

# NUTRITRADE

Anna Saarentaus 21.09.2017

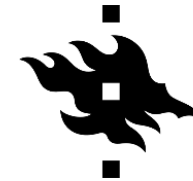
John Nurminen Foundation





# NutriTrade in a nutshell

- Interreg Central Baltic project (2015-18) carried out by a consortium of 5 organisations
- Testing new measures to reduce nutrient loading (Pilots Gypsum, Fish, Mussel and Nutrient Exchange)
- Launching a digital platform, **Nutribute**, for channelling voluntary financing into efficient nutrient reduction measures in the Baltic Sea region
- Studying the use of so-called flexible mechanisms in water protection



HELSINGIN YLIOPISTO  
HELSINGFORS UNIVERSITET  
UNIVERSITY OF HELSINKI



Sveriges lantbruksuniversitet  
Swedish University of Agricultural Sciences



## ***PILOT GYPSUM***

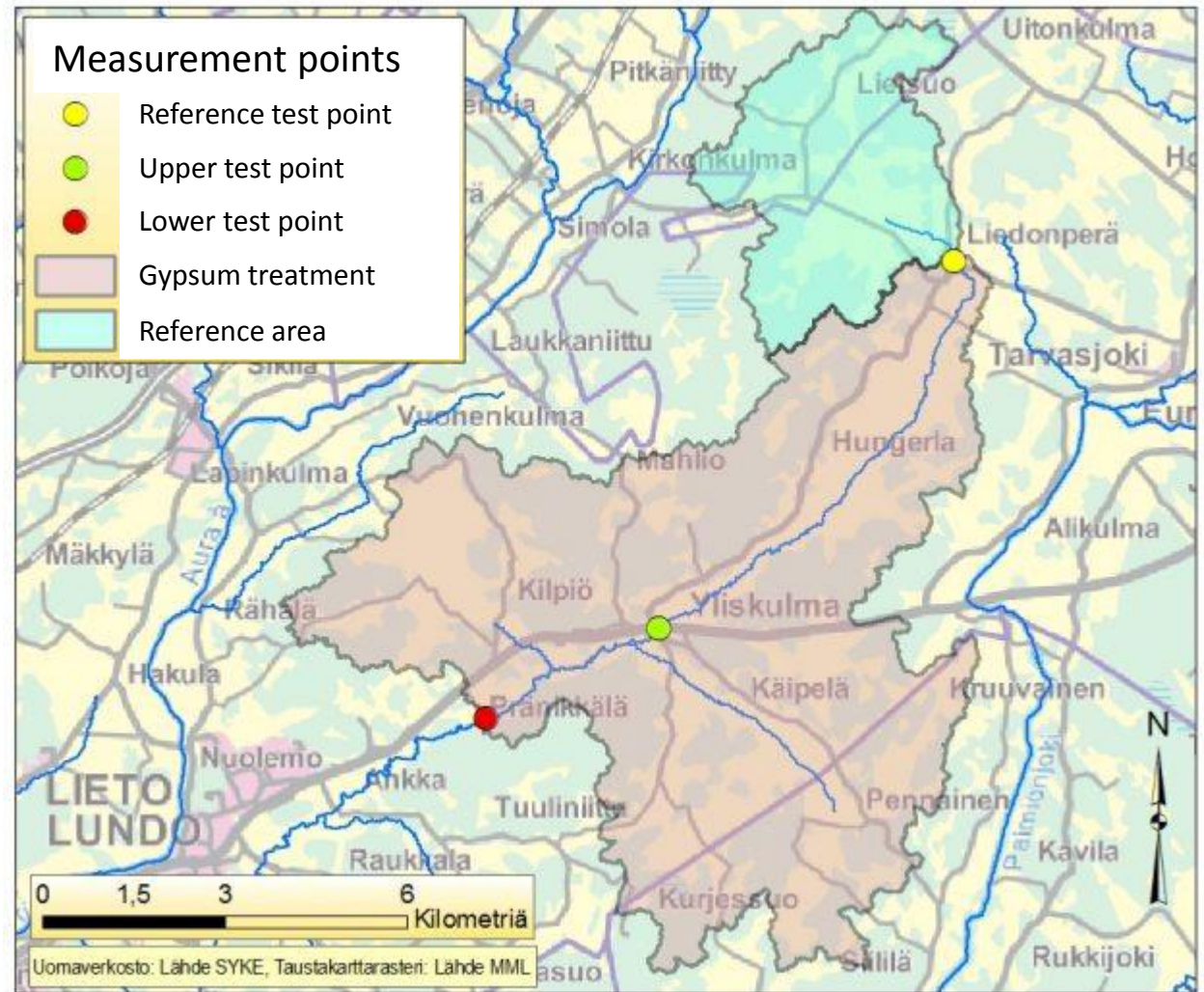
*Implemented by University  
of Helsinki*

*55 farmers*

*1559 ha of agricultural field*

*6270 t gypsum*

*144 truckloads*

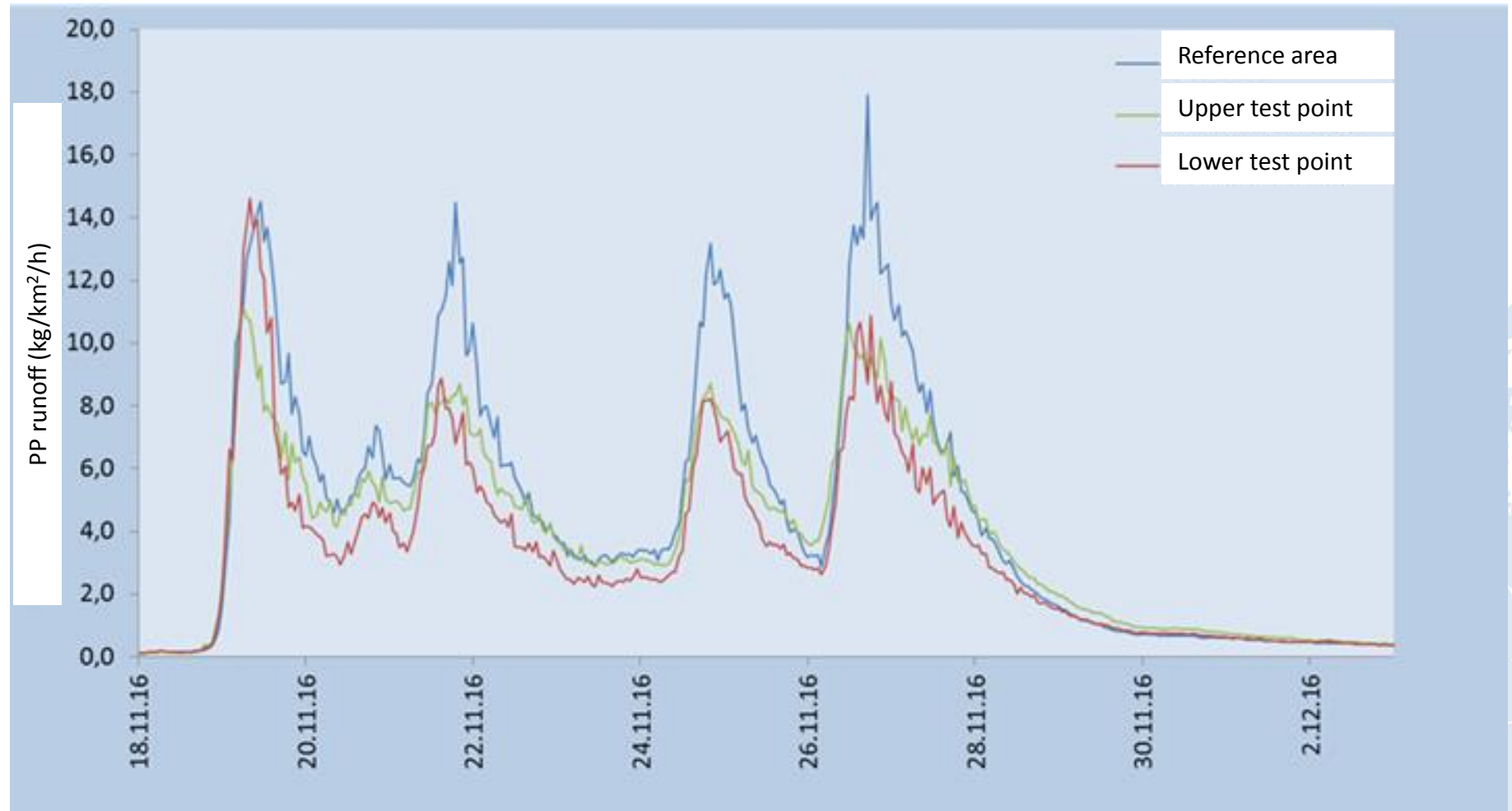




# Spreading of gypsum in 2016



# Particulate phosphorus runoff



Source: Finnish Environment Institute



## ***PILOT FISH***

*Implemented by John  
Nurminen Foundation*

*20 fishermen*

*300 t bream and roach*

*2,4 t P removed*

*Meals for consumers and  
institutional kitchens*





# Towards a market-based value chain



Photos: Miina Mäki, Hannu Lahtonen

# NUTRIBUTE

- A fundraising tool for Baltic Sea projects
- On the platform, all Baltic Sea stakeholders can present their activities that reduce nutrient discharges
- The general public and organisations can support the activities of their choice
- Administrated by John Nurminen Foundation
- Available free of charge

## COMMON CATEGORIES

Municipal wastewaters

Industries

Agricultural activities

Other

Latest Campaigns

Popular

Most Funded

Most Cost Efficient



10,000  
Raised of 10,000

### Pilot Mussel

📍 Östergötland, Sweden

🕒 No time left

By funding Pilot Mussel, you will be financing a competitive tender for procuring least-cost removal of farmed mussels from the Baltic. The mussels capture nutrients from the surrounding water, and by harvesting them, the nutrients are removed from the sea.



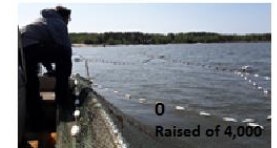
400  
Raised of 2,000

### Gypsum treatment of fields

📍 Southwest Finland

🕒 30 days left

Gypsum is spread to agricultural fields (4t/ha) by farmers. Gypsum treatment improves the structure of the soil, reducing efficiently erosion and dissolved phosphorus runoff to water courses.



0  
Raised of 4,000

### Local fishing

📍 Archipelago Sea, Finland

🕒 35 days left

With directed fishing of low-valued fish, the project recycles a significant amount of nutrients from the marine ecosystem to solid ground. The fish is utilized as a resource in local eco-friendly food production.





Illustrative only

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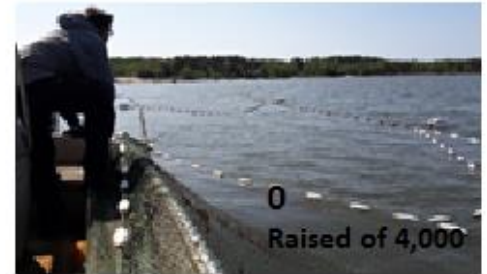


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# Benefits

## For project owners

- You can create awareness of your project in your own networks, and reach wider audiences with the help of the social media
- You can raise funds for a good cause

## For donors

- You can take concrete action to protect the Baltic Sea
- You will know where the money goes and what is achieved
- You can neutralize your nutrient discharges and become nutrient neutral by financing a nutrient reduction in a certain project



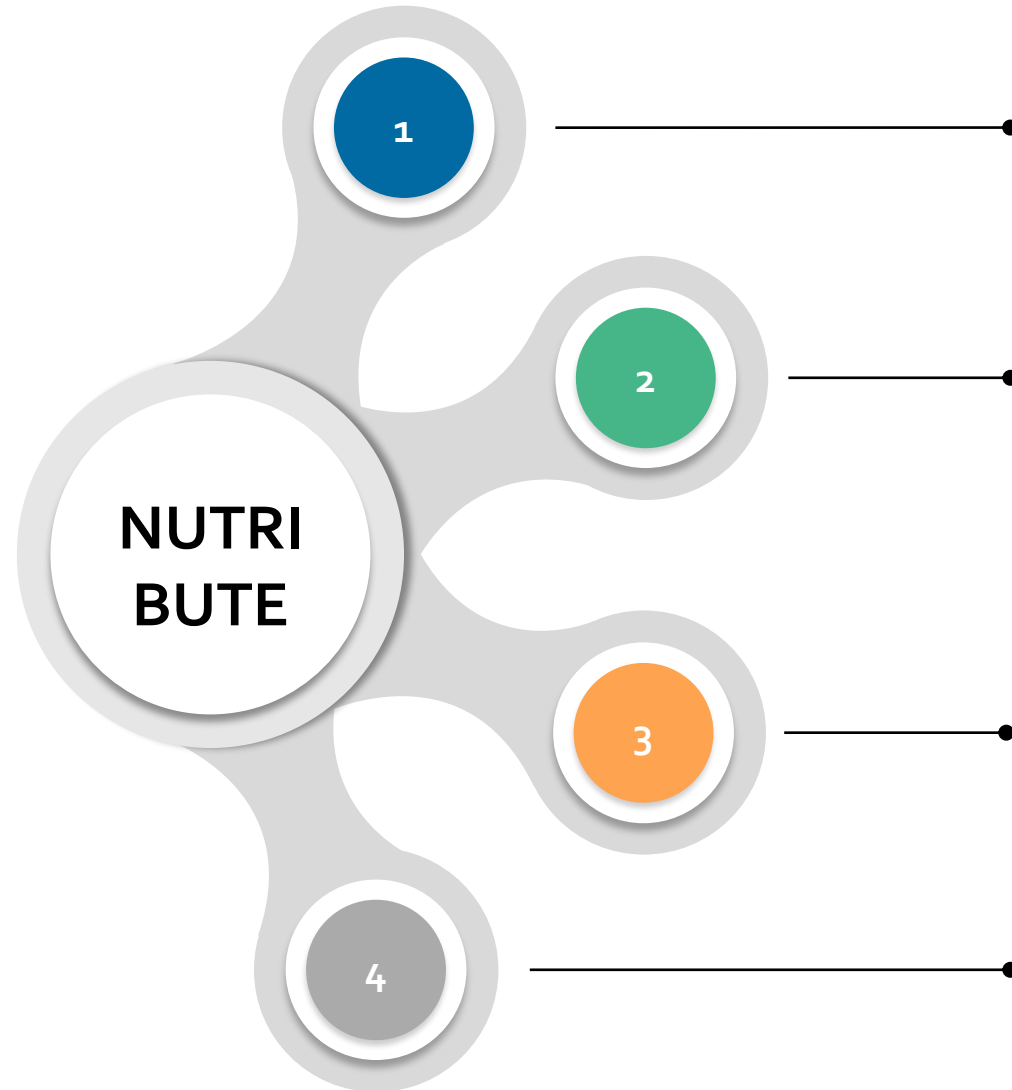
# Nutribute test users: City of Helsinki and HSY



- Helsinki offsets the wastewater phosphorus discharges of Viikinmäki treatment plant by funding the treatment of wastewaters in Vitebsk, Belarus.
- Helsinki will become **the first city of the Baltic Sea area that is phosphorus neutral** in terms of its municipal wastewaters.



# You can participate by



## SUBMITTING A PROJECT:

Describe your project idea and launch a fundraising campaign

## DONATING:

You can make a difference by supporting a local water protection measure or an interesting project further away

## SPREADING THE WORD:

Invite others to use Nutribute

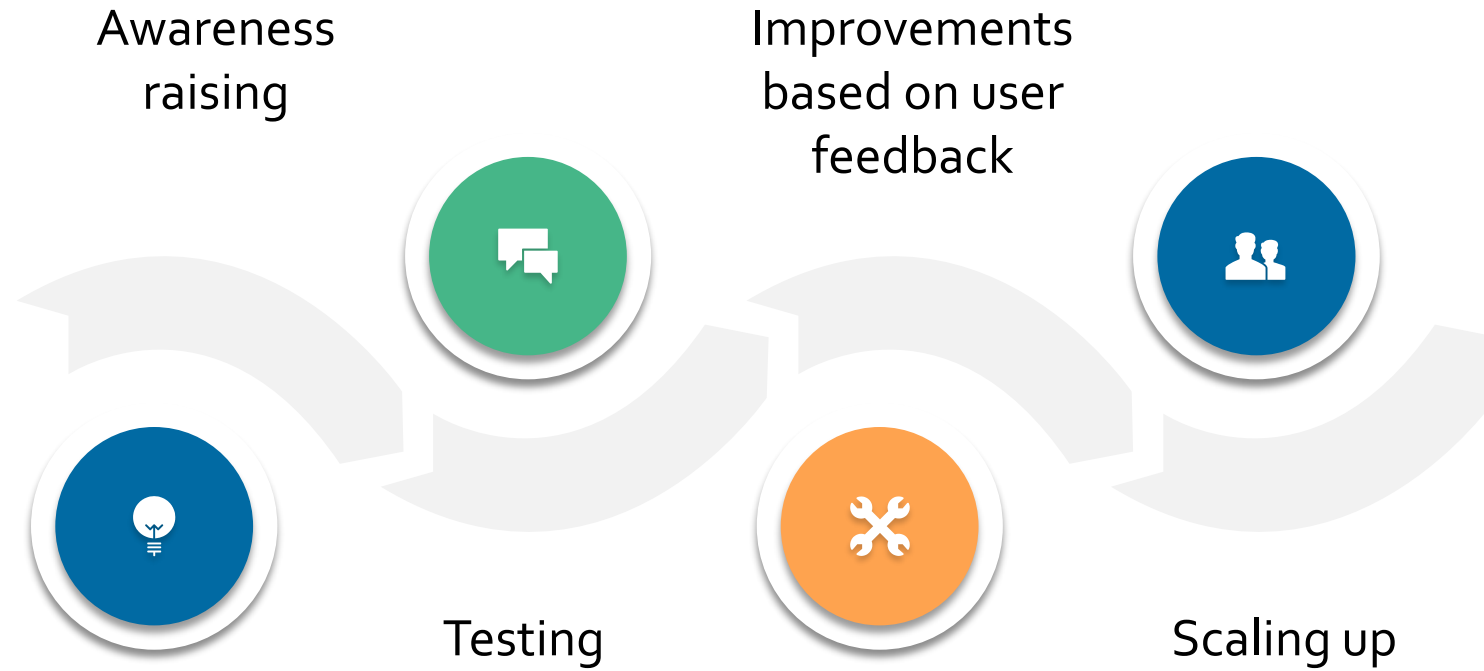
## OFFERING YOUR EXPERTISE:

Water experts: Are you interested in the evaluation of projects?





# Nutribute 2017



# Lessons learnt



## MAIN CHALLENGES

- Withdrawal of one project partner during the negotiation phase



## BENEFITS OF CROSS-BORDER COOPERATION

- Different fields of know-how!
- Local experts necessary for the credibility of the project



## FUTURE

- Advancing and copying the best measures to new geographical areas
- Aim to keep the Nutribute platform alive after the project



## MESSAGES TO CENTRAL BALTIC

- Eutrophication is still a major problem
- Encourage transfer of knowledge from outside of the programme area



# NUTRITRADE

Contact <http://nutritradebaltic.eu/>  
@nutritradebaltic (FB)  
NutriTradeEU (Twitter)

