



# SAVE THE BALTIC SEA

*Hiking expedition around the  
Baltic Sea 2024*

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UŽ  
SVARIA  
LIETUVA



**The Baltic Sea is one of the most polluted seas in the world.**

The recent HELCOM State of the Baltic Sea 2023 Report highlights the need for urgent action on various scales in order to improve the environmental state of our sea.



**8 COUNTRIES**  
**9 MONTHS**  
**~ 5500 KM**



**BEGINNING:  
11 MARCH 2024  
FROM LITHUANIA**



# Support in Lithuania and abroad



**Valdas Adamkus**  
President of the Republic of Lithuania

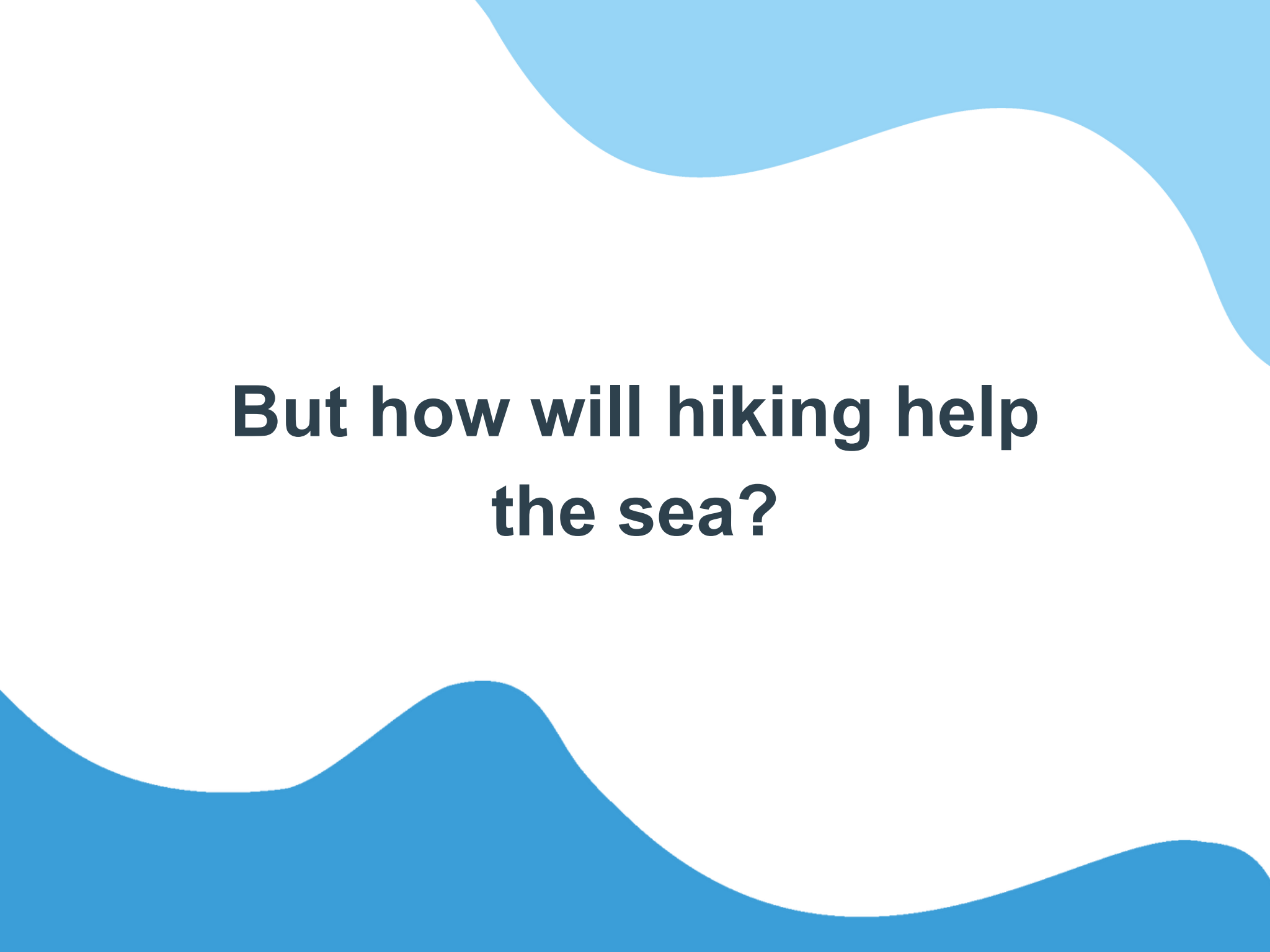


**Ministry of the Environment of the Republic of Lithuania**



**#EU4Ocean**  
**#Youth4Ocean**  
**#EUBlueSchools**



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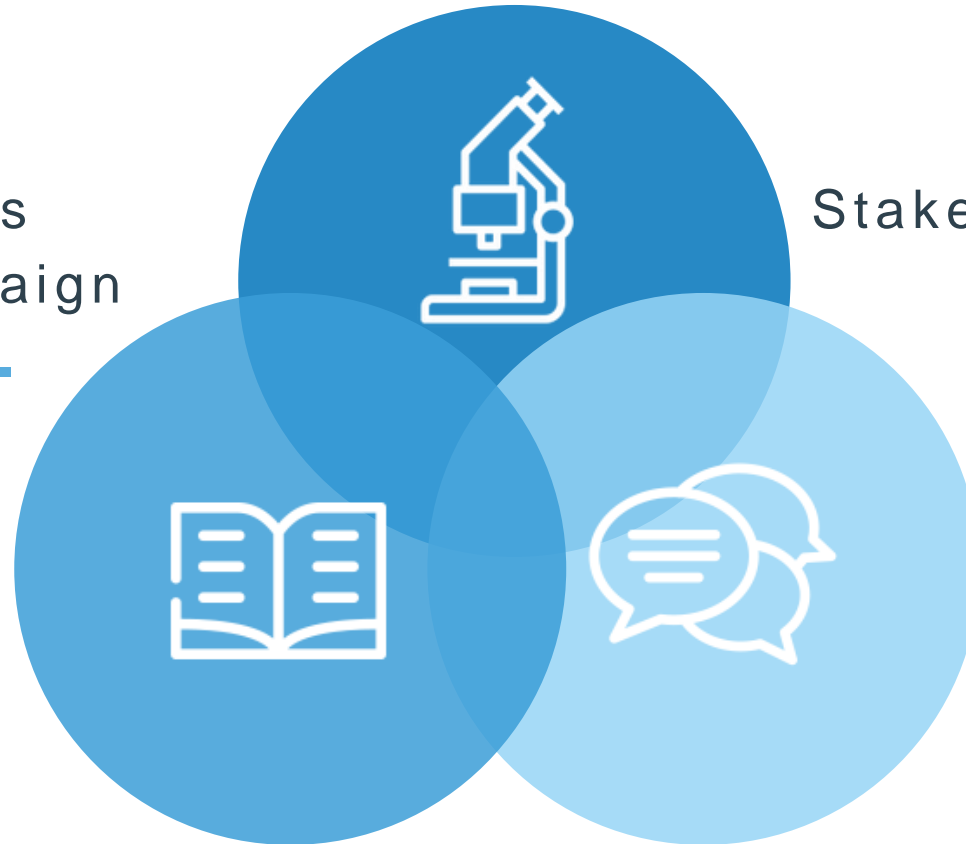
**But how will hiking help  
the sea?**

Citizen science and  
educational activities

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Awareness  
raising campaign

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Stakeholder workshops  
- living labs

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**The main objective of the Expedition:  
Increasing ocean literacy and promoting action**

# 1. Awareness raising campaign

to raise waves of change on an international level and to draw public attention to the current state of the sea and ways to improve it.

**Means:** Traditional media partners, website, social media + partner NGOs and institutes



**Save The Baltic Sea**



**save.the.baltic.sea**



## Content:

- **Media articles** on the state of the Baltic Sea and the importance of citizen action prepared in collaboration with scientists from eight Baltic Sea countries
- Website: Regular weekly **newsletters and video blogs** from the expedition's daily life
- Educational social media content, print material, etc.

## **2. Educational activities**

to invite citizens to take a closer look at our sea and its issues, as well as engage in citizen science activities.

**Means:** Educational events/activities organized in 8 countries together with local partners

*Supported by funding from the EU4Ocean Challenge of the Year*

## **Activity examples:**

- Microplastics sampling
- Marine litter monitoring / cleanup
- Beach biodiversity spotting
- Open doors lab/research vessel visit

+ talks by scientists and stories from the expedition hiker team

### **3. Living labs**

to foster cooperation between science, government, industry and local community representatives in finding the most suitable ways to take action and reduce negative impacts on the Baltic Sea in each area.

**Means:** Half-day stakeholder workshops organized in each country through local partners

*Supported by funding from the EU4Ocean Challenge of the Year*

# How can you become part of the initiative?

- Organizing an educational/citizen science activity or event with the expedition team in your area
- Organizing a living lab - stakeholder workshop in your area
- Help spread the message and reach traditional media in your country
- Logistical help: places to stay overnight for the hiker team of 10-20 people
- Financial support



**[science@savebaltic.eu](mailto:science@savebaltic.eu)**

# How can you benefit from the initiative?

- Help in implementing your educational projects through Save the Baltic Sea activities
- Ready to use content for you to share: educational social media posts, informative articles, video blogs you can become part of as the expedition team hikes through your country
- Media visibility
- Other ideas? We are open for your suggestions!



**science@savebaltic.eu**

# Timeline

## **November 2023 - February 2024**

Preparatory work - developing partnerships, planning activities, refining communications, starting media outreach

**March 2024:** Expedition begins; activities in Lithuania and Poland

**April 2024:** Activities in Germany and Denmark

**May-July 2024:** Activities in Sweden

**August-September 2024:** Activities in Finland

**October 2024:** Activities in Estonia

**November 2024:** Activities in Latvia



**LET'S CONNECT!**



**Save The Baltic Sea**



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