



# Central Baltic INTERREG IV A Programme 2007-2013

## Baltic environment, food and health: from habits to awareness Feasibility study

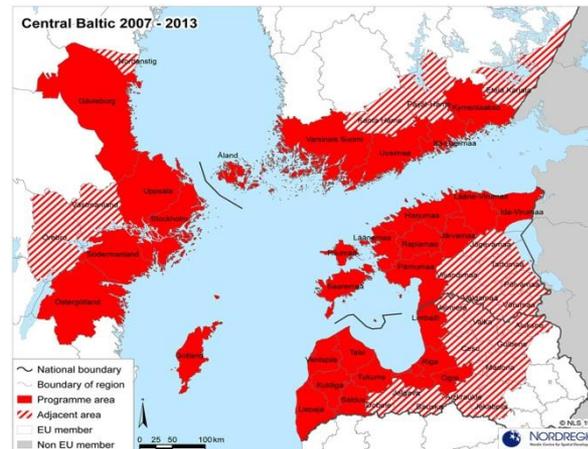


04/09/2012

Foodweb/Feasibility study

# Partner countries around the Central Baltic Sea

- **Finland, Estonia and Latvia** take part in the *Foodweb*-project in order to collect up-to-date information for a **common database** that will encourage sharing of information about food consumption and food related risks, as well as centralising information about the environmental effects of food production on these areas.
- The information about the food situation in **Sweden** is also collected and results of hazardous compound analysis and information about the characteristics of these substances collected in Sweden will also be used in this project.



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# About the Baltic Sea

- The second largest **brackish water** basin in the world and also considered to be the most polluted.
- The catchment area of the Sea is 1 600 000 km<sup>2</sup>, and because the volume of water is small due to its **shallowness**, the Sea is very sensitive to pollution.
- The **salinity** decreases farther away from the influence of the Atlantic Ocean, being lowest near the Bothnian Bay
- Due to the **freshwater runoff** near the coast, surface salinity increases towards the bottom and decreases when measured near the coastline.
- Because of the low salinity, both **fresh water and marine species** can adapt to life in the Baltic Sea.
- Low salinity also makes the Baltic's unique ecosystems **sensitive** to changes resulting from human activity.
- One of the biggest problems is **accelerating eutrophication** caused by nutrient runoff.
- Eutrophication also increases **hypoxia, oxygen depletion**, which already occurs on a regular basis in the Baltic Sea bottom waters.
- The Sea is also vulnerable to pollution caused by **harmful substances** resulting from human activity.



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# Objectives of the Foodweb project

The **main objective** is to raise public **awareness** about the links between food quality and its origin, focusing on the Baltic Sea and its surroundings.

An emphasis is given to the **life cycle of food** and to the biological cycles: foodweb and related biogeochemical pathways.

**Two-way relation** of people, food and environment will be made obvious and interpreted in terms of the impact of the state of the environment to our food and safety and, vice versa, human impact to environment related to production of food and in treating residues of food chain.

The final aim is a **mutual understanding** and **self-efficacy** in management of the risks.

Relation of extensive industrial land use, **decreasing potential of ecosystem services** in the project area, growing **pressure to safer food production areas**, food safety in terms of pollutants and **related risks and challenges of responsibility in risk management** set by public on food chain will be the driving forces communicated with various target groups.



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# Additionally

In addition to substantial objectives, **methodically** the objectives are:

- a) a close R&D **collaboration** through the mutual region and regional food supply-demand chains in focus,
- b) **opening of sources of data** to the whole food chain partnership and regionally into wide public use,
- c) building **new tools** to combine and **interpret environmental impacts and environmentally based risks** to food consumers,
- d) making a combined effort to **build up food choice models** for mutual use and
- e) identifying of a mutual focus on **knowledge base facilitation** of an exhibition centre.

The final methodological aim would be a **renewed cross-border culture** for environmentally aware and risk alert food strategy for the food shed of the Baltic Sea.

The long-lasting impact is strived for by focusing the informational efforts to **young families and schools**.

Strength to the project will be strived for by **building partnership through food chain stakeholders** and mutually through the region with help of NGOs.



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# Chosen methods

1. a) **Survey on the baseline situation** and factors influencing food safety and sustainability,  
b) **identifying critical points, constraints and bottlenecks** for risk awareness,  
c) building up a **work hypotheses for databases** and  
d) **questionnaires** on available data, data validation and verification and  
e) **case studies analysing** current situation of food **awareness** in the region.
2. a) Development of **communication strategies**, b) planning up the **data matrices** and  
c) planning of **interactive paths** to data matrices, d) **peer tests** for the use compatibility,  
e) mutual planning of **collective learning processes**, f) seminars **to market** the data matrices, paths and the learning model.
3. a) Analysing **options to improve** of consumer awareness, b) establishing **basic tool for modelling of food choices**, c) **compiling of respective data**,  
d) developing **tools to weight env. and human impacts and risks** and factors relevant to consumer awareness, e) modelling and publishing the **choice model and a tool**,  
f) planning of the awarding and **supportive approaches**, g) establishing and moderating a **blog**, h) arranging **seminars to market** the model and supportive acts.
4. a) Collective planning of the **exhibition**, b) opening of the exhibition,  
c) **follow up and analysis of a success** thru the processes, outreach overall activities and compiling of feedback.



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# Work Packages

- 1. Project management and coordination** . *Strategic focus: Effective leadership and fluent and transparent operating of the project and project success in terms of results –*  
Content: Joint administration of the project in the rhythm of 4 months thru the three project years
- 2. Data acquisition, management and analysis** - *Strategic focus: Data regeneration, building up metadata, databanks and a modelling tool for steering the food choices -*  
Content: Mapping the baseline situation and factors influencing food, mapping critical points, constraints and bottlenecks; data regeneration, planning of data matrices, paths to databases, modelling choice tools and assessment of the process
- 3. Outreach and science communication** - *Strategic focus: Transfer of knowledge -* Content: The knowledge transfer and collective planning thru workshops and exhibition, follow up and analysis of a success.



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# Baltic environment, food and health: from habits to awareness Feasibility study seminar 12.12.2011 in Heureka (Tiedepuisto 1, Tikkurila, Vantaa)

- **13.20 Opening the seminar**  
*Professor Sirpa Kurppa, Agrifood Research Finland*
- **13.30 Feasibility study**  
*Research Scientist Virpi Vorne and Senior Research Scientist Yrjö Virtanen , Agrifood Research Finland*
- **14.20 The integrated status of hazardous substances in the Baltic Sea biota with special focus on seafood**  
*Project Manager Samuli Korpinen, Helcom*
- **14.50 Biomarkers of environmental contaminants in the Eastern Baltic Sea: effects on eelpout and flounder**  
*Senior Research Scientist Arvo Tuvikene, Science Center AHHA*
- **15.20 Coastal communication: collaboration imperative**  
*Professor Raimonds Ernsteins, University of Latvia*
- **16.00 Environmental and Health Risks to be considered in FOODWEB**  
*Chief Scientist Matti Verta, Finnish Environment Institute*
- **16.00 Closing the seminar**  
*Professor Sirpa Kurppa, Agrifood Research Finland*



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