

HAASTE
TÄHDEN PELASTAJESI



Baltic Sea Challenge

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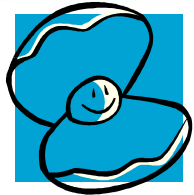
TURKU



ÅBO



City of Helsinki



The Baltic Sea Challenge in a SEASHELL

- Initiative of the Cities of Turku and Helsinki to protect the Baltic Sea waters
 - Own commitment, invitation to other organisations to make a similar commitment and join the network
 1. Initiators' joint and internal work
 2. Work of the Baltic Sea Challenge network (ca. 200 organisations)
- Financing from the initiators
- Resource: 1,5 person-years (+ support of 7 persons)

Local!

Joint effort!

Open!

Cross-sectoral!

Voluntary!

Action!

TURKU  ÅBO  City of Helsinki



WHAT we do and WHY?

- **The Baltic Sea is a big deal for both Helsinki and Turku**
 - Coastal cities, image and competitiveness
 - Personal interests of the Mayors
 - Objective to be a forerunner in Baltic Sea cooperation
- **What is it that we *actually* do?**
 - Coordinate working groups within initiating cities
 - Coordinate networks' actions (joint planning group, directly with members)
 - Produce materials and communications
 - Plan and organise events, seminars
 - Participate in projects and cooperation networks





What are the CHALLENGES of the Challenge?

- Only carrots, **no excluding criteria**
- **Follow-up** of the networks' actions and communicating them
- **Impact evaluation**
- **Separation** of water protection from sustainable development, energy efficiency, wider environmental work...
- Distinction between organisations and individuals as a **target group**
- International co-operation **without funding**
- Different understanding of **concepts**



What are the **VICTORIES** of the Challenge?

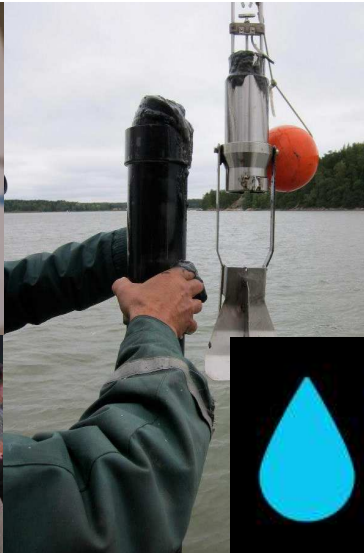
- Cross-sectoral cooperation, openness, **easiness** to join
- **Flexibility** of initiators and the network
- **Initiative** and activity of the network members
- Wonderful **cooperation** partners, hopefully good reputation!
- Successful international **projects** as spin-offs
- Internal and joint **organisation** of the initiating cities

- A brand new **Action Plan 2014-2018** to be published in January!



Looking back - what would I change?

- **Definition:** don't mix definition with restrictions
 - Objectives
 - Expectations
 - Follow-up
- **Resources:** be realistic of what you can do
- **Communication:** involve a professional from the get-go
- **Involve** a core group of partners from the very start



Kuva: Lotta Henriksson



THE BALTIC SEA CHALLENGE



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Looking forwards to cooperation with you!
www.balticseachallenge.net