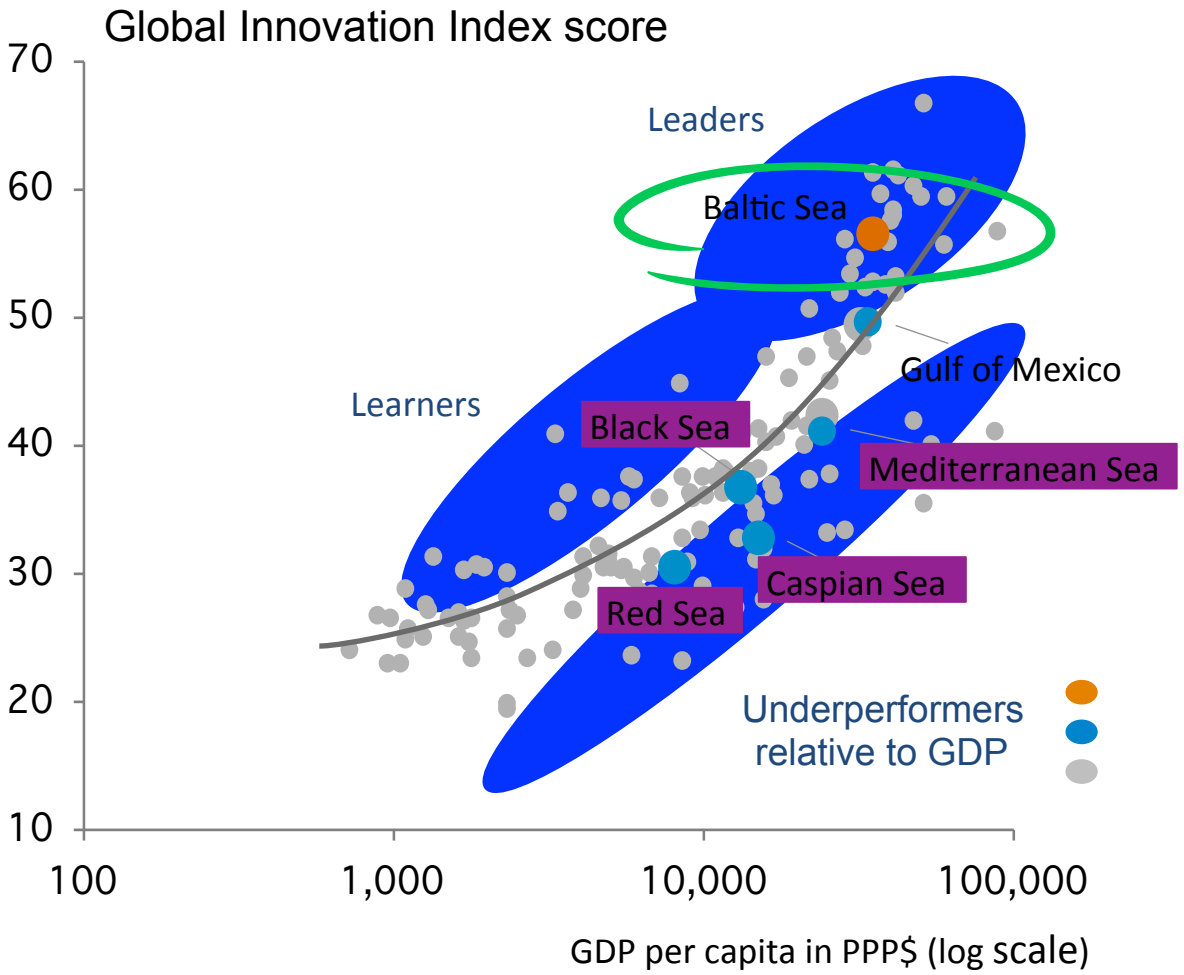

Rent vatten
Ett business-case för kommunerna
RACE FOR THE BALTIC
Barbara Jackson
Twitter
@race4thebaltic
www.raceforthebaltic.com

Baltic Sea Region Well Equipped to Find Solutions



Top Down Approaches – But are Local Governments Involved?

GOALS AND OBJECTIVES

Eutrophication

Baltic Sea unaffected by eutrophication

- Clear water
- Natural level of algal blooms
- Natural distribution and occurrence of plants and animals
- Natural oxygen levels

Biodiversity

Favourable status of Baltic Sea biodiversity

- Natural marine and coastal landscapes
- Thriving and balanced communities of plants and animals
- Viable populations of species

Hazardous Substances

Baltic Sea undisturbed by hazardous substances

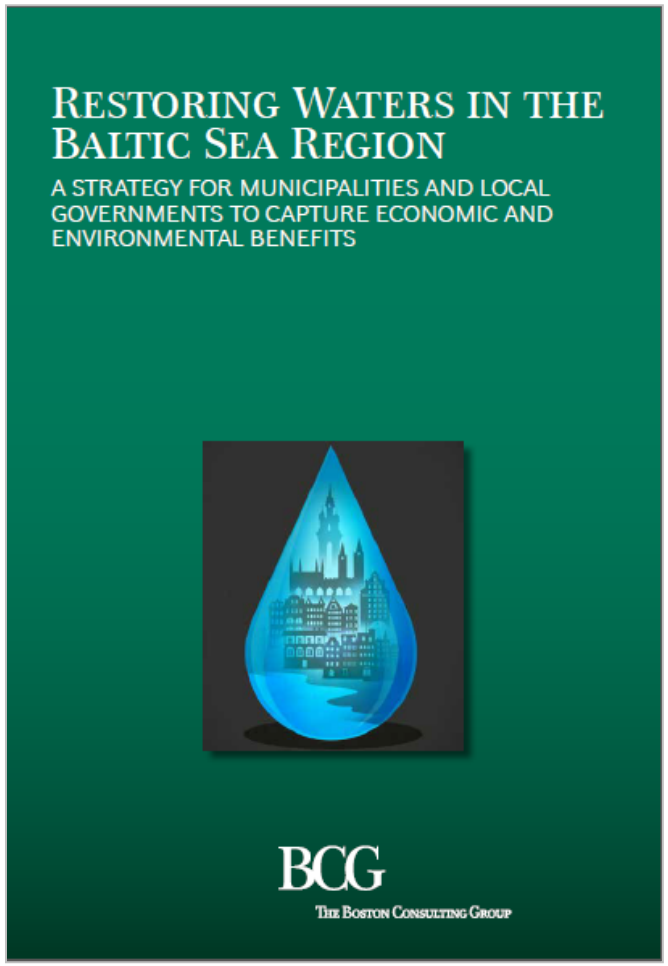
- Concentrations of hazardous substances close to natural levels
- All fish are safe to eat
- Healthy wildlife
- Radioactivity at the pre-Chernobyl level

Maritime activities

Enviromentally friendly maritime activities

- Enforcement of international regulations – no illegal discharges
- Safe maritime traffic without accidental pollution
- Efficient emergency and response capabilities
- Minimum sewage pollution from ships
- No introductions of alien species from ships
- Minimum air pollution from ships
- Zero discharges from offshore platforms
- Minimum threats from offshore installations

Restoring Local Waters – Blueprint for Local Governments that want to become leaders



Restoring Waters in the Baltic Sea Region – Conclusions

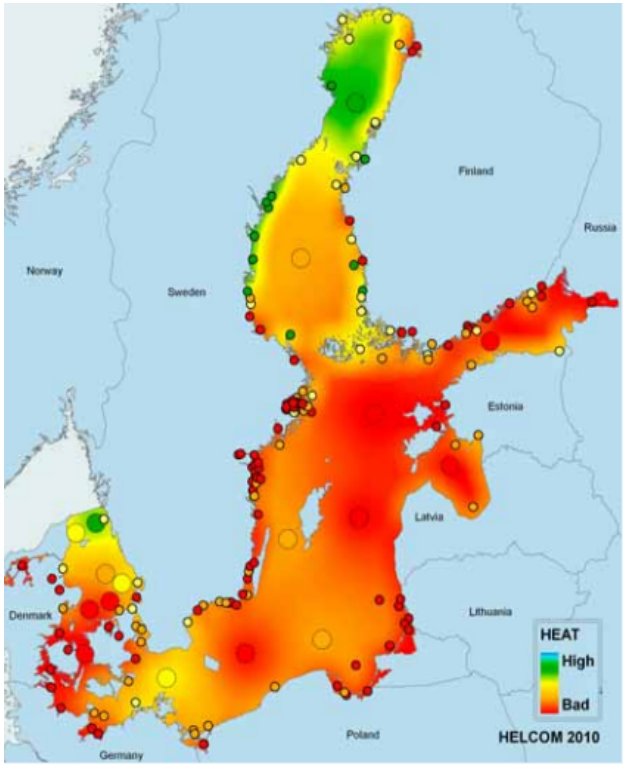
1. Local actions crucial to restoring the Baltic Sea, but 2/3 either unaware of problem or lack resources to effectively address it

2. 900,000 jobs, representing 2% of total labor supply are at stake in 2030 either

3. Best practice examples from leading municipalities show four actions crucial to becoming an attractive community

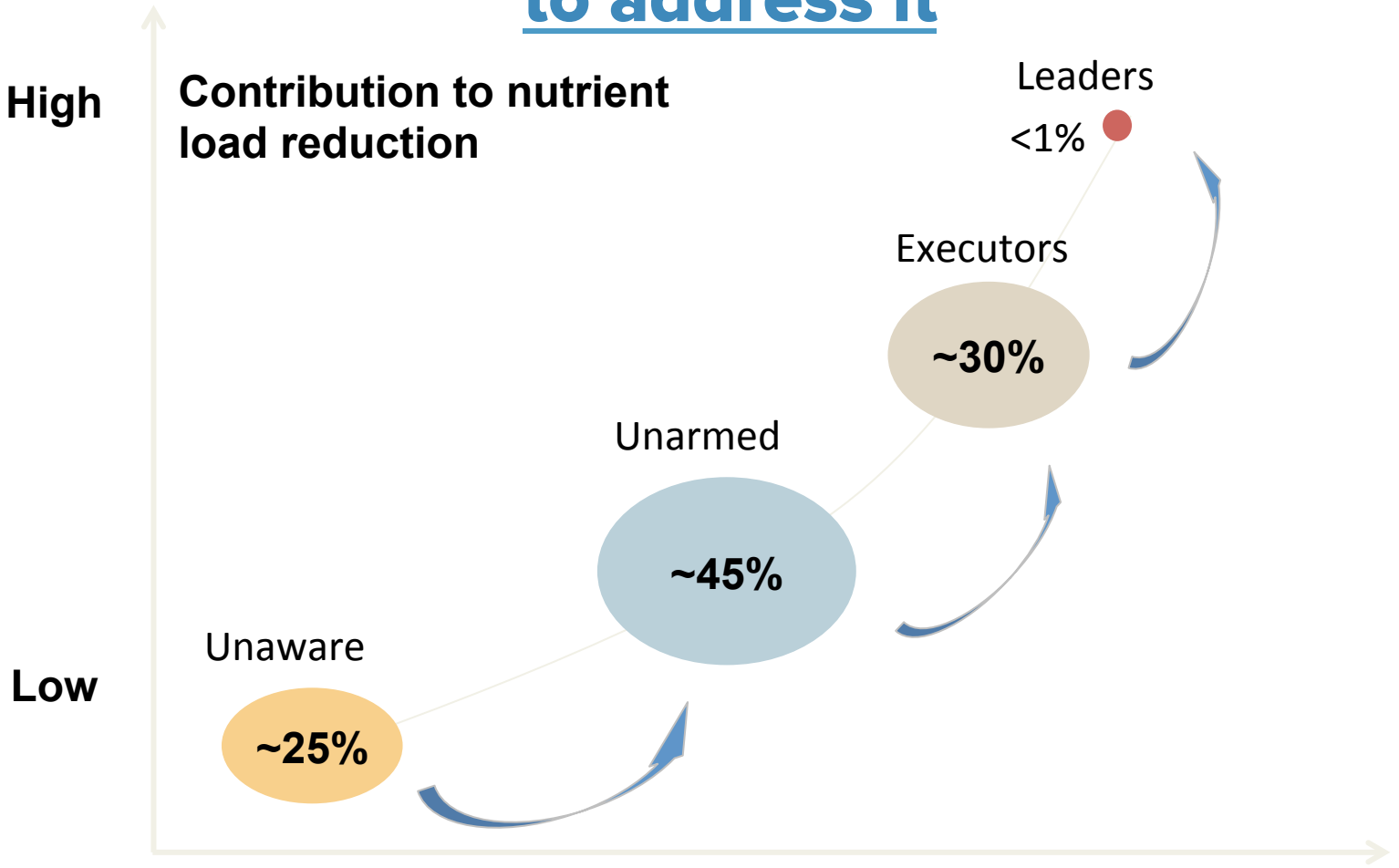
1,500 municipalities crucial to address eutrophication and restore the Baltic Sea waters

Baltic Sea severely affected by eutrophication



Country	Municipalities in catchment area
	380
	319
	286
	215
	119
	91
	60
	41
	16
Total	**1,527**

2/3 of municipalities unaware of Baltic Sea's state or lack sufficient resources to address it

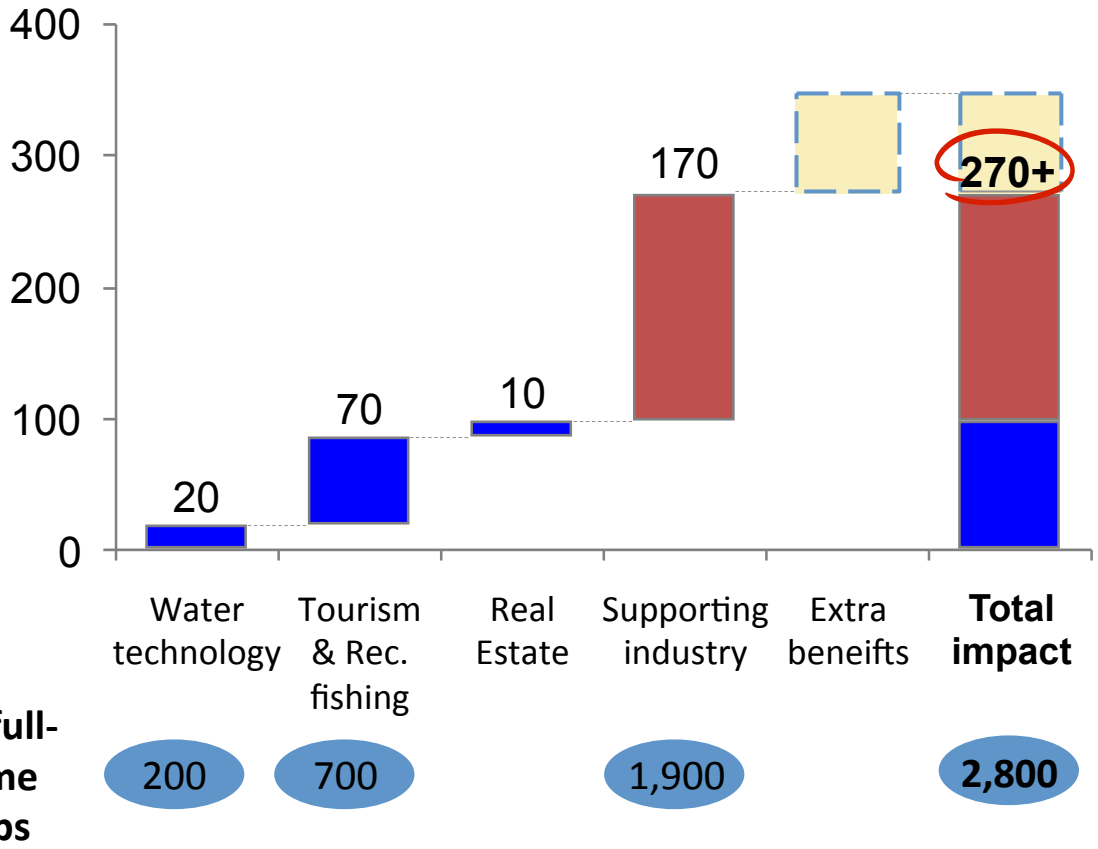


Two scenarios illustrated between 2015 and 2030 – clear waters and shipwrecked state

	Actions 2015-2030	Impact on municipalities
Clear waters state	• Investments in measures to reduce nutrients • Less nutrient discharge	• Natural level of algal blooms • Sustained biodiversity • Thriving local industries
Ship-wrecked state	• No investments in measures to reduce nutrients • Continued nutrient discharge	• Substantial and yearly algal blooms • Loss in biodiversity • Negatively impacted local industries

€270 million economic impact within an average municipality comparing two scenarios

Total economic impact for an average municipality (€ million) 2015-2030



Impact at 2030 in Baltic Sea region

Clear waters state

900 000 jobs

Shipwrecked state

Benefits that your municipality can capture

New sustainable businesses created

Increased investments in water technology industries

Increased opportunities for recreation and tourism

Healthy rivers, lakes, shorelines and beaches drive increased demand in tourism

Attractive Communities

Clean waters and greener cities increase property values

Flood control

Risk of flooding danger and damage is minimized as a result of investments in green areas

Biodiversity

Natural variation of animal species and habit

Population's well-being

People are healthier with access to clean water and recreational activities

Four actions crucial for restoring the waters and becoming an attractive community

THE BALTIC SEA CITY ACCELERATOR

MOVING FROM **CHALLENGE** TO **OPPORTUNITY**

BRING YOUR IDEAS AND CHALLENGES

CONNECT

DEVELOP NEW OPPORTUNITIES AND SOLUTIONS

ACCELERATE

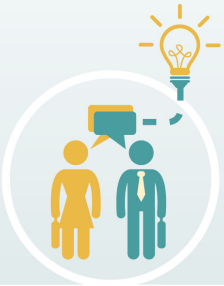
PUT IT TO WORK IN YOUR MUNICIPALITY

ADOPT

SHOW THE WORLD!

SHOWCASE


BALTIC SEA
City Accelerator
Mariehamn
Värmdö
Vaxholm
1500+ MUNICIPALITIES
FOR A SUSTAINABLE
BALTIC SEA
Västervik
Kalmarsundskommission
Panevezys
Slupsk



New sustainable businesses created

Increased investments in water technology industries

Increased opportunities for recreation and tourism

Healthy rivers, lakes, shorelines and beaches drive increased demand in tourism

Attractive Communities

Clean waters and greener cities increase property values

Flood control

Risk of flooding danger and damage is minimized as a result of investments in green areas

Biodiversity

Natural variation of animal species and habit

Population's well-being

People are healthier with access to clean water and recreational activities

- RESEARCH/SCIENCE
- AUTHORITIES
- CORPORATIONS
- START-UPS
- INVESTORS/BANKS

Four actions crucial for restoring the waters and becoming an attractive community

1. Set Strategy

Define ambition for nutrient reduction and develop the municipality strategy for how to reach the goals

2. Engage Local Stakeholders

Raise public awareness and engage with local initiatives and organizations

3. Work Across Borders

Cooperate with other municipalities and organizations

4. Secure Resources

Secure sufficient resources, competence and long-term funding


THANK YOU!
1500+ MUNICIPALITIES FOR A SUSTAINABLE BALTIC SEA
Balticseacityaccelerator.com
Raceforthebaltic.com
www.raceforthebaltic.com