



**PUBLIC AWARENESS**





## PUBLIC AWARENESS

STUDY TOUR FOR STUDENTS FROM UNIVERSITIES IN KALININGRAD AND ST. PETERSBURG

**Implemented by** BaltZemProekt Ltd.  
(Main Consultant)

OPEN-AIR EVENT IN KALININGRAD IN THE CURONIAN SPIT NATIONAL PARK AND EXTENSION OF THE MARINE PROTECTED ZONE

**Implemented by** Marketing Agency Murkot  
(Main Consultant)

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## BACKGROUND

The Baltic Sea Action Plan (BSAP) has identified the major environmental risks for the marine environment, and the necessary actions to restore good ecological status of the Baltic Sea within four priority areas: eutrophication, hazardous substances, biodiversity, and nature protection and maritime activities. Although the challenges faced within each of the priority areas are well known to experts, the importance

of public information and involving the general public in the discussion cannot be overestimated.

In our project we have designed awareness activities utilising experience and results of the BALTHAZAR Project (2009-2012) and BASE Project (2012-2014).

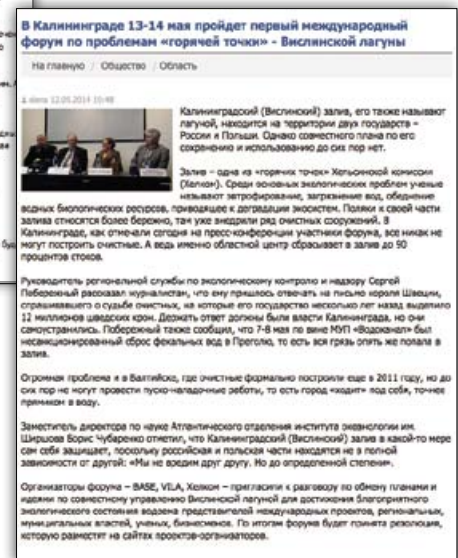
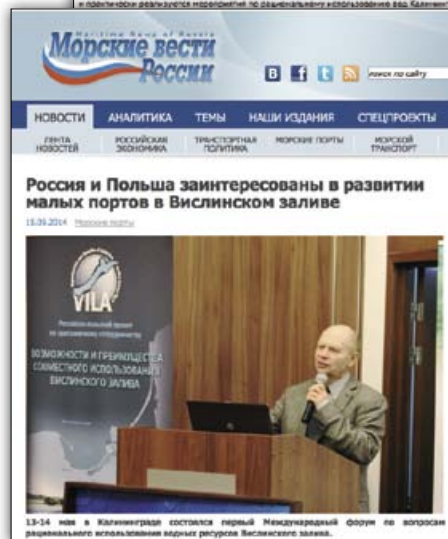
## MAIN ACTIVITIES

General public awareness activities were implemented in order to inform the public of three priority areas of the Baltic Sea Action Plan, namely biodiversity, eutrophication and hazardous substances. The results of various activities implemented under our project and its predecessors were presented to students from St. Petersburg and Kaliningrad universities.

A group of ca. 30 students had an opportunity to take part in a study tour and visit the sites where pilot technologies were introduced. The students were studying issues such as management processes in large scale farms, hazardous waste collection sites as well as the monitoring of the hazardous substances in the rivers of Kaliningrad and Leningrad Regions, and the status of the hot spots in the regions.

Furthermore, specific emphasis has been put on communication activities around the marine protected zone of the Curonian Spit. This nature protection area has importance for the local communities and it is crucial to make all aware of the assets of the Spit in order to motivate them to use it wisely and develop the region in a sustainable way.

## MAIN OUTCOMES





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