

Public-private projects & foundation

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Secretary-General, co-founder

Baltic Sea action Group

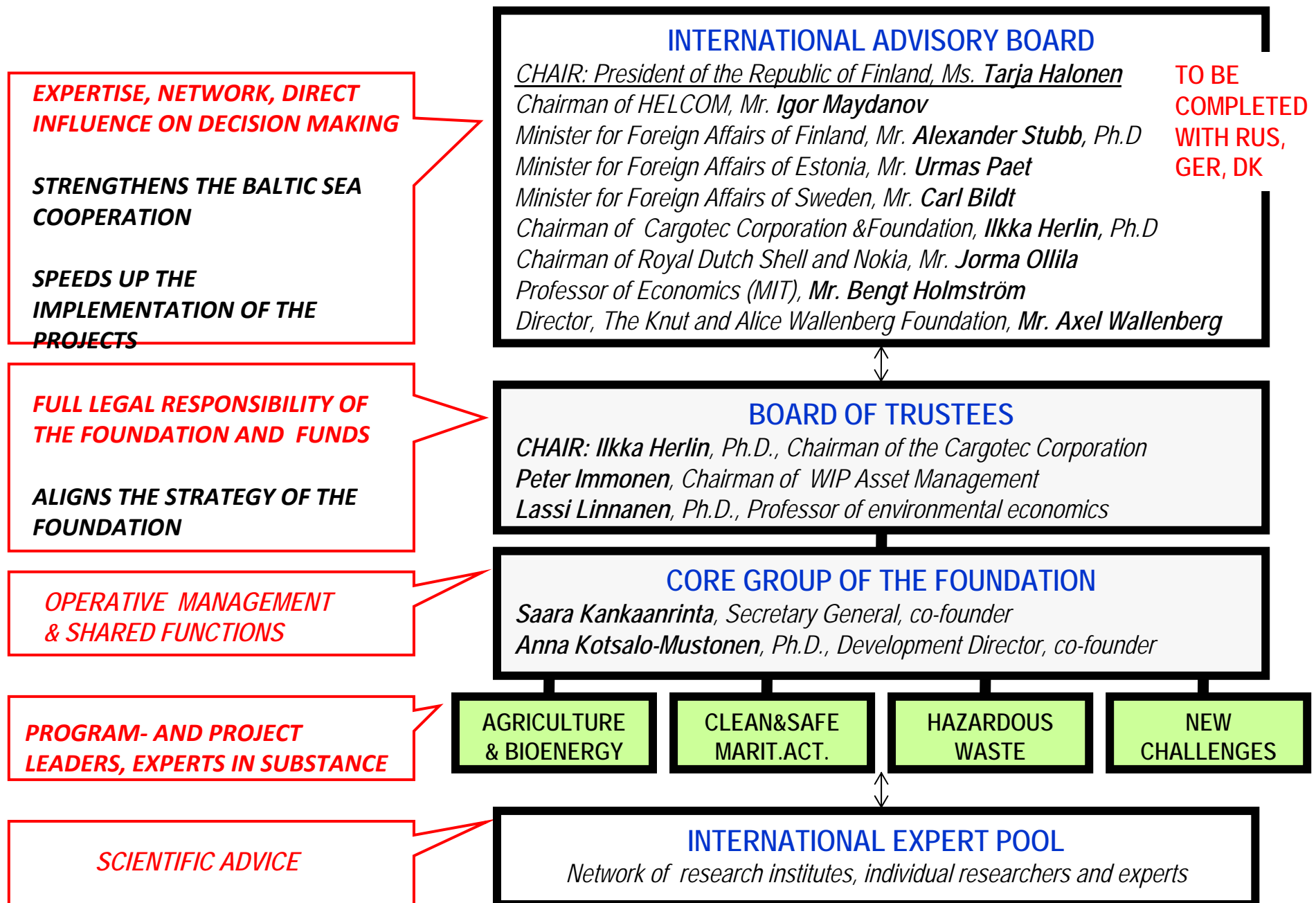
Director, Baltic Sea Action Summit 2010

FOUNDATION FOR A LIVING BALTIC SEA

- A Finnish foundation that carries out projects within the whole Baltic Sea
- Baltic Sea is the most polluted sea in the world. Foundation initiates and funds concrete projects that **make a difference**
- *CONSTRUCTIVE AND REALISTIC APPROACH TO ENVIRONMENTAL TOPICS - NOT A PRESSURE GROUP*

The official name of the Foundation for a Living Baltic Sea has been translated to every 14 languages of The catchment area. For simplicity's sake we operate with the name and brand "Baltic Sea Action Group" (BSAG)

FOUNDATION: ORGANIZATION AND MANDATES



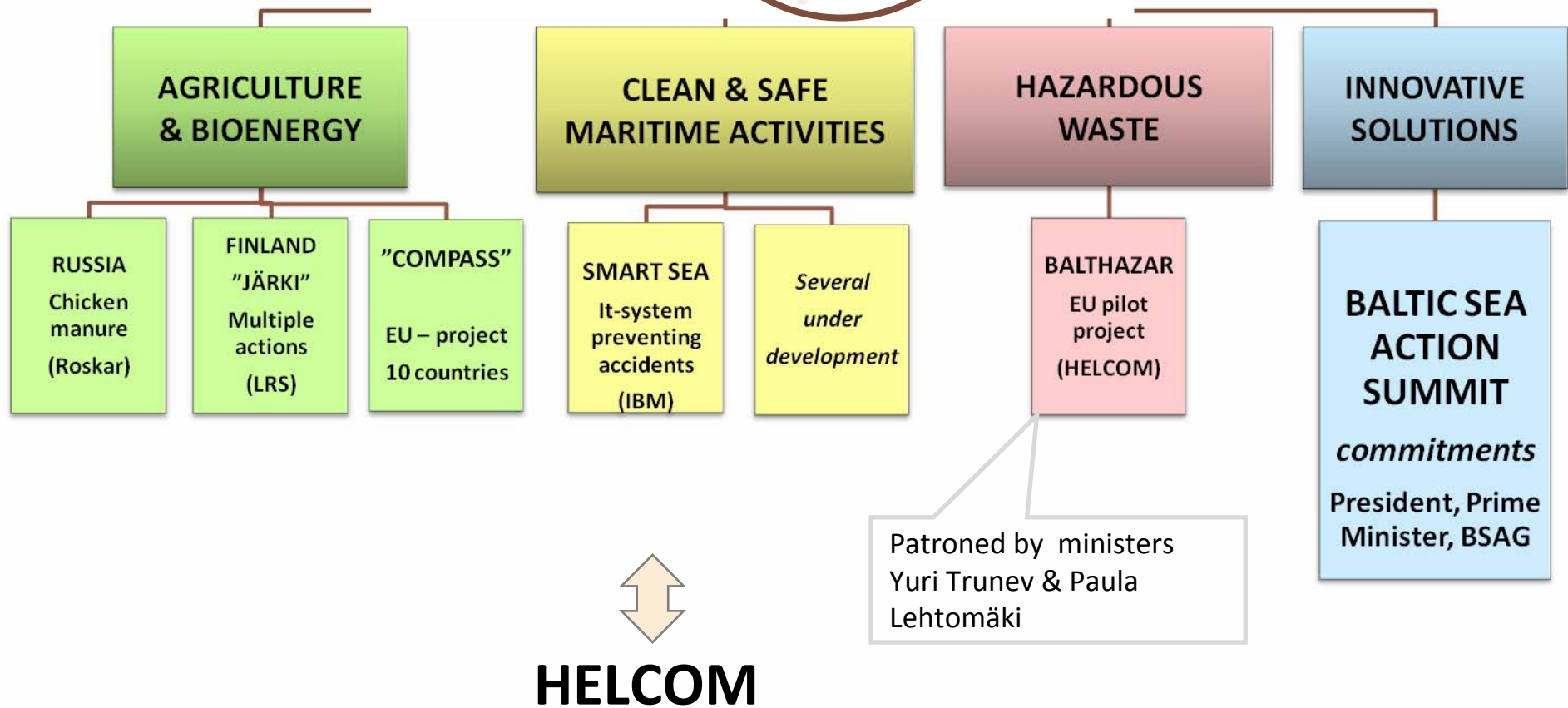


BSAG'S APPROACH

- BSAG unites the actors at all levels around the Baltic Sea within **research, funding and implementation**
- Every operation is **public-private** cooperation, based on best available knowledge
- **BSAG analyzes the problems and acts as an initiator and/or a catalyst**
- Bringing resources/solutions from business
- **All decisions are result-orientated**



PROGRAMS AND PROJECTS



WE USE THE BEST AND THE MOST EFFICIENT TOOLS

- agile & innovative approach
- best means and methods from the private sector, public sector and NGO's
- toolbox to support tangible actions
 - publicity and media
 - high-level lobbying & influencing
 - data broker



PUBLIC-PRIVATE PARTNERSHIP

- Enhance the society's capacity in protecting the Baltic Sea
- Bring **more resources** to the environmental protection and speed up the process
- **Not replace or diminish** the use of public funds or efforts
- Saving the Baltic Sea becomes more expensive all the time – and soon it might be too late to act

BENEFITS OF THE CHICKEN MANURE TREATMENT -PROJECT

CLIMATE

- Decrease the use of fossile fuels
- Decrease CO4 (methane) emissions



LOCAL VILLAGE

- Bioenergy to heat the village
- More pleasent living environment

BALTIC SEA

- Less phosphorus emissions
- Less nitrogen emissions
- Recreational value

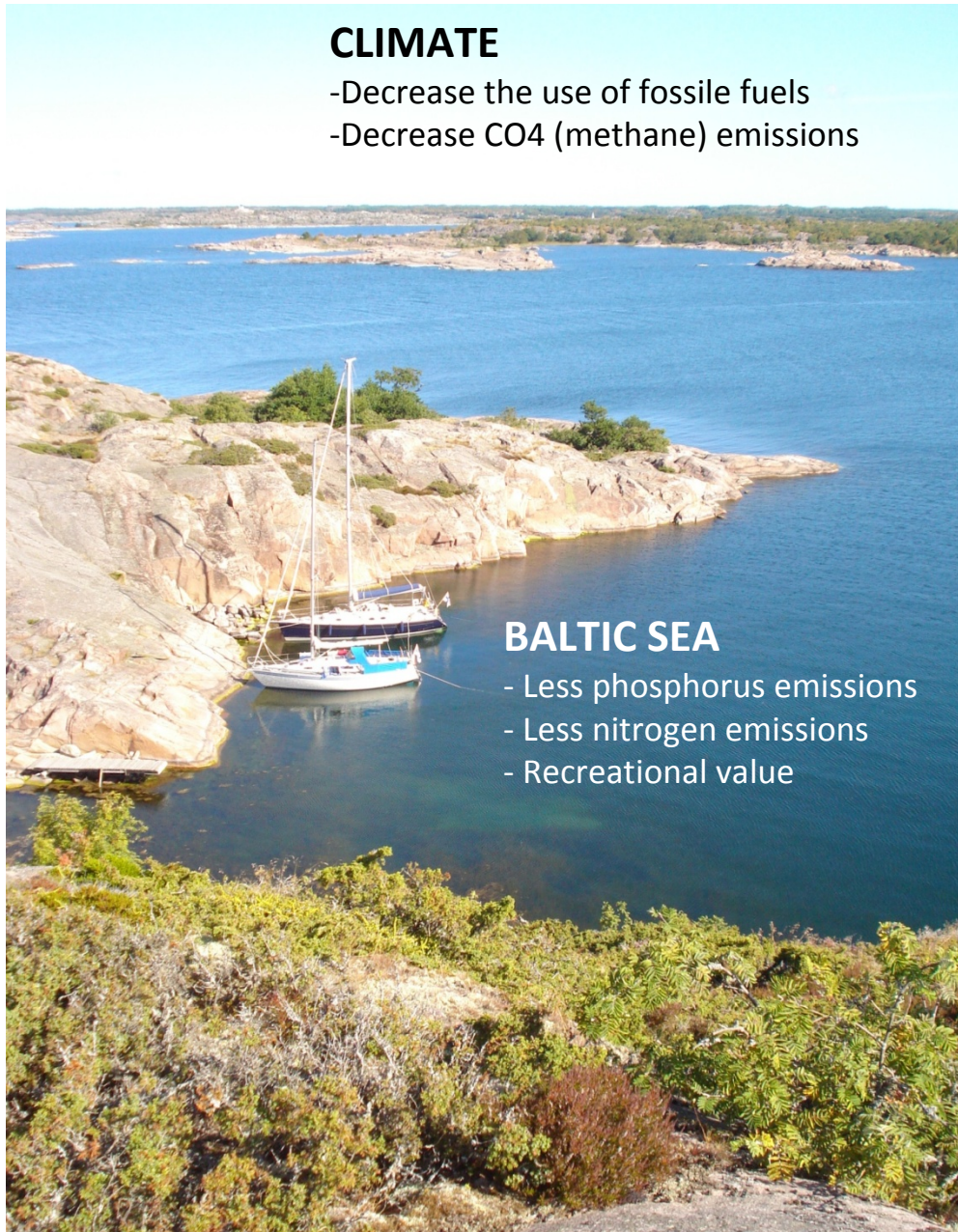
COMPANY ENVOLMENT

**Part of the company's strategy:
supports core business**

- Corporate responsibility
- High-level network
- Motivation of own personnel
- Helps in recruitments

NATURE AND HUMAN

Unrenewable natural resource, phosphorus,
recycled back to use





THERE'S ALWAYS A WAY TO PARTICIPATE.

Donations and pro bono work



BORENIUS & KEMPPINEN



HANNES SNELLMAN



BAIN & COMPANY



EGO



How to scale-up?

- We need to engage all the heads of state, companies, NGOs, institutions around the Baltic Sea
- **= Join those who have power, money and/or solutions**
- Create more public-private partnerships, spread the approach and way of working
- Diminish gaps and overlapping/duplicating
- **MAKE BALTIC SEA A PILOT AREA OF SUSTAINABILITY**



www.bsas.fi

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Latest activities:

[Commitments](#) / [News](#)

Smarter Maritime Communication at the Baltic Sea, IBM / Oy International Business Machines Ab. [Read more »](#)

OXY (Internal nutrient loading reduction by artificial oxygenation in the Gulf of Finland), Pöyry Environment Oy. [Read more »](#)

Enhanced use of AIS for safer navigation, VTT. [Read more »](#)

The Baltic Sea Action Summit

The Baltic Sea Action Summit will be organised in Helsinki in 2010 to offer a platform for heads of state, companies, business leaders, NGOs and individual citizens to contribute to saving our precious sea.

The Baltic Sea Action Group

The Baltic Sea Action Group (BSAG) is a part of the Foundation for a Living Baltic Sea. It is devoted to rescuing the Baltic Sea with carefully chosen projects.



Co-Convenors



Tarja Halonen
President of the Republic of Finland



Matti Vanhanen
Prime Minister of Finland



Ilkka Herlin
BSAG, Co-Founder, Chairman of the Board, Cargotec

What is a commitment to action?

A commitment is an act or a process that leads to a healthier Baltic Sea. A Baltic Sea Commitment should be as concrete as possible: It can have a direct or an indirect impact on the Baltic Sea.