

Baltic Sea Accelerators: Pioneers for Better Pollution Monitoring and Reporting: Outcomes, conclusions and next steps

7 December 2017, SIWI, Stockholm

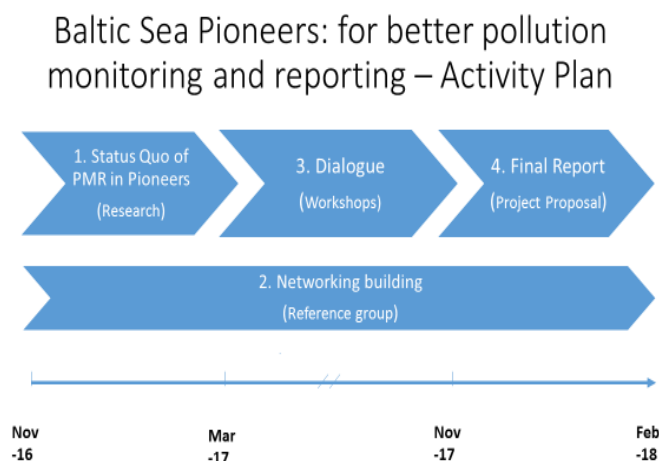
Welcome note

Lotta Samuelson welcomed everyone to the concluding workshop of the project “Baltic Sea Pioneers for Pollution monitoring and reporting”. The project is initiated and led by Race For The Baltic and SIWI Swedish Water house, and financed by Stockholm Institute and the Source2Sea platform.

The objective of this workshop was to share the outcomes from the project and explore actions that can be taken based on these conclusions.

Short background

This project has included a number of activities to better understand the extent to which municipalities are aware of and work toward national targets adopted in the Baltic Sea Action Plan. Further, discussions have been held with various stakeholders about how and why local authorities could become more active in achieving these targets. To-date, the project has consisted of several sub-areas of activities comprising research, the development of a reference group, a problem definition workshop in Stockholm and solution workshops in Poland and Lithuania.



Tour-de-table

All participants presented themselves, and the following comments were made:

- Heléne Ejhed, IVL - Data needs to be collected better and municipalities need to publish data to share them with its citizens and thereby raise better awareness on water related concerns. How data is perceived from inhabitants is important.

- Gun Lindberg, Västervik municipality - Municipalities need more help to analyse and discuss what the data says and how to share the results, not least when the situation is actually improving. Municipalities monitor many things, but need help with analysing and understanding what the data implies in the larger context. How can we show/share local information to the national level and to HELCOM on the status/effect of measures in our local water which contribute to the Baltic Sea getting better?
- Martin Larsson, Swedish Ministry of Environmental protection (message via email) – This initiative relates well with the Swedish Governments coming three year budget for “Clean Sea (Rent Hav)”. There will be better possibilities for Swedish municipalities to apply for financing for measures to reduce pollution discharges and the scope for eligible measures will also be broadened. In the beginning of 2018 this will be clarified in a new “LOVA förordning”, more information on the website:
<http://www.regeringen.se/4a5335/globalassets/regeringen/dokument/miljo--och-energidepartementet/pdf/bp18-rent-hav-faktapm.pdf>LOVA - Local Water Protection Project.

Lars Sonesten - HELCOM and BSAP - How to enhance local activities?

Lars chairs the HELCOM Pressure group which focuses on inputs of nutrients and hazards from land to water.

HELCOM’s 300 recommendations are supposed to be implemented at national level. These recommendations outline and ensure what needs to be updated. Most of the efforts done to comply with the recommendations are implemented at local level, but this is not that obvious in the reports. The Baltic Sea Action Plan (BSAP - signed by all Baltic Sea States) sets targets to achieve a good environmental status in the Baltic Sea by 2021 and includes targets for nutrients, hazardous substances, biodiversity and maritime activities.

Quite recently, HELCOM Pressure Group has started discussing the role of municipalities and local actors to reach the goals of the Baltic Sea Actions plans. There is an awareness within HELCOM Pressure regarding the multitude of actions, measures and actors at local level needed to reach the BSAP goals. And there is a need to have a better understanding on how effective the different measures are to contribute to the BSAP targets. Furthermore, there is a need to raise public awareness locally on water challenges and actions needed to handle them. This has to be done on the local level, and a better understanding of HELCOM and the BSAP is needed at local level. Therefore, a decision has recently been taken in the HELCOM Pressure Group to strengthen the dialogue with organizations working with local actors, to improve the communication between HELCOM and local actors.

These matters will be further discussed during upcoming regional actions/initiatives, for example at the International Environment Forum in St. Petersburg, March 22-23.

Heléne Ejhed, IVL– presentation of Research Study – “Baltic Sea Nutrient monitoring and reporting”

Heléne presented the results from the initial research study within the project, where a questionnaire was sent out to all participating municipalities (Słupsk, Panevėžys, Vaxholm, Västervik, Värmdö, Kalmar and Mariehamn). The questionnaire addressed the following: 1) Organization of monitoring and reporting; 2) Monitoring methods, analyse and stations; 3) Sources of pollution; 4) Impacts of monitoring and reporting; 5) Publishing of data.

The study concludes that there is a variety of environmental and institutional challenges in the area, and the importance of municipalities to be part of the solution was emphasized by the respondents.

Local authorities possess local knowledge on benefits/effects of measures taken and can pinpoint what can actually be done and how. Local municipalities are also best suited to monitor the effects of measures taken. The quality of current monitoring methods and acquired data is generally good. Furthermore, it was evident that municipalities are willing to be more involved in monitoring and reporting.

Maybe, if municipalities would be more involved in monitoring and sharing of water quality data, this would create more awareness for citizens and political leaders, which could lead to prioritization of political incentives.

The report indicates that there are potential benefits both for municipalities and HELCOM with a closer relationship between them. A future mission will be to find ways for municipalities to better contribute to Baltic Sea Actions Plans, potentially through improved monitoring and reporting to HELCOM. Municipalities do not have that responsibility today, national agencies do. Municipalities are on the other hand partly responsible for reporting to the EU Water Framework Directive (WFD). It may be possible and beneficial to harmonize cost efficient methods for monitoring and reporting which comply with the needs and requirements for both WFD and BASP.

Should municipalities contribution be improved monitoring and reporting of data or effects of measures?

- HELCOM says in the report that they would like closer interaction with municipalities specifically on measures and outcomes.

How to report to HELCOM?

- Potentially HELCOM could provide municipalities with a list of recommended measures and a manual for reporting, and municipalities could set up systems for evaluating the actual effects, at the specific municipality context.
Municipalities should probably report to national level rather than directly to HELCOM. So far there is no formal national system for municipal reporting data related to BSAP in any of the countries that participated in the study (Lithuania, Poland, Sweden).

Do we need regional, standardized, methods for monitoring and reporting the effects of the recommended measures?

- A challenge here could be that the role of municipalities differs between different countries. In Sweden and Finland, municipalities have a lot of freedom, whereas in other countries municipalities might not have the same autonomy.

The presentation concluded with a comment from one of the workshop participants that it is important to see what is in it for the municipalities. For municipalities to commit to closer interaction, it will be necessary for them to see how it would benefit the community on a political, civil servant and citizen level, and also how making such a commitment contributes to the objectives on the national level, and the bigger picture. Current actions are often undertaken and financed within projects, and not included in regular work or municipal budget lines. An official mandate is needed to get municipalities involved.

[Dalia Gurskienė, reporting back from WS in Panevėžys 16 Nov 2017](#)

Participating in the seminar were circa 25 stakeholders from different departments in the municipal office, research institutes, and from neighbouring municipalities and regional and national authorities as well. The topic was new to many and having such a broad range of participants was a

success in itself. Municipalities are currently collecting water pollution data, but just for the sake of doing it, there is no local or national follow-up or analysis. A closer engagement between municipalities and HELCOM was also asked for, many participants did not know about HELCOM before the meeting. A closer engagement was considered beneficial for the municipality, as a way of raising political and public engagement. And if this contributes to a better environment, this will also benefit the local economy because the municipality will be more attractive for tourism, inhabitants and local entrepreneurs.

Panevėžys needs to use and communicate the data available. There is low awareness of the environmental problems in Panevėžys and a public data sharing platform for citizens was identified in the group discussions as a way to show, for example, changes in water quality. Awareness raising in schools to inform about Baltic Sea issues was another measure identified as important. Latvia and Estonia are invited to discuss this more.

Lars Sonesten shared an example of education in Poland on the topic of what to put into the toilet. That info campaign has worked well, in part because the school children subsequently influence their parents.

Dariusz Szwed, reporting back from WS in Słupsk 28 Nov 2017

The workshop was organized in the context of Słupsk's second "Water Table" - an initiative to bring together a variety of stakeholders in the Słupia River catchment area. The meeting gathered circa 20 participants from municipalities, water companies, NGOs, research institutions, but not that many private companies as water companies are mainly state-owned enterprises. Topics discussed included water management, i.e. effectiveness, efficiency and engagement. It was concluded that an increased civic engagement in policy making and in monitoring of achievements is needed. Ways to reach out to citizens was also discussed. Integrated ideas to link environmental benefits to economic benefits was identified as one solution, to show the linkage in a practical way was considered important.

A crucial outcome of the workshop was the realisation that there are so many players dealing with complicated issues, and this requires a water officer on the city level – someone taking care of water on a local level. The water officer would not deal with water service, but rather with outreach to concerned stakeholders. However, there is a need to financially provide for a person who can deal with those issues. New legislation was considered difficult, it requires a mandate that the municipality does not have, but to have a water platform and the new water officer would be feasible. Different concerned water stakeholders could thereby get help to find synergies.

It was perceived as crucial to have a long-term perspective, and work on water issues in a structured way. Otherwise the level of engagement, objectives and actions will change with political change/administration. The platform should involve both upstream and downstream cities. If they work together, actions and measures will be more cost-efficient, together with many other many co-benefits.

Political commitment is important, and it is also important that it is made public for citizens. A good example is the mayor of Słupsk who last year came paddling in a canoe as Santa Claus, and said he came from the Baltic Sea to show the connection of the waters. This is a good example of how to lead by example and connect people.

Workshop results

In the afternoon, participants were divided into three groups, all with a mix of local and national representatives as well as representatives from research institutions and the organizers. All three groups were asked to discuss three main headings (more details in Appendix 3).

Part I - Benefits and challenges around sharing Information about effectiveness of measures

In this session participants were asked to discuss:

- What *benefits* do you see around collecting and sharing data on the effectiveness of specific measures with other municipalities, citizens, media, national authorities and HELCOM?
- What *challenges* do you see around collecting and sharing data on the effectiveness of specific measures with other municipalities, citizens, media, national authorities and HELCOM?

The following benefits and challenges were identified:

An improved environmental status of the Baltic Sea is perceived to be a key benefit from improved monitoring and reporting of data on the effectiveness of measures, due to the perceived carryover effect into improved environmental management. However, multiple co-benefits are also perceived from sharing data, for example the benefits for citizens and local authorities in the watershed.

Stakeholders, politicians, and citizens could all make use of data. Measuring and reporting on the effectiveness of measures not only can increase accountability and focus of planning and measures, but can also improve public awareness and provide opportunities for “friendly peer competition” between stakeholders, such as different municipalities or between farmers’ who can reduce emissions of nutrients most efficiently.

If controlled top-down monitoring would be needed, a challenge is to define who should do the monitoring.

Sharing data can also motivate public awareness and engagement. Multi-use measures, such as storm water measures, are considered to motivate further work, especially upstream. "There is a need to not only improve the cost-effectiveness of such measures, but also for increased communication around such work to increase awareness and engagement."

Awareness about water challenges is very low in some regions, as compared for example to clean air issues which have a high level of awareness among the general public. Better awareness is needed not only regarding the use of water, but also on improved quality of water. Currently, the available information is too complex and difficult to understand.

Therefore, a key challenge is to decide on which information should be shared, and with whom? Some information could be easy for the general public to understand, other information should probably be directed to the city level, city expert level. Perhaps there is a potential to develop local mechanisms for data to be shared?

Sharing data requires an attractive and easy to grasp interface, a raw database is not enough. Maybe a common format for marine/freshwater data harvesting can be made at Baltic Sea or EU level for a joint data visualization tool. Furthermore, it is interesting to consider what kind of products/technologies could be developed by making such data available. Trends are interesting for everyone and can lead to new and important insights.

Currently, it is cities that undertake the decision-making and financing of local measures and that conduct the work. Therefore, they also collect and have access to valuable information. However, the information is not assembled nationally and does not get passed on to HELCOM. There is seldom

monitoring data after measures, and it's a challenge to find the tools to measure the effectiveness of measures. A cost/effectiveness evaluation of measures helps at all levels.

There might also be challenges regarding demarcation/limitation of the data scheme – what, when, where, for how long, how much did it cost, how much is it costing now, what is the effect on nutrients, litter, biodiversity? How did you measure all these things?

Part II - Intermezzo – Idea generation and rapid prototyping exercise

In this group exercise participants were asked to pick one aspect of the data collection and sharing process, and rapidly create a concept, prototype or other form of optimal "solution". The following solutions were presented:

Group 1

Vision – Baltic Sea region adapted to a common monitoring and reporting system with report cards, similar to the structuring of the public monitoring and reporting in Chesapeake Bay, USA.

Way forward – Initiate an EU-funded pilot project, where a testbed with 5 municipalities are encouraged to reach a Baltic "Chesapeake Bay" system. The project and participants would learn by doing and challenges and possibilities would be identified from the experience.

Stakeholders: Key municipalities, national associations of municipal waterworks, agencies, UBC, national gov/agencies, Chesapeake Bay. Environmental psychologist, measuring people's appreciation of good environment (willingness to pay), HELCOM.

Objective/Focus

- To measure and evaluate the effects of the priority measures listed by HELCOM to reduce pollution to the sea. Specific measures would be selected in the project – we would not try to evaluate them all (for the sake of time and budget).
- To identify and test formats and processes to share data/results, to national authorities, to HELCOM and to citizens.
- To make the national aggregated data more detailed and transparent using local data.

The project should use experience from the Baltic Sea Accelerator program. This is useful because of the way it has facilitated agreements and communication with politicians, and also integrated all sectors within the municipality and created a baseline with costs and means, structured work.

Questions to be developed

- How to integrate this reporting into existing reporting - not to create extra work. Important to have association in the project to make sure we build on existing reporting, not create extra burden.
- What are the already useful tools to monitor and report progress?
- Where should the dashboard be – preferably integrated in existing websites?
- Evaluation - what is out is there for, what are the demands?
- Important component – monitor and evaluate benefits for municipality, people's health,
- What do we want the result to be? Can we find key benefits from Chesapeake Bay?

Group 2

Introduce water maps to provide information from for example google maps, use similar tools as for monitoring traffic jams. How green is your area, how orange, how much sun do you have on your own roof at a certain time etc., that kind of information about water. Start with one layer, for example water use, add more layers, and be able to choose what type of information you would like. Could be used by citizens, authorities, companies, the public. Used also as a communication project, involve experts to show what is "out there". Try to make data easier to understand.

Group 3

Blue spots – a HELCOM map showing how big nutrient reduction cities have achieved. Blue city network.

- Identifies good practice
- Motivates participants & citizens
- Basis for a prize
- Justifies investment, both municipal and commercial (private sector)
- Include bathing water apps?

Part III - Conclusions and considerations for the next phase

In this final exercise participants were asked to consider how we can unlock the potential local and regional environmental and socio-economic benefits from sharing information which have been identified in this project so far. What could a project look like that would help design and test actions/methods/measures to realize these benefits? The following suggestions were formulated by the three groups:

Group 1

The project idea was described in Exercise 1, namely to make an effort to translate the Chesapeake Bay approach to the Baltic Sea. Creating a regional monitoring and reporting framework for the Baltic Sea region is a comprehensive task and will take many years, if at all possible as the Baltic Sea region comprises 9 states with different legal and institutional setups. However, as a start, a pilot project could focus on identifying the main challenges for a regional monitoring and reporting framework, and start by investigating and developing a framework for a couple of "low hanging fruits".

The project could engage 4-5 interested municipalities and identify a select number of pilot measures which would be implemented. The effect of the measures on reducing pollution could be monitored, reported and compared for their cost-effectiveness to reduce pollution to water under the different municipality contexts. Benefits for municipalities and citizens should also be monitored in order to have data-supported "arguments" for municipalities to invest resources in these measures.

The data should be to be transparent and shared in an attractive and easy to grasp interface to municipal, national and HELCOM level.

This is a potential EU-project with partners from different institutions (scientific, local/national authorities, NGOs, business) and regions (stakeholders spread over the BS region).

A challenge identified was how to make sure the result is not just another website but something that is continuously used by relevant authorities.

Group 2

Suggest a project about public awareness where green spots are identified in cooperation with HELCOM. Green spots would illustrate those areas/measures where progress has been made – validated by e.g. HELCOM Maps would be used to visualise and share information with citizens, especially designed to make it easy for everyone to understand the information. The maps would help empower citizens by making information available, but also make people active and engaged. One important aspect to consider when designing the maps would be to make sure they do not have a negative effect and make people frustrated, but rather to give them tools to improve the situation. The purpose of the maps would be to not only share information but also help citizens with tools to act.

Possible funding to consider is HA2020, Baltic Sea Fund, Nordic Investment Bank.

Group 3

Baltic Blue Spots

Develop a map of "Baltic Blue Spots" drawing initially on the data from a network of 7-10 municipalities. These "Blue Spots" would illustrate where pollution reduction measures are being implemented – and share the results. This could be used to further develop the knowledge base / database of measures and encourage more cities to implement and follow up on the effect of their measures (building on the Baltic Sea Challenge).

There would be a data manager for data quality control/assurance and to manage reporting and a data consultant to develop visualisation / app / map tools. There would be a national data host, and co-operation with a couple of national agencies, and the HELCOM secretariat. For the success of the project there would need to be a long-term commitment of financing/resources to ensure the tools are kept up-to-date.

Additional considerations for the project scope:

- Analyse existing reporting structures. Develop a reporting system that IS NOT CUMBERSOME.
- Classification of measures: Identify/develop model to assess what benefit a measure gives, to support municipalities if they don't have the measurements to support their reporting.
- Include specific details about the measures undertaken, e.g. especially related to permitting and cost information.
- Identify global examples where common indicators describing measures have been developed (market scanning).

Concluding remarks

Lotta Samuelson, SIWI, and Barbara Jackson, Race for the Baltic, concluded the seminar by thanking all participants for their participation and valuable input to the project. Next steps will be to produce a workshop report, and based on it and all other activities, a final report from the project will be produced. This final report will hopefully contain a concept note for a follow up project, based on the results from the project. Today's workshop has been very valuable since many ideas for ways forward has been shared by all participants.

Appendix 1 – Invitation

Invitation to the "Conclusions and Next Steps" Workshop in the "Baltic Sea Accelerators: Pioneers for better pollution monitoring and reporting" project

Dear Madam or Sir,

A warm welcome to join us on 7 December 2017 at SIWI's offices in Stockholm, where SIWI Swedish Water House and Race For The Baltic look forward to sharing outcomes from the "Pollution Monitoring and Reporting" project and inviting you to participate in exploring actions that can be taken based on these conclusions.

Time: 9.00 - 15.00

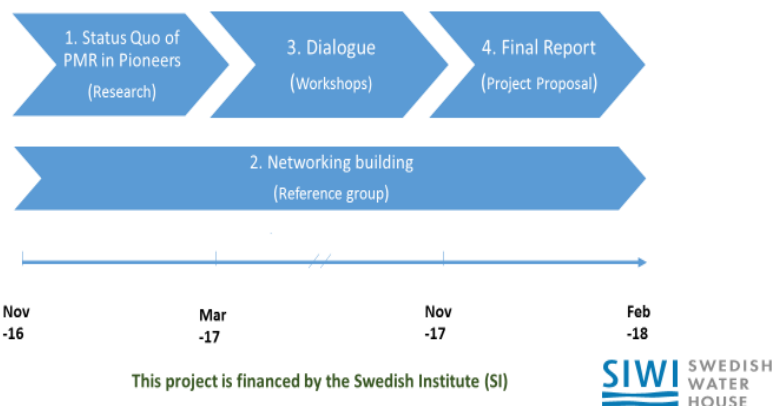
Date: 7 December 2017

Location: SIWI, Linnégatan 87A, Stockholm

Background

This project has included a number of activities to better understand the extent to which municipalities are aware of and work toward national targets adopted in the Baltic Sea Action Plan. Further, discussions have been held with various stakeholders about how and why local authorities could become more active in achieving these targets. To-date, the project has consisted of several sub-areas of activities comprising research, the development of a reference group, a problem definition workshop in Stockholm and solution workshops in Poland and Lithuania.

Baltic Sea Pioneers: for better pollution monitoring and reporting – Activity Plan



Presentation of Conclusions and Exploring Next Steps

At our meeting on 7 December in Stockholm, we will share insights from the activities in the project and facilitate discussions on how to build on these learnings and go to action. One of these "next step" actions for which we believe there is a strong rationale is developing a project proposal where intensified local contribution to the Baltic Sea Action Plan is tested.

As you are a key stakeholder, we hope that you can attend the meeting and contribute to the discussions.

Warm welcome!

Lotta Samuelson
Programme Manager SIWI Swedish Water House

Barbara Jackson
CEO, Race For the Baltic

Sign up here: www.swedishwaterhouse.se/ by 20 November

Agenda

- 10.00 Welcome, Background and Objective of the WS –SIWI Swedish Water House and Race For The Baltic
- 10.15 Tour de Table – Introduction of participants, sharing expectations of workshop and experience with working on Baltic Sea issues (water pollution, nutrient monitoring and reporting, etc), *All*.
- 10.30 HELCOM Baltic Sea Action plan (BSAP) – what HELCOM is/does and why there is interest to see how municipalities and other local actors are working to help achieve the national BSAP commitments, *Lars Sonesten, Chair of HELCOM Pressure / Dmitry Frank-Kamenetsky, Professional Secretary HELCOM*
- 11.00 Short reporting back of outcomes of the project so far:
- Desk Study; Baltic Sea Nutrient reporting, *Heléne Ejhed, IVL*
 - Problem Definition Workshop May 2017, *SIWI/RFTB*
 - Problem Solution Workshops, *Representatives from cities of Panevezis and Slupsk*
- 11.45 Lunch
- 12.30 Putting the puzzle together – How can we ensure that the outcomes of the project discussion turn into actions?
- Closer interaction between local governments (cities/municipalities) and HELCOM - particularly with regard to reporting outcomes of measures for nutrient discharge reduction - could have the potential to create environmental and socio-economic benefits on the local level, and also result in more effective efforts toward achieving BSAP nutrient reduction goals.
- However, there are some political and practical challenges that need to be considered with respect to national and local governments and HELCOM having a more direct interaction.
- In this part of the workshop, the participants will discuss how a project or test bed could be designed in which these potential challenges and opportunities are evaluated. Further the participants shall consider questions regarding monitoring and reporting, e.g. a) how could municipalities systematically monitor information on the effect of a selection of measures to reduce nutrient discharges to water courses?, and, b) how could there be structured reporting of this data from municipalities to HELCOM, national/regional authorities, and other cities/municipalities and feedback on this data back to the municipalities reciprocal information when relevant?
- Based on the outcomes presented in this project thus far, and based on workshop participants' knowledge and experiences, the workshop would consider:
- What would be the relevant activities in such a project?
 - Who would be the relevant partners?
 - What potential sources funding exist and/or could be applied for?
- Coffee to be served during workshop.
- 14.30 Reporting back – Moderators of break-out groups to report on key findings. Discussion on main findings for solutions, future collaboration and next steps.
- 15.00 Wrap-up and Closing remarks, SIWI and Race For The Baltic

Appendix 2 – Agenda

Venue:

SIWI, room Ocean, Linnégatan 87A, Stockholm

Agenda

- 10.00 Welcome, Background and Objective of the WS, SIWI Swedish Water House
- 10.15 Tour de Table – Introduction of participants, sharing expectations of workshop and experience with working on Baltic Sea issues (water pollution, nutrient monitoring and reporting, etc), *All*
- 10.45 HELCOM Baltic Sea Action plan (BSAP) – what HELCOM is/does and why there is interest to see how municipalities and other local actors are working to help achieve the national BSAP commitments, *Lars Sonesten, Chair of HELCOM Pressure*
- 11.10 Short reporting back of outcomes of the project so far:
- Desk Study; Baltic Sea Nutrient reporting, *Heléne Ejhed, IVL*
 - Problem Definition Workshop May 2017, *SIWI/RFTB*
 - Problem Solution Workshops, *Dalia Gurskienė, City of Panevezys and Dariusz Szwed, City of Slupsk*
- 12.00 Lunch
- 12.45 Workshop - Putting the puzzle together – How can the outcomes of this project turn into actions?
- Local governments have the potential to contribute to the Baltic Sea Action Plan targets. A closer interaction between local governments (cities/municipalities) and HELCOM BSAP - particularly with regard to sharing outcomes of measures for pollution discharge reduction - could create stronger incentives for cities to implement measures that have local environmental and socio-economic benefits. This could also result in more effective efforts toward achieving BSAP pollution reduction goals on a regional level.
- However, there are some political and practical challenges that need to be addressed with respect to national and local governments and HELCOM having a more direct interaction.
- In this part of the workshop, the participants will discuss how a project or test bed could be designed in which these potential challenges and opportunities are evaluated. Further the participants shall consider questions regarding monitoring and reporting, e.g.
- Coffee to be served during workshop.
- 14.15 Reporting back – *Moderators of break-out groups to report on key findings.* Discussion on main findings for solutions, future collaboration and next steps.
- 15.00 Wrap-up and Closing remarks, SIWI and Race For The Baltic

Appendix 3 – Workshop instructions

Break Out Groups

Lotta Ruokanen, City of Helsinki, *via skype*

Susanne Minnhagen, City of Kalmar, *via skype*

Heléne Ejhed, Swedish Environmental Research Inst.

Carla Alexander, Race For The Baltic

Emma Gabrielsson, Race For The Baltic

Birgitta Liss Lymer, SIWI

Dariusz Szwed, City of Słupsk

Gun Lindberg, City of Västervik

Lars Sonesten, Swedish University of Agricultural Sciences

Johanna Sjödin, SIWI

Barbara Jackson, Race For The Baltic

Isla Hämäläinen, Race For The Baltic

Dalia Gurskienė, City of Panevėžys

Ruta Taucikiene, City of Panevėžys

Philip Axe, Swedish Agency of Marine and Water Management

Marc Klaus, Race For The Baltic

Lotta Samuelson, SIWI

Work Shop questions

Putting the puzzle together – How can the outcomes of the project turn into actions?

Local governments have the potential to contribute to the Baltic Sea Action Plan targets. A closer interaction between local governments (cities/municipalities) and HELCOM BSAP - particularly with regard to sharing outcomes of measures for pollution discharge reduction - could create stronger incentives for cities to implement measures that have local environmental and socio-economic benefits. This could also result in more effective efforts toward achieving BSAP pollution reduction goals on a regional level.

However, there are some political and practical challenges that need to be addressed with respect to national and local governments and HELCOM having a more direct interaction.

In this part of the workshop, the participants will discuss the potential benefits and challenges of sharing data and how a future project or test bed could be designed in which these potential challenges and opportunities are evaluated. Further, the participants will be encouraged to create a "best case" scenario addressing one of the aspects related to collecting and sharing pollution-related data.

Part 1 (30 min) – Benefits and challenges around sharing Information about effectiveness of measures

- What *benefits* do you see around collecting and sharing data on the effectiveness of specific measures with other municipalities, citizens, media, national authorities and HELCOM?
- What *challenges* do you see around collecting and sharing data on the effectiveness of specific measures with other municipalities, citizens, media, national authorities and HELCOM?

When discussing the above, consider:

- Do mechanisms already exist for local results to be shared? If so, are they used and/or how could they be improved?

- How are measures to reduce impact on the Baltic Sea currently being selected, evaluated/monitored and shared?
- How are recommended measures from national authorities, HELCOM and other instances shared (or not shared) with municipalities?

Part 2 (20 min) – Intermezzo – Idea generation and rapid prototyping exercise

In your group, pick one aspect of the data collection and sharing process, and rapidly create a concept, prototype or other form of optimal "solution". Aspects to consider, e.g.

- How could a city's contribution toward BSAP be shared with citizens, other municipalities, HELCOM, etc?
- How would the most effective measures be shared with cities trying to do their share of BSAP? And how would they report back their results? Can we move from red hot spots, to blue islands of success?
- How could information flow to the private sector/business/investors? Can data open their eyes (and wallets) to invest in the "Sea of Opportunity"?
- How can innovation and technical solutions produced within the private sector/business/investors be shared to implementing local and national authorities?
- How do we connect and share information and knowledge from the "data rich" Baltic Sea Region with other regional seas? Can we create an "Ocean of Knowledge" and contribute to ocean literacy?

Part 3 (40 min) – Conclusions and considerations for the next phase

Based on one of the general outcomes presented in the project thus far, i.e. there are potential local and regional environmental and socio-economic benefits from sharing information, let us turn to considering how we unlock these benefits. What could a project look like that would help design and test actions/methods/measures to realize these benefits?.

Specifically, based on your knowledge and experiences, please consider:

- What objective(s) would the project focus on? What question do we need to answer? What methods/activities to we need to test?
- What type of activities would the project include? And what would be the expected outputs?
- Who would be the most important partners to include in the project?
- Who would be the primary stakeholders in the project's outcomes – and should be consulted in project design?
- How could the project be funded? What funding sources exist and/or could be most relevant to apply for?