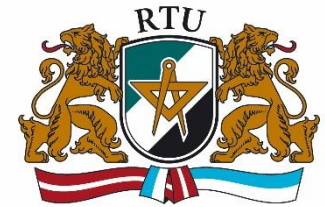


# WATERCHAIN: Pilot watersheds as a practical tool to reduce the harmful inflow to the Baltic Sea

Research manager, Minna Keinänen-Toivola, Ph.D.  
Communication manager of WATERCHAIN

VillageWater seminar, Warsaw, Poland 4.10.2017

# WATERCHAIN: Pilot watersheds as a practical tool to reduce the harmful inflows into the Baltic Sea



Execution period 10/2015 - 9/2018  
Budget 2,6 M€



WATERCHAIN

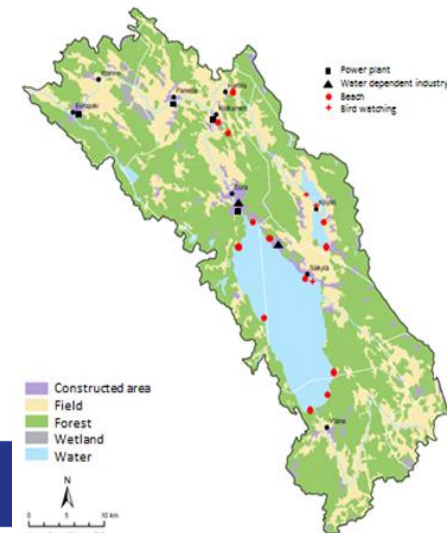


# WATERCHAIN project

- **Objective** is to reduce the inflow of nutrients and hazardous substances into the Baltic Sea
- **Study set-up:**
  - Six watersheds as pilot areas:
    1. Eurajoki and Aurajoki /FI
    2. Långsjön-Markusböle and Dalkarby /ÅL
    3. Ülemiste /EE
    4. Daugava /LV
    5. Fyris /SE.

# Practical actions

- Collecting of existing information in each pilot watershed, pointing out hotspots, benchmarking situation between different pilot areas
- Survey on local actors + workshops
- Selection of suitable technologies for measures in pilot areas
- Demonstration of technologies; feasibility studies and benchmarking between areas
- Compilation of best practices into web based handbook



# Piloting



# Handbook

- Illustrative video on Eurajoki watershed  
[https://youtu.be/nykEbTnac\\_c](https://youtu.be/nykEbTnac_c)
- Video on Kainu P filter construction  
<https://youtu.be/MtreXWRmHac>

Language

 **Water Chain**

 **Interreg**  
Central Baltic

 **EUROPEAN UNION**  
European Regional Development Fund

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# Recovering *the* Baltic Sea

samk  | WANDER

**WATERCHAIN**

 **Interreg**  
Central Baltic

 **EUROPEAN UNION**  
European Regional Development Fund

# Baltic Sea Savers: art competition

Launch in Eurajoki municipality: <https://www.youtube.com/watch?v=a8du7Jvl4-g>

Participated art works: <https://www.youtube.com/watch?v=r5VUgcKae9c>



Unleash Your Artistic Talent and Understand The Essence of the Baltic Sea

**Baltic Sea Savers**  
Come and join to show us your ideas who can save the Baltic Sea. Send your art along with a short explanation to Facebook, Instagram or Twitter from 12th of Sep to 13th of Nov 2016

#BSS

When participating you will gain recognition and possibly fame. The winner will also be awarded with a prize.

This competition is open to all individuals 13+ years of age and will be a place to showcase their creativity and talent.

More details and the rules will be available on the official website page [waterchain.eu](http://waterchain.eu)

The Baltic Sea Art contest has been brought to you by the Central Baltic NATICAPB project.



Logos: samk, wander, waterchain, Interreg Central Baltic, European Union



# Meremme Tähdien event (For the sake of our sea)

<http://www.ymparistonyt.fi/meremmetahden/>

The screenshot shows a web browser window displaying the website [www.ymparistonyt.fi/meremmetahden/](http://www.ymparistonyt.fi/meremmetahden/). The page features the Ympäristö Nyt logo at the top left and a navigation menu with items: AJANKOHTAISTA, YMPÄRISTÖOHJELMA, TILA, TEEMAT, and TIETOA MEISTÄ. A search bar is located on the right side of the header. The main content area has a large image of a shell with the text "MEREMME TÄHDEN 2017" and "Etusivu / Meremme tähden 2017". Below the image are three buttons: "Vloggauskisa", "Let's Do it!", and "Ohjelma 24.4.2017". On the right side, there are social media icons for Facebook and a "Suomi Finland 100" logo. The main text below the buttons reads: "Meremme tähden -tapahtuma kurkisti pinnan alle". Below this is a paragraph: "Raumalla kuudetta kertaa järjestetty Meremme tähden -tapahtuma sukelsi pinnanlaiseen luontoon. Päätapahtuma järjestettiin maanantaina 24.4. Satakunnan ammattikorkeakoulun (SAMK) Merimäellä. Tapahtuma sisälsi tietoisuuksia (osa esityksistä löytyy täältä) ja toimintapisteitä ja oli avoin kaikille aiheesta kiinnostuneille koululaisista asiantuntijoihin asti." At the bottom right of the page, the text "LUPAUKSENI ITÄMERELLE" is visible. The browser's taskbar at the bottom shows the Windows logo, search icon, and several application icons. The system tray on the right shows the date and time: 6.11 12.9.2017.



# Meremme Tähden: Main event

- In Rauma 24.4.2017 (6th event), WATERCHAIN first time in charge
- Local, national co-operations
- Short presentations, info desks
- 150 participants
- <https://www.youtube.com/watch?v=XKZi9Zd8f6I&feature=youtu.be>
- Let's do it clean up campaign:  
<https://www.youtube.com/watch?v=Vxo-ujOAulo>
- Wide media coverage and an article:  
<http://satanen.satakuntaliitto.fi/satanen.aspx?taso=2&id=1179>

# Rock the Baltic Sea 2017



Instagram post showing an event booth with a sign that says "WATERCHAIN" and "Rock the Baltic Sea".

Instagram post showing a teal and white van parked outdoors.

Instagram post with text: "I will prefer locally produced food." #rockthebalticsea @rockthebalticsea www.rockthebalticsea.com

Instagram post with text: "I will eat less meat." #rockthebalticsea @rockthebalticsea www.rockthebalticsea.com

Instagram post with text: "I will use less plastic." #rockthebalticsea @rockthebalticsea www.rockthebalticsea.com

Instagram post with text: "I will buy less and recycle more." #rockthebalticsea @rockthebalticsea www.rockthebalticsea.com

Instagram post with text: "I will use reusable shopping bags." #rockthebalticsea @rockthebalticsea www.rockthebalticsea.com

Instagram post showing a woman in a blue and white top and dark pants standing outdoors.

Instagram post with text: "What's your promise to the Baltic Sea?"

**Music lovers**  
Post your promise in social media - either a video, picture or text. We'll report it! Follow us in social media, and take part in contests!

**Artists**  
Post your promise in social media or send it to us via our website. Invite other artists to join the good cause! We'll share it in our social media channels!

**Festivals**  
Set your Festival a Baltic Sea goal, and post it in social media or via our website. We'll share the good news in our social media channels!

Share your promise in social media - and remember to tag us!

@rockthebalticsea #rockthebalticsea www.rockthebalticsea.com



# RTBS Communications

## GENERAL CAMPAIGN VISIBILITY

- *Examples of promises* (in English) presented on the website and in social media (Instagram, Facebook and Twitter). (<http://www.rockthebalticsea.com/join-in/visitor/>)
- *Leaflets* were shared on social media and on the Rock the Baltic Sea website (in all 5 languages: <http://www.rockthebalticsea.com/about-the-campaign/>)
- *A short guide* how to participate in the campaign was posted on social media (<https://www.facebook.com/rockbalticsea/photos/a.503834146672840.1073741828.431317630591159/533893717000216/?type=3&theater>)
- *Promise videos* were posted in social media. In the videos, other festivals and music lovers are challenged to give their RTBS promise.
  - Julle Kallio (local musician): <https://www.facebook.com/rockbalticsea/videos/533655363690718/>
  - Harri Vilkuna / Porispere 1: <https://www.facebook.com/rockbalticsea/videos/537350133321241/>
  - Harri Vilkuna / Porispere 2: <https://www.facebook.com/rockbalticsea/videos/537344763321778/>
- *RTBS canvas bags and t-shirts* have been given out during meetings and events.
- *The focus of communication/marketing* was intentionally in social media. No printed material was used.
- Rock the Baltic Sea article in Venemestari magazine in Finland.

# Save the date

## Final Conference:

### Tuesday 22nd of May 2018, Tallinn, Estonia



# Contact info



- The project is coordinated by
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- Communication manager Minna Keinänen-Toivola (+ 358 44 710 3063, [minna.keinanen-toivola@samk.fi](mailto:minna.keinanen-toivola@samk.fi))
- Further information: <http://waterchain.samk.fi/>

# Thank you!

