



**ESPOO  
ESBO**



**GULF OF  
FINLAND  
2014**

## **Gulf of Finland Year 2014 in Espoo**

One of the main projects of city's cross-administrative sustainable development programme





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## Project

- Increase the extent of participation of Espoo residents in their local environment
- Increase know-how related to the Gulf of Finland and to the marine aspects of Espoo
- Espoo's residents are encouraged to take responsibility for the environment



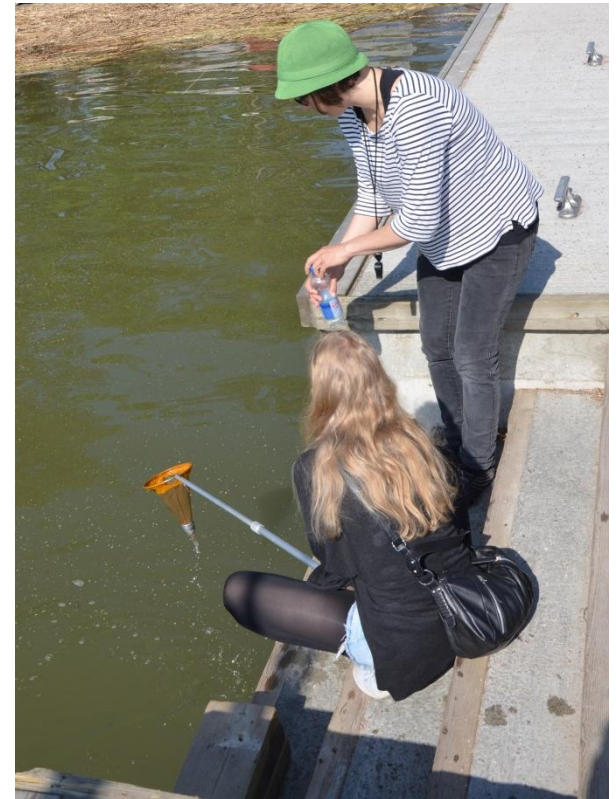
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# Results of the Gulf of Finland project



## Publications and public relations:

- Brochure of the project for spring and for autumn
- Active internal and external communications
- Environmental awareness book publication to all schools and preschools in Espoo
- Environmental awareness publication to 4000 marathon runners in the city of Espoo
- Several campaigns with posters. Posters distributed citywide.
- [Environmental awareness video](#) planned, implemented and published citywide





# Results: Environmental Action

## Participation:

- Over 10 000 citizens have taken part in events, courses, nature school, exhibitions etc. including schools, individual people and families, work places, organizations and universities
- Over 200 bags of garbage cleaned from the beaches by over 600 people
- Hundreds promises made by individual citizens to change their behavior to more environmentally friendly
- Created cross-administrative network and collaboration with local universities, schools and NGOs





# Capacity Development through Environmental Learning and Action

- Cross-administrative
- All interested partners have been included
- Continuous improvement
- Increased public participation in taking care of the local environment





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# Challenges

- Create process that will continue after the project year
- Making real impact on people and to the environment
- Having long-term results, creating committed network

*The RCE Espoo network had an essential part in helping with sustaining and growing the network of different stakeholders. This is done by seminars, workshops and communications.*

Project Coordinator:  
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# Local actions, gulf-wide effects!