 2003.
- Conversion of Unit 4 to biomass started in 2012
- Announcement of the closure of unit 5 in 2020 and pact for the ecological and industrial transition of the Gardanne Projects planned around bio fuel and hydrogen for plane and boats
- Funding : 450 millions €
- Concertation and trade unions contestating the project

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# Temporal evolution of the articles' quantity on local and national scales

(number per month)



2021 Sept.:  
Announcement  
of the Hynovera  
project  
launching

2020 Dec.:  
Presentation of  
Hybiol (later named  
Hynovera)

2021 Oct. – Nov.:  
Social tensions related  
to the downsizing  
caused by the Provence  
thermal power plant  
coal unit shutdown

2022 Apr.:  
Signature of an  
agreement between  
GazelEnergie, the CGT  
and the State. Validation  
of Hynovera and  
GreenGazGardanne (CGT)  
projects

2022 Sept.:  
Announcement  
of the public  
concertation  
launching

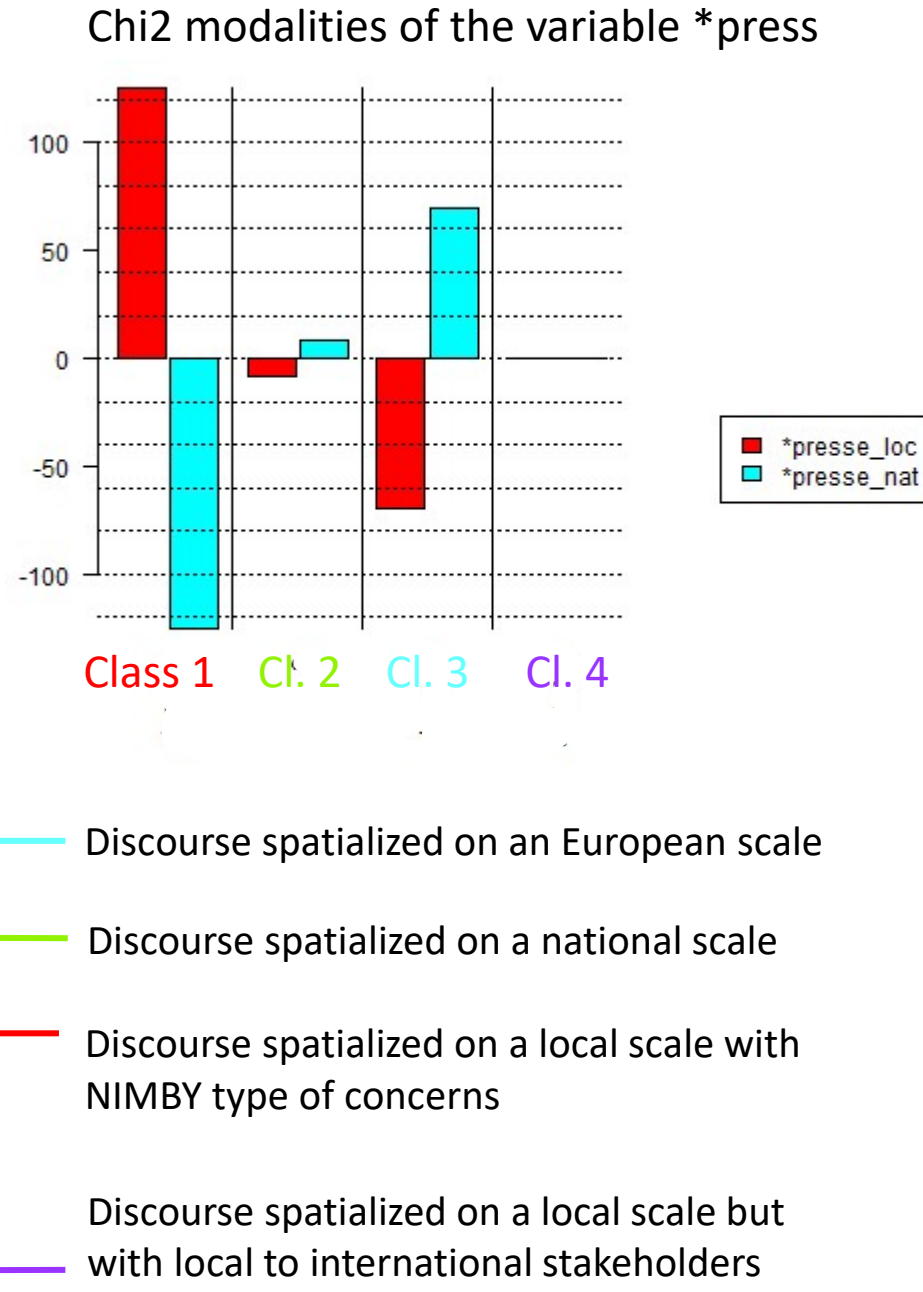
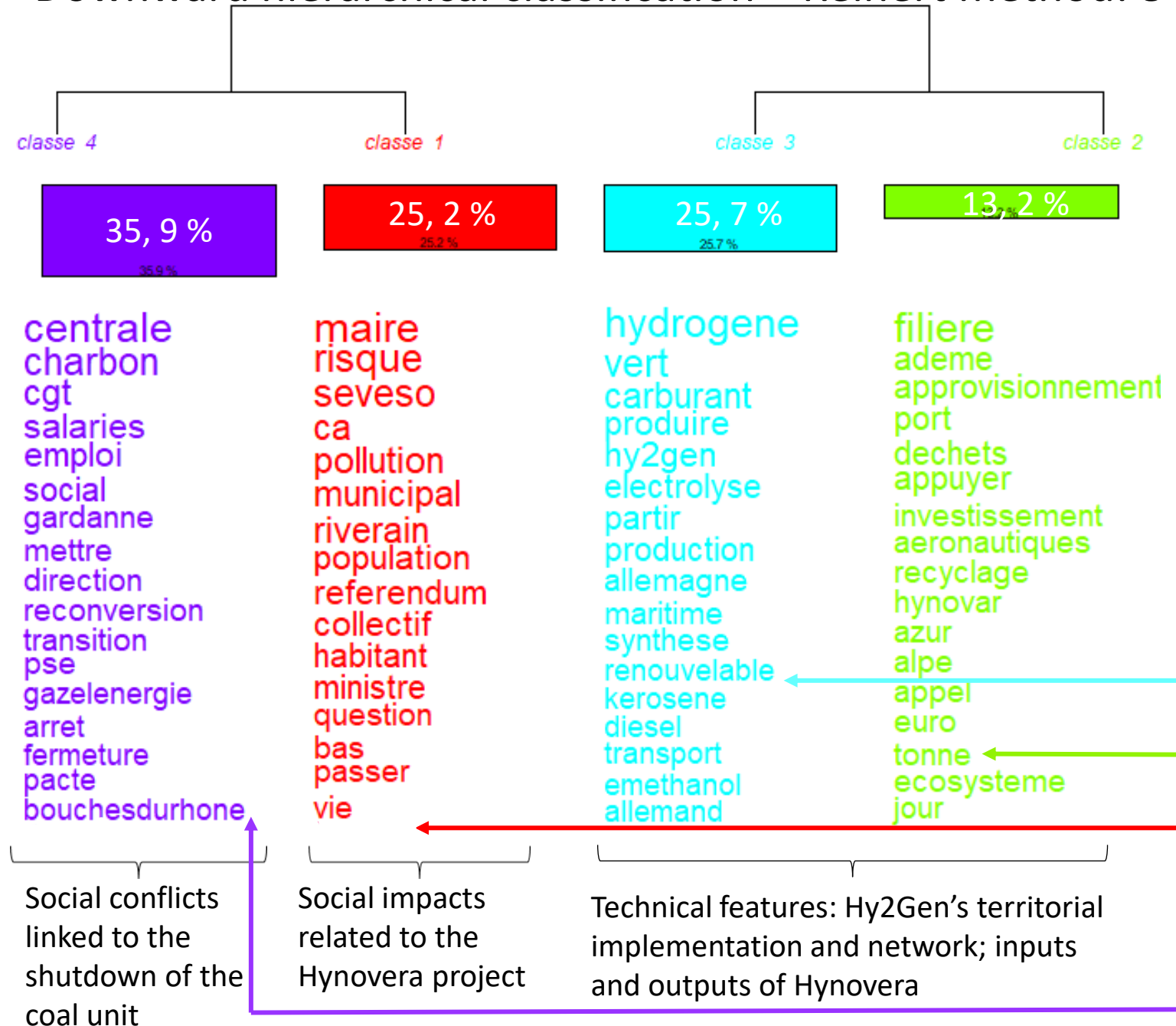
2022 Sept.:  
Public  
concertation  
meetings

2023 Febr.:  
Hy2Gen  
declares that  
the Hynovera  
project will be  
modified

2022 Dec.:  
Statement  
against  
Hynovera by  
Meyreuil and  
Gardanne  
mayors

2023 Jan.: Matter  
political hijacking  
attempts by RN,  
PCF and NUPES  
local  
representatives.  
Sub-prefect's  
answer to the  
mayors

# Downward hierarchical classification – Reinert method: 84, 93 % of the text segments classified





## 2. Extension of concession : Compagnie Nationale du Rhône project



**Project sponsor:** CNR was created in 1933 to manage hydroelectric power generation, river navigation and agricultural irrigation on the Rhône (1,363 employees and 15000 indirect jobs). It produced 15.5 TWh in 2018 and contributes 25% of France's hydroelectric output.

**Site :** CNR has designed and built 19 hydroelectric power stations, 19 dams and 14 locks along the river, opened 330 km of navigable waterway between Lyon and the Mediterranean and developed industrial and port sites.

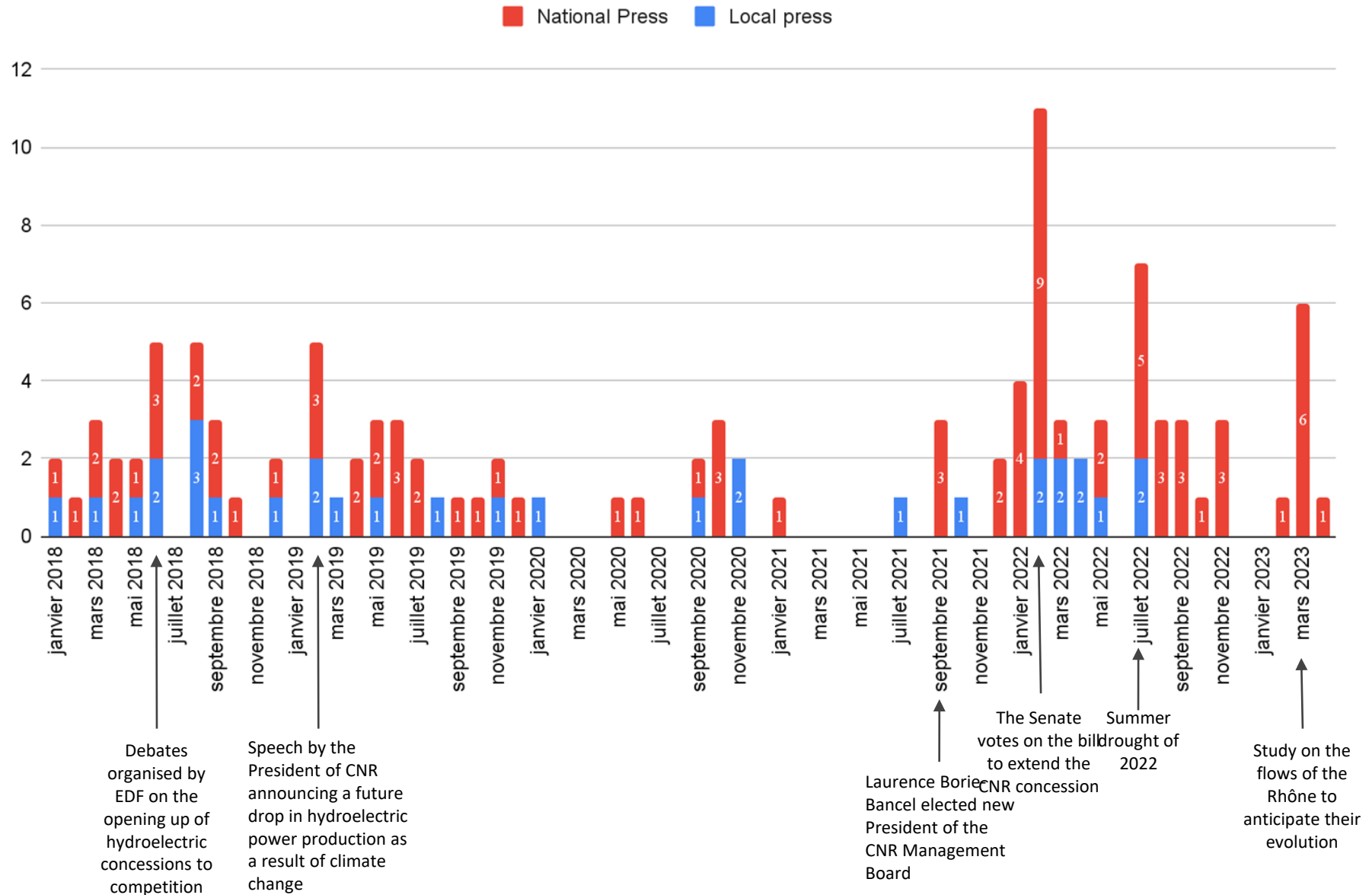
**Aménagement projects :** 5 small hydroelectric power stations on existing dams; restoration and equipping of 5 sills along the Rhône for energy purposes; study and possible construction of a new hydroelectric dam.

**Positive and negative impacts of the project :** potential increases in renewable energy production in a context of climate change are expected, but associations including France Nature Environnement are opposed to new hydroelectric schemes in view of the negative consequences that the projects could have on the river's ecological continuity.

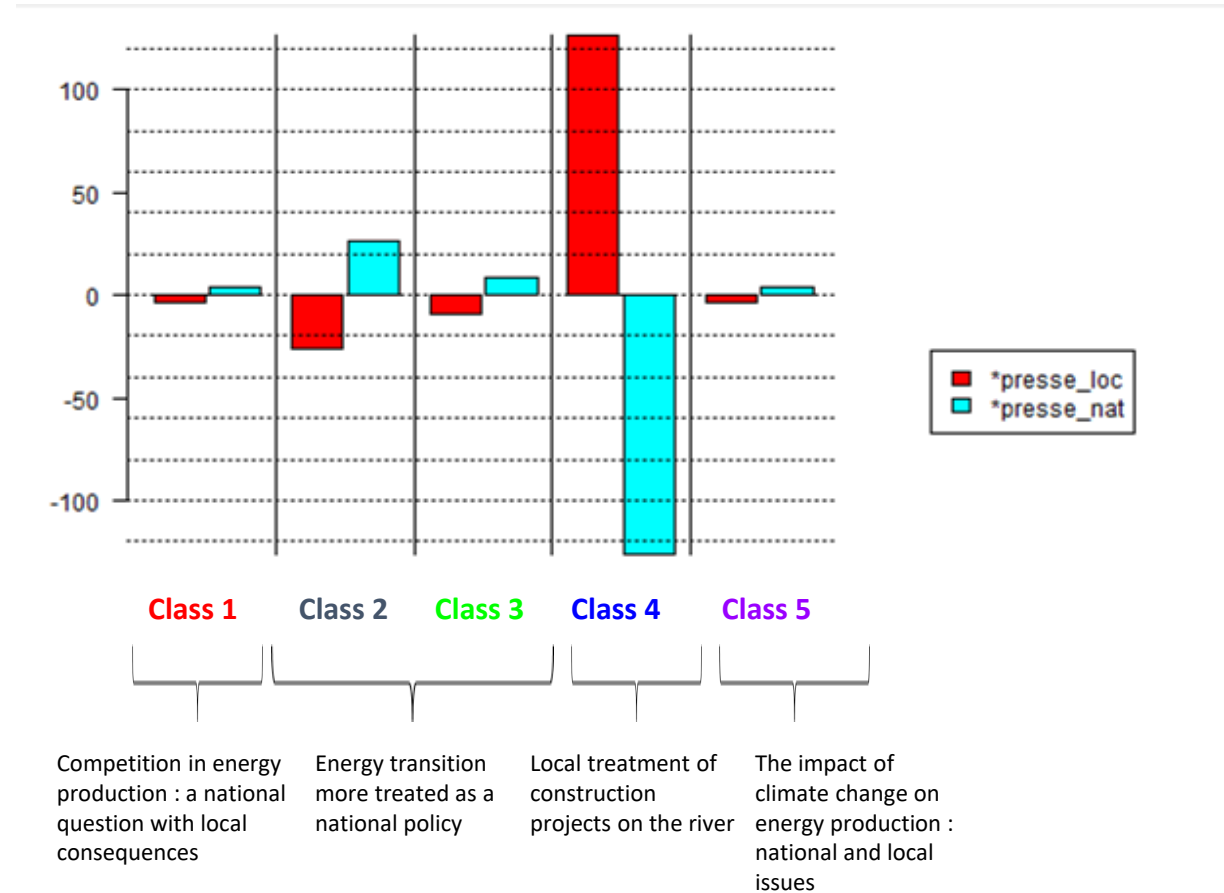
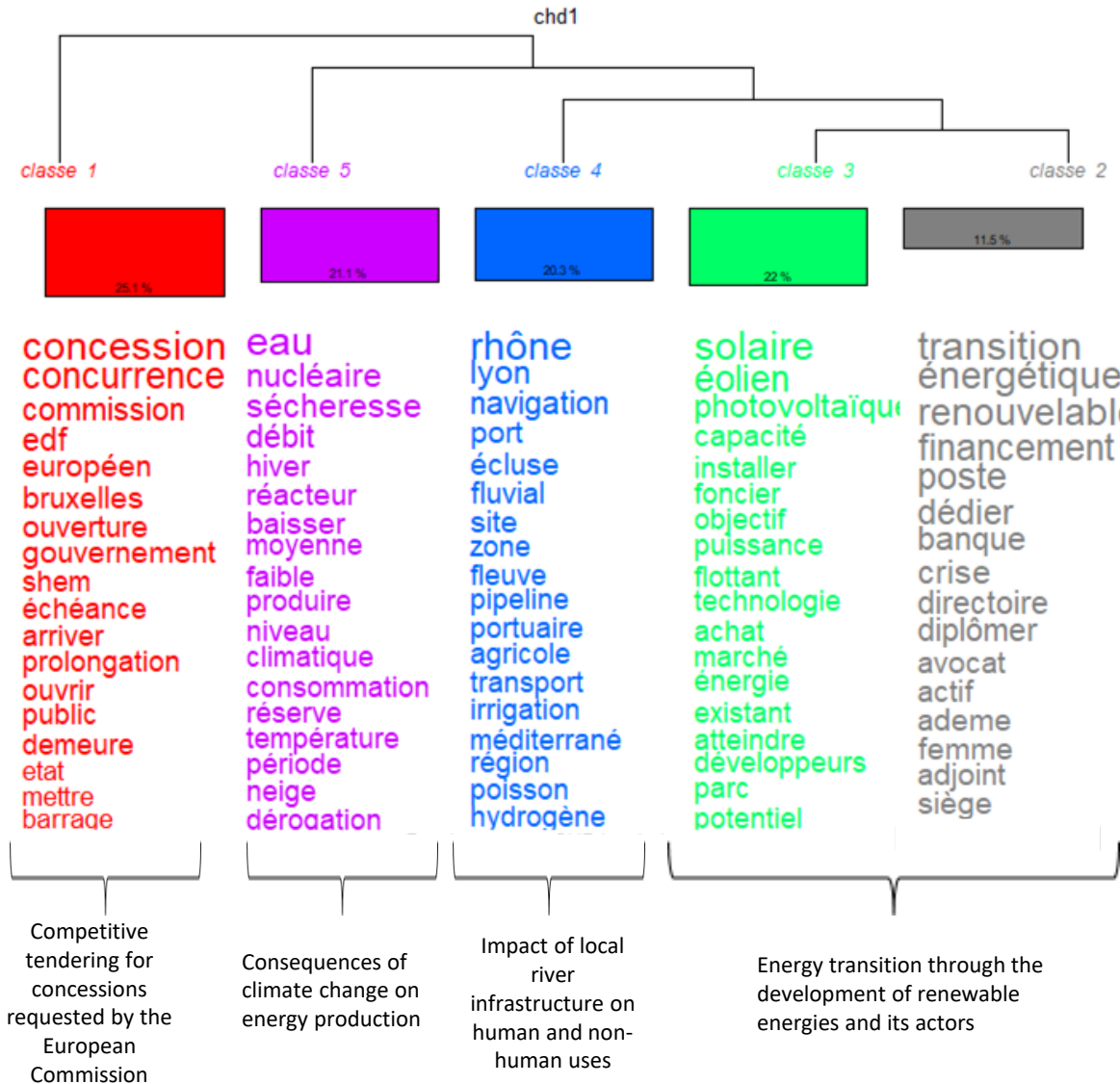
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# Temporal evolution of the articles' quantity on local and national scales

Key Words : CNR+Hydroélectricité



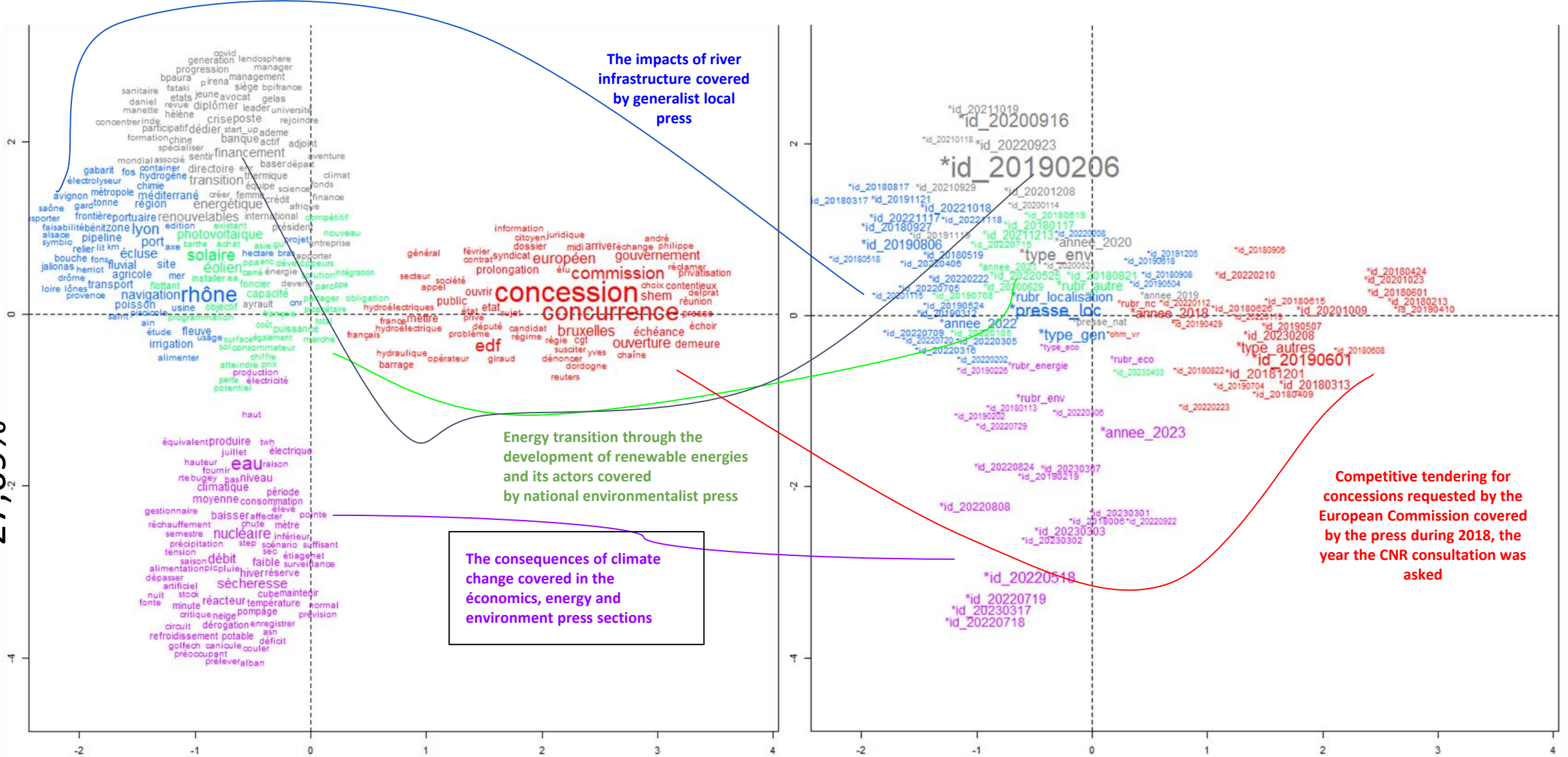
# Downward hierarchical classification – Reinert method: 87, 32 % of the text segments classified





# Factorial correspondence analysis (FCA)

Facteur 2 :  
27,69%



Factor 1 : 31 %

# Conclusion (1/2):



- Link between media and political agenda / climatic hazards
- Structure of discourses : Nexus Environment, Society, Technique
  - BMP : Risks/social conflicts/technical features
  - Vallée du Rhône : Ressource management and its impact/governance/technical features
- Differences between scales of representations
  - Local and national press (environmental issues/technical and economic features)
  - Scales associated with issues :
    - Environment > local
    - Technic > national and international

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## Conclusion (2/2):

- The implementation of interdisciplinary and « Enlightened disciplinarity » (R. Chenorkian, 2020).

 Tool to question our disciplinary prenotation.



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jb.parant@yahoo.fr

nina.aubert@edu.mnhn.fr

aurelien.pertuzon@hotmail.fr



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