

SAVE OUR SEA CAMPAIGN

AUGUST 31 – SEPTEMBER 16



SHORT SUMMARY

In the year of the European Green Capital Tallinn launched the **SAVE OUR SEA campaign**. The campaign was born in cooperation between Tallinn, the environmental organization Let's Do It World and the city of Helsinki and John Nurminen Foundation.

The Save Our Sea campaign took place from **31st of August to 16th of September**, i.e. it started with the Baltic Sea Day and ended with the World Clean Up Day.

The purpose of the campaign was to draw attention to the increasingly critical condition of the Baltic Sea and to call on the cities and residents of the Baltic Sea to jointly protect and preserve the Baltic Sea.

Over the course of more than 2 weeks we managed to do a lot as a joint effort:

Over **156 000** participants (156 257 to be exact)

91 – registered events

45 – cities and counties

9 – countries and territories: Estonia, Finland (incl. Åland), Denmark, Germany, Latvia, Lithuania, Poland, Sweden, Belgium

OVERVIEW OF CITIES THAT PARTICIPATED IN THE CAMPAIGN



CAMPAIGN EVENTS

The most popular activities in the Save our Sea campaign involved marine litter clean ups, some of which were also related to the **World CleanUp Day**.

This day by itself had over **2,1 million participants** in Europe and **19,1 million people** around the world cleaning up **250 000 tons of waste**.

For example:

The "Let's Save the Baltic" Expedition in Klaipeda Lithuania that cleaned the Melnrage beach. Giedrias Bučas' installation "The Sea Starts Here!" was also presented during the beach clean-up.

The Coalition Clean Baltic and SAP **beach clean-up in Stockholm, Sweden** that included clean-up games and CoastWATCH activities.

Clean-up in Kiel Germany: A clean coast is a happy fjord.



CAMPAIGN EVENTS

The second most popular activities during the Save our Sea campaign were awareness-raising events such as public discussions, debates, seminars etc. Here are a few examples.

The eco-picnic event in Kolobrzeg, Poland. Kolobrzeg City Hall invited all the residents to be part in Baltic Sea Campaign! There was an eco-picnic for residents and tourists and beach cleanup, to raise awareness about waste pollution and show that eco initiatives are important for us.

Seven municipalities from the Bay of Køge, south of Copenhagen. Around 1000 people gathered to an event discussing the pollution of the sea and how they can manage it better in the future. There were discussions between mayors, politicians from the parliament, researchers, and active people from NGOs.





CAMPAIGN EVENTS

Very popular among families and children were the **Aranda research vessel visits in Helsinki and Tallinn**. RV Aranda is a modern, ice-reinforced research vessel owned by the Finnish Environment Institute SYKE. Even if planned and constructed for Baltic Sea research, she is able to operate in all seas. Aranda has made scientific expeditions i.a. to Antarctic waters and the Northern Atlantic.

OTHER EVENTS

RoboRiga in Riga Latvia. With the ongoing pollution of the sea, ongoing and innovative solutions are necessary to prevent and correct it. RoboRiga 2023 was a gathering of robotics, innovation and technology enthusiasts and experts combined with environmental researchers and scientists to lay foundation for the first Water Robotics festival in Riga, set to happen next year.

Young people of Jurmala educate the public. Young people from Jurmala, Latvia educated people about beach pollution on September 9th on the beach in Jurmala, Majoros.

We would also like to especially highlight **the Baltic Sea Day events** organised by the **John Nurminen Foundation in Helsinki**. You can read about the Baltic Sea Day celebrations [HERE](#).

Watch the Baltic Sea Day Opening Ceremony [HERE](#).



CAMPAIGN EVENTS

A map of all the different activities around the Baltic Sea. You can find more information about all the registered events here: [SEACLEANUP.ORG/EVENTS-MAP](https://seacleanup.org/events-map)

We set up an informative Campaign website: [SEACLEANUP.ORG](https://seacleanup.org)

A collection of interviews (with mayors, scientists, influencers etc) as well as short stories about the Baltic Sea can be found here: [SEACLEANUP.ORG/NEWS](https://seacleanup.org/news)

In December a **documentary film** about the Save Our Sea campaign will be completed and made available on our website.

- The Baltic Sea Day Seminar in Tallinn (31th August) "**Biodiversity in the Baltic Sea and factors affecting it**" with top marine scientists is available for re-watch [HERE](#).
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- You can find pictures of the campaign's Tallinn events [HERE](#), [HERE](#) and [HERE](#). The materials are all free for you to use.
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- Read more:
- [Over 90,000 people participated in the Baltic Sea Campaign](#)
- [International Baltic Sea Campaign begins](#)

OVERVIEW OF CITIES THAT PARTICIPATED IN THE CAMPAIGN:
[SEACLEANUP.ORG/PARTICIPATING-CITIES](https://seacleanup.org/participating-cities)



"We have also been asked several times how the plan is to continue with the project. Which shows the interest and possibilities for the future, as well as the visibility and effectiveness of this project.

In general, we think that the project, which was completed in a very short time (5 months) and of which a few months were vacation months, exceeded the initially set goals: participation in 9 countries and 30 actions. There were three times as many in the end."

-BALTIC SEA CAMPAIGN MANAGER HEIDI SOLBA



A big thank you to our co-organizers:

THE CITY OF HELSINKI and the JOHN NURMINEN
FOUNDATION.

A very special thanks to the LET'S DO IT WORLD team
and their fearless leader HEIDI SOLBA!