



ITÄMERI PÄIVÄ

ÖSTERSJÖDAGEN ♦ BALTIC SEA DAY

25.8.2022

What is Baltic Sea Day?



An annual theme day to inspire actions and thoughts for and about the Baltic Sea, launched by the John Nurminen Foundation in 2019.

Why celebrate **the Baltic Sea Day**:

- **The Baltic Sea connects people.** A strong connection with the sea means a strong will to save it. Together.
- **The Baltic Sea Day is a joyous day.** It shows that our actions matter. Even though there is still a lot left to do to save our sea, we have once again taken a few steps forward. Now it's time to celebrate!
- **Together we can make a change.** We all can make difference to the state of the Baltic Sea. Everyday food choices, choices made in traffic whether it is on land or water, at home or at the summer cottage, and everywhere in society all affect the Baltic Sea.

The Baltic Sea Day is celebrated **annually on the last Thursday of August** through events, actions and sharing knowledge.

Last year we exceeded our goals: over 220 partners and over 200 activities and events



- The Baltic Sea Day was celebrated in over **20 cities and six countries** all around the Baltic Sea in Finland, Russia, Latvia, Lithuania, Estonia and Sweden
- **A broad range of organisations participated:** cities, schools, research institutes, universities, companies, divers, restaurants, foundations, media and cultural institutions such as museums, libraries and art & music makers
- **Excellent social media reach:** viral in Twitter, thousands of posts in Facebook and Instagram and **#itämeripäivä** was the most tweeted hashtag in Finland for the whole day



How to participate in the Baltic Sea Day?



- There are many ways to participate: you can organise an event that is open to all or take part in activities that benefit the Baltic Sea
- Find **[tips and inspiration here!](#)**
- You can also join the **Baltic Sea Day campaigns** organised by John Nurminen Foundation

John Nurminen Foundation's ready made **Baltic Sea Day campaigns are:**

- 1. Baltic Sea menu**
- 2. The Plunge**
- 3. Baltic Sea moment**



1. Baltic Sea menu

The easiest way to participate in the Baltic Sea Day is to **enjoy a Baltic Sea-friendly meal!**

Create a Baltic Sea-friendly dish or even a full Baltic Sea Menu for your restaurant. You can also create a take-away picnic basket or menu kit to be cooked at home, using Baltic Sea friendly ingredients. Find recipes and more information on [the Baltic Sea Day website.](#)



2. The Plunge

On Baltic Sea Day, we all take the plunge at 6 p.m.!

Get your crowd together and take the plunge in the waters close by! Challenge your co-workers, your sports club, or friends who share your hobby to take a Plunge, where you all jump to the water at 6 p.m. If that sounds a bit too exciting, you can just dip your toe, pinkie finger, or the tip of your ponytail. You can participate by any lake, river, pond or seashore.



3. Baltic Sea moment

Baltic Sea Moments are dedicated to the **unique culture of our home sea and getting to know its unparalleled nature.**

We encourage museums, theatres and other cultural entities to participate in the Baltic Sea Moment by organising Baltic Sea themed exhibitions, guided tours, workshops and presentations, aimed at the general public.



Core values of Baltic Sea Day



Participants commit to the shared goals and code of conduct of the Baltic Sea Day:

- "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!

Participating in Baltic Sea Day is free of charge for partners and we encourage everyone to join!

Schedule for the Baltic Sea Day 2022



- We kindly ask you to register your event or activity at the latest on **31st of July** – the earlier the better! Events registered early will benefit the most from Baltic Sea Day's marketing on social media
- Monthly newsletters – via email and on the website. Subscribe to the newsletter [here](#)
- We will organize workshops for Finnish and international partners throughout spring and summer. The next workshop is planned to take place in May, the exact date will be announced in the newsletter
- Press release about Baltic Sea Day will be published a week before

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More information about the Baltic Sea Day



Baltic Sea Day website is available in **five** languages:

- In Finnish itämeripäivä.fi
- In English balticseaday.fi
- In Swedish östersjödagen.fi
- In Estonian läänemerepäev.ee
- In Russian itameripaiva.fi/ru/

On the website:

- [Material bank](#)
- [Frequently asked questions](#)
- [Tips and ideas](#)
- [Announce an event](#)
- [Announce an activity](#)
- [Join the mailing list](#)

[Facebook-group](#) for partners

**In important and urgent matters please contact us via email
info@jnfoundation.fi**



Join the Baltic Sea Day 2022!

Finland, Russia and Baltic countries: John Nurminen Foundation/ [info\(at\)jnfoundation.fi](mailto:info(at)jnfoundation.fi)

Sweden: Helene Isander/helene@raceforthebaltic.com

Estonia: Finnish Institute and the Embassy of Finland

www.balticseaday.fi

