



for a living planet



WWF BALTIC SEA MANIFESTO



An aerial photograph of a lush green forest. A wooden walkway winds through the trees, and a small stream flows through the center. The water in the stream is a vibrant green, reflecting the surrounding foliage. The overall scene is peaceful and natural.

“The Baltic Sea has paid a heavy price from decades of human activity in and around the sea – overfishing, irresponsible shipping practices, physical exploitation and the pressures from agriculture and industry continue to negatively impact its sensitive environment.”

THE BALTIC SEA DESERVES BETTER

Unique Problem

The Baltic Sea is one of the most unique marine ecosystems in the world.

Not only is the Baltic Sea home to rich levels of biodiversity and wildlife, but it sustains the livelihoods and economies of millions of people in the nine coastal countries who also call the Baltic Sea region home.

The Baltic Sea, however, has paid a heavy price from decades of human activity in and around the sea – overfishing, irresponsible shipping practices, physical exploitation and the pressures from agriculture and industry continue to negatively impact its sensitive environment.

As a result, the Baltic is now one of the most threatened marine ecosystems on the planet.

Unique Solution

A comprehensive strategic plan to coordinate the multiple demands on the Baltic Sea has been sorely missing for years. Sadly, despite many efforts to ‘save the Baltic’, it is clear that the current patchwork of government approaches and regulatory frameworks in and around the Baltic have proved inadequate. Despite our best efforts, the Baltic remains in serious jeopardy.

The Baltic Sea deserves better. In order to reverse the current negative environmental trends, real leadership, immediate concerted action and a new approach is urgently needed. WWF believes that in order to achieve the dramatic results the Baltic Sea needs, this new approach must include:

- *One integrated, legally-binding governance framework for the entire Baltic Sea.*
- *Real leadership secured through political commitment at the highest possible level.*
- *A holistic, integrated, cross-sectoral and ecosystem-based process that includes all countries, sectors and relevant stakeholders.*
- *A clear implementation plan with concrete and concerted actions identified with secured budgets and on-going review mechanisms in place.*

Unique Commitment

The presidents and prime ministers of the nine Baltic Sea countries share the responsibility of creating a strong vision for the Baltic Sea – a vision which will ensure that the vitality of the Baltic Sea environment is restored and that the Baltic region remains dynamic and vibrant in terms of economic growth and development.

Let us re-establish the Baltic Sea’s tradition of environmental stewardship.

The Baltic Sea provides a fantastic opportunity to showcase a truly integrated approach to conservation and sustainable development. Success will require leadership, action and commitment from all levels of society. The Baltic Sea needs:

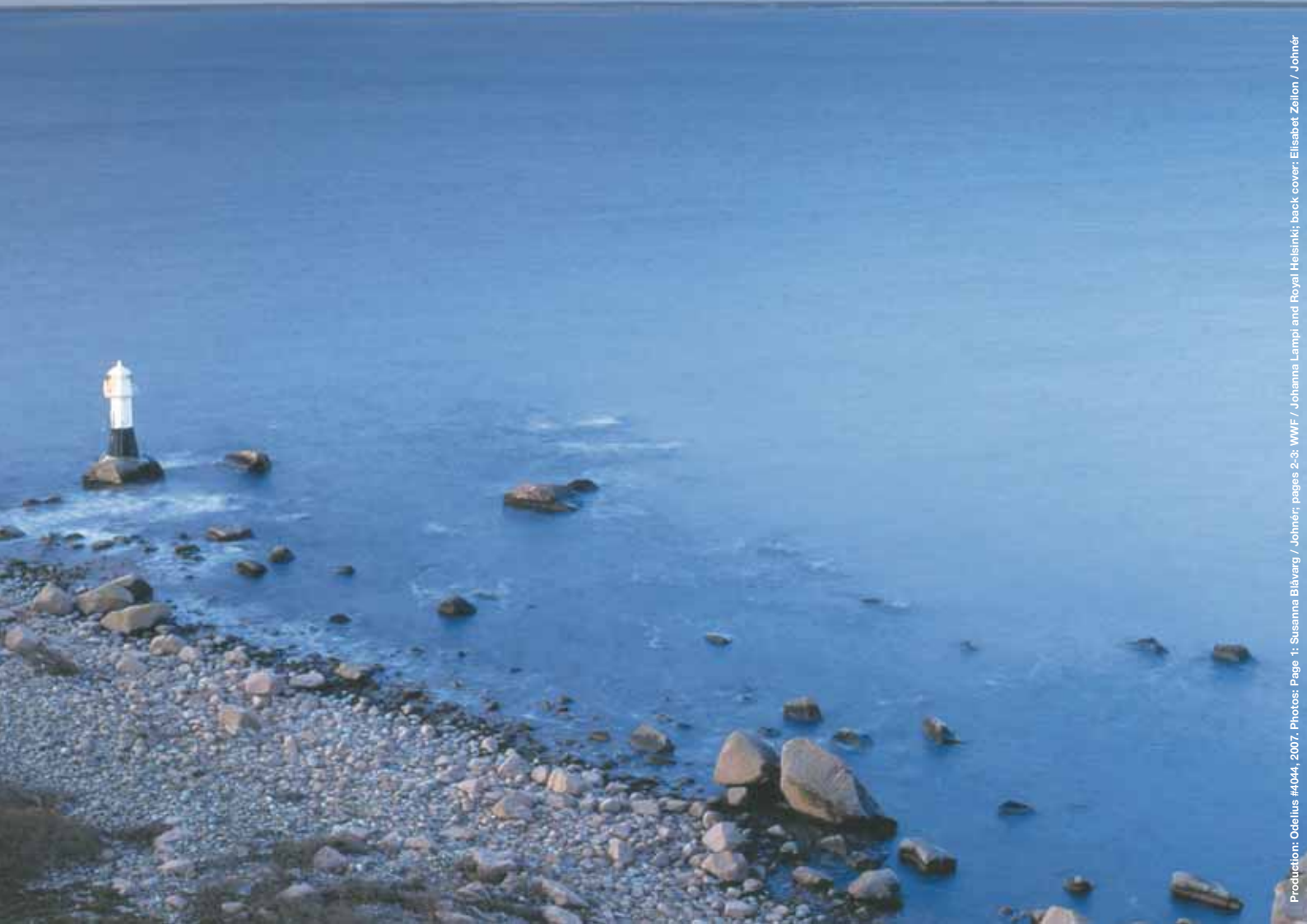
- *Politicians who take sound decisions and implement them.*
- *Corporations who seek to be regional or even global leaders in the search for, and application of, new and innovative solutions.*
- *Scientists who drive the link between science, policy and practice, based on sound science when available and on a precautionary approach in the face of scientific uncertainty.*
- *Citizens who demonstrate their commitment by adapting lifestyles to support sound environmental practice.*

WWF recognizes that we must work together on a regional level to ensure the sustainable development of the Baltic Sea and that we have a duty to future generations to ensure that we not only commit to, but deliver, decisive action now. We urge all citizens of the Baltic region to join us in demanding a new approach to ensure that the Baltic Sea will once again be able to support abundant fish stocks, viable populations of marine life and thriving coastal communities.

WWF understands that such an approach will require the creation of new partnerships and the development of new and innovative strategies for managing this priceless resource in a sustainable manner. We will need leadership, action and commitment from all sectors of society to rally support for, and secure the success of, this effort. Please join us.

Pledge your support for the Baltic Sea Manifesto and make a difference today.

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WWF is one of the world's largest and most experienced independent conservation organisations, with almost 5 million members and supporters and a global network active in some 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

The Baltic Marine Rescue (BMR) is part of WWF, set up to save the Baltic marine environment and restore vitality and beauty to the surrounding region.

Please contact us for more information!

WWF Baltic Marine Rescue

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