#Itämeripäivä
#östersjödagen
#balticseaday
Baltic Sea Day – what is it?

An annual, action-inspiring and thought-provoking theme day launched by the John Nurminen Foundation in 2019.

Goal

• to highlight important sea-related themes and topics.
• to inspire and encourage concrete actions that benefit the Baltic Sea
• to celebrate the diversity and immeasurable value of the Sea.
• to increase awareness of marine nature, culture and history.

The Baltic Sea Day, celebrated on the last Thursday of August, features events, rallies and training.
The special features of the Baltic Sea, its geographic location, history, and the people who live - and have lived - on its shores make it a place that is unique in the world. "A sea of superlatives"

- A treasure trove of stories and memories, the stage of historical events
- Test lab for climate change
- Moomintroll’s beloved sea that belongs to us all
- Unique underwater nature and cultural heritage
- Cuisine of the Baltic Sea!
What is the Baltic Sea Day like?

INSPIRING
Inspires actions for the common cause. Trailblazing, shows others what to do.

PARTICIPATORY
Invites and encourages taking part in action, together we are more.

SUPRISING
Is not afraid to suprise people if attention can be drawn to a good cause.

EXEMPLARY
Wants to lead the way in doing what’s right. Is fascinating to follow.

UP-TO-DATE
Follows what’s going on in the world. Is ”awake”.

ACTIVE
Instead of preaching takes action.

POSITIVE
Is not a doomsdayer. Can even throw a party.

WARM AND ADVENTUROUS
Is ”moominous”.

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Join the Baltic Sea Day

• We hope to see the Baltic Sea Day become a celebration for the general public all around in Finland, and also in Stockholm, Tallinn & St. Petersburg

• You can sign up to be a partner in the activities of the Baltic Sea Day.
  ➢ Get creative on how your organisation can participate, and contact us.
  ➢ Join the Baltic Sea Day campaigns: The Baltic Sea Menu, the Bream Ticket, or Take the Plunge

• Baltic Sea Day partners will receive
  ➢ Materials
  ➢ Campaign instructions
  ➢ Visibility for their contribution on the balticseaday.fi website
  ➢ Instructions and templates for social media
  ➢ Logos, visual identity & graphic guidelines for the Baltic Sea Day
How we measure success

- Increasing awareness of the Baltic Sea Day
- In 2020 along with Helsinki and Turku, a number of cities in Finland and also St. Petersburg, Tallinn and Stockholm have joined
- The number of committed partners: 50 new partners in 2020, and 100 times more attendees

One of the key success indicators of the Baltic Sea Day is for us to be able to communicate about the Baltic Sea in a way that engages new audiences and gets people interested in the Baltic Sea!
Baltic Sea Day 2020 campaigns

As a partner, you can join in the following

• Baltic Sea Menu – offering Baltic-Sea-friendly dishes
• Bream Ticket – providing cultural and museum experiences
• Take the Plunge – on the shores and by the waters, we share
On the Baltic Sea Day, the Baltic Sea Menu takes over day care centres, care homes, the army, staff canteens, hotels, restaurants, and kitchens at home. Baltic-Sea-friendly food will be available all over Finland.
At 6 pm on the Baltic Sea Day, a number of water-related *Take the Plunge* events all over Finland invite us all to take a dip in the Baltic Sea, and in our lakes, ponds and rivers. If you do not dare to take the plunge, at least dip your pinkie!

#pulahdus
On the Baltic Sea Day, the Bream Ticket campaign will open doors of culture, science, and arts for everyone. By showing their eBream, consumers can enjoy the rich content of the Baltic Sea Day.
Baltic Sea Day website: [www.balticseaday.fi](http://www.balticseaday.fi)

- On the balticseaday.fi website you can find all Baltic Sea Day activities, events and partners
- Using the website, partners announce their Baltic Sea Day contributions, so the general public can find all of the day’s activities and events in one place
- Partners will have the Baltic Sea Day’s visual identity, graphic guidelines and campaign instructions at their disposal
Baltic Sea Day partnership

Commit to the Baltic Sea Day values with the partnership form

• We commit to shared goals and a shared code of conduct: ”The Baltic Sea is more” – culture, environmental protection, experiences and adventure.
• In our own operations, we comply with the principles of sustainable development.
• We implement actions that make people’s eyes and minds turn towards the Baltic Sea.
• We are a proud ambassador of the Baltic Sea Day, and we respect the Baltic Sea community and other partners of the Day.
• We encourage all to join in!

The Baltic Sea Day does not involve fundraising. Participation if the day is free.
How to participate in the Day’s implementation

• You can propose ideas and partnerships!
• Please contact tuula.putkinen@jnfoundation.fi and jenny.blomqvist@jnfoundation.fi to discuss implementation ideas.
• Return the partnership form, and deliver your organisations’s logo (with your permission, we’ll publish it on the balticseaday.fi website)
• Partners receive partnership instructions
• From May onwards, enter your contribution to the Baltic Sea Day website www.balticseaday.fi (currently under revision, revised site will be published in April)
• We encourage you to market the Baltic Sea Day beforehand and on the day, using a number of channels
Towards the 2020 Baltic Sea Day

• Partner discussions underway
• Brainstorming workshops for partners
• Kick-off event on April 24th – NB. Virtual info session, see invitation for details
• Baltic Sea Day 2020 on Thursday, August 27th
Already participating in the Baltic Sea Day (and many more)
Thank you!

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