LIFE Project Number  
**LIFE11ENV/FI/000909**

Management plan  
30/04/2013

Reporting Date  
30/04/2013

LIFE+ PROJECT NAME or Acronym  
**Citywater**

Data Project

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Data Beneficiary

<table>
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<tr>
<th>Name Beneficiary</th>
<th>City of Helsinki Environment Centre</th>
</tr>
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<tbody>
<tr>
<td>Contact person</td>
<td>Ms Satu Viitasalo-Frösen</td>
</tr>
<tr>
<td>Postal address</td>
<td>Viikinkaari 2a, P.O. Box 500, FI-00099, City of Helsinki</td>
</tr>
<tr>
<td>Telephone</td>
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</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:satu.viitasalo-frosen@hel.fi">satu.viitasalo-frosen@hel.fi</a></td>
</tr>
<tr>
<td>Project Website</td>
<td><a href="http://www.citywater.fi">www.citywater.fi</a></td>
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Project description

Citywater aims to implement and facilitate environmentally relevant and cost-beneficiary municipal water protection measures, additional to legal requirements, in the Baltic Sea Region. The ultimate goal is to improve the state of coastal waters and thereby the state of the entire Baltic Sea. The project further aims at changing working procedures in the Baltic cities and municipalities by improving environmental communication and knowledge, to ensure continuity of local water protection work.

The concept of improving the state of coastal waters by concrete local level measures derives from an initiative called the Baltic Sea Challenge, launched by the mayors of Turku and Helsinki in 2007. To date, the Baltic Sea Challenge network includes ~200 actors, about half of which has published an own action plan specifying new concrete measures to protect local waters.

The project consists of three entities of work packages (WP), namely (i) implementation work packages, (ii) monitoring work packages and (iii) communication and dissemination work packages as well as project management and monitoring. Implementation work packages include (WP 1) international demonstration and promotion of the Baltic Sea Challenge initiative as well as enlarging the network, (WP 2) improving environmental communication and developing tools to communicate the value of water protection work, additional to legal requirements, done by the project beneficiaries and (WP 3) implementation of new storm water solutions, one in each beneficiary city (City of Helsinki, City of Turku and Tallinn City).

Monitoring work packages, monitoring the impact of the project, include (WP 4) assessment of the environmental impact and the cost-benefit ratio of diverse water protection measures at local level, and (WP 5) a toolbox compiling the experience, knowledge and lessons learned from the other project actions and the Baltic Sea Challenge in general. These actions will monitor the impacts of the implementation actions in general.

The third entity includes (WP 6-7) disseminating the project activities and results and promoting the project as well as (WP 8) project management and monitoring, facilitating a smooth and fruitful implementation of the project and supporting the project personnel in their work.

Overall aims

The project aims to

1. improve the state of the Baltic Sea and coastal waters, and

2. strengthen civil servants’ capabilities to better take into consideration water protection aspects in their work.
Specific objectives

The project objectives and the underlying questions are crystallizing as follows:

Question 1: How to promote Baltic Sea protection among local actors?

Question 2: How to communicate the benefits of local water protection work among the different Baltic countries and cities?

Question 3: What concrete outputs in Baltic Sea protection does the project yield?

Question 4: Is there a rationale of investing extra money on Baltic Sea protection from the viewpoint of a local actor? How should this money be spent?

Question 5: What is the synthesis of the project and how does it support the future work?

Objective 1. Citywater promotes and facilitates local water protection work through the Baltic Sea Challenge, by spreading the concept of the initiative around the Baltic Sea cities and municipalities.

Objective 2. Citywater conducts a survey on environmental communication and improves the partners’ and stakeholders’ knowledge on how to communicate their message within their organizations and among the general public, as well as how to involve and motivate people with varying backgrounds to protect the Baltic Sea.

Objective 3. Citywater plans and implements new storm water handling solutions.

Objective 4. Citywater assesses the environmental impact and cost-benefit ratio of various water protection measures and activities, addressed to improve the quality of coastal waters, carried out by Baltic cities and municipalities.

Objective 5. Citywater compiles a toolbox, to highlight the impact of the project actions and to showcase the results from the project, to be disseminated in the end of the project.

Work packages (WP)

Citywater is composed of the following work packages, or “Actions” as defined in the proposal, supporting the above mentioned objectives:

WP 1: Demonstration of the Baltic Sea Challenge

WP 2: How to communicate the benefits of voluntary water protection work

WP 3: Implementation of voluntary storm water solutions with special reference to landscape planning and biodiversity

WP 4: Environmental impact and cost-benefit analysis of water protection measures
WP 5: Toolbox of water protection measures in cities: Compilation of project results and their impact

WP 6: Printed material, project webpage and events

WP 7: After LIFE communication plan

WP 8: Project management and monitoring

**Tools**

**How to promote the Baltic Sea Challenge?**

Demonstration of the Baltic Sea Challenge will be carried out by arranging two large stakeholder events, as well as by participating events, organized by other actors, with a presentation in order to promote and enlarge the Baltic Sea Challenge network.

**Not only speeches**

In order to put into practise the idea of the Baltic Sea Challenge, concrete measures will be implemented in the form of construction of storm water handling solutions in the three cities.

**How to get through?**

A survey aiming at improving the communication of water protection work both within a local actor organisation as well as to the general public and cross-border will be carried out in order to find more effective ways to spread the concept of the Baltic Sea Challenge. Furthermore, workshops on environmental communication will be organised at different levels especially directed to civil servants.

**Why to invest extra money on nature?**

Workshops will be organized in order to choose and synchronize the water protection measures to be included in the survey for environmental impact and cost-beneficiary ratio. For this purpose, also study trips to cities that have conducted such water protection measures will be organized.

**Communication and dissemination, and project management and monitoring**

This entity will focus on facilitation and dissemination of project activities and aims. This will be done by e.g. organizing opening and final seminars, publishing project web pages and a brochure and setting up LIFE+ info boards at the storm water construction sites. Furthermore, press releases will be published and media contacts will be promoted. General communication methods and channels are elaborated in more detail in the communication plan.

**Synthesis**
The results from all project actions will be compiled in a toolbox, including also the gained experience from the Baltic Sea Challenge initiative in general.

**Management structure**

The project partners are the City of Helsinki (coordinating beneficiary), City of Turku, City of Tallinn and Tallinn University.

The project management structure is illustrated below:
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### Reports

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The timetable outlined above is a preliminary schedule and it will be updated in the course of the project. The work document of the timetable is delivered to the project beneficiaries as an Excel worksheet, which is easier to update and work with. If needed, a more detailed timetable and work plan for each work package will be produced by the responsible beneficiary.

The beneficiaries will send their periodic reports to the coordinating beneficiary according to the schedule outlined below. Also this schedule will be updated and modified if needed. More detailed reporting guidelines will be provided to the beneficiaries by the coordinating beneficiary.

Partner reports include timesheets and financial data (standard statement of expenditure)

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Detailed work package descriptions

**Work package 1: Demonstration of the Baltic Sea Challenge**

*Responsible partner: City of Helsinki*

**Objectives**

This work package will promote and facilitate local water protection work, additional to legal requirements, and demonstrate the Baltic Sea Challenge by spreading good examples in the Baltic Sea region. New actors around the Baltic Sea region will be invited to join the Baltic Sea Challenge and be engaged in water protection work. Support, ideas and tools will be provided to encourage the joined actors to compile a water protection action plan with new concrete measures to improve the state of coastal waters.

**Tools and activities**

**Stakeholder forum**

Two large networking events (stakeholder forum) among the Baltic Sea Challenge actors and other invited stakeholders will be arranged. These events will be ideal for reinforcing the commitments of international members of the Baltic Sea Challenge as well as having new actors join the Baltic Sea Challenge network with new commitments.

The first networking event will be arranged in Helsinki during the first half of the project. The second event will be arranged in Tallinn in the end of the project so that results from the other Actions are available and can be showcased.

The aim is to have participants from both large and small organizations, located along the coast or inland, yielding a versatile group of people who can strive together for more effective ways to protect the Baltic Sea.

**Showcasing the Challenge in events organized by others**

Several annual events dealing with Baltic Sea protection are arranged in the Baltic Sea region and in Europe. Examples are the Baltic Sea Day in St Petersburg, the Green Week Conference in Brussels and European Maritime Day. These events gather large numbers of participants from various municipal, governmental, non-governmental, educational and private sector organizations, being excellent platforms to introduce the concept of the Baltic Sea Challenge and the CITYWATER project to new potential collaborators.

The CITYWATER project will offer the organizers of these events a presentation/speech for plenary or working group sessions and utilize the possibility to exhibit materials and have stands in these events.

**Strategic plan for international work**

In cooperation with the Baltic Sea Challenge, a strategic plan for promoting the Baltic Sea Challenge internationally will be established. The plan will utilize experience from the
previous work with international partners as well as experience gained during the current project, to specify the priority areas, messages and methods.

All results and experiences from WP1 will be presented in the final seminar.

**Expected results**

- Two networking events (stakeholder forum), 50 participants in each
- Presentation of the Baltic Sea Challenge in four larger international events arranged by others, gathering over 200 participants
- 30 new actors joining the Baltic Sea Challenge
- 30 new Baltic Sea action plans by the Baltic Sea Challenge actors

**Work package 2: How to communicate the benefits of local water protection work**

*Responsible partner: Tallinn University*

**Objective**

This work package will improve the partner’s knowledge of how to communicate their message within their own organization and to the general public and how to motivate people to act in order to protect the Baltic Sea.

**Tools and activities**

**Survey: Environmental communication among Baltic countries population and within municipal organizations: how to get through**

In the beginning of the project a survey with a questionnaire, including themes like environmental risk perception, risk and crisis management and communication, will be carried out in the Baltic countries and among the municipalities. The purpose of the questionnaire is to identify different stakeholders, their information sources and processing habits in the context of water protection among the general public for more detailed and accurate communication management in the future.

In order to implement and facilitate environmentally relevant and cost beneficiary water protection measures, additional to legal requirements, in cities and municipalities in the Baltic Sea region the project needs citizens’ support. To get the support, the purpose, goals and strategy have to be widely and effectively communicated by the project.

In order to communicate effectively, attitudes, expectations, opinions and suggestions of the Baltic countries’ population have to be listened, heard and mapped. The survey will help us to understand how people perceive environmental issues, especially related to water protection, what is their knowledge of and what are the attitudes towards environmental values, as well as what are people ready to do to protect the sea. In addition, the survey will provide information on the resources the municipalities and their citizens are willing to
provide (self-efficacy of citizens and municipal material resources). This information will help to focus the communicative measures and messages in the project.

Earlier studies about risk perception show that perceptions are normally based on personal factors (such as gender, education, living place, experiences and knowledge about the issue) social relationships and societal factors (level of trust towards the authorities, governmental or municipal actors). Communication has to be tailored according to the perceptions. Thus, based on the results, environmental communication will be better planned and conducted.

**Two workshops for civil servants on environmental communication at different levels**

In order to get input from civil servants for Baltic Sea water protection, two workshops will be organized for the project beneficiary cities (Turku, Tallinn and Helsinki). The idea of the first workshop is to gather information about the current situation of environmental communication carried out by the public sector organizations. The idea is also to find out the bottlenecks of communication and the civil servants' wishes for the future activities. The purpose is also to disseminate information about the project and involve people and invite them to participate the project activities.

The second workshop will discuss the survey results and resolve how environmental communication should be planned and carried out so that all main target groups will be reached and available resources (human and material) will be effectively and appropriately used. In addition, the responsibilities between the different public sector actors will be discussed. The aim is to get concrete communicative tools for the Baltic Sea Challenge actors, in order to communicate the benefits of local water protection work (with measures that are additional to the legal requirements) in the various parts of the Baltic Sea region.

All results from WP2 will be presented in the final seminar.

**Expected results**

- two workshops
- Survey, distribution to 700 actors and stakeholders
- Analysis on the stakeholders / audiences involved in the Baltic Sea protection via the survey
- Segmentation of these audiences, their perception of water protection, information needs and processing capabilities, level of willingness to be involved
- Processed results from the workshops organised in the project beneficiary cities

The last three bullet points are prerequisites for offering communicatory tools for the Baltic Sea Challenge. The results from WP2 will help in formulating the Baltic Sea Challenge communication plan via:

- identifying the gap areas in risk perception between experts/civil servants and the general public
- identifying shortcomings in current communication
- offering concrete recommendations for communicatory activities – e.g. communication campaigns, activity days, citizen panels – as well as means – e.g. channels, messages, choice of spokespersons – to motivate people to protect the Baltic Sea on a voluntary basis (e.g. to be involved in activities that are additional to legal requirements).

**Work package 3: Implementation of municipal storm water solutions with special reference to landscape planning and biodiversity**

**Responsible partner: City of Turku**

**Objectives**

This work package will implement concrete water protection measures at the municipal level. The implemented measures will concern storm water management, which is closely linked to landscape planning and biodiversity. Storm water management is becoming a more and more important and topical issue in municipalities, the importance being emphasized by the climate change.

The storm water solutions will be constructed in the cities of Helsinki, Turku and Tallinn. Measures concerning storm water management are already included in the Baltic Sea Challenge action plans of Turku, Helsinki and Tallinn (the Tallinn City action plan is in the drafting stage). Helsinki and Turku are also implementing their own storm water strategies. The established cooperation between these cities gives an additional advantage of together learning more about storm water handling in urban areas as well as from each others’ successes and mistakes.

**Tools and activities**

**Study trip**

This work package will arrange a study visit to a city with advanced storm water solutions. Participants will be invited from different city departments (e.g. city planning, public works and environment). About ten civil servants from each beneficiary city will participate. During the study visit the participants will acquaint themselves with concrete on-site solutions. The study trip will be arranged in 2013 and the target city may be one of the following forerunner cities: Malmö, Växjö, Hamburg or Berlin.

**Construction plan**

After the study visit the planning phase of the storm water constructions will be initiated. The various solutions available will be analysed considering the selection criteria (environmental impact and cost-effectiveness) and availability of suitable sites will be investigated. In each of the three cities one suitable site and solution – e.g. construction site solutions, wetlands, ponds, biofilters, green roofs, rains gardens etc. – will be selected and a detailed construction plan will be made. External experts will be used to obtain additional expertise in the planning phase. The construction plans will be ready in 2014.
During the planning phase an expert meeting for civil servants will be arranged in Turku. During this meeting the storm water strategies in the three cities as well as a detailed schedule for implementing the new storm water construction will be presented by each city. In addition, experiences from the planning procedures as well as potential plans for the constructions will be discussed. The aim of this meeting is an exchange of ideas and joint capacity building. The expert meeting will be attended by approximately 15 persons and will take place during the first half of the project.

Construction of storm water handling solution in Helsinki, Turku and Tallinn

In the next phase, the storm water handling solutions will be constructed, according to the outcome of the expert meeting. The constructions will be ready by April 2015. Life+ info boards will be erected alongside or attached to the construction.

The various storm water handling solutions differ notably in their cost allocations (materials and labor force), even if the monetary investment would be the same. The material costs, such as gravel, sand, stones, pipes, wet land plants etc., are considered to be consumable goods.

Documentation and brochure on the implemented storm water solutions

During the construction phase, documentation on the process will be made by photography or video filming at the construction sites. This material will be used to disseminate the results and experiences, and will be published and made generally available.

A brochure describing the chosen storm water handling solutions and the construction phase will be produced in 2015 and all results and experiences from WP3 will be presented in the final seminar.

Expected results

- Three storm water management construction plans
- Three storm water management constructions
- A brochure describing the results and experiences from the construction, 700 copies distributed

Work package 4: Environmental impact and cost-benefit analysis of water protection measures

Responsible partner: City of Helsinki

Objectives

This work package will assess the environmental impact and cost-benefit ratio of different water protection measures and different activities related to Baltic Sea protection that local level actors, i.e. cities and municipalities, carry out.

The water protection measures selected to the environmental impact and cost-benefit analysis may include measures related to waste water treatment, storm waters, agriculture,
harbors and other municipal level activities having an impact on the state of the coastal waters and the Baltic Sea. The measures considered are additional to the legal national and EU requirements. Assessing the environmental impact and cost-benefit ratio of such measures will help us to motivate new cities to take action for the Baltic Sea. However, also cities already implementing such measures may use the results to promote and advertise the city and its environment to the citizens and tourists, nationally and internationally.

Tools and activities

In concise, the work package will consist of a survey, two workshops and several visits to cities implementing water protection measures that are additional to legal requirements. In the first workshop the concept of a cost-benefit analysis will be introduced and the steps of the analysis will be elaborated. Experts on the subject will be invited as speakers. Furthermore, availability and applicability of the existing data from cities e.g. Helsinki, already implementing additional water protection measures, will be evaluated to find out if they can be used in the analysis. After the first workshop, visits to other cities implementing additional water protection measures will be made to collect potential data for the survey. After this the water protection measures to be analyzed in the survey will be selected. The second workshop will be arranged in the middle of the project time span. It will discuss the progress of and synchronize the work on the different steps of the cost-benefit analysis, being done on the selected water protection measures. A special focus will be set on the “willingness to pay” problematics of the cost-benefit analysis.

Expected results

The survey (with the working title: Environmental impact and cost-benefit analysis of water protection measures and of different activities that cities and municipalities carry out in perspective of the Baltic Sea and coastal waters) will gather the results from the workshops, city visits and the environmental impact and cost-benefit analysis and stands as the most important result of this work package. The survey will be finished to be showcased in the second stakeholder forum (organized within WP1), to spread the message of the Baltic Sea Challenge and encourage new cities and municipalities to implement water protection measures that are additional to legal requirements. The survey will also be included in the toolbox (WP5) and presented in the final seminar of the CITYWATER project.

Work package 5: Toolbox of water protection measures in cities:
Compilation of project results and their impact

Responsible partner: City of Helsinki

Objective

The objective of this work package is to monitor the impact of the other work packages and to compile the project results in an informative and easily accessible format, to be disseminated in the end of the project (final seminar, final report, workshops and networking events) and to be used by the stakeholders after the end of the project. It will be a tool for the local level around the Baltic Sea region, and even for actors in other parts of the EU (e.g. Mediterranean Sea, Black Sea), interested in water protection issues. The
The toolbox will help local level actors to find suitable proposals for concrete water protection actions, information of their environmental impact and cost-benefit ratio and examples of what and how the actions have been carried out in other cities. The toolbox will be an instrument compiling the project results in a visual way, easy to use, interpret and embrace.

**Tools and activities**

The toolbox is fulfilled by compiling the results from the cost-benefit, environmental impact and communication surveys (WP2 and WP4), as well as by critically evaluating the international dimension of the Baltic Sea Challenge and its impacts on local level water protection work: which are the lessons learned.

Examining the environmental impacts will answer the question “which measures, implemented by a city, will have the highest impact on the environment”, while the cost-benefit analysis will answer the question “which measures will be beneficiary”. Combining these two, the toolbox will give a comprehensive and a more profound understanding of the rationale of selecting the most suitable water protection measures from various viewpoints. For instance, once a city plans to invest on a new storm water handling solution, the toolbox will help to estimate both the economic and environmental impacts of the investment.

Developing the toolbox will be started when finalizing the environmental impact and cost-benefit analysis. The toolbox will be finished in 2015.

The toolbox will be disseminated both as a printed summary and web based application on the project web site. The design of the web-based toolbox may include for example a map identifying different water protection measures implemented by cities and municipalities and relating them to a database with facts on the construction, functioning, environmental impact and cost-benefit issues of the measures in question.

**Expected results**

Toolbox as a printed summary and a web based application. Distribution to 700 cities and municipalities. Presented in at least 5 seminars, one of which is a stakeholder forum (organized by WP1), one is the final seminar, one is an international event organized by other actors (participated by WP1) and the rest are events arranged within the frames of the Baltic Sea Challenge consortium.

**Work package 6: Printed material, project webpage and events**

*Responsible partner: City of Helsinki*

**Objective**

This work package will disseminate the project activities and results and promote the project in general.

**Tools and activities**
A detailed description of the communication and dissemination goals, activities and responsibilities as well as the mechanisms of involving stakeholders will be elaborated in a communication plan, to be prepared in the beginning of the project. The project messages, aims and results are communicated internally in the project as well as externally to stakeholders and to the general public. An opening seminar (kick-off) will be organized in the beginning of the project, to engage the project beneficiaries to work for a common goal and to introduce the project themes.

The messages of the project will be further disseminated by producing a project web site and a brochure. The project web pages will contain general information about the project and its partners, news about the organized and upcoming events, results from the project and material produced within the project, as well as contact information. The web pages will be opened within six months of the start of the project. The project personnel will, with technical help of external assistance, design the page and update the page during the project. After the end of the project the contents of the site will be moved to the Baltic Sea Challenge web pages (www.balticseachallenge.net), which are permanently maintained and frequently updated.

In addition, the LIFE+ info boards are placed alongside the storm water constructions (implemented within WP3).

In the end of the project, a final seminar will be arranged for the project beneficiaries and stakeholders to conclude and present the results from the project to a larger audience.

The project personnel in all beneficiaries will contribute to WP6.

Expected results

- Successful dissemination and communication of the project
- Communication plan
- Project webpage in English and Estonian. If possible, a visit counter will be included. 5000 visits during the project time span is expected.
- Three LIFE+ info boards
- Project brochure in English and Estonian. 1000 prints.
- Opening seminar. 20 persons.
- Final seminar. 80 persons.

Work package 7: After LIFE communication plan

Responsible partner: City of Helsinki

Objective
This work package will ensure that the project results and experiences will be further disseminated and made available after the end of the project.

The “After LIFE communication plan” will be a separate chapter in the final report. It will specify how the project results will be disseminated and communicated after the end of the project.

Expected results

A chapter in the final report, specifying how the project results will be communicated and disseminated after the end of the project, both in a paper copy and in an electronic file.

Work package 8: Project management and monitoring

Responsible partner: City of Helsinki

Objective

This work package will facilitate the project staff to carry out the project activities and achieve the project objectives and aims.

Tools and activities

This work package deals with project coordination in general and will contribute to organizing activities in the other work packages. WP8 will compile the inception report, midterm report and final report. The project personnel in all beneficiaries will contribute to WP8.

A steering group is appointed and chaired by the coordinating beneficiary. The steering group will monitor the progress of the project, approve the project reports and make necessary decisions on essential strategic alignments concerning the project implementation. All beneficiaries participate in the steering group work by nominating a steering group representative. If relevant, additional external advisors may be invited to the steering group. The steering group will meet 2-4 times each year of the project period (exclusive of 2012).

Project management team (project manager and project secretary) will manage any unforeseen events, in order to meet the project’s objectives and deadlines. It will also ensure a high-quality work according to the project’s goals, managing the project’s economy, schedule, information flows and the reporting requirements.

A competent project manager will be appointed (in Helsinki) at the beginning of the project and he/she will have a clear authority and control over the project management staff. The management team together with the steering group will also be in charge of monitoring and remedial actions when needed. The management team will have the City of Helsinki’s administration staff at its disposal for example for book-keeping, work time registration and reporting. The management team will also be in close contact with all beneficiaries throughout the project and follow the work and its progress. Minutes of all meetings will be written. All possible problems and delays will be dealt with immediately and possible remedial actions made accordingly.
The coordinating beneficiary (City of Helsinki) will have the overall responsibility of the project as well as the work packages 1, 4, 5 and 8. All beneficiaries will contribute with their expertise to work packages 6 and 7. City of Turku is responsible of WP3 and Tallinn University is responsible of WP2. Tallinn City will actively contribute to WP3 and will also contribute to the other work packages when relevant. Overall, all beneficiaries will participate in the events organized by other beneficiaries when relevant, and will also provide their assistance and expertise to achieve the objectives of the different work packages.

**Expected results**

- Fluent coordination and management of the project
- Inception, mid-term and final report compiled appropriately and delivered in time
- Management plan
Evaluation

The project outcome, i.e. how well the original objectives were reached, will be evaluated with the following indicators:

**WP 1: Demonstration of the Baltic Sea Challenge**
- Number of participants in the networking events
- Number of participants in events arranged by other actors, where the Baltic Sea Challenge is showcased
- Number of new actors in the Baltic Sea Challenge network
- Number of new action plans by Baltic Sea Challenge actors

**WP 2: How to communicate the benefits of voluntary water protection work**
- Number of participants in the workshops
- Number of copies of the survey distributed
- Number of respondents in the survey

**WP 3: Implementation of voluntary storm water solutions with special reference to landscape planning and biodiversity**
- Number of copies of the storm water brochure distributed
- Estimated impacts of the storm water solutions on the environment and their cost-benefit ratio (WP4)

**WP 4: Environmental impact and cost-benefit analysis of water protection measures**
- Number of persons participating in the workshops and the city visits
- Number of copies of the survey distributed

**WP 5: Toolbox of water protection measures in cities: Compilation of project results and their impact**
- Number of copies of the toolbox (printed version) distributed
- Number of downloads of the web-based application
- Feedback from the presentations on the toolbox
- Number of requests of the toolbox

WP 6: Printed material, project webpage and events
- Number of visits at the project web site
- Number of copies of the project brochures distributed
- Number of participants in the opening and final seminars
- Media coverage of the project in countries outside Finland

WP 7: After LIFE communication plan
- Produced chapter in the final report

WP 8: Project management and monitoring
- The materials are produced and the events are organized in time
- Inception, mid-term and final reports are complete and delivered in time

Beyond these indicators, the success of the project will be evaluated in a more holistic and profound assessment, utilizing the results from the monitoring work packages (WP 4-5), which were defined to monitor the impacts of the other work packages. The overall impact of the project will be assessed by answering the following questions:

- How has the concept of the Baltic Sea Challenge been accepted outside Finland?
- What are our main messages to international audiences, how have they reached the target audiences and how have they been reacted to?
- How have the capabilities in water protection work developed among the civil servants in the Baltic municipalities?