



# **INFORMATION AND COMMUNICATION**

**– TWO CONCRETE ACTIONS**

## THE MOMENT PROJECT

### BACKGROUND

The MOMENT project has been implemented through cooperation between seven regions in four countries around the South Baltic Sea. All regions are members of the Euroregion Baltic (ERB) that was established in 1998 with the main objective to develop a long-term, politically governed cooperation between the member regions.

The project has aimed at reducing the discharge of nutrients and hazardous substances to the Sea by using modern water management methods. This has included the establishment of Water Users Partnerships (WUP), allowing a “bottom up” approach starting at a local level and working within river catchment areas independent of administrative boundaries.

A central part of the MOMENT project has been to carry out a number of concrete actions of best practice character, aiming at disseminating sustainable technology, decreasing outlet of nutrients and hazardous substances, and/or minimizing the negative effects of these substances, all actions aiming at enhancing the environmental status of the Baltic Sea. Thirteen innovative pilot area measures have been implemented. The project has been co-financed by the South Baltic Cross-border Cooperation Programme 2007-2013.



## IMPLEMENTED CONCRETE ACTIONS

### I. LAND USE:

Wetlands for nutrient reduction and fish reproduction, Kalmar, SE (Report 4.1.1)

Forestry and water, Kalmar, SE (Report 4.1.2)

Effective uptake of nutrients, Torsas, SE (Report 4.1.3)

Forestry and water quality management, Torsas, SE (Report 4.1.4)

### II. SEWAGE FROM SINGLE FAMILY HOUSES:

Solutions for treatment of waste water from single houses, Kalmar, SE (Report 4.2.1)

Biogas production using sludge from small scale sewage plants, Ronneby, SE (Report 4.2.3)

### III. TREATMENT OF STORMWATER:

Stormwater management plans for Gargzdai and Priekule towns, LT (Report 4.3.1)

Ecological adapted stormwater treatment, Kalmar, SE (Report 4.3.2)

Ecological adapted stormwater treatment, Kretinga, LT (Report 4.3.3)

Stormwater treatment in central urban areas, Kalmar, SE (Report 4.3.4.1)

Restoration of stormwater polluted recipients, Kalmar, SE (Report 4.3.4.2)

### IV. INFORMATION AND COMMUNICATION:

GIS information system, Gdansk, PL (Report 4.4.1)

Information campaign on phosphorus free detergents, Klaipeda, LT (Report 4.4.2)





## INFORMATION EXCHANGE SYSTEM BASED ON GIS

### AN INTRODUCTION

The accessibility of local information, in regard to water issues, and spreading it to relevant target groups is of great significance for both finding suitable measures as well as to increase the awareness of current water quality and ecological conditions. In the process of implementing the EU Water Framework Directive it is also of great significance to involve local and regional stakeholders that can contribute by sharing local knowledge. However, if this is to happen, there need to be a platform where information can be shared, processed and spread to a wider public. In the past decades more and more information reaches its readers through internet based sources. Internet makes it also possible to connect software which can deliver and reveal information in different ways, enabling it to be shared and processed. With this in mind, the Regional Water Management Board in Gdansk has developed an internet based information exchange system aiming at collecting and spreading water related information.



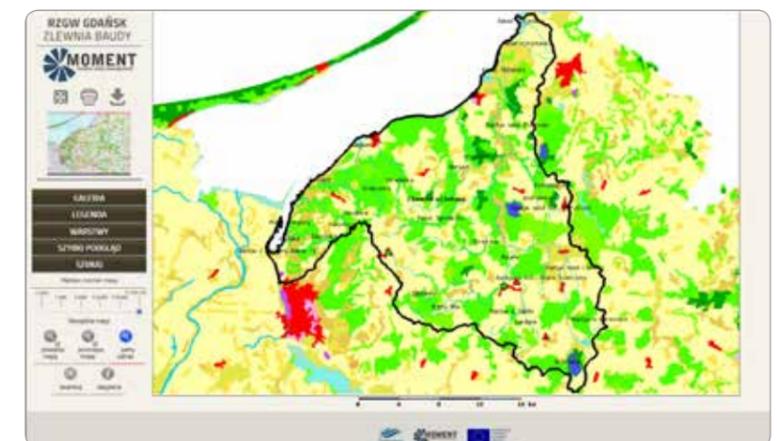
### MAIN OBJECTIVE

The main objective of building an Information exchange system based on GIS has been to create an internet-based GIS with clear and understandable information on water issues and data for the Bauda River catchment area. The end-users are mostly members of the Bauda River Water Users Partnership (WUP), but the GIS system also allows a wider public participation in water management issues within the catchment area.

### ADDING INFORMATION

The GIS system makes it possible to select different map layers, which can be zoomed in and out. The following map layers are available: topographic map background, corine land cover (corine stands for Coordination of information on the environment, an EU programme establishing a computerised inventory on land, covering all 27 member states and some other European countries), rivers, water bodies, merged surface water basins, wastewater treatment plants, groundwater intakes, bridges, hydro-technical objects, municipalities, counties, villages/ towns, Nature 2000 areas, protected areas, flood risk areas and fishing regions. If required, more layers could be added in the future.

The system also contains a gallery, where photos can be added and a place where different kinds of documents connected to water management can be documented, such as concrete measures and WUP meeting summaries.



View of Bauda River from the developed GIS Information system.

## TWO CONCRETE ACTIONS

Two studies have been carried out within the thematic area information/communication, one concerning the Bauda River pilot area in Poland about an information exchange system based on GIS, and one about an information campaign for phosphorous-free detergents in the Akmane-Dane River pilot area in Lithuania.

# MAIN RESULTS

– GIS information system

## FUNCTIONAL

The system has turned out to be functional.

## INFORMATION

It has proved to be a good way to spread information needed for water management.



## METHOD

It is a cheap method.

## AVAILABLE

It can be made available for everyone, especially different non-expert groups, having access to the internet.

## OPEN SOURCE

The entire system is based on open source software.

## CONCLUSIONS AND RECOMMENDATIONS

- The Information exchange system based on GIS has in many ways proven to be a valuable tool of spreading relevant water related information to a wide public. The main advantages is that it is based on open source software meaning it is available for everyone, it is cheap to develop and new information can easily be added.
- The Regional Management Board in Gdansk recommends similar solutions for other catchment areas in Poland and in the south Baltic Sea area.
- The GIS system was developed for a small catchment area, merging local data, which has proven important as it becomes easier for local people to identify with it.
- Sweden has developed a similar system referred to as VISS (Water Information System in Sweden). In the future, the two GIS systems could be compared and perhaps joint solutions could lead to further improvements.
- Good and easy access to water related information also enhances the implementation of concrete actions by pointing out areas with poor water quality that need improvement.

## INFORMATION

For further information, contact Ms Ewa Malinowska,  
The Regional Water Management Board in Gdansk,  
e-mail: [ewa.malinowska@gdansk.rzgw.gov.pl](mailto:ewa.malinowska@gdansk.rzgw.gov.pl)





# INFORMATION CAMPAIGN FOR PHOSPHOROUS-FREE DETERGENTS IN LITHUANIA

## AN INTRODUCTION

The annual consumption of phosphate containing detergents in the EU member states is about 1.8 million tonnes out of which 90-95 % are consumed in domestic laundry and dishwashing detergents. Reducing the use of phosphate in detergents in all the countries around the Baltic Sea would evidently improve the ecological conditions and reduce the problem of eutrophication. Several countries within and outside the European Union have already introduced a ban on phosphates in laundry detergents for consumer use. However, for instance Lithuania, this still remains as an important task.

The measure “Implementation of an information campaign for phosphorous-free detergents in the Akmena-Dane pilot area” is the first campaign on this issue ever implemented in Lithuania. The campaign contained:

- Dissemination activities through a website;
- Preparation and dissemination of materials: (articles, leaflets, brochures, etc.);
- Dissemination events (meetings, excursions, seminars, workshops etc.);
- Other awareness raising activities.

## MAIN OBJECTIVE

The main objective was to inform the public on negative impacts of phosphate detergents on water. This as a way to accelerate the phase out process and reach results on voluntary measures. One of the main tools in the work was through the website ([www.akmena-dane.lt](http://www.akmena-dane.lt)) which was viewed by several thousand visitors. By using local examples, e.g. the Akmena-Dane River, and showing the negative impact that detergents containing phosphorus had on them the consumers could more easily understand the importance of the campaign.

## PUBLIC SURVEY

In July 2012 an information campaign on the theme “Buy phosphate-free detergents” was implemented in major shopping centres in Klaipeda, Kretinga and Gargzdai. A population survey was carried out on what kind of detergents residents choose to use, how they use them, and about their knowledge of the impact of detergents on the environment and water. All surveyed inhabitants stressed two main criteria for the selection of detergents – washing effects and affordability. Nearly 50 % of the survey participants argued that all detergents are harmful to the environment and water bodies. Approximately 30 % of the participants noted that environmentally friendly laundry products could be found in Lithuanian stores.



WWW

[www.akmena-dane.lt](http://www.akmena-dane.lt)  
Homepage used in the phosphorus-free detergent campaign.

# MAIN RESULTS

– Phosphorus-free detergent information campaign

## 15 000

More than 15 000 visitors at website

## 5 000

More than 5 000 leaflets spread to consumers

## 10

More than 10 different dissemination events, several open discussions, campaigns and other activities were arranged

## 5

Five radio programmes were prepared and broadcasted

## 10

More than 10 articles were published in local newspaper



## CONCLUSIONS AND RECOMMENDATIONS

- Since one third of the Lithuanian population only gets a minimum income, it is not realistic to expect a significant increase in number of phosphorus free detergents users. However another important aspect has been reached – consumers have learned that phosphorus-free detergents do exist and that they are less harmful to the environment and water bodies.
- The survey data suggests that information campaigns on phosphorus-free detergents are important, especially in smaller towns, where environmental issues are less emphasized.
- Some other information and awareness raising activities were also implemented, including an information trip to the basin area for about 50 biology teachers and pupils and some other participants, an open discussion on the theme “everyone can fight pollution” and meetings with the Water Users Partnerships (WUP) for the river basin.

### INFORMATION

For further information, contact Mr Valdas Langas, Coastal Research and Planning Institute, CORPI, Lithuania, e-mail: [vlangas@hotmail.com](mailto:vlangas@hotmail.com)



## THE MOMENT PROJECT

In cooperation between seven regions in four countries around the South Baltic Sea area the project MOMENT aims at reducing the outflow of nutrients and hazardous substances by modern water management. This includes the establishment of Water User Partnerships allowing a “bottom up” approach starting at a local level and working within river basins letting the water set its own independent borders. The project is co-financed by the *South Baltic Cross-border Cooperation Programme 2007-2013* and runs from September 2009 until June 2013.

**Find information and all reports on**  
[www.momentproject.eu](http://www.momentproject.eu)

## CONTACT US

**PROJECT MANAGER:**

**Tobias Facchini**

**The Regional Council in Kalmar County**

tel +46 (0)480 44 83 83

[tobias.facchini@rfl.se](mailto:tobias.facchini@rfl.se)

**PROJECT EXPERT:**

**Carolina Gunnarsson**

**The Regional Council in Kalmar County**

tel +46 (0)480 44 83 82

[carolina.gunnarsson@rfl.se](mailto:carolina.gunnarsson@rfl.se)



*Investing in your future*



EUROPEAN  
UNION  
European Regional  
Development Fund

