

„Communication strategy for protecting the Baltic Sea“

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- *To implement and facilitate environmentally relevant and cost-beneficiary voluntary water protection measures in the Baltic cities and municipalities, and to change working procedures in cities and municipalities by increasing environmental communication and knowledge*
- Partners: City of Helsinki, City of Turku, Tallinn City, Tallinn University
- Budget: 1 158 515 €, 50% EU Life+ funding, Finnish Ministry of the Environment
- Duration: 1 /10/2012 – 30/9/2015



Work packages in CITYWATER

In order to facilitate water protection measures and their benefits...

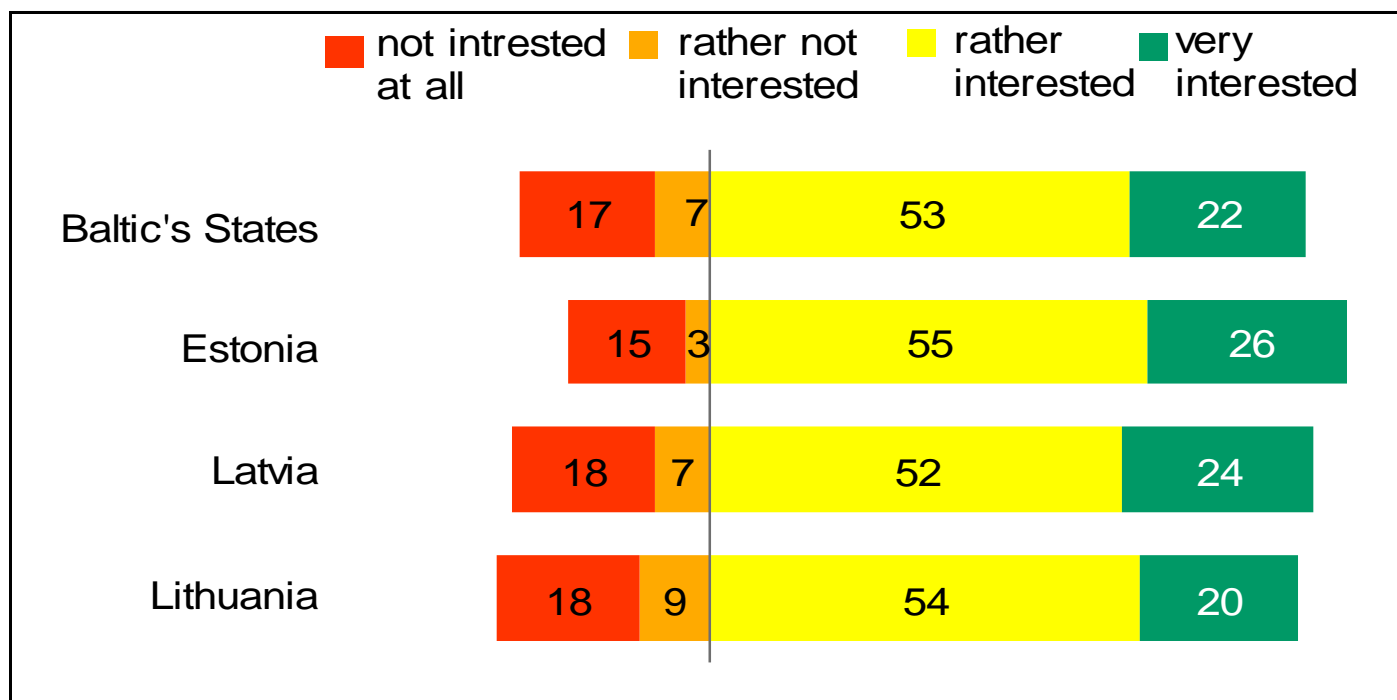
- ▶ Promoting The Baltic Sea Challenge network (City of Helsinki)
- ▶ **Communication survey** on awareness and attitudes towards environmental and Baltic Sea issues in Estonia, Latvia and Lithuania (Tallinn University)
- ▶ Implementation of new storm water solutions in Helsinki, Turku and Tallinn (Cities of Helsinki and Turku and Tallinn City)
- ▶ Cost–benefit analysis (CBA) of water protection measures (City of Helsinki)

Project activities

- ▶ Survey of Baltic countries
 - Representative survey among 1 500 people aged 18–74 in Estonia, Latvia, Lithuania. Personal interviews at respondents' homes. Fieldwork carried out by TNS Emor in Jan–Feb 2014.
- ▶ Survey of local municipalities
 - Web-based survey among the coastal municipalities of Estonia (26), Latvia (10), Lithuania (4) and Finland (32). Total 72/171. May–September 2014.
- ▶ Communication strategy

Results – citizen survey

How interested are you in the information describing the state of the water bodies in /respectively: Estonia, Latvia, Lithuania/?



Which of the following topics would you like to get information about:

46% – the current state of water quality

42% – health risks from environmental pollution

36% – the main factors affecting drinking water in my home area (Eesti – 50%)

...

21% – how citizens are able to prevent damaging the water bodies (Eesti – 28%)

19% – water-related planning activities in your local municipality (Eesti 25%)

...

12% – activities financed by European Union environmental protection programmes

11% – legislation related to environmental protection

10% – civic initiatives to protect the Baltic Sea, their activities and results

In the future, what should more focus be put on when protecting the Baltic Sea? (Eesti)

72 % – pollution from sea transport

70% – the treatment of waste water of households

67% – littering the sea and the shore by holidaymaker and residents

66% – the use of chemicals, including fertilizers in agriculture

66% – preventing pollution from industries, including mining

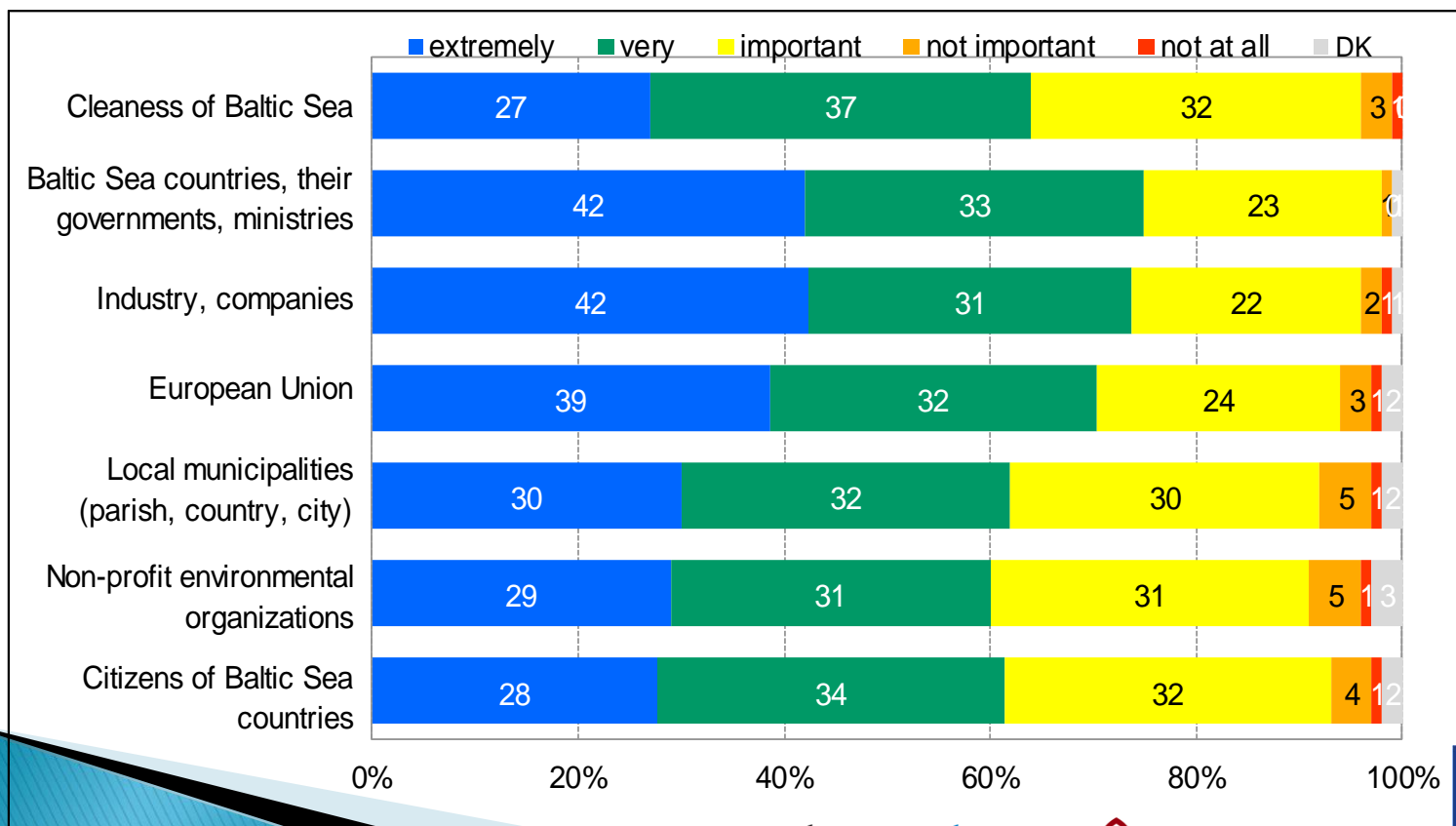
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25% – mitigating climate change/global warming

Results – citizen survey

How important do you consider for yourself the cleanliness of the Baltic Sea?

In your opinion, how important it is that the following actors are active and take responsibility for protecting the Baltic Sea?



Citizen and municipalities

- ▶ *Which of these water protection activities would you probably engage in? – notify local municipality about environmental risks, cases of pollution; 36%*
- ▶ *Suppose you notice a water pollution source whether and to whom you would report the incident? – Local municipality (39% EST, 44% LAT, 22% LIT)*

What is the state of the cleanliness of rivers and lakes in your home area? – 3,24

what is the state of the cleanliness of the Baltic sea in your home area? – 3,14

what is the quality of your drinking water – 3,67

what is the state of the following in your home area (% of good/very good):

Protection of the drinking water – 50%

waste management – 50%

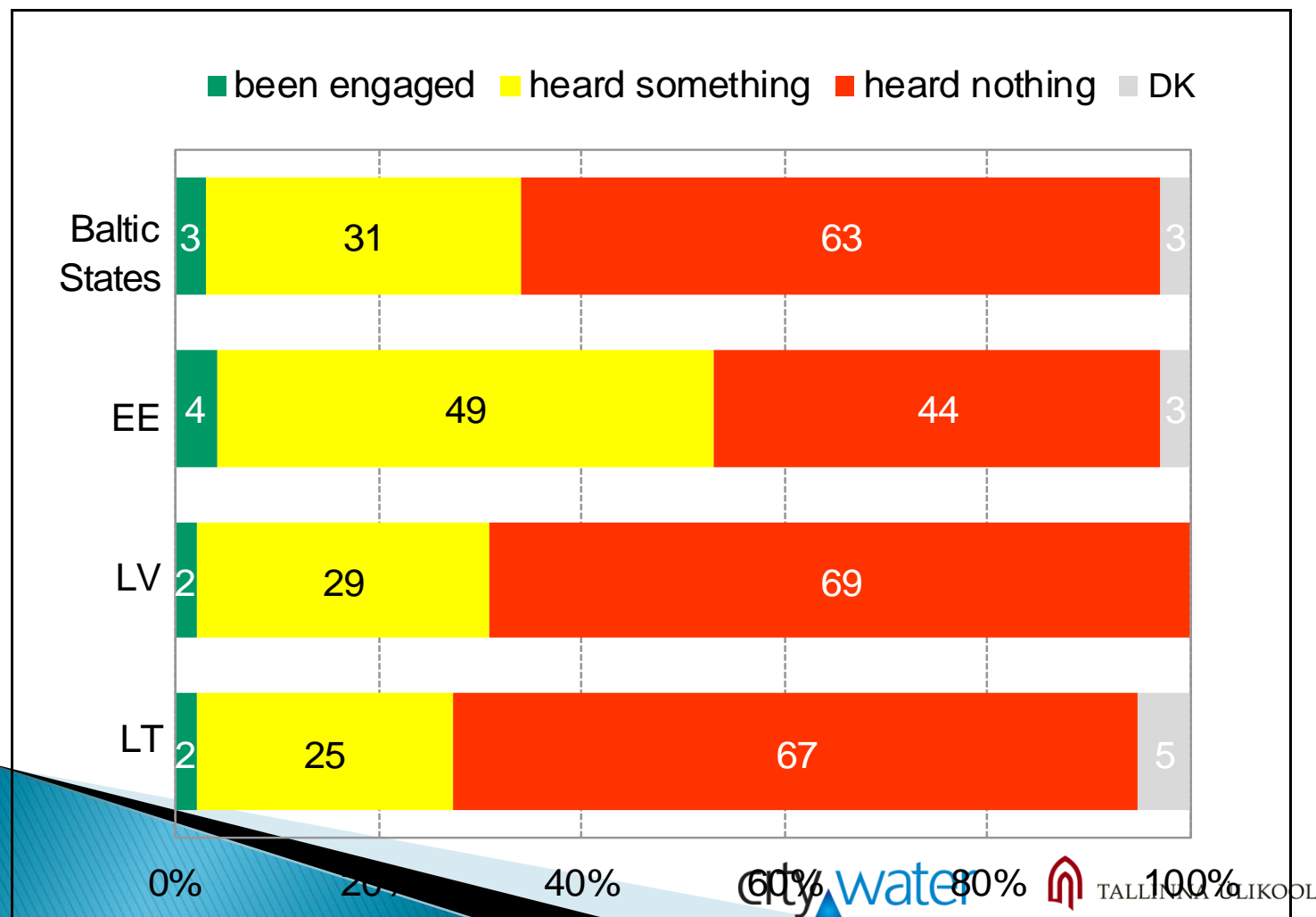
The treatment of waste water – 37%

Considering water protection when planning – 28%

Prevention of water pollution and other negative effects caused by industry and mining – 16%

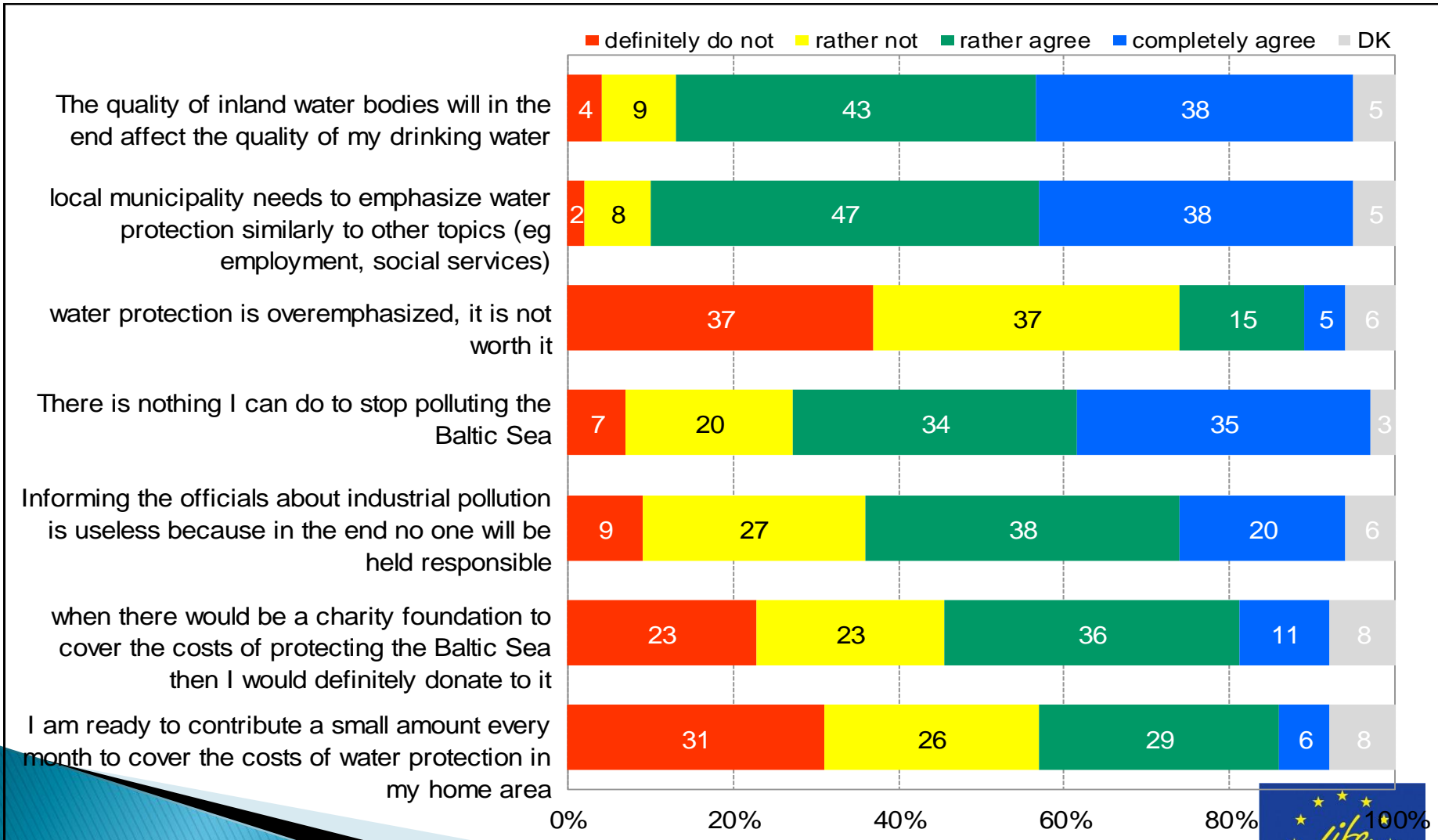
Baltic citizens: awareness

Have you heard of any water protection activity by your local municipality?

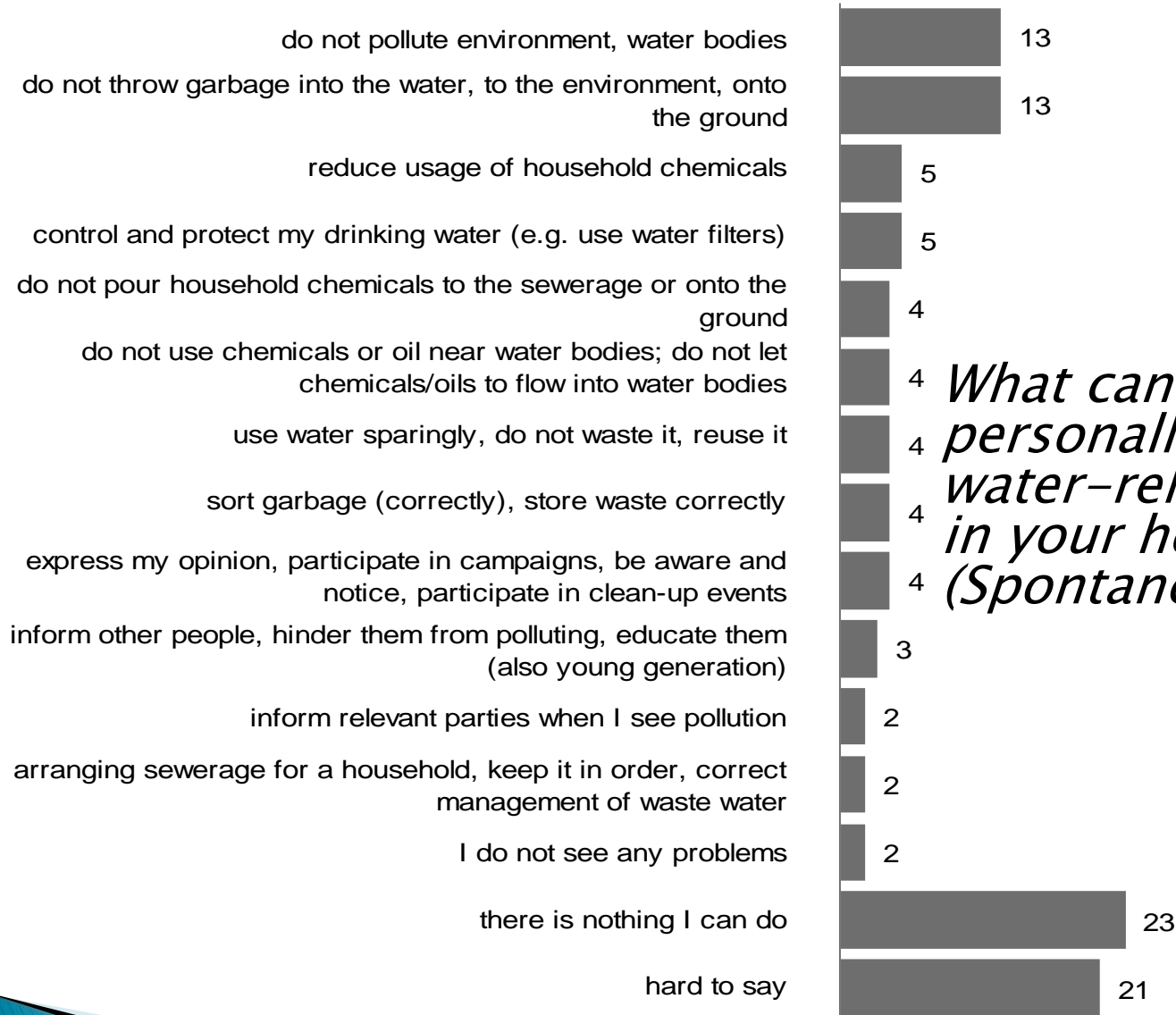


Results – citizen survey

To what extent do you agree or disagree with the following statements?



(% all respondents, n=1509)



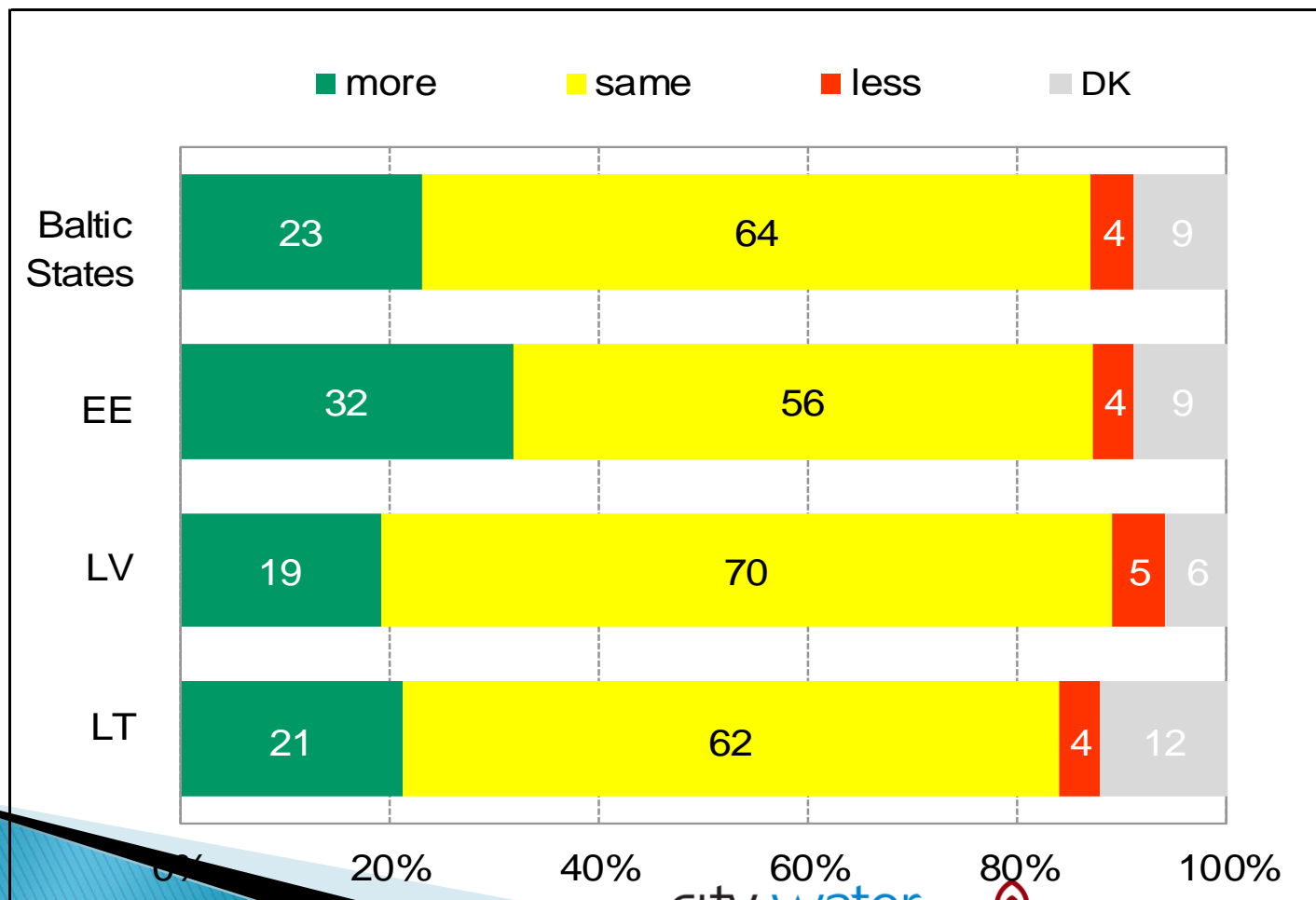
What can you do personally to prevent water-related problem in your home area? (Spontaneous answer)

86% – I have not been engaged in water protection activities (Eesti – 92%)

88% – Within the last 12 months, have you been interested (i.e. searched the internet, asked your service provider, local municipality etc.) about the quality of your drinking water or factors influencing it? (Eesti 95%)

Baltic citizens: attitudes

Considering your previous personal contribution to protecting the local environment and water bodies, which of the following describes best your behaviour in the future?



In conclusion: citizen survey

- ▶ Reported interest is high
- ▶ Awareness not very detailed
- ▶ Local municipality an important actor for citizen
- ▶ Readiness to participate is moderate, belief in citizen capabilities is low
- ▶ Lack of ideas how to contribute
- ▶ Role of communication: empower citizen?