

# **“The Baltic is in Poland” campaign**

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*Eko-Unia Environmental Society*



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## “The Baltic is in Poland” campaign

- We’re building a **partnership for the Baltic Sea** based on a methodology proven in Poland and in the European Union (Leader)
- The partnership has prepared and will adopt the **„Plan for the Baltic”** in the process of public consultation.
- The more various persons and social groups can be stimulated to action, the larger the chance to positively impact the situation of the Sea, the coast, and the country.

## “The Baltic is in Poland” campaign

### *Other planned activities:*

- Consultation meetings – Plan for the Baltic
- Meetings with the media
- Production of „The Baltic is in Poland” film
- Active website:

***[www.eko-unia.org.pl/baltyk](http://www.eko-unia.org.pl/baltyk)***

- Conferences on the seaside and inland
- Governmental-parliamentary conference

# Plan for the Baltic

- Public, open program

Parts:

- Diagnosis
- SWOT analysis
- Vision
- Objectives
- Actions
- (*Funds; assignment of responsible institutions, persons; timetable*)

# Plan for the Baltic – output of the Hel workshop – SWOT analysis

## Weaknesses:

- Globally unique ecological sensitivity of the Baltic Sea
- The quality of water flowing into the Baltic
- Polluted points and areas, low efficiency of water treatment facilities or lack thereof
- The problem of waste in the Sea, on the shores, and the drainage basin
- Poor knowledge and awareness of the Sea, its resources and ecological interrelations
- Poor national maritime tradition
- Large number of countries (9), often with conflicting interests

# SWOT – weaknesses

- Poor law – distributed authority, failure to obey the law, lack of effective enforcement
- No advertising of Baltic fishes (no labeling of fish products from the Baltic)
- Not enough protected areas and no protection mechanisms for the already designated areas.

Angling for cod in the protected season.

- Poor knowledge and awareness of the Sea, its resources, and ecological interrelations (including climate changes)

# SWOT - strengths

- **Wide access to the Sea**
- Marine personnel (seamen, fishermen, scientists)
- Maritime traditions in seaside metropolitan areas
- Natural uniqueness of the Baltic
- Suitability of the Baltic for tourism and sports (unique beaches, wild sea)
- **Relatively clean inland sea**
- Health-enhancing qualities of seaside towns
- **High quality of marine products (fishes – exceptional taste of Baltic diadromous fresh- and seawater fishes)**
- **Infrastructure of seaside towns**
- Centuries-old Kashubian tradition
- Strong team of scientists associated with the Sea Fisheries Institute in Gdynia, Maritime Universities, the Oceanography Institute of the Gdansk University, etc.
- **Existence of National and Landscape Parks at the Baltic Sea (designation of Nature 2000 network areas).**

# SWOT - opportunities

- Integration with the developing marine policy of the European Union – Marine Strategy Directive
- HELCOM Baltic Sea Action Plan (BSAP), Water Framework Directive
- High productivity of the Sea
- Increasing knowledge and awareness of journalists and the general public
- Accurate transmission of information by the media
- Rational utilization of marine resources
- Restoration of fish resources and coastal fisheries
- Successful promotion of Baltic fishes, increased fish consumption (especially promotion of fish certification; consumption of fishes from local fisheries).



# SWOT - opportunities

- Rational growth of tourism and angling
- Growth in environmentally friendly tourism that matches natural conditions
- Stronger protection of the environment, designation of marine reserves
- Cooperation of various groups for sustainable utilization of the Sea without endangering the environment
- Funds (Polish, European and Norwegian)
- Promotion of culture, tradition, and regional craftsmanship

# SWOT - threats

- Eutrophication of the Baltic Sea, contamination with waste (which also flow in from within inland)
- Uncontrolled, environmentally harmful forms of tourism
- Destruction of habitats and the coastal zone (e.g. by laying concrete on the shore and erecting structures for tourism)
- Man-made structures on the Sea and on the shore (photos)
- Pipelines on sea bottom which endanger organisms
- Lack of consensus between the exploiters and the conservationists
- Lack of integrated management system
- Post-military deposits in the Sea

# SWOT - threats

- Poor fishing practices
- The European Union's marine policy does not take into account the specific features of the Baltic
- Poor funding of marine sciences
- Overexploitation
- Invasion of alien species
- Increasing freight ship traffic on the Baltic – high probability of disaster
- Threat from air transport
- Uncontrolled, excessive industrial fishing (including fishing in the 12-mile zone – domestic industrial fishing)
- Tabloidization of the media, lack of accurate data and information



*Nature cannot be protected against people. The solution is a partnership between man and Nature.*





# Detailed objectives - economic

1. Economical improvement of the marine sector.
2. Development of an effective internal and external marine policy of Poland based on research and the evaluation of resources.
3. Stimulating media interest in the problems of the Baltic Sea – publicizing events held at the Sea (e.g. the Sea Days).
4. Reduction of industrial fishing.
5. Rational and responsible utilization of marine resources.

# Detailed objectives – social/educational

1. Improving knowledge and awareness of the Baltic Sea (also among the “people of the Sea”).
2. Filling in the gaps in the scientific knowledge of resources and ecological interrelations.
3. Shaping new maritime traditions.
4. Better cooperation between countries and interest groups within them for the benefit of the Baltic.
5. Closer collaboration between fishing organizations and NGOs.
6. Legislation based on knowledge.
7. Shaping a positive image of the Baltic (campaigns, TV and radio spots).



# Detailed objectives - ecological

1. Reduction in biogenic and harmful substances introduced into the Sea.
2. Minimization of waste in the Sea and on the coast.
3. Creation of a pro-nature lobby among sea exploiters (to maintain the exploited resources).
4. Promotion and advertising of the natural riches and fishes of the Baltic.
5. Designation of a network of marine reserves / protected zones.

# Proposed actions – improving the knowledge and awareness of the Baltic Sea

- School curriculums enriched with sea information – start from the land
- Specialist education centers
- Stronger work with children and youths (*blue schools, children's magazines, literature, films – “Foczka” (Seal), “Reksio rozbitek” (Reksio the Castaway)*)
- Seminars and workshops for journalists
- Public education initiatives (e.g. Clean the World)
- Improved awareness of influence on the marine environment:
- The Baltic is Nature?
- The Baltic starts at the sources of rivers
- Publishing of maps of Poland including territorial waters (marine province)
- Exhibitions about the Baltic

# *The Baltic is in Poland – Declaration of collective action, establishment of the Partnership for the Baltic*

When the problems are complex, such as those we are dealing with in the case of our sea, our chances of success increase if we can involve representatives of different groups which may have conflicting short-term interests (e.g. fishermen wanting to increase fishing and environmentalists wanting to protect fish resources), but in the long term can work out reasonable compromises.

# What's next?

Adoption of the Plan for the Baltic

Oct 2007 – governmental-parliamentary conference  
in Warsaw

Acquisition of funds to support the Partnership

Continuation of actions and the website at  
[www.eko-unia.org.pl/baltyk](http://www.eko-unia.org.pl/baltyk)



Thank you for your attention!

Radosław Gawlik, Campaign Coordinator

