

Helsinki



THE BALTIC SEA CHALLENGE

UBC TALKS: Marine litter campaigns:
good practices in UBC cities
21.01.2020 09:30-11:00 CET

City of Turku and Helsinki

Baltic Sea Challenge
Tove Holm, Coordinator, City of Turku

BEACH CLEANING IN TURKU

- Organized for the 6th time on May 8th, along the river Aura, which goes through the city center and outflow in the Baltic Sea. A cooperation among St. Petersburg, Tallinn, Helsinki and Turku.



ONCE UPON A TIME THE MAYORS OF HELSINKI AND TURKU...

Jussi Pajunen and Mikko Pukkinen walked by the River Aurajoki in Turku in 2006...

- ▶ Concern for the state of the Baltic Sea
- ▶ Healthy waters = competitiveness and welfare of the cities
- ▶ The first joint action plan of the cities was published in the summer of 2007 jointly with the challenge campaign for other organisations to do the same



WHAT IS THE BALTIC SEA CHALLENGE?

- ▶ **A network of knowledge and support for concrete action at local level for protecting the Baltic Sea**

- ▶ Vision: A clean, productive and shared Baltic Sea

- ▶ Action at the **local level** is key

- ▶ Activities additional to legally binding obligations

- 1) **Network of 300 partner organisations** representing cities, companies, educational institutions, NGOs, regional authorities, national institutions

- 2) **Own action plans of participating organisations**

300 in
2019

THE BALTIC SEA CHALLENGE

NETWORK IN 2014-2016

240 member organisations

45
new
members

34

members
have updated
their Baltic Sea
Action Plans

64

events organized
or been involved in,
of which
32 international

32

in the
Bank of
Actions

61

implemented
local water
protection
actions from
around the
Baltic Sea

40

companies

30

schools and
universities

60

NGOs

75

cities

35

research institutions etc.

WHAT DO WE DO?

- ▶ Baltic Sea working groups in both cities:
- ~10 city departments/services implementing the actions



HELSINKI, TALLINN AND TURKU ENCOURAGED BALTIC SEA MUNICIPALITIES TO BEACH CLEANING EVENTS IN 2019

- ▶ The Mayors of Helsinki, Tallinn and Turku signed a petition in which they called for the municipalities along the shores of the Baltic Sea to join beach cleaning events on 4 May 2019.
- ▶ Mayor of Tallinn Taavi Aas, Mayor of Helsinki Jan Vapaavuori and Mayor of Turku Minna Arve invited the municipalities on the shores of the Baltic Sea in Estonia and Finland to bring their residents to beach cleaning events. Through this campaign, they want to draw the citizens' attention to a growing threat – waste in the sea.
- ▶ http://www.itamerihaaste.net/en/news_and_events/news/helsinki_tallinn_and_turku_encourage_baltic_sea_municipalities_to_beach_cleaning_events.1908.news



BSC PROVIDES FOR YOU

- ▶ **Knowledge resource:** expertise, knowhow and best practices
- ▶ **Support, exchange and power:** planning and creating water protection measures together
- ▶ **A framework:** gives a structure for your internal water protection action plans
- ▶ Networking events
- ▶ Bank of actions
- ▶ Communication materials, e.g. Newsletter

<http://www.balticseachallenge.net/>

A CLEAN, PRODUCTIVE AND SHARED BALTIC SEA

Clear coastal waters
Healthy marine habitat
Clean and safe water traffic
Systematic water area management
Active Baltic Sea Citizenship



<http://www.itamerihaaste.net/en>
www.balticseachallenge.net



**THE BALTIC SEA
CHALLENGE**



JOIN THE NETWORK!

Helsinki



TURKU