

PURE: communication toolkit, news and Database questions

Dear PURE partners,

I briefly told you about project's common communication situation at Tallinn event in March. I also promised to send some material regarding our project's communication issues. Now that we are starting to have concrete results in the PURE project, there is also more to tell about it to others. I have here four PURE communication issues:

1. *Communication toolkit*
2. *What's happening in PURE communication?*
3. *Database and questions*
4. *A new regular internal e-mail "newsletter" on PURE issues*

1. **Communication toolkit for you**

Here are some material and guidelines for your use to communicate PURE in your own organization, to your local media and important stakeholders you co-operate with. I am happy to help you with publications, articles, contacting of media or stakeholders, participating in events or whatever communication issue you need assistance in!

- Please find at PURE website the **new PURE brochure** that was delivered to you all in Tallinn (<http://www.purebalticsea.eu/index.php/pure:materials>, link to pdf "PURE leaflet 2011 final.pdf"). You are welcome to spread it and may also order printed versions from UBC/Zivile (zivile.karvonen@ubc.net).
- Remember always to use the **project logo (PURE) and programme reference (BSRP)** whenever you present PURE issues in meetings, presentations, articles or other documents or material (files attached). Please add PURE logo and website link (<http://www.purebalticsea.eu>) to your website!
- Most of you have **internal newsletters, e-mailing lists or staff meetings**. Tell your own organization and your other staff about the progress in PURE. Don't forget to inform your press/media office and board/directors! You can find short texts on general PURE progress at our website (<http://www.purebalticsea.eu/index.php/pure:progress>), and may always ask for additional information if needed.
- You are most welcome also to **inform other PURE partners** of your project work and communication activities. Don't hesitate in using this e-mailing list for that.
- Please, send me and Hannamaria the possible **media hits or published articles** of PURE in your own and other publications, preferably as web links or scanned as pdf to be added on PURE website, or paper copies. The ones we know about are on the PURE website's Material and media page (<http://www.purebalticsea.eu/index.php/pure:materials>). How could we help you with your **local media** (newspapers, magazines, radio, tv)?

2. **What's happening in PURE communication?**

In Milestones and Outputs of PURE communication (WP2) we have promised to disseminate PURE in specific events and aim to have publicity. Here are some examples on where PURE has been presented during this reporting period (November 2010 – May 2011):

- Our partner Gdansk is right now finalizing a printed brochure (16 pages) on pollution loads to the Baltic Sea, including presentation of PURE project. Congratulations!
- Article in Water21 – magazine of the International Water Association, April 2011: **PURE phosphorus project aims for a better Baltic Sea** (http://www.iwapublishing.com/template.cfm?name=w21_april_2011)
- Article in Baltic Cities Environmental Bulletin 1/2011: **Innovative approach to nutrient loading data?** (<http://www.ubc-environment.net/index.php/news/article/239>)
- 16.3.2011 Baltic Sea Portal: **Seeking new local actors and good practices to protect the Baltic Sea** (Helcom) (http://www.itameriportaali.fi/en/ajankohtaista/uutisia_muualta/2011/en_GB/helcom_uusia_toimijoita/)
- PURE has been presented and the new brochure distributed e.g. in following events:
 - 5.-6.5.2011 Green Growth in the Baltic Sea Region, Riga
 - 21.-23.3.2011 Baltic Sea Days in St. Petersburg, section session “New Solutions in WWTPs and Old Challenges”
 - 8.3.2011 Second meeting on Priority area 1 of the EU strategy for the Baltic Sea Region in Ministry of the Environment of Finland, Helsinki

Don't forget that at PURE website <http://www.purebalticsea.eu> there are descriptions of PURE progress, the events where PURE has been presented and media hits we know about – and you are welcome to tell us more to be added there!

3. Database questions

The PURE Database (<http://mhmiljo.justit.ax/pure/home.php>) is being developed further with the comments you have already been giving, and adding instructions etc. I will soon send you each three questions concerning the PURE Database and its marketing. Please send the answers to me!

4. We will start sending you a regular internal e-mail “newsletter” on PURE issues in the beginning of each project period (of 6 months)

- You will be reminded of the becoming PURE activities of the reporting period to help you plan your own activities and also for supporting your communication work.
- The first of these internal PURE newsletters will be sent to you by Hannamaria in the end of May or beginning of June.
- For the first internal news I will ask some good examples of your communication practices from Lübeck and Szczecin partners – I will come back to that later on.

Best Regards,

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