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| Document title | Outcome of the International environmental campaign "Clean Beach" -2018 |
| Code | 2 – 1 |
| Submission date | 28.9.2018 |
| Submitted by | Russia |

Background

Beach litter has been recognized as one of the major sources of littering of the marine environment. Litter on the coastline is one of the most obvious signs of marine litter. Partly littering of the coastline is caused by items strand on the coastline by sea waves but the major sources of this type of litter is recreational activities. Thus, awareness and environmental education is getting a primary role as a measure to mitigate littering of the marine environment as a consequence of coastal tourism and public recreation.

Beach clean-up campaigns are widely spread around the globe. It has been recognized as an appropriate tool to raise public awareness and attract attention to the problem, inspiring new actors, e.g. local authorities, to join the measures to prevent littering of the marine environment. Being regularly arranged such campaigns could also contribute into widening of the knowledge base on top items constituting marine litter and probably elaborate appropriate measures to mitigate this type of environmental pressure.

For the first time, the international annual campaign "Clean Beach" was held in 2014 as part of the International Project "Year of the Gulf of Finland - 2014".

Event: Clean Beach Campaign - 2018 includes environmental activities aiming to raise awareness of people about littering and endangered condition of the Baltic Sea. It is not just to clean up beaches by voluntary work but to give people a concrete chance to make a difference to the environmental well-being of the shore through involving and extension of voluntary networks and international cooperation for our common Baltic areas.

Target groups: residents, NGOs, schools, youth organisations, environmental volunteers, etc.

Join efforts: Conducting an environment-educational international action «Clean beach» as an annual contribution into implementation of the HELCOM Regional Action Plan on Marine Litter:

- NE1 «Promote and undertake education activities on marine litter in synergy with existing initiatives in the field of sustainable development and in partnership with civil society (including activities related to prevention and promotion of sustainable consumption and production)»
- NE3 «Encourage participation in International, EU and National Marine Litter Cleanup Campaigns»
- NE6 «Enhance cooperation and coordination with global marine initiatives»
- RL15 «Establish an exchange platform for spreading experiences on good cleaning practices in beaches, including cleaning beaches actions by local communities, riverbanks, pelagic and surface sea areas, ports, marinas and inland waterways, in cooperation with relevant fora. Develop best practice on environmental friendly technologies and methods for cleaning».

Action requested

The Workshop is invited to:

- take note of the information on beach clean-up campaigns organized in 2018 in Russia as well as in some other HELCOM countries;
- seek for opportunities joining to the Baltic Sea "Clean Beach Campaign 2019" with national events; and

- consider possibilities for information support of the “Clean Beach Campaign 2019” to distribute information to potential target groups and organize information exchange across the region.



Outcome

International environmental campaign "Clean Beach" -2018

International environmental campaign "Clean Beach" is carried out in the frame of cooperation between Saint-Petersburg (Russia) and such cities of Baltic region as Tallinn (Estonia), Helsinki and Turku (Finland) with the aim of developing youth cooperation in the field of environmental protection, improving the ecological culture of citizens, developing environmental volunteer movement.

More information on events:

3.5. Clean beach event in Turku ([event page in Finnish](#)) on Aurajoki riverside.

3.5. Clean beach event in Helsinki around Töölönlahti Bay, in cooperation with "Culture cleans up the sea" event ([event page in Finnish](#)).

5.5. Clean beach event in Tallinn ([event page in Estonian](#)) on Stroomi Beach in cooperation with the [BLASTIC project](#).

5.5 Nordic coastal clean-up day provided by Sweden ([event page](#)). The event is supported by the Nordic Council.

12.5 "Clean beach" campaign 2018 in Saint-Petersburg ([event page](#)).

The Beach clean-up week took a head start with simultaneous Clean Beach events in Finland (Helsinki and Turku), Estonia (Tallinn) and Nordic coastal clean-up day on 5th of May and continued with event in St. Petersburg, Russia, on 12th of May.

Venue: "Tarkhovsky" beach, Kurortny district, St. Petersburg

Support by: Committee for Nature Use, Environmental Protection and Ecological Safety of St. Petersburg

Coordinated by: SC "Mineral" since 2015

In cooperation: with Helsinki, Turku and Tallinn.

The results:

- More than 500 participants were involved into activities in the frame of campaign.
- Among participants were representatives of such authorities and organizations as Rosprirodnadzor in NWFD, Neva-Ladoga water basin authority, SUE Vodokanal of St. Petersburg, Marine-arctic maritime authority, Legislative Assembly of St. Petersburg, Administration of Kurortny district, Nord Stream 2, Universities (students), volunteers and others
- 23 teams were formed
- 15 representatives of NGO
- 35 representatives of Organizing Committee and volunteers
- 3 stages of interactive and entertainment programme
- 14 stations of environmental-educational quest

- 1 territory of approbation of the HELCOM Guideline for monitoring of marine litter on beaches
 - Litter was divided into 8 types
 - The most frequently occurring beach litter items are attributed to eating, drinking or smoking activities, such as food wrappings, bottles or lids, as well as plastic pieces of different sizes

- **more than 100 bags of litter were collected**

15 -16.09 “Clean beach” campaign 2018 in Leningrad region ([event page in Russian](#)).

Date: 15 -16/09/2018

15/09/2018 – World Clean – up day, 2018 – The Year of Volunteer in the Russian Federation

Venue:

15/09/2018 – Lipovskoye lake («Small sea»)

16/09/2018 – Narva bay beach (Bolshoye Kuzemkino)

Support by: Nord Stream 2 (General sponsor), Committee for Nature Use, Environmental Protection and Ecological Safety of St. Petersburg, Committee of natural resources of Leningrad region, Administration of Leningrad region and etc.

Coordinated by: SC “Mineral”

The results:

- More than 320 participants were involved into activities in the frame of campaign.
 - Among participants were representatives of such authorities and organizations as Kingisepp administration, Ust–Luga administration, Bolshoe Kuzemkino administration, Local residents, volunteers, Environmentally oriented business as Nord Stream 2, Eurochem, Rosterminalugol, Youth generation (students of the Kingisepp college and Saint Petersburg State University of Aerospace Instrumentation), volunteers from Saint-Petersburg and others
- 24 teams were formed
- 30 representatives of Organizing Committee and volunteers from Saint-Petersburg
- 4 NGOs
- 3 stages of interactive and entertainment programme
- 12 stations of environmental-educational quest
- 1200 m² cleaned area of beaches
- **more than 250 bags of litter were collected (1/3 part of litter (glass, metal) was collected separately and recycled)**