**Aalto University
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Communicating with the media in a public-private partnership - Case Baltic Sea Action Summit (BSAS)

International Business Communication

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Objectives of the study

The objective of the study was to investigate the communication with the media of a particular process, the Baltic Sea Action Summit (BSAS), in a public-private partnership context. This type of partnership in environmental protection and an investigation of its media communication processes, offer new information about the characteristics of such collaboration. First, the main messages communicated to the media about the BSAS were identified. Second, the identified messages were compared to a sample of news articles and it was investigated whether the messages were published. Third, an evaluation using the findings and previous literature was conducted to determine whether the communication to the media about the BSAS process was successful.

Methodology

This study was conducted with a qualitative approach. The main data were semi-structured interviews and a sample of news articles about the BSAS. The interviewees were involved in the communication with the media and represented the different organizations involved in the BSAS process. The news article sample was gathered from international news publications. Although the main method of research in this study was qualitative, some characteristics of quantitative methods were used during the analysis of the articles. The interviews and articles were mainly analyzed using content analysis.

Results of the Study

The results and main findings of the study indicate that the overall communication to the media about the BSAS process can be described as successful. First, the main findings suggest that the different communicators had similar messages that were communicated to the media but there was also variation. However, there were quite many messages that were identified from the interviews. This suggests that the messages were not as focused as perhaps would have been intended. Second, the comparison of the identified core and significant messages to the sample news articles revealed that the core messages did indeed appear in the sample articles. In other words, the majority of the most important messages were published. An analysis of the core and significant messages using news values revealed that a message that could be associated with several news values was more likely to be published in the sample articles.

Key Words: International business communication, media communication, public-private partnership, environmental communication, Baltic Sea Action Summit (BSAS), newsworthiness, news values

Viestintä medialle julkisyksityisessä yhteistyössä – Baltic Sea Action Summit (BSAS)

Tutkimuksen tavoitteet

Tutkielman tavoitteena oli tutkia viestintää medialle julkisyksityisen yhteistyön yhteydessä. Tutkimuskohteena oli Baltic Sea Action Summit (BSAS) prosessi, joka keskittyy ympäristösuojeluun. Tutkimus julkisen ja yksityisen sektorin yhteistyöstä ympäristön suojeluun liittyen tarjoaa uutta tietoa tämäntyyppisestä yhteistyöstä sekä siihen liittyvistä mediaviestintäprosesseista. Tutkielman tutkimuskysymykset käsittelivät kolmea aihetta. Ensimmäiseksi tunnistettiin ydinviestit, joita kommunikoitiin medialle BSAS prosessista. Toiseksi ydinviestejä sekä tärkeiksi luokiteltuja viestejä verrattiin uutisartikkeliotantaan ja tutkittiin oliko nämä viestit julkaistu artikkeleissa. Kolmanneksi tehtiin arvio mediaviestinnän onnistumisesta aiempien tutkimustulosten ja muun kirjallisuuden perusteella.

Tutkimusmenetelmät

Tutkielman tutkimusmenetelmät olivat kvalitatiivisia. Aineiston keräämiseen käytettiin teemahaastatteluita sekä uutisartikkeleita, jotka käsittelivät BSASa. Haastateltavat olivat osana viestintäprosessia medialle ja he edustivat BSAS-prosessin eri tahoja. Vaikka tutkielman päätutkimusmenetelmä oli kvalitatiivinen, kvantitatiivisia menetelmiä sovellettiin artikkeleiden analysointiin. Haastatteluiden sekä artikkeleiden analyysi tehtiin käyttäen pääosin sisällönanalyysia.

Tutkimuksen tulokset

Tutkielman kokonaistulokset viittaavat siihen, että viestintä medialle oli onnistunutta. Tulokset osittavat, että kommunikoidessaan medialle BSAS-prosessista, eri viestijät ovat käyttäneet pitkälti samoja viestejä. Kuitenkin myös vaihtelua viestien suhteen löytyi. Haastatteluiden pohjalta löytyneitä ydinviestejä oli odotettua enemmän. Tämä antaa aihetta uskoa, että itse viestit saattoivat olla hajanaisia median silmissä. Kun viestejä ja uutisartikkeleita verrattiin, voitiin todeta, että suurin osa tärkeiksi ydinviesteiksi luokitelluista viesteistä oli julkaistu artikkeleissa. Verrattaessa tärkeiksi luokiteltuja viestejä kirjallisuuden tunnistamiin uutisarvokriteereihin, voitiin huomata yhteys uutisarvokriteereiden sekä uutisartikkeleissa julkaistun sisällön välillä.

Avainsanat

Kansainvälinen yritysviestintä, media, viestintä, julkinen sektori, yksityinen sektori, julkisyksityinen yhteistyö, uutisarvo, ympäristöviestintä

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

1 INTRODUCTION

1.1 Research objectives

The role of strategic communication and its importance to an organization is undeniable today. The communication function of an organization also includes external communication and thus communication with the media. This is the case whether the organization is a profit seeking company or a non-profit organization.

This Master's thesis concentrates on the external media communication of a Finnish foundation that is a non-profit and a non-governmental organization (NGO) and its public partners. More specifically it compares the messages sent out to the media via various channels to the actual published news articles in the domestic and foreign press. In other words, the study will investigate the NGO's and its partners' messages that were received by the media and find out to what extent the media covered them. The messages were specifically related to a single process, the Baltic Sea Action Summit (BSAS) held in Helsinki in 2010. The subject and case study of this thesis have been chosen due to the personal involvement of the present author to the BSAS process.

The BSAS process offers an excellent opportunity to examine the communication process of an NGO that collaborates with other organizations. In this case the two other parties in the process are public organizations. Therefore, this thesis will shed some light to the external communication process of a public-private partnership. Today, public-private partnerships, where private entities such as foundations and other NGOs, and the public sector work together for a certain cause, have increased. As Seitanidi and Ryan (2007, p. 247) point out, partnerships between non-profit and business organizations constitute a recent addition to the forms of interaction between the two sectors. This form of interaction has the potential to meet the current demands faced by both sectors (ibid, p. 257). It seems that in the fast changing world new alliances for good causes are being formed and public-private partnerships seem to suit this purpose very well.

The importance and impact of NGOs has increased recently. According to Zhang and Swartz (2009, p. 47), non-governmental actors have become increasingly effective in advancing their agendas and disseminating their messages in international affairs. This suggests that examining the communication practices of NGOs in general is important. The BSAS process offers a comprehensive example to study.

However, there are differences in the private and public sectors that need to be recognized. Respecting the core differences between business and nonprofit sectors is the key to the survival and success of a business/non-profit organization partnership (Seitanidi and Ryan, 2007, p. 260). This is one of the main reasons why NGOs and their core characteristics need to be examined further. Also by examining the communication and media communication practices of these organizations, more is learned about their core characteristics.

One of the main themes in this study is environmental groups and their communication practices. The media is more than a site for environmental action; it plays a significant role in shaping debate and influencing outcomes (Lester and Hutchins, 2006, p. 438). This would suggest that new ways of dealing and communicating about environmental issues are needed, to make sure that environmental questions are considered relevant in the future. Also, the interactions between activists and journalists, as well as their understanding of each other's role and motives, are of critical importance (Lester and Hutchins, 2009). This study can also help reveal the characteristics of the relationship between an NGO and people working in the media field.

This thesis investigates the special circumstances of one particular NGO and its public-private partnership as well as its external communication with the media. It also focuses on a particular process. Therefore this is a case study of the Baltic Sea Action Summit (BSAS) process. The BSAS process will be explained in detail in the case that is presented later in this chapter.

Key term definitions

Public-private partnership

A public-private partnership is an agreement where the skills and assets of each sector (public and private) are shared in delivering a service or facility for the use of the general public. In addition to the sharing of resources, each party shares in the risks and rewards potential in the delivery of the service and/or facility (NCPPP, 2011).

Non-governmental organization

A voluntary group of individuals or organizations, usually not affiliated with any government that is formed to provide services or to advocate a public policy. Although some NGOs are for-profit corporations, the vast majority are non-profit organizations. By most definitions, political parties and criminal or violent guerrilla organizations are not considered NGOs (Britannica encyclopedia, 2011). Private individuals or organizations create NGOs without representation from the government for causes such as peacemaking, environmental protection, human rights, and education (Zhang and Swartz, 2009, p.49).

1.2 Research questions

The main aim of the study is to determine whether the communication of the BSAS process was successful, in other words if the intended messages about the BSAS process to the media were published in the sample articles. In addition, the messages themselves will be identified and analyzed using existing literature as a base for the analysis. In addition, the news article coverage of the BSAS process will be analyzed more thoroughly in a more general nature.

The BSAS process is a new innovation and therefore also the communication of the process was something that had never been done before. This is why it is highly important to determine whether the communication with the media was executed successfully or not and what the possibilities and potential problems were.

Based on these previous notions a set of research questions is formulated. First, the messages communicated, or intended to be communicated, to the media are clarified through interviews with the main communicators and sources to the media. Second, the sample articles are studied and the level and extent to what the messages about the BSAS process were received and published. Lastly, the messages and articles are compared and an analysis of the media communication is provided, to assess whether the media communication of the BSAS process was successful.

The research questions are as follows:

1) What were the core messages and significant messages of the BSAS process that were communicated to the media?

2) What was written about the BSAS process in the foreign and domestic news articles?

3) How successful was the communication with the media about the BSAS process?

By answering these questions, new knowledge about the communication with the media of a new process (in this case the BSAS process and a new way of co-operation to combat environmental problems) will be generated, especially about communicating environmental matters from a public-private partnership viewpoint. This in turn can give new insights to future endeavors of saving the environment and to the communication practices in the public and private sectors in an NGO and environmental context.

1.2 Structure of the thesis

This study consists of six chapters. Chapter 1 presents the introduction, research gap, and research objectives. Research questions are also presented in this chapter. Chapter 1 also introduces the case used in this study.

Chapter 2 presents previous literature about the subject and the theoretical framework for the study. The chapter is divided into three main parts: Subsection 2.1 concentrates on media and environmental communication, which is followed by subsection 2.2 discussing the notions of news and newsworthiness. In subsection 2.3 the theoretical framework is presented.

Chapter 3 describes the data and the methods used in the study. This chapter also discusses the various factors related to the trustworthiness of the study.

Chapter 4 presents the findings of the study, which is followed by Chapter 5 that discusses the main findings on the basis of previous literature and the theoretical framework.

Chapter 6 concludes the study with a research summary and a recap of the main findings, as well as presenting the possible limitations of the study and suggestions for further research. Finally, the sample news articles used in this study are presented in the Appendices section.

1.3 Case Baltic Sea Action Summit (BSAS)

In this subchapter the process of the Baltic Sea Actions Summit (BSAS) and other important aspects of the case are introduced. Also the organizations that participated in the process are presented. This information was received from interviews conducted for this thesis and from the official websites of Baltic Sea Action Group and the public sector actors such as the Ministry for Foreign Affairs.

Introduction

According to experts the Baltic Sea is one of the most polluted seas in the world and it has been that for decades. Already in the 1970's all the Baltic states devised together an action plan to save the sea, called the HELCOM Action plan. The Baltic Sea is unique since it is very shallow and the water salinity is very low. Also, decades of neglect and using the sea as a wasteland have done damage. The number of people living around the Baltic Sea and in the catchment area (about 90 million), compared to the amount of water the sea has, is equivalent to the Mediterranean having 14 billion people living on its shores.

The Baltic Sea can also be thought as a truly international company that has many stakeholders from various countries. Still, the ownership of the sea is hazy and unclear. Everyone wants it to be maintained and have his or her own use for it, but no one has the responsibility to do so. In this case, the sea is a company without true ownership and management.

In 2007 three friends of the Baltic Sea came together and decided that a new non-profit, non-governmental foundation should be founded to tackle the bad state of the Baltic Sea. Ilkka Herlin, Anna Kotsalo-Mustonen and Saara Kankaarinta founded the Foundation for a Living Baltic Sea (Elävä Itämeri säätiö). The foundation uses the name Baltic Sea Action Group (BSAG). This foundation would be different from others before, it would tackle all the problem areas that the sea is facing and not just

concentrate on one problem area as many actors had done before. Problem areas include agriculture, marine safety, hazardous waste and toxic landfills.

The Baltic Sea Action Summit process

The founders of BSAG had the mindset that everyone should protect and make the sea cleaner by doing what they do best. And compared to the more traditional way of environmental protection, BSAG was not that interested in monetary donations but that of expertise and knowledge. Through this, the notion of a *commitment* came to exist and BSAG started to collect commitments from organizations that wanted to be a part of helping the Baltic Sea. The main idea of these concrete commitments was that they would improve the state of the sea and preferably be something that had not been done before. Also clear timetables for the execution of the commitments were made. In a way the main problems had already been identified for decades but new innovative solutions were needed.

BSAG was still a rather new player in the somewhat saturated market of environmental protection organizations. They needed a way to get publicity and get more commitments from new organizations and states that play an important role in the saving process. That is how the idea of *a* Baltic Sea summit came to life. For the summit to have prestigious guests and heads of state that would make commitments for the sea, BSAG needed the help of Finland's head of state. After negotiations and preliminary plans the President of Finland, Tarja Halonen and Prime Minister Matti Vanhanen agreed to be co-conveners of the Baltic Sea Action Summit to be held in Helsinki in 2010. Also a decision was made to have BSAG be mainly in charge of the contents of the summit.

In May 2009 all the three organizers of the Baltic Sea Action Summit (BSAS) held a kick-off session for the media at Säätytalo in Helsinki. It was the first public event held regarding the BSAS process. It was also probably one of the first times when such a public-private partnership was announced. A private foundation, heads of state as well as the Ministry for Foreign Affairs in such close co-operation. At the kick-off session the basic idea of the summit was explained to the media. The BSAS was not going to be

a traditional summit as such, with heads of state discussing, but it was going to be a gathering of commitment makers from all sectors of the society.

On February 10th, 2010 the Finlandia Hall in Helsinki was attended by commitment makers from all countries around the Baltic Sea area. Commitment makers included states, businesses big and small, NGOs, government bodies and individuals. The main criteria for getting into the summit was that one had to be a commitment maker. At the end, approximately 140 commitments of all kinds had been collected in about six months.

Still, it has to be kept in mind that the summit day at the Finland hall was just one part of the BSAS process; however it was naturally the one that had the most publicity. The process of gathering the commitments before the summit day and the monitoring of the execution of the commitments afterwards, were also important parts of the process.

Communication of the BSAS process

The communication of the BSAS process was planned beforehand. The main responsibility of the contents of the communication was BSAG's. One of the main challenges was to get all the three organizers to communicate the same matters, despite the fact that they all represented very different kinds of organizations. In addition to the shared goals, all naturally had their own agendas that needed to be recognized.

The President's office was quite moderate with its communication to the media. Press releases were sent out, when needed, about the milestones concerning the BSAS process and President Halonen attended events prior to the summit day to promote the process. The Prime minister's office was mainly acting the same way. The main channels of communication with the media were press releases and occasional interviews. Also, the offices of both the President and the Prime minister had links to the BSAS websites at all times.
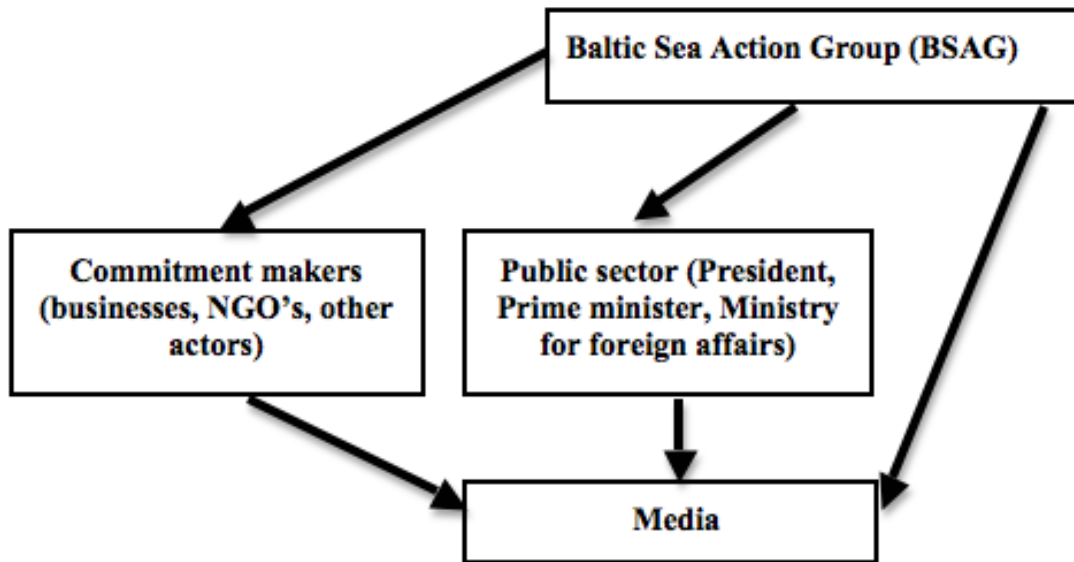
The Ministry for Foreign Affairs was responsible for the overall practical arrangements of the summit day. The communications department of the Ministry for Foreign Affairs was also very active with the media communication of the BSAS before the summit. They used their existing relations with major newspapers and journalist to give information about developments in the BSAS process. In addition, one of the main channels of communication with the international press was through the Ministry for Foreign Affairs and e.g. their offices in London and Berlin. Some group visits for journalists were also arranged, for example from London and Russia. The embassies of Finland also participated by arranging info sessions in Baltic Sea area countries where potential commitments makers and journalists were invited. All Finnish embassies around the Baltic Sea area also had links in their websites to the BSAS website.

BSAG contacted major Finnish newspapers and journalists and sent out press releases when it was considered necessary. Press releases were sent out with the mentality that "less is more" and used with moderation. Close co-operation existed with the three organizers during the extensive process. BSAG also ran the BSAS website that posted all the commitments in real time and updates about the process.

The commitment makers (e.g. businesses, other NGOs, public sector) were sent a communications package with all necessary information and guidelines for communication with the media concerning the BSAS process. The package included, for example, boilerplates and logos to be used. Many commitment makers also put links in their own websites to the BSAS site.

At the summit day, the Finlandia Hall was attended by journalists from all around the world. This was an unusual event, since normally the area for journalists is very restricted but in this case there was more room and fewer security restrictions even though there were several heads of state attending. Also, an emphasis was put on getting speeches and other material online as soon as possible for the media. A book containing all the 140 commitments with details was distributed at the summit. The three organizers held a press conference at the end of the Summit day.

Illustration of the communication in the BSAS process to the media:

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                    ┌──────────────────────────────┐
                    │ Baltic Sea Action Group (BSAG)│
                    └──────────────────────────────┘
            ↙                    ↓                    ↘
┌─────────────────────┐  ┌─────────────────────┐
│  Commitment makers  │  │ Public sector (President,│
│ (businesses, NGO's, │  │ Prime minister, Ministry │
│    other actors)    │  │   for foreign affairs)   │
└─────────────────────┘  └─────────────────────┘
            ↘                    ↓                    ↘
                    ┌──────────────────────────────┐
                    │            Media             │
                    └──────────────────────────────┘
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The next chapter presents previous literature about the subject and the theoretical framework of the thesis is also introduced.

2 LITERATURE REVIEW

This chapter will present and discuss previous literature concerning communication with the media in a public-private among other subjects. The literature review will be in two separate sections, in subchapter 2.1 the media and environmental communication is presented and subchapter 2.2 concentrates on news and newsworthiness. The theoretical framework of the study will be introduced in subsection 2.3.

2.1 Media and environmental communication

Environmental issues are important since they affect everyone. The media attention that the environmental issues gain does not always seem to match that. For example Thøgersen (2006, p. 149) suggests that it seems very likely that the need for drama, and the boredom with traditional ways of framing or "setting up" environmental issues, not only means that environmental issues will eventually lose their share of media and public attention to competing social problems but it also means that competing ways of framing environmental issues will become relatively more 'competitive'. In other words, the one with the most exciting or surprising news story will be published.

In some cases environmental news do not get the spot in the limelight and are left somewhat unnoticed. The probability of getting the message through in a crowded and saturated environment can be enhanced. According to Cutlip, Center and Broom (2000, p. 253), status, reliability and expertness of the source of the message can add weight to the message. In the case of the Baltic Sea Action Summit (BSAS) process there were three organizers, all with different strengths. This would indicate that the public-private partnership has its advantages when it comes to getting the message through. Many different sources of the same message, or at least intended to be the same, can result in an increase of messages credibility.

As regards to environmental problems, the role of the media becomes ever more important. Environmental advocates (in this case such as the Baltic Sea Action Group)

need the media to write about the problems and possible solutions, and the media needs stories that are interesting to the public and decision makers. Hutchins and Lester (2006, p. 434) agree, that the two groups are mutually interdependent; environmentalists attempt to use the media to 'get their message out' and promote awareness of green issues, and journalists acknowledge the importance of environmental issues to readers and audiences because of the threats posed to natural environments and people's wellbeing. Thus, the relationship and interdependencies of the two "sides" needs to be looked at. The BSAS process offers a platform for examining the relationship between the media and a public-private partnership that is dedicated to saving the environment. Figure 1 also illustrates the interdependence of the two groups.
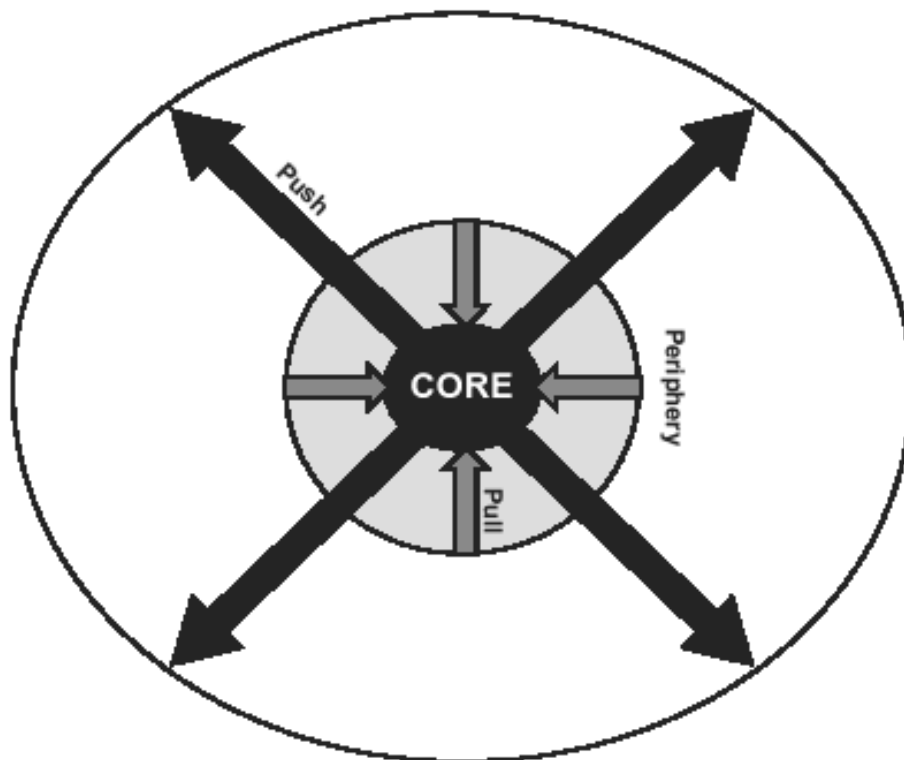

Figure 1. Activist communication strategy model (Cammaerts and Carpentier, 2007)

Figure 1 by Cammaerts and Carpentier (2007), from the "Activist communication strategy model, Push & Pull" shows us the mutual interdependence of media and the

society as a recipient. This figure reminds that there is an existing relationship between the two groups; media is interested in possible news stories and the environmental groups are interested in "pushing" their agenda to the media.

The media that NGOs and other organizations can use to get the message delivered to the audiences also needs to be addressed. The environmental movements have little choice but to engage with major news media outlets (Hutchins and Lester, 2006, p. 437). This in turn, would suggest that at least NGOs must take action to prepare sophisticated public relations programs, to make sure that the news media is not the sole source of information about the organization's main concerns.

On the other hand, in a more recent paper Lester and Hutchins (2009) suggest, that the Internet has been a source of hope for activists over the past decade, offering the potential for independent information distribution without the mediating effect of news journalists and the established news media industries. The Internet has become another device in the strategic toolbox of the environmental movement for gaining mainstream news media access (ibid). In other words, the mass media is an important medium but the Internet has opened entirely new doors for communicating environmental issues.

The influence of the media in environmental matters is a subject that needs to be addressed as well. Thøgersen (2006, p.147) claims, that agenda setting that is used by journalists, has played an important role in the mass media in producing a pattern for the evolution of environmental concern. He (ibid.) also states, that the less direct experience people have with a given issue, the more they will rely on the news media for information about and interpretation of that issue. In other words, the media has great influence over matters that are not that familiar to the general public. In this present study, the BSAS process was a new innovation and a process and it was assumed that the media has great influence on how it was presented to the public and how it was perceived.

The great impact of media and the difficulties that the environmentally conscious communicators have with media has made them come up with new ways of

communicating their messages. Hutchins and Lester (2006, p.447) reveal that evidence collected thus far, indicates that the difficulties faced by environmentalists when dealing with major news outlets helps to explain their innovation in the use of websites, weblogs and email. These innovations help them to deliver direct, unfiltered messages to a diverse network of politically committed and curious publics.

Journalists as receivers of messages

Today environmental issues and news are a day-to-day phenomenon. This means that the media and journalists are by now fairly used to writing news concerning environmental issues. There are also journalists that are devoted to environmentally concentrated journalism. Curtin and Rhodenbaugh (2001, p. 190) suggest, that backlash materials are reaching journalists more frequently than are materials from environmental groups, demonstrating that backlash groups are more effectively forwarding their agenda to journalists. In other words, it can be easier to communicate about environmental problems that are evident and the results can be easily seen, rather than to communicate proactively about future problems. This would suggest, that environmental groups such as BSAG that promote proactive actions to save the environment, instead of using backlash material, may have some problems with getting their voice heard. On the other hand, Curtin and Rhodenbaugh (ibid.) also point out that environmental groups do not need to push their agenda that hard since they already have the environmental journalists on their side. This suggests that non-traditional, e.g. because of their business-like thinking, environmental groups such as BSAG need to plan their communication very carefully to succeed.

There are discrepancies in the communication between an organization and the media. Veil and Ojeda (2010, p. 413) found reasons from previous literature for this lack of trust and asymmetry in the relationship. They (ibid.) found, that if public relations practitioners view media as a mere filter through which manipulated messages must pass, it is not surprising that the media continues to look at public relations as nothing more than propaganda for the organization's point of view. Also, they (ibid.) argue, that when organizations are not pushing their agenda, the media thinks they are hiding

information. Another finding by Veil and Ojeda (2010, p. 413) was that journalists believe organizational spokespersons frequently obstruct rather than facilitate communication. Veil and Ojeda (ibid.) suggest that organizations are overly concerned with negative outcomes that they withhold helpful information. These stereotypical judgments and expectations and a lack of trust limit effective communication between organizations and media. This would suggest that there are many unsolved issues that inhibit the communication between media and sources communicating to it. Therkelsen and Fiebich (2001, p. 378) argue, that individuals tend to seek out information that is consistent with current attitudes and screen out, or counter argue, that which is inconsistent. This relates to the consistency theory, which states that tension is created when two opinions or feelings conflict with each other (ibid.).

Scheufele (1999) discusses the impact of a journalist's own values and norms as something that affects the news and framing, in other words the presenting of the news. He (1999, p. 110) quotes Van Dijk (1985), who in turn, has suggested that the way news are framed in the mass media is a direct result of the social and professional routines of journalists. In other words, working habits and the type of newspaper a journalist works for have an impact on the news and the framing of the news. This is one of the main reasons why the sample articles chosen for this thesis are from newspapers that cover all themes and events and are not specified to one "beat". Framing will be addressed more thoroughly later in this chapter.

Non-governmental organizations in a public-private partnership

Since the public-private partnership is one of the key elements of this study, a closer look at the concept is needed. One of the ways is to look at the partnership from the view of non-governmental and non-profit organizations and businesses. Austin (2000) comes to the conclusion that the age of alliances between non-profit organizations and corporations will reign in the future and that the partnerships will grow in number and in strategic importance. There is increasing evidence that a rising number of NGOs are becoming resourceful, stable, and socially accepted local communicators (Lang, 2000, p. 285).

Austin (2000) also suggests that there are factors that need to be kept in mind in order to help the business and NGO partnerships increase added value and gain sustainability. These (ibid.) are factors that all players need to consider:

- Accept and respect the difference between the social and business logic before embarking in a specific form of interaction and
- Recognize that heterogeneity between business and NGOs and other non-profit organizations is not only the source of risks but also of benefits. By actively engaging in the process of the interaction the probability of positive outcomes will be increased.

These points suggest that the partnership can provide benefits for both partners but the differences between the two must be kept in mind, and the communication needs to be planned accordingly.

The relationship between a non-governmental organization and the public sector must also be looked at. It seems that the role of NGO's has been changing over the years. For example Lang (2000, p.385) states, that the local NGOs are taking over functions and services that traditionally have been delivered by the local government. This would suggest that the public sector has a closer relationship with the private sector than before. Lang, (ibid.) also says that one of the most interesting developments has been the "semi-privatization of communication" at the local level. This development means that the organization and management of civic communication processes, between government and citizens, is being handed over to NGOs. This argument is in line with what happened in the BSAS process. The private actor of the BSAS process was highly involved with the communication to the local public as well as to the foreign publics.

In the next section the notion of 'framing' is introduced and presented in the context of media communication.

2.1.1 Framing

'One of the most fertile areas of current research in journalism and mass communication involves the concept of 'framing.'
Robert M. Entman
(Matthes, 2009, p. 349)

The concept of 'framing' has been used in media studies to investigate the various ways of presenting news stories and the highlighting of particular issues. Matthes (2009, p. 359) points out that, much has been written about framing, but no systematic, standardized analysis of the research literature has been conducted. This suggests that there is still more to be found when it comes to framing and the study of framing. First, the definition of framing is presented from various viewpoints and then the notion of framing is discussed from different aspects.

The word 'framing' itself is not complicated but the definitions by scholars are not very clear. Framing has been defined as follows: "In essence, frame analysis examines the selection and salience of certain aspects of an issue by exploring images, stereotypes, metaphors, actors, and messages" (Matthes, 2009, p. 349). Wedell (1997) has stated that, the hedonic principles of approach (happiness) and avoidance (pain), well established in motivation psychology, lay down the theoretical foundation upon which the core concept of message framing is developed (cited in Tsai, 2007, p. 364). Chang and Lee (2010, p.197) say that, framing has come to mean the practice of influencing how individuals think and feel about issues by encouraging them to think about the issues in particular ways. Also, it has been suggested that the term framing is sometimes used synonymously to describe very different approaches (Scheufele, 1999, p. 103). To conclude, the term framing has been used to describe various concepts and the literature has not yet established steady grounds for framing and media framing. In this thesis the term framing is mainly seen as Tsai (2007) has described it, as practice of influencing how certain issues are seen and looked at.

The notion of framing has puzzled and interested researchers lately. Frame analysis has become a lively and important methodology (Matthes, 2009, p.349). Still, there is discussion in the field of media communication about framing and its characteristics. As Maheswaran and Myers-Levy (2004, p.159) state, conflicting findings often emerge even within a given type of message framing study, making it difficult for any single theory to account for all of the findings. Also, there have been only a few studies designed to test framing effects in charitable contexts (Chang and Lee, 1 p.197). NGOs have become competent voices for the media and are thus able to take part in framing local debates (Lang, 2000, p.386). This would mean that the BSAS process is a good example of news framing since it can give more insight about framing in a NGO context and communication practices in a public-private partnership context.

Matthes (2009, p. 351) found that, scholars have argued that most of the research on media framing is still fairly descriptive and relatively atheoretical. Scheufele (1999) has gathered together previous research about framing and media framing. He (ibid, 1999, p.103) states, that research on framing is characterized by theoretical and empirical vagueness, which is due, in part, to the lack of a commonly shared theoretical model underlying framing research. Scheufele (ibid.) continues by saying that the conceptual problems translate into operational problems, limiting the comparability of instruments and results. This gives reason to believe that media framing as a concept is still "in kindergarten" and underdeveloped. This is one of the reasons why framing has been included in the theoretical framework of this thesis but not as specifically in detail as other concepts.

Sheufele (1999, p.116) continues by saying that frames suggested by interest groups or political actors as sound bites, are adopted by journalists and incorporated in their coverage of an issue or an event. And, that it is likely that this frame building function of mass media has a greater impact for relatively new issues (issues for which no frames have yet to be established) (ibid). This would suggest that the new methods of the BSAS process in environmental protection are being "framed" in many cases. In spite of the significance of the concept of framing, it is far from being integrated into a consistent theoretical model. As a result of the numerous approaches to framing

developed in recent years, the comparability of empirical results obtained in these studies is rather limited (Scheufele, 1999, p. 118).

Dan and Ihlen (2010) have investigated the notion of 'framing expertise'. They (ibid) found that in order to have framing expertise the message needs to be conveyed in a way that;

1) is resonant with the underlying culture
2) appeals to psychological biases
3) conforms to journalistic needs

They also point out that that status and resources play a role in the news media framing.

Environmental issues are often related to the concept of lobbying and persuasive communication. In many cases lobbyists use framing to increase knowledge and affect public policies. McGrath (2007, p. 271) suggests that public policy issues tend to be complex and framing is an attempt by lobbyists to set the boundaries of debate on a given issue. In other words, lobbyist can use framing as a tool to control the discussion. The next section will examine the notion of persuasive communication more in detail

2.1.2 Persuasive communication

This section introduces the concept of persuasive communication and matters related to it e.g. credibility and persuasive communication in an NGO context. A model for the process of persuasive communication is also provided.

According to Dijkstra, Schakenraad, Menninga, Buunk, and Siero (2009, p. 234), a core aspect of persuasive communication is that they present outcomes of a specified behavior to motivate people to change the behavior in a desired direction. In other words, framing that was presented in the previous section, is also used in persuasive communication to e.g. present potential results that can be made true by acting in a certain way. This would suggest that the notions of framing and persuasive communication are somewhat intertwined.

As regards to an NGO's persuasive communication, there are some characteristics that need to be kept in mind. One challenging task faced by charity and foundations is to convince the public that the cause is valid, urgent and serious enough to compete with other social problems (Chang and Lee, 2010, p. 201). Still Lang (2000, p. 385) suggests that NGOs serve as professional mediators between citizens and government, as new "expert voices" for the local media, and as new organizers for citizen engagement. Also, a charitable issue framed with statistical evidence in a format employing larger numbers in ratios, is more likely to receive greater cognitive attention and deeper consideration (Chang and Lee, 2010, p. 201). In other words, finding an own niche to communicate and being different than other NGOs can help the communication process. Chang and Lee (2010, p. 213) also remind, that presenting results in a manner that suits the cognitive processes of the human mind will help with the persuasion.

In persuasive communication, the source from where the message is coming from has to be credible. Arora states (2007, p. 377) that credibility has been shown to influence information processing and thus the effectiveness of communication. In addition (ibid.),

various factors such as education, occupation and experience are known to influence credibility judgments. It could be stated that when planning the communication of an organization or a process, such as the BSAS process, the credibility and credibility of the communicators should be taken into account and be carefully planned accordingly.

One common aspect of credibility relates to source or spokesperson credibility. The components of spokesperson credibility are expertise and trustworthiness of the individual communicating a persuasive message (Arora, 2007, p. 379). This is especially relevant to the BSAS process since the spokespersons were heads of state and other people who are considered influential. However, it is not just about the credibility of the spokesperson; another aspect of source credibility is the perceived reputation of the organization that makes or produces a product (ibid.). This suggests that an organization trying to communicate and especially communicate persuasively needs to make sure that the credibility spans from the organization itself to the person communicating.

In persuasive communication the question must be addressed whether the messages, that are supposed to be persuasive, are positively or negatively framed. Arora (2007, p. 377) suggests that positively framed messages are defined as communications that emphasize a brand's advantages or gains to consumers and the negatively framed messages focus on the benefits foregone or the adverse consequences of not using the product. In addition, the negatively framed messages are those messages that portray negative consequences of not performing the advocated behavior (ibid.). Presenting outcomes that emphasize negative consequences may increase people's sense of confronting guilt and responsibility, and may cause peoples to be more concerned about loss aversion (Lee and Chang, 2010, p. 199). The negative versus positive framing can have an influence on how the agenda of an NGO or an environmental group is seen by the public at large, and this in turn may have an affect on the persuasiveness of the communication. This would indicate, as was already suggested previously, that persuasive communication and framing have many commonalities and that they are somewhat linked to each other.

As can be seen from Figure 2, the persuasive communication process is complicated and that it has many stages. The persuasive communication process is also deeply connected to psychological factors. Values, opinions and beliefs all have an affect of the persuasive communication process. This figure would indicate, that if the persuasive communication model is indeed this complicated the communication plan of an environmentally persuasive process should be equally complex to make the intended impact on the audience.

Source

Produces intentional communication designed to influence a target

Structures appeal to target's

BELIEFS

(Notions of whether statements are true or false)

OPINIONS

(Notions of whether things are good or bad)

VALUES

(Enduring notions of good and bad that control large numbers of behaviours)

Most   Continuum of changeability   Least

In order to alter a target's

1) PERCEPTIONS
   - Beliefs about what is true

2) AFFECT
   - Evaluative notions of the goodness or badness of issues, events and objects – that is, feelings

3) COGNITIONS
   - Rational analysis of events, issues and people

4) OVERT BEHAVIOUR

Resulting in either

Modification or reversal of the above

OR

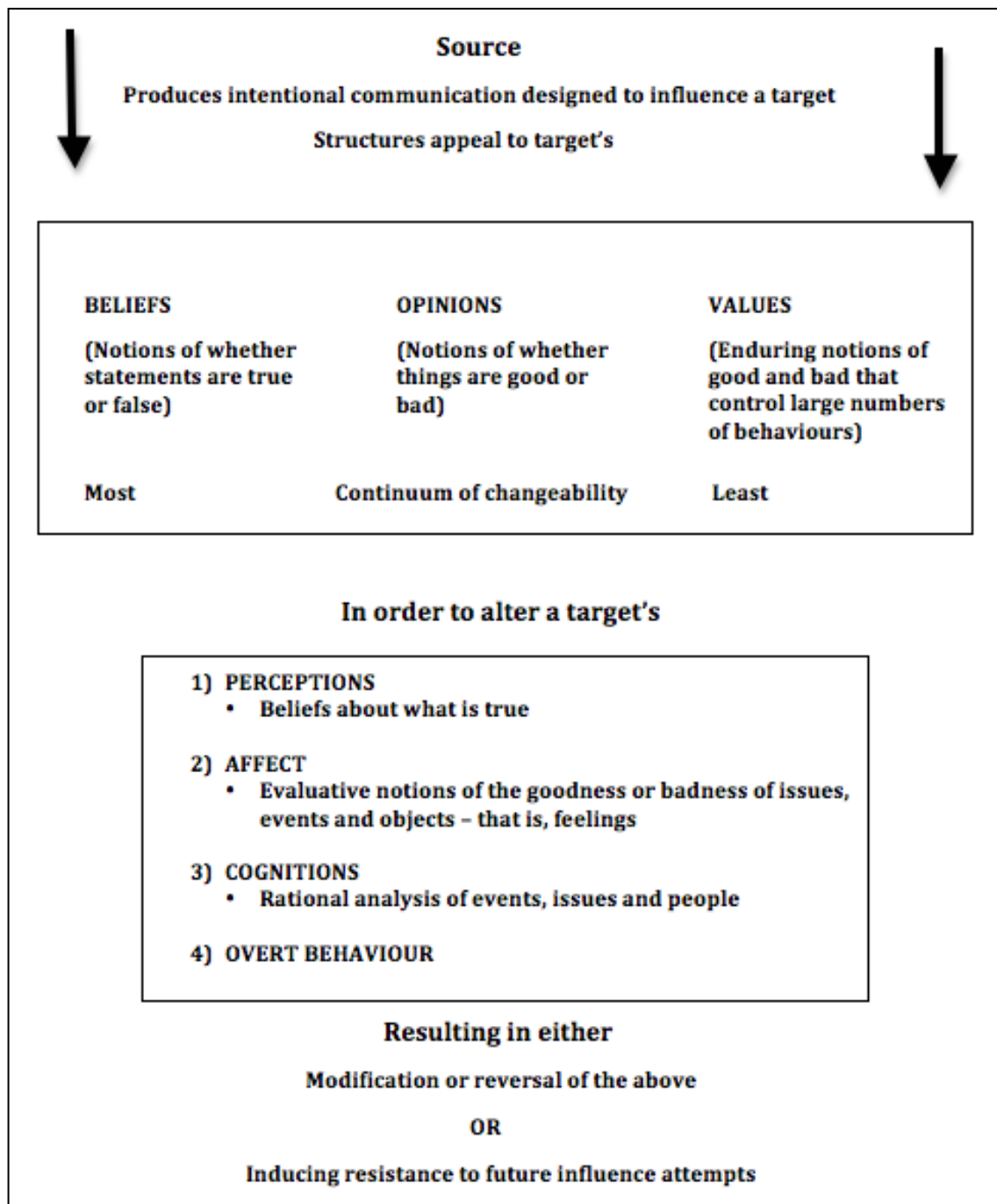Inducing resistance to future influence attempts

Figure 2. Model of persuasive communication (Burgoon, 1989, p. 132)

Figure 2 illustrates the process of persuasive communication and its various stages. There are several phases in the process that need to be executed. First, the communication is planned in a way that intentionally influences the target. Second, the

message communicated is filtered through the beliefs, opinions and values of the receiver. The aim of persuasive communication is to alter the perceptions, affects, cognitions and behavior. Finally, the process results in either modification of the perceptions etc. or in resistance to future attempts of persuasion. Figure 2 shows the complexity of the persuasive communication process, which should be taken into account when planning such as process.

2.2 News and newsworthiness

This subchapter covers the topic of news and newsworthiness. The news as such is discussed as well as the various components that make up newsworthiness. The concepts of news media coverage, deviance and social significance are also addressed.

One of the main themes in this Master's Thesis is the analysis of written news articles about the BSAS process. This is why it is crucial that the news as such are also discussed. Such terms as newsworthiness, news values and news factors play a part in this research process and need to be clarified based on previous literature. The media, and thus news, is widely acknowledged to play an important part in gaining public support for sustainability initiatives (Kolandai-Matchett, 2009, p. 113).

News is a common and everyday phenomenon that can be hard to describe without actually using the word news. For example, one common assumption is that news is composed of things that are newsworthy, in other words, that news and newsworthiness are essentially the same, and that the prominence with which an event is covered in the news is an indicator of its newsworthiness (Shoemaker, 2006, p. 105).

The news and newsworthiness can be described also by their separate constructs. Shoemaker (2006, p. 105) states, that the news is a social construct, whereas newsworthiness is a cognitive construct. In other words, news is a commodity, a product, and newsworthiness is a mental judgment. Kepplinger and Ehmig (2006, p. 27) define newsworthiness as the likelihood of a news story to be selected for publication. Still, as Shoemaker (2006, p.105) points out newsworthiness is only one of a vast array of factors that influence what becomes the news and how prominently events are covered. In other words, there are several factors that affect whether a news story is published and in what shape and form.

At some point each news story gets either published in the news media or not. There are several steps or obstacles that the story must get through in order to get published. This

process is referred as gatekeeping (Shoemaker, Eichhoh, Kim, and Wrigley, 2001, p. 233). In its simplest form within mass communication, the notion of gatekeeping is the process by which the vast array of potential news messages are dug out, shaped, and molded into those few that are actually transmitted by the news media. It is often defined as a series of decision points at which news items are either continued or halted as they pass along news channels from a source to a reporter to a series of editors (ibid.). However Shoemaker et al. (2001, p. 233) remind us that it is not just a yes or no decision, but also a process where the story gets shaped and disseminated and the way that the reality is transmitted via mass communication to us all can also be seen.

Since the main theme of this Master's thesis is the case of the BSAS process, a paragraph should be allotted to environmental news and its own characteristics. McCluskey (2008, p. 85) clarifies that even though the environment has become its own separate "beat" or niche, it has many elements also from other beats, such as political and governmental as well as agricultural news. Also, in many cases environmental reporters are very enlightened concerning environmental issues, and this can affect the way that these journalists interpret certain stories (ibid.). This is why the sample of news articles that is selected for analysis are from publications, which are not just concentrated on environmental news, but are more general in nature in order to make sure that this does not affect the findings.

2.2.1 News values and news factors

The concept of newsworthiness can be looked from the viewpoint of news value and news factors. This section will explain the notions of news values and news factors and present practical news values that are used by journalists in the news media.

The distinction of the two terms must be clarified. News values are characteristics of journalists, in other words, their judgment about the relevance of news factors. News factors are qualities of news stories (Kepplinger and Ehmig, 2006, p. 27). For example these judgments might have been taught in journalism schools, learned through

experience in the newsrooms, forced by economic forces e.g. the recession. News values of news factors indicate their contribution to the increase of the newsworthiness of a news story (ibid.). In other words, the characteristics of news stories to be selected for publication are called news factors.

Kepplinger and Ehmig (2006, p. 28) have developed the following figure, Figure 3, to elaborate and clarify the term and concepts of newsworthiness through news value and news factors:

News values

News factors

Newsworthiness of news stories

Figure 3. Newsworthiness of news stories (Kepplinger and Ehmig, 2006, p.28)

However, news values are not just for the academia. Lee (2009, p. 184) suggests that journalists actually use the news values as a checklist when choosing what events to cover and to what extent. This would suggest that news values as such could be helpful to e.g. public relations practitioners or people in charge of external communication. Lee (2009, p. 184) also explains that when choosing and evaluating which stories and events to cover journalists routinely use news values.

Several researchers have identified sets of news values. Three examples of these lists are presented below.

Tunez and Guevara (2009, p. 5-6) identified several news values that have an affect whether the news will be published:

- Social relevance of the source
- Amount of people (amount of people that can be a part of be affected)
- Projection and consequence

- Novelty

- Actuality

- Relevance

- Frequency

- Conflict

- Geographical proximity

Lee (2009, p.176) refers to frequently cited news values and lists them as follows:

- Novelty or oddity

- Conflict or controversy

- Interest

- Importance

- Impact or consequence

- Sensationalism

- Timeliness

- Proximity

Harcup and O'Neill (2001, p.279) suggest that the more contemporary news values could include:

- The power elite

- Celebrity

- Entertainment

- Surprise

- Bad news

- Good news

- Magnitude

- Relevance

- Follow up

- Newspaper agenda

Comparing the three sets of news values that previous literature has provided, it can be seen that they have similarities. This would indicate that even though the particular items vary, to some extent the concept of news values is a universal phenomenon.

2.2.2 News media coverage

When reading a newspaper one can often see negatively charged news stories. This seems to be today's trend. One of the obstacles to overcome with the BSAS process and its media communication was that the BSAS process can be seen as positive in nature and thus does not make it perhaps so interesting to journalists. As Thøgersen (2006 p. 154) states, it may be nothing more than boredom with reporting success that has meant that positive environmental stories have lost their newsworthiness while negative stories have become more newsworthy.

Why do journalists write about negative news? Chang and Lee (2010, p. 198) suggest that negatively framed messages tend to arouse viewers' self-relevance, consciousness and sympathy regarding the serious consequences if no action is taken and this increases the need for information, which motivates them to process the message. Shoemaker (2006, p. 107) claims that the bad news comes first, and then later news stories tell us about 'developing' aspects of the event and if developments are negative, they are more likely to become news. Stories develop until the problems are resolved and problem resolution is good news, which most of the time means no news (ibid). In other words, negative news and negative framing makes "better" and more appealing news, which can be seen in newspapers everywhere, especially with sensational headlines. Thøgersen (2006, p.154) suggests that operating in a highly competitive market makes news editors fear that their audiences get bored with the news they are bringing, hence, they search for news items that can be cast in new and dramatic ways. Meaning, the news media branch has become so competitive that the news itself is not enough but editors must compete over readers with framing the news as negative and sensational.

Still, environmental journalists have been seen to write more positive news stories about

environmental issues than the average journalist from e.g. business or politics (McCluskey, 2008, p. 83). This would indicate that targeting environmentally conscious journalists would result in positively toned environmental news.

The Internet has changed the way news media works. Television and radio are naturally still relevant. However, news about environmental issues fit the Internet well. As Hutchins and Lester (2006, p. 439) state, given the amount of stories that newspapers report every day, there are more frequently environmental stories compared to radio and television. Newspapers can also cover environmentally related stories more in detail and often radio and television follow the lead of newspapers (ibid.). This might indicate that environmental groups might need to focus more on newspapers to communicate their agenda.

Sometimes a newsworthy story is not enough. Shoemaker, Eichhoh, Kim, and Wrigley, (2001, p. 234) remind us that if a story requires much unavailable resources, such as complicated technology or other expenses, it may not be published even though it is considered to be a newsworthy story. A story that is published, has to have at least both of these characteristics in order to be published, along with other forces that are yet to be identified (ibid)

Bittner (1996, p. 361) argues, that in some cases the following overall situation can also affect the news selection and publication of news;

- Economic situation
- Legal restrictions
- Deadlines
- Competition
- Attention factors
- Peer reviews

In some cases, the coverage can be affected by the news values and factors since the same news factor can have different news values for journalists working for different media outlets (Kepplinger and Ehmig, 2006, p.27). This might explain why different media outlets report more or less intensively about the same event and why there are differences.

2.2.3 Deviance and social significance in news stories

Some news stories appeal to people more than others. Several researchers, e.g. Shoemaker (cited in Lee, 2008, p. 42) have studied this phenomenon through deviance and social significance. Deviance refers to unusual events that are not likely to occur frequently in daily lives and social significance refers to events perceived to be important to a society (Lee and Choi, 2009, p. 305). In this case, deviance is understood as something that is different in a news story, which then appeals to the minds of people. For example, Davis and McLeod (2003, p. 208) note that even though it is a universal fact that people are drawn to sensational news, the reasons for this are not fully understood. Davis and McLeod (ibid, p. 214) also suggest that one of the reasons for interest in sensational and deviant news is that our ancestors were keen on finding information around them that could help them survive better. Lee (2008, p. 42) also sums the situation by stating, that deviant news stories elicit the human beings' interest and reactions because these are things that should be detected as soon as possible for human beings to survive in their environment. In other words, the human interest in deviance in news stories is deeply embedded. This is especially interesting in the context of the Baltic Sea Action Summit since there were a lot of deviant characteristics compared to a "normal" process of an environmental protection.

The new and in some cases sensational aspects of the BSAS process could offer a new view on the communication of the process itself. As Lee (2008, p. 41) suggests the deviance of an event will help to determine the newsworthiness of the event itself and how prominently it will be presented in the press. In addition, the newsworthiness model developed by Shoemaker and her colleagues in 2006, suggests that not only

deviance but also the factor of an events social significance together determine how importantly it is presented in the news media (Lee, 2008, p. 42).

Lee (2008, p. 42) lists the three following dimensions of deviance:

1. Statistical deviance

    *   Refers to events that are unlikely and considered odd, novel and unusual

2. Social change deviance

    *   Events that have the potential to make a difference in the current and existing social structures and order

3. Normative deviance

    *   Events that might somehow break or differ from a norm or a law in a society

In addition, the social significance factor has four dimensions (Kim and Yang, 2008, p. 52):

1. Political

2. Economic

3. Cultural

4. Public social significance

In this particular case, the BSAS process, the private as well as public sectors are involved and communication from a government public relations actor has its own characteristics. Kim and Yang (2008, p. 52) note that it seems, that events selected to be newsworthy are more likely covered in international news. This would suggest that working with the government could have its benefits when it comes to media communication and it could ne possible to receive more media attention.

2.3 Theoretical Framework

In this section, the theoretical framework to the thesis is presented.

1.

PUBLIC SECTOR		PRIVATE SECTOR
Ministry for Foreign Affairs, President's Office, Prime Minister's Office	Initial core messages	Baltic Sea Action Group (BSAG)

Public-private partnership

2.

CORE AND SIGNIFICANT MESSAGES ABOUT THE BSAS PROCESS

News values, news factors, deviance and social significance (Kepplinger and Ehmig, 2006. Lee, 2008)

FRAMING CONTEST

All other communicators

FOREIGN AND DOMESTIC NEWS MEDIA

Not passive, the media also has its own values and norms

3.

NEWSWORTHINESS (Kepplinger & Ehmig, 2006)

FRAMING

(Tsai, 2007)

Journalists, media companies

The media absorbs the messages and frames them as seen fit to write articles

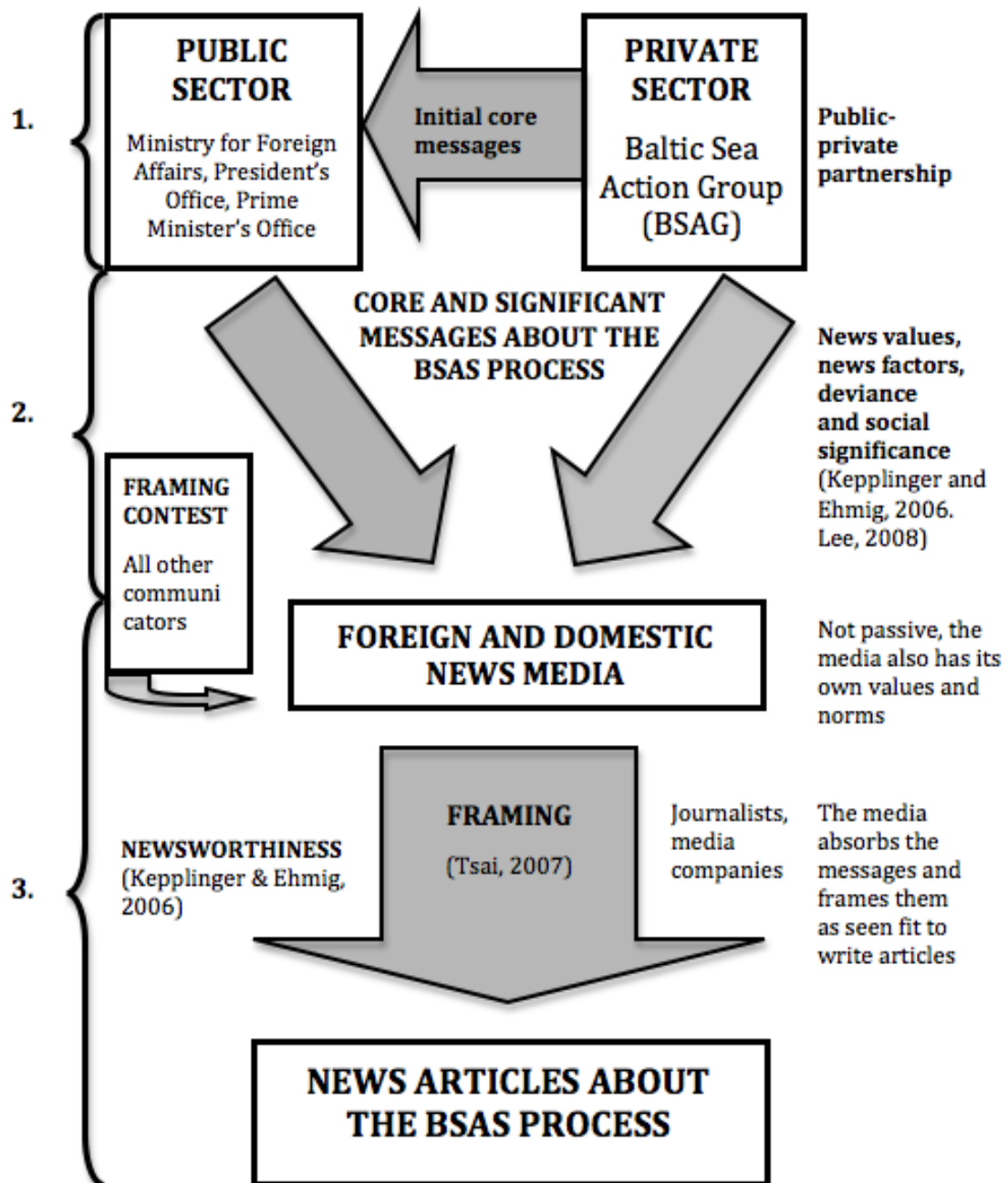**NEWS ARTICLES ABOUT THE BSAS PROCESS**

Figure 4. Theoretical framework of the study

The theoretical framework is constructed keeping in mind the communication process of the Baltic Sea Action Summit. Previous literature in Chapter 2 is used to illustrate the link between the literature and the communication process. Also, the three different phases of the communication process are shown in Figure 4. This is to show the reader the different phases of the media communication, planning (1.), execution (2.) and finally the publication of news articles about the BSAS process (3.). The arrows indicate the direction and the sources of the messages.

The communication to the media about the BSAS process can be seen as funnel. The messages that the organizers want to communicate to the media need to be compatible with concepts such as news values, news factors, deviance and social significance, which can all be seen as components of newsworthiness. All these factors have an impact on the message and the communication process. Also, framing has an effect, which can alter the message during the process. Framing contest refers to other messages that can replace the message, e.g. some other interesting event or happening that appeals to the media.

In Chapter 1 the case study was presented and the communication of the BSAS process was presented on p.11. In this figure, the commitment makers are a part of the communication process to the news media. However, in Figure 4, the theoretical framework, the commitment makers are left out intentionally from the communication process in order to get a more accurate and focused scope to the study.

3 DATA AND METHODS

In this chapter the research methods are presented and the reasoning for choosing these methods. Trustworthiness of the study is also discussed.

In the present study a mainly qualitative research approach has been assumed. As Silverman (1993, p. 15) states qualitative research offers a "deeper" picture than variable based correlations done by quantitative research. In this thesis, the main emphasis is on qualitative research but some characteristics of quantitative research are used to further analyze the data.

3.1 Data

The data for this thesis comprises two parts,

1. Semi-structured interviews
2. News articles retrieved from the Internet

Semi-structured interviews

According to Hirsjärvi & Hurme (2010), typically in qualitative research the researcher achieves a comprehensive picture and information on the topic when the research material is collected in real and as natural situations as possible. They continue (ibid.) by saying that if the research topic is complex and may be difficult to measure with numbers and statistics, by interviewing people the topic can be better understood and interviewees may bring up issues that the researcher would not otherwise understand to look at. In addition, they argue that semi-structured interviews with predefined themes and questions are best suitable for a unique and complex topic.

The first part of the present data consists of three interviews that were conducted in a period of approximately one month, mid December 2010 to mid January 2011. Two out

of the three interviews were conducted in a face-to-face situation and the third via e-mail due to geographical challenges. All face-to-face interviews were recorded and also supportive notes were made during the interview. Transcribing of the interviews was done briefly after.

The interviewees were selected to represent the main communicators of the BSAS process to the news media. In this case, the interviewees were from the Baltic Sea Action Group (BSAG) and the Ministry for Foreign Affairs, where two interviewees dealt with the domestic press and the one with the foreign press. This way the viewpoints for media communication can be seen from a wider perspective. At one of the interviews in the Ministry for Foreign Affairs two interviewees were present but in this case it is considered as one interview.

All the respondents had the interview questions beforehand and were able to get familiarized with the themes and particular questions. In addition, the interviewees also had the opportunity to ask about the questions in a more detailed level before the actual interview took place.

News articles

The second part of the data is the news articles published about the BSAS process during the time span of February 9th, 2010-February 14th, 2010. As the Summit took place on February 10th, 2010, one article was published one day before the summit at Helsinki, three articles published at the day of the summit, four articles published the day after the summit and one four days later. By choosing news articles published before, the same day and after the Summit day, a more comprehensive view can be obtained from the news articles.

The news article sample of 9 articles was chosen from a selection 491 articles that were all part of the media coverage of the BSAS process. The selection of the potential articles was gathered from several sources: Baltic Sea Action Group, The Ministry for Foreign Affairs and its various international departments, and media agencies. The

articles were selected by convenience sampling (Bryman and Bell, 2007, p. 197). The chosen articles were all from general publications and are known to cover stories from all various themes, not e.g. only environmental news. In addition, the articles were selected so that the length was at least one page, in other words bulletin type news articles were not chosen for the sample. Also, articles from various countries written in different languages were selected to get an international perspective to the sample. Translations were made so that every article could be analyzed in English. Table 1 illustrates also the original language of the sample articles.

Table 1. Publishing date, retrieval date and original language of news articles

Article	Publishing date	Retrieved	Original language
Article 1.	10.2.2010	15.4.2011	Finnish
Article 2.	10.2.2010	15.4.2011	Swedish
Article 3.	9.2.2010	15.4.2011	English
Article 4.	11.2.2010	15.4.2011	English
Article 5.	11.2.2010	15.4.2011	English
Article 6.	14.2. 2010	15.4.2011	English
Article 7.	11.2.2010	15.4.2011	English
Article 8.	11.2.2010	15.4.2011	German
Article 9.	10.2.2010	15.4.2011	English

The news articles were also retrieved the second time, all at once, from the Internet to make sure that they were all still available for the audience after over a year from the publishing date.

As the objective of the study was to clarify the core and significant messages received from the interviews and to identify the core and significant messages from the news articles, both were analyzed using content analysis. As Silverman (1993, p. 59) states, content analysis is an accepted method of textual investigation, particularly in the field of mass communications, since it involves establishing categories and then counting the number of instances when those categories are used in a particular item of text, for instance a newspaper report. In this case the "categories" can be seen as the core messages and other significant messages retrieved from the interviews.

3.2 Trustworthiness of the study

"It is an increasingly accepted view that work becomes scientific by adopting methods of study *appropriate* to its subject matter"
(Silverman 1993, p.144)

This chapter discusses the trustworthiness of the study and also provides reasoning for the selected research methods.

According to Hirsjärvi & Hurme (2010, p. 35), conducting interviews is a data collecting method that allows participants to express their opinions without restraint, which in turn enables dialogue between the interviewer and interviewee. Since the case of this thesis is the BSAS process, which is rather complicated in nature, the semi-structured interviews provide a good way of investigating the phenomenon.

According to Bryman & Bell (2007, p. 410), trustworthiness of a study can be examined through external reliability, in other words, to which degree the study can be replicated in some other place and time. They (ibid.) argue that if the study is repeated, it should lead to the same finding. To ensure the trustworthiness of this study, the reporting of interviews and the news article analysis are carefully executed with supportive notes.

Hirsjärvi & Hurme (2010, p. 189) state that the interviewees' opinions and perspectives tend to change as time passes, due to new acquired knowledge and information and further awareness of the topic in question. In this thesis, the interviews were conducted roughly after one year of the actual Baltic Sea Action Summit took place. Trustworthiness of the interview research data can be improved by meticulous planning of the interviews and transcribing the interview data as soon as possible (ibid.). The interviews were planned beforehand and the questions were made familiar to the interviewees beforehand. Also, the possibility of asking questions about the interview questions was offered, as Silverman (1993, p. 148) reminds us, that it is important that each respondent understands the questions in the same way and that answers can be

coded without the possibility of uncertainty. According to Hirsjärvi & Hurme (2010, p. 189), the interviewee and interviewer and their co-operation both contribute to the outcome of the interview. In this case, two out of three interviews were done so that the interviewer and the interviewees had met before and were acquainted.

Presenting the reader with the actual news articles that were used as the sample also enhances the trustworthiness of the study. In addition, the actual analysis of the news articles is demonstrated to make sure that the reader sees the process of the sample article analysis and its various phases (see Appendices).

The next chapter presents the main findings of the study based on the available data gathered from the interviews and sample articles.

4 FINDINGS

This chapter presents the main findings gathered from the available data. First, the results from the interviews are presented. Second, the content analysis results from the sample articles are provided as well as a table presenting the use of key terms in the sample articles.

One of the main themes in the present study was to identify the messages that were communicated to the media concerning the BSAS process. In Table 2, the main messages derived from the interviews can be seen. The messages are divided into two categories based on their occurrence in the interviews: core messages and significant messages. In total there were nine messages identified from the interviews. First four messages, the core messages, were the ones that were identified in all three or two interviews. Remaining five messages, significant messages, were the ones that were identified in one interview out of the three. The table also indicates which message the interviewee in which interview identified to be a core or a significant message.

Table 2. Core and significant messages

Core messages	Interv. 1	Interv. 2	Interv. 3
1. Public (states and governments) and private sectors (companies and NGOs) working together to improve the state of the sea by making commitments (new solutions).	X	X	X
2. The process is a pilot example of sustainable development that can be used also to solve other environmental problems around the world.	X	X	
3. Baltic Sea is the most polluted sea in the world and something must be done.	X	X	
4. This is a summit that aims to achieve concrete solutions and results for the benefit of the Baltic Sea but also to benefit the commitment makers. Concrete measures are taken and concrete measures will be achieved.		X	X
Significant messages			
5. Finland organizes a Summit and world leaders and business executives will attend the summit.			X
6. Everybody can join in the saving process by doing what he or she does best.	X		
7. Opportunity to get the newest information about the state of the Baltic Sea.			X
8. HELCOM action plan already exits, now it has to be implemented.	X		
9. Commitments will be monitored and the work continues even after the Summit.		X	

The messages identified in Table 2 have been derived from the interview data. The interviews were semi-structured in nature, which means that the answers given by the interviewees were not all exact or full sentences. Taking this into account, direct quotations from the interviews were not suitable for this purpose. Therefore, the core messages and significant messages seen in Table 2 are the present author's interpretations of the intentions of the interviewees. Direct quotations from the interview transcripts are presented in the Appendices, so that the reader, if necessary, can see from what quotations the core and significant messages have been derived from.

Also it is be noted, that in some cases the direct quotations of the interviewees were very similar in nature but for example the same exact wording was not used. In these cases, the present author has merged very similar quotations into one message that still matches the meanings of these quotations.

After identifying the core and significant messages, the appearance of these messages in the sample articles is clarified. Table 3 presents the appearance of the core and significant messages, which were identified through the interviews, in the sample articles. The appearance of the messages has been counted as such to indicate which messages were most commonly mentioned in the articles and what messages received the least attention. Table 3 also identifies what exact messaged appeared in what sample articles. This allows the reader to see the emphasis of the article and what messages identified from the interview material were regarded as newsworthy by journalists.

Table 3. Frequency of core and significant messages in sample articles

Messages	Times mentioned in articles (total)	Article								
		1.	2.	3.	4.	5.	6.	7.	8.	9.
Core 1.	**25**	3	3	1	4	4	6	1	2	1
Core 2.	**10**	3	0	0	0	3	4	0	0	0
Core 3.	**22**	1	1	4	3	5	3	1	2	2
Core 4.	**23**	3	2	3	6	0	4	1	3	1
Sign 5.	**14**	2	1	3	2	0	2	1	1	2
Sign 6.	**1**	0	0	0	0	0	1	0	0	0
Sign 7.	**0**	0	0	0	0	0	0	0	0	0
Sign 8.	**9**	0	1	2	0	1	1	1	2	1
Sign 9.	**4**	2	0	0	1	0	0	1	0	0

After identifying the core and significant messages and the frequency of these messages in the sample articles, a table of the use of certain key terms is provided. Table 4 indicates the use of key terms in the sample articles, which were selected due to their strong presence in the interview data.

Table 4. Key term use in sample articles

	Articles									Total	
Key Terms	1	2	3	4	5	6	7	8	9	**Yes**	**No**
Baltic Sea Action Summit	No	Yes	No	Yes	Yes	No	Yes	No	Yes	**5**	**4**
Baltic Sea Action Group	Yes	No	No	Yes	No	No	Yes	No	No	**3**	**6**
Commitment(s)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	**8**	**1**

Table 4 indicates weather key terms were mentioned in the sample articles or not. There were several key terms that were used in the BSAS process that were communicated to the media. Three main terms were identified from the interview data. Key terms were; the name of the summit, Baltic Sea Action Summit (BSAS); the private actor of the organizers, Baltic Sea Action Group; and the new term that was launched, commitment. This table is mainly to further clarify the characteristics of the sample articles and the extent to which the journalists covered the BSAS process.

To conclude, the core and significant messaged were identified from the interview data and the appearance of the messages in the sample news articles was presented. Also, the use of three key terms in the sample articles was presented. The next chapter discussed the main findings and the three research questions of the study in the context of the theoretical framework.

5 DISCUSSION

In this chapter, discussion about the main findings is presented, keeping in mind the previous literature on the basis of which the theoretical framework for this thesis was built. Research questions are answered based on the main findings. Also, the practical implications of the findings is discussed and kept in mind throughout the chapter.

The research questions were presented previously in Chapter 1 and they were as follows:

1) What were the core messages and other significant messages of the BSAS process that were communicated to the media?

2) What was written about the BSAS process in the foreign and domestic news articles?

3) How successful was the communication with the media about the BSAS process?

The first research question is quite straightforward, asking what the core and significant messages were that the organizers and other important communicators wanted to say to the media. The clarification of the messages is needed to see what the communicators actually wanted to communicate to the news media. The core messages derived from the interview data were:

- Public (states and governments) and private sectors (companies and NGOs) working together to improve the state of the sea, by making commitments (new solutions).

- The process is a pilot example of sustainable development that can be used also to solve other environmental problems around the world.

- Baltic Sea is the most polluted sea in the world and something must be done.

- This is a summit that aims to achieve concrete solutions and results for the benefit of the Baltic Sea but also to benefit the commitment makers. Concrete measures are taken and concrete measures will be achieved.

The significant messages derived from the interview data were:

- Finland organizes a Summit and world leaders and business executives will attend the summit.

- Everybody can join in the saving process by doing what he or she does best.

- Opportunity to get the newest information about the state of the Baltic Sea.

- HELCOM action plan already exits, now it has to be implemented.

- Commitments will be monitored and the work continues even after the Summit.

The second research question covers the actual written and published news articles that addressed the Baltic Sea Action Summit process. Specifically, the number of times they were mentioned in the articles was looked at. From Table 3, presented in Chapter 4, a chart can be formulated that shows the frequency of the messages in the sample articles.
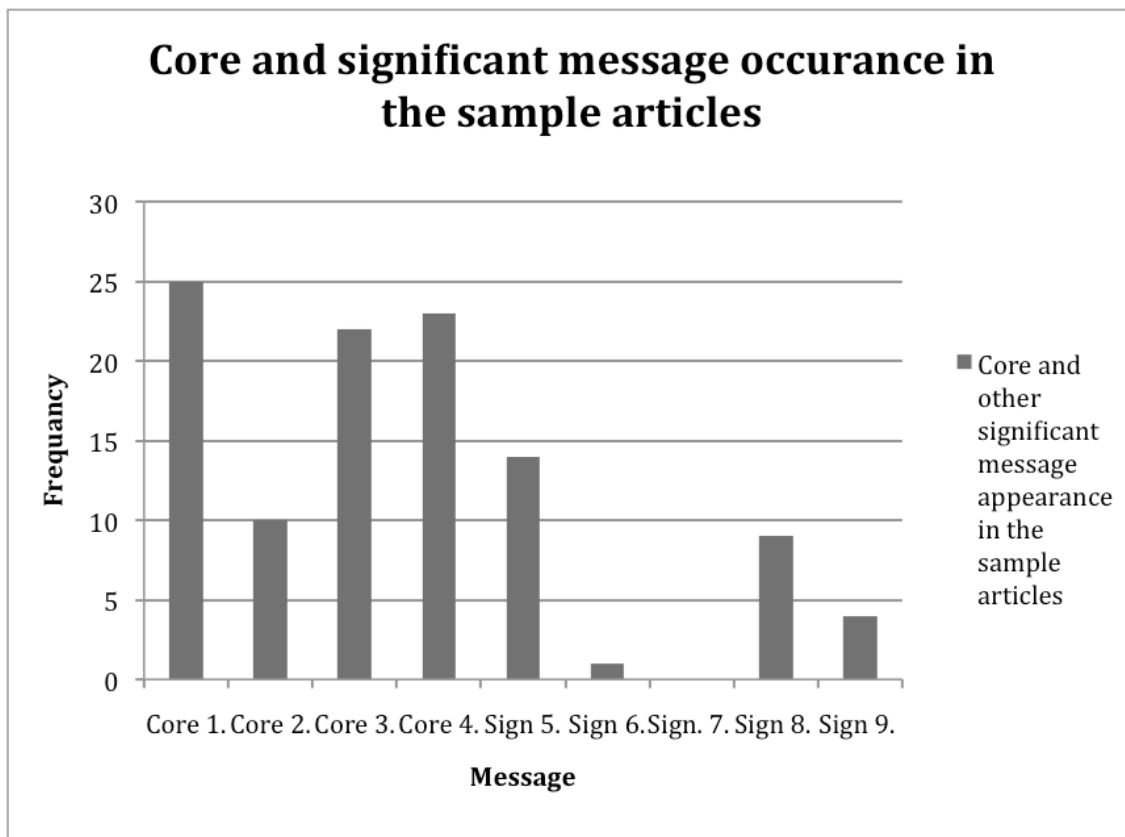
Figure 5. Frequency of core and significant messages

Figure 5 illustrates how the frequency of the core and significant messages varies in the sample articles. There were three messages out of nine that were mentioned over 20 times in the sample articles and they all were described as core messages. The message that was mentioned the most times was Core message 1: "Public (states and governments) and private sectors (companies and NGOs) working together to improve the state of the sea, by making commitments (new solutions)". Core message 1 has two main themes; co-operation and the concept of commitment. The fact, that the message can be described as twofold could have had an affect on the occurrence in the sample articles. However, it could be concluded that the majority of messages sent out to the media as important core messages did indeed reach the journalists and were published.

As for the other messages that the communicators considered important, the variation was rather large. One of the significant messages reached the same level as the majority

of the core messages; "Finland organizes a Summit and world leaders and business executives will attend the summit". Also, there was one significant message that was not mentioned in any of the sample articles; "Opportunity to get the newest information about the state of the Baltic Sea". Still all the other significant messages were mentioned 1-14 times in the sample articles. This would suggest that the overall success of getting the core and significant messages to the media and published in the news media was achieved, considering that only one message was not published in the sample articles.

One of the key elements in this Master's Thesis is the notion of a public-private partnership. Its elements contain co-operation of different actors from various sectors and also the common responsibilities and problems that are encountered during the partnership and its activities. The most frequently mentioned message in the news article samples is Core message 1: "Public (states and governments) and private sector (companies and NGO's) working together to improve the state of the sea by making commitments (new solutions)". This suggests that the notion of a public-private partnership itself was indeed well covered in the news articles.

The third research question discusses the overall success of the communication to the media about the Baltic Sea Action Summit process. To come to any conclusion as to whether the communication to the media was successful or not, the findings presented in the previous chapter must be analyzed and discussed keeping in mind previous literature presented in Chapter 2.

The successfulness of the communication with the media can be looked through the news values that the core and significant messages have. By looking at whether the messages have news values, according to previous literature presented, an overall picture of the appeal and interest of the messages to media can be seen. Table 5 shows the news values of each message;

Table 5. Core and significant message news values

Core and significant messages	News values by Tunez and Guevara (2009, p.5-6)	News values by Lee (2009, p.176)	News values by Harcup and O'Neill (2001, p.279)
Public (states and governments) and private sectors (companies and NGOs) working together to improve the state of the sea by making commitments (new solutions)	Social relevance of the source Amount of people Projection and consequence Novelty Actuality Relevance Geographical proximity	Novelty or oddity Conflict or controversy Interest Proximity	The power elite Good news Magnitude
The process is a pilot example of sustainable development that can be used also to solve other environmental problems around the world.	Amount of people Projection and consequence Relevance	Novelty or oddity Importance Impact or consequence Timeliness	Good news Magnitude Relevance
Baltic Sea is the most polluted sea in the world and something must be done	Amount of people Projection and consequence Actuality Relevance Conflict Geographical proximity	Importance Proximity	Surprise Bad news Magnitude Relevance
This is a summit that aims to achieve concrete solutions and results for the benefit of the Baltic Sea but also	Projection and consequence Novelty Geographical proximity	Novelty or oddity Interest Importance Impact or consequence	Good news Magnitude Relevance

to benefit the commitment makers. Concrete measures are taken and concrete measures will be achieved		Proximity	
Finland organizes a Summit and world leaders and business executives will attend the summit.	Social relevance of the source Novelty Actuality Geographical proximity	Novelty or oddity Interest Proximity	The power elite Celebrity Entertainment Magnitude Relevance
Everybody can join in the saving process by doing what he or she does best.	Amount of people Projection and consequence Novelty Actuality Relevance	Novelty Interest Importance Impact Proximity	Good news Relevance
Opportunity to get the newest information about the state of the Baltic Sea	Novelty Geographical proximity	Interest	
HELCOM action plan already exits, now it has to be implemented	Relevance		
Commitments will be monitored and the work continues even after the Summit	Projection and consequence	Importance Impact or consequence	Relevance

Using the news values identified by Tunez and Guevara (2009, p.5-6), Lee (2009, p.176) and Harcup and O'Neill (2001, p.27) it can be seen that most of the core and significant messages can be related to the news values. Comparing the number of news

values identified in the message, an idea, whether the message is newsworthy can be obtained. Table 5 would indicate that the news values are well identified in the core messages, better than in the significant messages. In other words, the core messages are newsworthy if analyzed through news values. This would suggest that the communicators to the media had the "right" kind of messages that they chose to be communicate. Also, the frequency of messages in the sample articles correlates to the amount of news values a message has. An interpretation of this could be that the presence of news values does actually give indication whether a message is published in a news article or not.

If news values do actually indicate newsworthiness, the notion of deviance must also be examined using the core and significant messages. As was discussed in Chapter 2, Lee (2008) has identified three dimensions of deviance: statistical deviance, social change deviance and normative deviance. The first, statistical deviance refers to the oddity or characteristics such as being unlikely or new. The second, social change deviance refers to events that have the potential to make a difference in the current social structures. Last, the normative deviance refers to the events that somehow differ or break a norm or law in a society. An analysis of the messages through the three deviances suggests that the social change deviance and normative deviance are present in the core messages. The presence of the social change and normative deviance is most identifiable in the core messages. This would indicate that the messages to the news media have relatively good newsworthiness when looked through the deviance dimensions.

The communication to the media about the BSAS process can also be analyzed through the use of key terms. Table 3, presented in the previous chapter, indicates the use of key terms in the sample articles. The method used to draw Table 3 was strict content analysis, meaning that the exact key terms were counted from the sample articles. The results were somewhat surprising. The first key term, the actual name of the summit in Helsinki, Baltic Sea Action Summit was mentioned in five sample articles out of nine. This could be considered unexpected; after all, all the sample articles were about the Baltic Sea Action Summit and still in four out of nine articles there was no mention about the actual name of the event. This could suggest that the name itself could have

been somewhat hard for the news media to grasp. The second key term, Baltic Sea Action Group, was only mentioned in three sample articles out of nine. Even though the public-private partnership message was received rather well, less attention was given to the private actor itself. This is understandable, considering the novelty and the fact that BSAG at that point was a rather unknown and new actor. The third, final key term, "commitment" was the most mentioned in the sample articles. It was mentioned in eight out of nine sample articles. This could be considered unexpected since it was a new term that was launched during the BSAS process, a commitment being a promise or a pledge for taking specific action for the Baltic Sea. As a conclusion it could be said that the communication to the media especially about the commitments was successful.

The overall communication between the media and an environmental group can also be illustrated through an adapted figure (Figure 6) from Cammaerts and Carpentier (2007). The original figure was presented in Chapter 2.
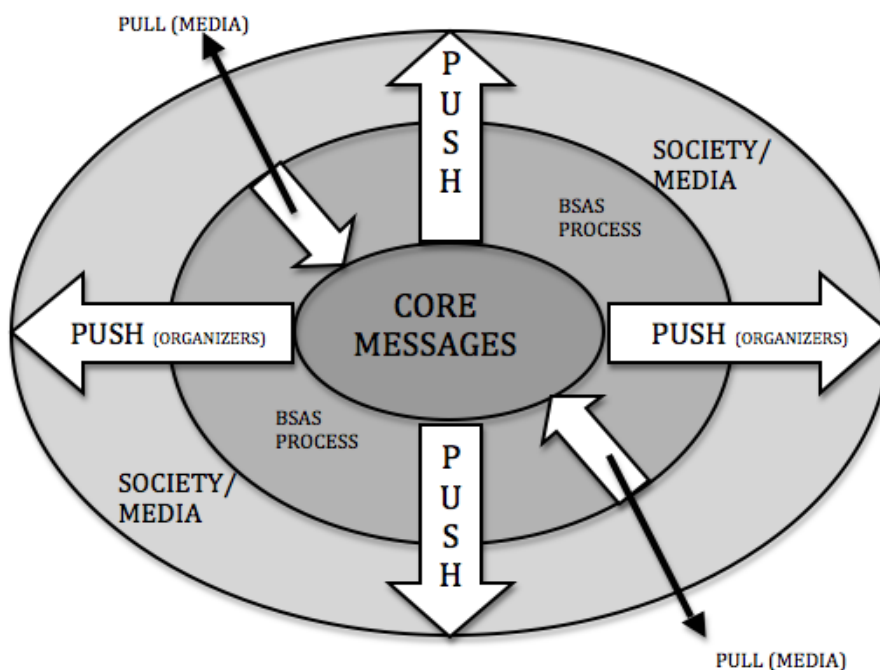
Figure 6. Adapted figure from Activist communication strategy model, Push & Pull

An adapted figure by Cammaerts and Carpentier (2007), Push & Pull, from the "Activist communication strategy model" shows us the mutual relationship of the media and an environmental group. The interdependence can e.g. be seen in an event such as the BSAS. Meaning, in the BSAS process and its communication, the Push & Pull effect can be seen as follows:

- Push: BSAG, The Ministry for Foreign Affairs, Prime minister's office and the President's office together push their messages about the BSAS process to the society and media.

- Pull: The media is generally interested in new stories and interesting events, so they seek news. For example, one of the core messages, the attendance of world leaders is interesting to the media.

To conclude, it can be said that the communication to the media about the Baltic Sea Action Summit (BSAS) process was successful in many areas. The appearance of core and significant messages in the sample articles was corresponded with how many interviewees identified the message as an important one. However, there was one message that was identified as a significant message but was not mentioned in the sample articles. The use of key terms in the sample articles was unexpected. The name of the summit itself, Baltic Sea Action Summit, was only mentioned in five sample articles out of nine. This could indicate that the name was perhaps confusing or the media did not grasp that it was the actual name of the summit. Regardless of the use of the name, the term 'commitment' was mentioned in eight articles out of nine. This indicates that the notion of commitment was well communicated to the media. It can also be stated, that one of the main themes of this study, public-private partnership, was well covered in the sample articles. The most mentioned core message relates to public-private partnerships and co-operation.

In the next chapter the final conclusions are presented through a research summary and the main findings.

6 CONCLUSIONS

This chapter presents the research summary in subsection 6.1 and the main findings of the study as a recap in subchapter 6.2. Practical implications are provided in subchapter 6.3 and limitations of the study in subchapter 6.4. Finally, suggestions for further research are introduced in subchapter 6.5.

6.1 Research summary

The purpose of this study was to investigate the communication with the media in a public-private partnership context. Specifically, to look at the messages communicated to the media about a particular process, the Baltic Sea Action Summit (BSAS). The study was motivated by the lack of research about specifically this type of public-private partnership in the context of environmental protection. The focus of the study was the particular messages communicated to the media about the BSAS and the successfulness of the communication process. The level of successfulness was investigated from various perspectives in order to guarantee the accuracy of the findings.

Main focus of the literature review was media and environmental communication and the notions of news and newsworthiness. Concepts of framing, persuasive communication and media communication by non-governmental organizations were also addressed. News values, news factors, deviance and social significance were addressed with the subject of newsworthiness.

The theoretical framework for this study was compiled from the BSAS communication model with the media, presented in the case introduction, and previous literature concerning the subject. Previous literature included research about news values, deviance and social significance by Kepplinger and Ehmig (2006), Lee (2008) and Shoemaker (2006). Also, newsworthiness studies by Kepplinger and Ehmig (2006)

were used in the framework, similarly to the framing studies by Tsai (2007). Previous literature from other researchers was also used in order to gain an extensive theoretical background for the study.

The methods used in this study were mainly qualitative with some characteristic of quantitative methods. This type of research method was chosen in order to comprehensively investigate the communication processes with the media. The main resources of data were semi-structured interviews and a sample of news articles written about the BSAS process. In addition, the BSAS process involves various types of actors, public and private; hence he study also takes into account the international business communication aspect.

6.2 Main findings

The main findings of the study indicate that the overall communication with the media about the Baltic Sea Action Summit (BSAS) process could be described as successful. The various aspects of the process, such as the public-private partnership and the novelty of the BSAS process need to be taken into consideration when assessing the extent of successfulness. The main findings of the study are presented below.

First, one of the main objectives was to identify the core and significant messages communicated to the media about the BSAS process. The number of messages that were identified was rather large, total of nine core and significant messages, considering there were three interviews in total. There were messages that were identified by two or more interviewees but also messages that were identified by only one respondent.

Second, the appearance of the core and significant messages in the sample news articles was investigated. The findings show that messages identified as core messages were indeed the ones that appeared the most in the sample articles. Out of four core messages, three core messages were most identified in the sample articles. In other words, majority of the messages identified as the most important ones were published.

In addition, there was only one message out of nine that was not mentioned in the sample articles.

Third, by analyzing the identified core and significant messages using news values (Tunez and Guevara, 2009; Lee, 2009 and Harcup and O'Neill, 2001) a correlation could be noticed. The core messages could be linked to several news values. In other words, the messages that appeared in the sample articles most often were also the ones that had the most news values. This would indicate that there is indeed a link between news values and the chance of a certain message being published.

6.3 Practical implications

One of the main practical implications of the study is the affirmation of the importance of communication planning. The main findings have shown that the planning of the communication with the media is crucial. As the communication with the media in the BSAS process was conducted successfully, considering the time restraints and limited resources, it can be concluded that a similar process can be executed in some other context with careful planning. In addition, if a second similar process like the BSAS is planned, the study and its main findings offer encouraging results in general and perhaps offer advice as to what not to do in a similar process. The public-private partnership offers a platform for interesting and, according to the main findings of this study, positive communication practices with the media.

The main findings of this study indicate there is a relationship between news values and the chance of a particular message getting published in the news. This would suggest that practitioners could use news values identified by previous literature as a checklist for messages intended to the media.

6.4 Limitations of the study

This part presents and discusses the limitations of the study that need to be kept in mind when interpreting the results and main findings. Three main limitations are presented, however, they do not diminish the trustworthiness of the study.

This Master's thesis is a single case study, the case of the Baltic Sea Action Summit. Using a case and especially using a single case can raise questions. As Bryman and Bell (2007, p. 63) ask, how can a single case be representative so that it might yield findings that can be applied to other cases? In this study, the use of the case of BSAS can be justified by the fact that it is the first of its kind in Finland and other cases are not available to be used in the same manner.

Since the interviews were conducted as semi-structured interviews and approximately a year after the Summit there might be some insufficiencies or inaccuracies in the interview data. For example the interviewees might have forgotten some important facts or some matters were so self evident that they were not mentioned in the interviews. Looking at the data analysis methods, using content analysis can has its disadvantages. As Bryman and Bell (2007, p.321) state, a study is only as good as the documents that are being used. They (ibid.) also remind that using content analysis, it is impossible to devise an analysis that does not have the analyst's interpretation present. This is, however, the case with all qualitative research and, naturally, an element to be considered in all research as well.

One limitation is the present author's personal involvement with the BSAS process. In some instances, the personal involvement may have an impact on the study. However, the personal involvement with the BSAS process has also helped the present author to pose relevant questions about the communication processes with the media.

6.5 Suggestions for further research

This part presents and discusses the possible suggestions for future research that could be derived from the topic. The Baltic Sea Action Summit as a case offers many opportunities for further research. The event and process as such include many themes that could be pursued in the field of research.

This study deliberately excluded the BSAS commitment makers from the process. One possible avenue to proceed with future research would be to include the commitment makers in the research of the communication processes. This would reveal more information about public-private partnerships and its characteristics.

Also, the research of the internal communication of the public-private partnership would increase knowledge of the communication processes. As this study focuses merely on the external communication, researching the internal communication as well would clarify the bigger picture of the entire communication processes of public-private partnerships.

The methodology used in this study is qualitative in nature with some characteristics of quantitative research. The use of quantitative research as a main method to analyze the news articles could reveal new aspects of the subject and give more insight to the topic. The subject could be covered more widely, throughout the international media field.

Final remarks

As a final remark, it could be stated that the public-private partnership concept offers an encouraging platform for environmental protection processes. However, the communication of these types of partnerships needs to be examined further.

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Article 1: Retrieved April 15th, 2011,
http://www.yle.fi/uutiset/kotimaa/2010/02/halonen_itameri-
kokouksesta_malli_ymparistonsuojeluun_1432630.html

Article 2: Retrieved April 15th, 2011,
http://www.hbl.fi/text/ledare/2010/2/10/d42917.php

Article 3: Retrieved April 15th, 2011,
http://www.kyivpost.com/news/world/detail/59130/

Article 4: Retrieved April 15th, 2011,
http://english.people.com.cn/90001/90777/90853/6893320.html

Article 5: Retrieved April 15th, 2011,
http://english.aljazeera.net/focus/2010/02/2010210103114876260.html

Article 6: Retrieved April 15th, 2011, http://www.guardian.co.uk/commentisfree/cif-
green/2010/feb/14/environment-pollution-finland-activism-baltic

Article 7: Retrieved April 15th, 2011,
http://en.rian.ru/analysis/20100211/157848038.html

Article 8: Retrieved April 15th, 2011,
http://www.abendblatt.de/vermischtes/article1377984/Kuestenlaender-wollen-die-
Ostsee-retten.html

Article 9: Retrieved April 15th, 2011, http://www.euronews.net/2010/02/10/baltic-
nations-take-action-on-sea-pollution/

Key term definitions:

The national council for public-private partnerships,
http://www.ncppp.org/howpart/index.shtml#define, retrieved April 15th, 2011.

The Britannica encyclopedia,
http://www.britannica.com/EBchecked/topic/759090/nongovernmental-organization-
NGO, retrieved April 15th, 2011.

APPENDICES

Interview transcripts

Interview question number 5:
"What were the core messages when the media was communicated about the BSAS?"

Direct quotation from interview 1:

'Suurin kärki oli se, että Itämerityö ja Itämeren pelastaminen on pilottiesimerkki toimintatavasta, jolla voidaan puuttua isompiinkin katastrofeihin, ympäristökatastrofeihin tai muihin, eli julkisen ja yksityisen sektorin yhteistyöllä'
'The biggest lead was that the work on behalf of the Baltic Sea and saving the Baltic Sea is a pilot example of a way of action that can be used to deal with even bigger catastrophes, environmental catastrophes and other, with the cooperation of the public and private sectors'

'eli tämä uudenlaisen toimintatavan pilottialue, kestävän kehityksen allas. Tämä oli se ihan ydin/avainviesti.'
'in other words, this (is) the pilot area for a new way of action, a pool for sustainable development. This is the key message.'

'Ylipäätään maailman saastunein meri.'
'Overall the most polluted sea in the world'

'Jokainen voi tehdä jotain, ja parhaiten osallistuu pelastamiseen tekemällä sitä missä on paras.'
'Everyone can do something, and take part best in doing what one is best at.'

'Helcomin toimintasuunnitelma on jo, nyt täytäntöön se.'
'There is already the HELCOM action plan, now implement it.'

'Yhteistyö'
'Cooperation'

Direct quotation from interview 2:

'Itämeri on huonossa jamassa ja sille pitää tehdä jotain.'
'The Baltic Sea is in a jam and something must be done'

'Sitä tekee julkinen ja yksityinen taho nyt yhdessä'
'It is now done together by the public and private sectors'

'Konkreettisesti, saadaan jotain konkreettista aikaiseksi'
'Concretely, so that something concrete will be done'

'Nimenomaan se että oli uusi metodi tehdä jotain ja saada oikeasti tuloksia aikaiseksi vanhalle ongelmalle.'
'Specifically that there was a new method to do something and really get results with an old problem'

'jos tämä malli saadaan toimimaan itämeren hyväksi niin miksi sitä ei saataisi toimimaan myös jossain muuallakin.'
'If this model will work in the benefit of the Baltic Sea then why wouldn't it work somewhere else too'

'Ja sitä tilannetta seurataan koko ajan…eikö? Siis sitoumusten täytäntöönpanoa'
'And the situation is monitored the whole time…right? That is to say that the execution of the commitments'

Interview 3

The interviewee did not allow direct quotations but the interview has been used as such to similarly get the core messages.

Article 1

Halonen: The Baltic Sea meeting as an example of environmental protection

Kommentti: Core 2. Pilot example.

Published 10.2.2010 9:22, updated 11.02.2010 9:08

According to President Halonen all countries have acknowledged the need for action in order to save the Baltic Sea

Kommentti: Core 3. The Baltic Sea is polluted and something must be done.

President Tarja Halonen thinks that the Baltic Sea summit that gatherer together all types of representatives was an all-new concept and the model can be used in environmental protection also elsewhere Halonen was pleased with the meeting that was attended by state and government leaders as well as a vast array of representatives from the private and public sectors.

Kommentti: Core 1. Cooperation
Kommentti: Core 2. Pilot example.
Kommentti: Core 1. Cooperation

- It has been a great day, Halonen said at the press conference that ended the summit.

Other hosts of the meeting, Prime minister Matti Vanhanen and Chairman of the Board of Baltic Sea Action Group Ilkka Herlin, also stated that the meeting was a success.

Each participant of the summit made a commitment to take concrete actions to protect the Baltic Sea. Vanhanen believes that the commitments will encourage others to do the same.

Kommentti: Core 4. Concrete commitments

Herlin told that there are 150 commitments when originally 50 were expected. Herlin stated that now his BSAG foundation will have a lot of work to do in order to make sure that the commitments will actually be executed.

Kommentti: Core 4. Commitments
Kommentti: Significant 9. Work continues

Herlin also estimated that this kind of a mode of operation is the way of the future in environmental protection for example in climate related issues.

Kommentti: Core 2. Pilot example

The Finnish government published its own commitments already on Monday. Halonen promised to continue her work on behalf of the Baltic Sea and suggested that there would be an annual Baltic Sea day to increase awareness of the sea. Vanhanen made a commitment to improve the state of the archipelago and that Finland aims to be a model country when it comes to the recycling of nutrients. Herlin said that the commitment of his BSAG foundation is simple. The foundation, concentrated on the promotion of the protection of the Baltic Sea, will promise to continue its work until the sea is clean.

Kommentti: Core 4. Concrete commitments and solutions

Vanhanen stated in his summit speech that the commitments made in the summit on Wednesday are the first phase, but the real work begins when the commitments will start to be executed.

Kommentti: Significant 9. Work continues after the summit.

Summit guests include seven heads of state and government

Kommentti: Significant 5. Heads of state attending.

Seven heads of state or government officials, e.g. The King of Sweden Carl Gustav XVI and Russias Prime minister Vladimir Putin, attended the Baltic Sea meeting.

President Valdis Zatlers represented Latvia in the meeting, President Dalia Grybauskaite represented Lithuania and Prime minister Andrus Ansip represented Estonia. Norway's representative was Prime Minister Jens Stoltenberg and Denmark's Lars Løkke Rasmussen.

Germany's delegation was lead by Minister of Agriculture Ilse Aigner. The Polish delegation was lead by Vice Prime Minister Waldemar Pawlak and the EU the new Commissioner of Regional Policy Johannes Hahn. Belarus was represented by the Vice Minister of natural resources and environment, Vitali Kulik.

Kommentti: Significant 5. Heads of state and government.

Companies, researchers and organizations also attended the meeting. The aim of the meeting is to expedite the cooperation of the public and private sector to protect the Baltic Sea.

Kommentti: Core 1. Cooperation and common goal.

Halonen: Itämeri-kokouksesta malli ympäristönsuojeluun

Julkaistu 10.02.2010 klo 09:22, päivitetty 11.02.2010 klo 09:08.

Presidentti Tarja Halosen mukaan kaikki maat ovat tunnustaneet tarpeen toimia Itämeren pelastamiseksi.

Presidentti Tarja Halosen mielestä eri tahojen edustajia yhteen kokoonnut Itämeri-huippukokous oli aivan uudenlainen ja mallia voidaan käyttää muussakin ympäristönsuojelussa. Halonen on tyytyväinen kokoukseen, johon osallistui valtion- ja hallitusten johtajien lisäksi laajasti yksityisen ja julkisen sektorin edustajia.
- On ollut hieno päivä, Halonen sanoi kokouksen päättäneessä tiedotustilaisuudessa.
Myös muut kokouksen isännät, pääministeri Matti Vanhanen ja Baltic Sea Action Group -säätiön puheenjohtaja Ilkka Herlin totesivat kokouksen olleen menestys.

Kukin kokouksen osanottaja teki sitoumuksen konkreettisista toimista Itämeren suojelemiseksi. Vanhanen uskoo, että sitoumukset rohkaisevat myös muita tekemään samoin.

Herlin kertoi, että sitoumuksia tuli 150, kun he alun perin odottivat 50:tä. Herlin totesi, että nyt hänen BSAG-säätiöllään on paljon töitä sen seuraamisessa, että sitoumukset todella täytetään.

Myös Herlin arvioi, että tämäntyyppinen toimintatapa on tulevaisuuden tapa ympäristönsuojelussa, esimerkiksi ilmastoasioissa.

Suomen valtiojohto julkisti omat sitoumuksensa jo maanantaina. Halonen lupasi jatkaa työtään Itämeren hyväksi sekä ehdotti, että vuosittain alettaisiin viettää Itämeri-päivää

lisäämään tietoisuutta merestä. Vanhanen sitoutui Saaristomeren tilan parantamiseen sekä siihen, että Suomi pyrkii ravinteiden kierrätyksen mallimaaksi.

Herlin totesi oman BSAG-säätiönsä sitoumuksen olevan yksinkertainen. Itämeren suojelun edistämiseen keskittyvä säätiö lupaa jatkaa työtään siihen asti, kunnes meri on puhdas.

Vanhanen totesi kokouspuheessaan, että keskiviikon huippukokouksessa annetut sitoumukset ovat ensimmäinen vaihe, mutta todellinen työ alkaa, kun sitoumuksia aletaan toteuttaa.

Kokousvieraina seitsemän valtion ja hallitusten päämiestä

Helsingin Itämeri-kokoukseen osallistui seitsemän valtion- tai hallitusten päämiestä, muun muassa Ruotsin kuningas Kaarle XVI Kustaa ja Venäjän pääministeri Vladimir Putin.

Latviaa kokouksessa edusti presidentti Valdis Zatlers, Liettuaa presidentti Dalia Grybauskaite ja Viroa pääministeri Andrus Ansip. Norjan edustaja oli pääministeri Jens Stoltenberg ja Tanskan edustaja pääministeri Lars Løkke Rasmussen.

Saksan valtuuskuntaa johti maatalousministeri Ilse Aigner, Puolan valtuuskuntaa varapääministeri Waldemar Pawlak ja EU:ta uusi aluepoliittinen komissaari Johannes Hahn. Valko-Venäjän edustaja oli luonnonvara- ja ympäristöasiain varaministeri Vitali Kulik.

Kokoukseen osallistui myös yrityksiä, tutkijoita ja järjestöjä. Kokouksen tavoitteena on vauhdittaa julkisen ja yksityisen sektorin yhteistyötä Itämeren suojelemiseksi.

Article 2

Huvudstadsbladet, 10.2.2010

Nobody has a monopoly on the Baltic Sea

Published 10/02

Promises of cleaning activities are a good thing. But it is even more important that they do not stay as mere promises. Euthiphication is one of the biggest problems facing one of the most polluted seas in the world, the Baltic Sea. Despite of the knowledge and despite of the extensive cleaning actions, that are still insufficient, the Baltic Sea will face new pollution sources in the future. Still the seawater is starting to be a little cleaner and clearer but it is a slow process.

The Baltic Sea is an inland sea where the water moves very slowly. The small Danish inlets are the only connection to the sea outside. It means that it takes 30 years for the water masses to circulate. In the Gulf of Finland it happens a little faster so what is done there will increase the water quality a little bit faster.

Aranda, a research ship, came as late as yesterday with new information about how the condition of the sea has developed during the winter. A mass of water with high salt concentration has come through the Danish inlets and improved the water quality in the main base, the main part of the Baltic Sea. But at the same time the phosphorus concentration in the surface waters in the Gulf Finland has risen due to winds from the east that have resulted in water currents that take water away from here.

Politicians, business leaders and researchers gathering at the Finlandia House today so not suffer from the lack of knowledge. Baltic Sea Action Summit has gathered many heads of state from many countries. In today's meeting they will give their insights of what actions need to be taken in order to improve the water quality in the Baltic Sea. Companies and civic organizations that take part will have concrete commitments of how they are going to act to turn the Baltic Sea clean.

In total 137 commitments were made. They span from method of oxygenation of the seawater to offering help from experts to governments when they plan water purification activities. Prime minister Matti Vanhanen has himself promised to coordinate the work for improving the water quality in the archipelago before 2020. Agriculture in the Southwestern Finland is now the biggest source of nutrient emissions.

Commitments are good but it is not enough. When the organizers of the summit say that today's meeting was not about money but about concrete actions, feels it kind of far fetched. Many of the commitments are so far away from making a real impact on the marine environment.

It is always a good thing when heads of state meet to try and solve problems. It is also good when politics, business leaders and researchers try and find common solutions on how problems should be solved…That is why it feels a little bit odd that relatively simple actions like banning phosphate in detergents has not been fulfilled. The same goes for protection zones in water systems in agriculture. New challenges, like climate change, develop all the time…

The Baltic Sea region becoming a lucrative farming land with increased nutrient emissions that agriculture causes is just a future vision. But increased rain and shrinking icecap affect already the drainage from land and make the seawater less salty. That in turn changes the marine fauna especially in the Northern regions of the Baltic Sea, like the Finnish Gulf…

Despite all the environmental studies we will know the consequences of physical actions, like the Nordstream gas pipe, until we have all the results in our hand…

The process of cleaning up the Baltic Sea continues normally for HELCOM. And it also needs money, not just commitments – no matter how concrete they are. Neither can we do what the summit's ads advise us to do, sit round and let the governments handle the Baltic Sea. Everyone can be responsible, at the summer cottage, on the boat, everywhere in the immediate surroundings.

Kommentti: Core 4. Commitments

Kommentti: Cooperation for a common cause

Kommentti: Significant 8. HELCOM continues its work.

73

Ingen har monopol på Östersjön

Löften om konkreta reningsåtgärder är bra. Men ännu viktigare är att de inte förblir bara löften.

Övergödningen hör till de största problemen i ett av världens mest nedsmutsade hav, Östersjön. Trots kunskapen om varför och trots omfattande, om än otillräckliga, reningsåtgärder i många Östersjöstater tillkommer det fortfarande nya utsläppskällor. Havsvattnet börjar ändå bli lite renare och klarare, men det går långsamt.

Östersjön är ett innanhav där vattnet byts ut mycket långsamt. De smala danska sunden är den enda förbindelsen med haven utanför. Det betyder att det tar omkring 30 år för vattenmassorna att cirkulera. I Finska viken går det lite snabbare, så det som görs för att förbättra vattenkvaliteten ger också resultat på lite kortare sikt.

Forskningsfartyget Aranda kom så sent som i går med ny information om hur havets tillstånd utvecklats i vinter. En del salthaltigt vatten har runnit in genom de danska sunden och förbättrat vattenkvaliteten i huvudbassängen, Egentliga Östersjön. Men samtidigt har fosforhalterna i Finska vikens ytvatten stigit då de ostliga vindarna har orsakat utflöden av vatten härifrån.

Brist på fakta råder det inte för de politiker, företagsledare och forskare som i dag samlas till toppmöte i Finlandiahuset. Baltic Sea Action summit har samlat statschefer från flera länder. De ska under dagens möte ge sin syn på vilka åtgärder som borde vidtas för att förbättra vattenkvaliteten i Östersjön. De företag och medborgarorganisationer som deltar ska dessutom komma med konkreta löften om hur de tänker agera för ett renare Östersjön.

Totalt har 137 löften givits. De omspänner allt från metoder att syresätta havsvattnet till erbjudanden om experthjälp till regeringar när de planerar vattenskyddsåtgärder. Statsminister Matti Vanhanen har för egen del lovat ett koordinerat arbete för att förbättra vattenkvaliteten i Skärgårdshavet före 2020. Jordbruket i sydvästra Finland är nu Finlands största enskilda källa då det gäller utsläpp av näringsämnen.

Löften är bra, men de räcker inte. Och när toppmötets organisatörer säger att dagens möte inte handlar om pengar utan om konkret handling känns det också långsökt. Såpass långt från att göra någon verklig skillnad för den marina miljön i Östersjön ligger nämligen många av löftena.

Det är alltid bra när statschefer träffas för att försöka lösa problem. Det är också bra när politiker, företagsledare och forskare strävar efter att hitta en gemensam syn på hur problem ska lösas.
Därför känns det lite konstigt att relativt enkla åtgärder som att förbjuda fosfater i tvättmedel inte gått att genomföra. Detsamma gäller skyddszoner för vattendragen inom lantbruket. Nya utmaningar, som klimatförändringen, tillkommer nämligen hela tiden...

Att Östersjöregionen blir lukrativ lantbruksbygd med alla de ökade näringsutsläpp som jordbruket medför är bara en framtidsvision. Men ökad nederbörd och ett krympande istäcke börjar redan ge ökad avrinning och göra havsvattnet sötare. Det i sin tur förändrar den marina faunan, speciellt i Östersjöns norra regioner, som Finska viken...

Och alla miljöutredningar till trots vet vi vilka konsekvenser fysiska ingrepp, som gasledningen Nordstream, medför först när vi sitter med facit på hand...

Processen med att rena Östersjön fortsätter inom ramen för Helsingforskommissionen. Och det behövs också pengar, inte bara löften - hur konkreta de än är. Inte heller ska vi göra som toppmötets affischer uppmanar oss, luta oss tillbaka och låta delegaterna sköta Östersjön. Alla kan ta sitt ansvar, på sommarstugan, i båten, var som helst i närmiljön.

Article 3

Baltic Sea leaders to discuss pollution at summit

Kommentti: Significant 5. Prestigious guests.

Feb 9, 2010 at 21:35

HELSINKI — Leaders from nine countries surrounding the Baltic Sea will meet in Helsinki on Wednesday for talks on cleaning up what organizers call one of the world's most heavily polluted marine environment.

Kommentti: Significant 5. Where and who.

Kommentti: Core 3. The Baltic sea is heavily polluted

The Baltic Sea has been subjected to decades of nutrient deposits, toxic dumping, oil spills, weapons and untreated sewage.

Kommentti: Core 3. . The Baltic sea is heavily polluted

Experts say it's particularly vulnerable to environmental changes because it has only a narrow outlet to the Atlantic Ocean, providing paltry supplies of fresh, salty water.

Kommentti: Core 3. The Baltic sea is heavily polluted

The expanse of brackish water in northern Europe — with a catchment area comprising more than 90 million people — also has 200 rivers which help keep salinity low.

Russian Prime Minister Vladimir Putin is participating in the one-day meeting along with the presidents and Cabinet ministers from Finland, Denmark, Sweden, Poland, Germany, Latvia, Lithuania and Estonia and Swedish King Carl XVI Gustaf. The European Commission also is sending a representative, and observers include Norwegian Prime Minister Jens Stoltenberg and government representatives from Belarus.

Kommentti: Significant 5. Prestigious guests.

Finnish Prime Minister Matti Vanhanen last year proposed the summit because "the state of the sea is alarming."

Kommentti: Core 3. The Baltic sea is heavily polluted

The Helsinki Commission — an organization formed 35 years ago by the Baltic Sea countries to protect the maritime environment — is optimistic about summit prospects.

Kommentti: Significant 8. HELCOM co-operation.

"It will definitely give us a push. Everyone expects commitments from leaders which will ensure that steps are taken at national levels," commission chairman Igor Maydanov said.

Kommentti: Significant 8. HELCOM co-operation.

Kommentti: Core 4. Commitments.

So far, some 140 commitments have been made — from schools, non-governmental organizations, cities, private foundations, government departments and corporations.

Kommentti: Core 4. Commitments.

Kommentti: Core 1. Co-operation.

They include company funds for treatment of sewage, agricultural producers pledging to cut nutrient deposits, and colleges and schools promoting awareness of the maritime environment.

Kommentti: Core 4. Concrete commitments and solutions.

Article 4

Leaders of Baltic countries committed to saving Baltic Sea

Kommentti: Core 1. Cooperation through commitments.

09:26, February 11, 2010

The one-day Baltic Sea Action Summit ended in Helsinki, Finland on Wednesday, with eleven countries around Baltic Sea having made concrete commitments to saving the severely polluted marine area.

Kommentti: Significant 5. Summit in Helsinki

Kommentti: Core 1. Cooperation

Kommentti: Core 4. Concrete commitments

Kommentti: Core 3. Severely polluted sea.

The summit was hosted by Finnish President Tarja Halonen and Prime Minister Matti Vanhanen. Seven heads of state or government participated in the summit: the King of Sweden, His Majesty Carl XVI Gustaf, Russian Prime Minister Vladimir Putin, Latvian President Valdis Zatlers, Lithuanian President Dalia Grybauskaite, Estonian Prime Minister Andrus Ansip, Norwegian Prime Minister Jens Stoltenberg and Danish Prime Minister Lars Lokke Rasmussen. Representatives from governments of German, Poland, and Belarus also attended the summit.

Kommentti: Significant 5. Prestigious guests.

In addition to state leaders, business leaders and non- governmental organizations (NGOs) also participated in the summit. All the leaders agreed that they should take actions to save Baltic Sea at once and thus made concrete commitments on behalf of each state.

Kommentti: Core 1. Cooperation.

Kommentti: Core 3. Something must be done.

Kommentti: Core 4. Concrete commitments.

As one of the initiators of the summit, Finnish Prime Minister Matti Vanhanen made commitment on Monday that Finland would take intensified measures to improve the state of the Archipelago Sea, part of the Baltic Sea by the year 2020.

Kommentti: Core 4. Concrete actions.

Delivering a speech at the summit, Russian Prime Minister Putin pledged that Russia will renew sewage treatment plants in Kaliningrad to improve the situation of waste water discharge in the region. In addition, the city of St. Petersburg will also beef up water purification efforts to meet the standards set by the Helsinki Commission by

2015.

Besides that, Latvian President Valdis Zatlers promised to ban the production and sale of washing powders and liquids with over 0. 5 percent level of phosphates in Latvian market as from June 1, 2010, contributing to reduce phosphorous load and save the Baltic Sea from eutrophication.

As the largest source of nutrient load to the Baltic Sea, Poland promised to invest 8 billion euros to improve its municipal sewage treatment network and establish 177 sewage treatment plants across the country, aiming to cut its nutrient load through municipal water discharge to the Baltic Sea by 75 percent by 2015.

Other participants including business leaders and non- governmental groups also made concrete commitments to save Baltic Sea, which amounts to about 140.

"This was an important step forward in protecting the Baltic Sea," said Finnish Prime Minister Vanhanen at a press conference Wednesday afternoon. However, he added, that Baltic Sea needs action and not just talk.

Ilkka Herlin, the co-convener of the summit and the Chairman of the Board of Baltic Sea Action Group Foundation said at the press conference that the organization will go on working and monitor the fulfilling of the commitments constantly, since protecting the Baltic Sea is a continuing process.

Source: Xinhua

Article 5

A Baltic cesspool?

Stephen Cole reports on efforts to save the world's most polluted body of water.

Stephen Cole in Helsinki, Finland Last Modified: 11 Feb 2010 09:23 GMT

The organisers of the Baltic Sea Action Summit in Helsinki say they are trying to save the most polluted body of water in the world.

Over the last century, the nine countries which border the Baltic Sea - a stretch of semi-enclosed body of water in Northern Europe - have poured tons of toxins, dioxins and various pollutants into the sea and watched as an environmental catastrophe unfolded.

"When I was a boy I could see the seabed far below me, the water was clean and there were fish," said Pertti Salolainen, the chairman of the Finnish foreign affairs committee and founder of World Wildlife Fund (WWF) Finland.

"Now I can hardly see half a metre in front," he said.

Pertti has to pull the algae away to go swimming – the same algae which are suffocating the sea. The algae, photosynthetic organisms that inhabit most marine habitats, bloom in the summer and in the winter drop to the bottom of the sea where they consume precious oxygen and kill other marine life.

It is not just algae lurking down there – the seabed hides some of Europe's darkest secrets.

Marine graveyard

The Finnish government says the bodies of dead German soldiers were thrown into the sea by Soviet troops and the Baltic Sea is also known to be a graveyard for hundreds of fighter planes downed during the Second World War.

There have also been reports of dumped nuclear waste from Russia; quite a few supermarket trolleys probably languish down there, too.

Just this weekend, three containers fell off the back of a Finnish Cargo ship and one of those containers held hazardous material. With the increase in trade and shipping this looks likely to happen again.

The Baltic waterway is also an increasingly vital transport route for Russia; a major part of Moscow's foreign trade, particularly oil and chemical products, is shipped across the Baltic. In 2006, 140 million tonnes of oil was transported along the Gulf of Finland and that figure is expected to double by next year.

Environmental catastrophe

Despite all of this, the countries round the Baltic have only just begun to realise the extent of the environmental catastrophe. They did set up an organisation 30 years ago – called HELCOM – or the Helsinki commission, comprising all the countries bordering the Baltic but it has largely been run by consensus politics.

Kommentti: Significant 8. HELCOM action plan exists.

It can only move as fast as the slowest member and that means no action has been taken until now.
This is why the Baltic Sea Action Summit is by far the most important meeting ever on the future of the Baltic.

Kommentti: Core 2. New actions and new method of operation.

Ministers, presidents and a king are meeting alongside business leaders as they try to take a world lead in the new form of environmental thinking.

Kommentti: Core 1. Private public partnership.

"The best companies also acknowledge that the problems facing the world are so vast and complex that they can't be solved with public means alone," Illka Herlin, a Finnish business leader and convener of Baltic Sea Summit, told Al Jazeera.

Kommentti: Core 1. Public private partnership.

"We need all hands on deck," added Herlin, who is also the first Finnish member of the Clinton Global Initiative, a collaboration of government bodies, media and business leaders to find solutions to global problems.

Kommentti: Core 1. Public private partnership.

Kommentti: Core 2. Pilot example for the whole world.

While smaller in scale, the Baltic Sea Summit is likely to positively foster environmental co-operation between governments and industry. The organisation and commitment made in Helsinki appears set to be far superior to the disunity of mixed messages that came out of the climate change summit in Copenhagen.

Kommentti: Core 1. Public private partnership.

Kommentti: Core 2. New method of operation.

80

Article 6

Saving the Baltic sea

After the Copenhagen debacle, Finland has set a new standard for environmental action

> **Kommentti:** Core 1. Improving the state of the sea by the BSAS process.

> **Kommentti:** Core 2. New methods and new mode of operation

Finns aren't afraid to take on the world. Between 1939 and 1945, military minnow Finland was variously at war with the Soviet Union, Britain and Germany, and survived to tell the tale. The big problem in 1940 was not the large numbers of invading Red Army troops, Finns joked, it was where to bury them all.

Finland, population 5.3 million, challenged the international powers-that-be again last week, hosting an ambitious one-day "action summit" to rescue the Baltic sea from decades of pollution, environmental degradation and neglect. National leaders from all nine Baltic coastal states, plus "catchment" countries such as Norway and Belarus, attended. So too did EU representatives and about 1,500 delegates, representing regional organisations, large and small businesses, NGOs and local activist groups.

> **Kommentti:** Significant 5. Finland organizes a Summit

> **Kommentti:** Core 3. The Baltic sea is heavily neglected and thus polluted.

> **Kommentti:** Core 1. Participants from various nations and all levels. Public and private actors.

Germany's chancellor Angela Merkel did not come to Helsinki, which was probably a mistake. But Russia's most powerful man, Vladimir Putin, did. He pledged environment clean-up programmes around St Petersburg, on the Gulf of Finland, and in the Kaliningrad enclave. Dropping his tough guy act for a day, Putin emphasised that Russia, too, is green at heart.

> **Kommentti:** Significat 8. Prestigious guests.

> **Kommentti:** Core 1. To pledge= make a commitment.

> **Kommentti:** Core 4. Clean up programmes=concrete solutions

While welcoming governmental support, summit organisers stressed their main focus was on harnessing the skills and energy of concerned individuals and businesses across the region. By the end of the summit, over 140 specific "commitments" or pledges to take practical steps, adopt best practices or launch research initiatives to reverse marine degradation had been received from multinationals such as IBM and Nokia, as well as local timber producers and farmers' organisations.

> **Kommentti:** Significant 5. World leaders and governmental level guests.

> **Kommentti:** Significant 6. Everybody do what they do best.

> **Kommentti:** Core 4. Concrete and new solutions and commitments.

> **Kommentti:** Core 1. Private and public.

By pooling resources, and not relying on governments to take the lead, the disappointments and fractious blame-games of December's Copenhagen climate change summit were avoided. More than that, the summiteers claimed to have created a post-Copenhagen paradigm for future collaborative, cross-border environmental action.

A senior Finnish government official said the Baltic, a relatively shallow, highly sedimented, largely enclosed sea, had suffered decades of unchecked pollution from oil spills, nutrients, toxic dumping and wartime mines and munitions. The seabed is home to an estimated 100,000 shipwrecks. The summit was a boon, the official said, because it began where the politicians had left off.

Events in Helsinki showed that smaller countries, private organisations and individuals don't have to wait for big international players. It was a first-class illustration of the sort of grassroots-upwards approach urged by commentators and activists since the implosion in Copenhagen. As one diplomat put it, the absence of strategic mega-rivals China and the US in this instance was entirely positive and contributed to the summit's success.

On the downside, it seems clear that Putin's main purpose in attending was to reassure the neighbours that the giant Russia-Germany Nord Stream underwater gas pipeline, due to come on line in 2012, would not further harm the Baltic.

The $7.4bn project is being challenged in the German courts by the World Wildlife Fund, which argues that Nord Stream's environmental impact assessment is inadequate. Quite rightly, it wants to see improved, independent monitoring of the project and better compensation and restoration measures for affected areas. But so powerful are the political and commercial interests involved, and so great is Europe's need for cheap Arctic gas, that it seems unlikely the court action will have much effect. As Putin smugly noted, governments whose economic zones the pipeline crosses have all given the go-ahead.

The fact that Russia used the summit to advance its own economic and commercial ends does not detract from its value. With Baltic shipping, oil, gas and other export traffic growing exponentially, it is vital to reverse past trends and improve environmental standards. If national security considerations and economic self-interest contribute to that effort, then so be it. And rising public concern is a powerful catalyst too.

The Finnish President, Tarja Halonen, said Finland had taken the lead because somebody had to – and because it was perverse and unacceptable to have "some of the richest and most environmentally conscious countries on earth on the shores of one of the world's most polluted seas". Halonen is doubly right. Why should the less powerful wait upon the most powerful? And why only in the Baltic? As Finnish history shows, hoping the big guys will do the right thing is like trying to teach an elk to play the piano.

Article 7

Pipeline no threat to environment – Putin

Prime Minister Vladimir Putin speaks at the plenary meeting of the Baltic Sea Action Summit 2010

RIA Novosti. Aleksey Nikolskyi

MOSCOW. (RIA Novosti political commentator Andrei Fedyashin) - As luck would have it, a great many top Russian officials come from St. Petersburg, which means that they can persuade the federal government and local authorities to tackle the problems of the Baltic, Europe's most polluted inland sea.

> **Kommentti:** Core 3. The Baltic Sea is polluted.

Moreover, the decision to build the Nord Stream gas pipeline, which will link Russia and Germany via the Baltic Sea, encourages projects focused on environmental protection.

On February 9, Russian Prime Minister Vladimir Putin, who also grew up on the Baltic coast, addressed the Baltic Sea Action Summit (BSAS) in Helsinki, Finland. The summit involved about 400 delegates from littoral states, including heads of state and government, academics, politicians, analysts and representatives of various organizations. Their aim is to address regional pollution issues.

> **Kommentti:** Significant 5. The Summit.

> **Kommentti:** Core 1. Cooperation

The delegates listened with particular attention to Putin, who had a double reason for attending the event.

First of all, Putin took advantage of this opportunity to once again tell the European Union that the Nord Stream pipeline will be reliable, and that it will not threaten the marine environment. This is mostly true. Although project Nord Stream was not on the agenda, the summit prioritized it, and with good reason.

Nord Stream has already passed all expert checks and has received almost all permits from Denmark, Sweden, Finland, Russia and Germany involved in the project. The Finnish government approved the project in November 2009, and the West Finland Regional Environment Center is now expected to give the green light.

Finnish Prime Minister Matti Vanhanen is saying the decision will be made in the next few days, but that he is unable to predict what it will be. The Russian Prime Minister's speech will probably facilitate a positive outcome.

Putin's second motivation is that Russia is going to chair the Baltic Marine Environment Protection Commission, also known as HELCOM or Helsinki Commission, until June 2010.

Since 1992, HELCOM, an international organization governing the Convention on the Protection of the Marine Environment of the Baltic Sea Area (Helsinki Convention), has been the main international watchdog responsible for protecting the Baltic Sea environment. The Commission, which comprises Russia, Germany, Denmark, Finland, Sweden, Poland, Latvia, Lithuania and Estonia, drafts environmental protection measures, monitors the actions of littoral states, the condition of the water and of coastal areas.

Kommentti: Significant 8. HELCOM mentioned.

Initial pipe-laying operations are to commence in April 2010. The pipeline's first and second stages are to be commissioned in 2011 and 2012, respectively. Construction of gas-pumping stations has already started near Vyborg, Russia. The 1,220-km Nord Stream pipeline will link Vyborg with Germany's Greifswald and will annually pump up to 55 billion cubic meters of gas to Western Europe, after attaining design capacity.

However, the project still evokes an extremely negative response from the countries that are located along the pipeline's route but which are unable to profit from building Europe's emerging main gas pipeline. Their reaction ranges from amusing to damaging.

Three days before the summit, Swedish television reported that Russian ships had allegedly dumped chemical munitions or radioactive materials near Gotland Island in 1991 or possibly in 1994, as they were leaving former Soviet naval bases in Latvia.

The Swedish government said the reports had to be verified before they could be commented upon. The Russian military denied the allegations and called them absurd as those bases had never stored any chemical or nuclear weapons.

In general, it is amazing what gas can do. Finland says it was happy to learn that the Russian side will finally build sewage and effluent purification facilities in Kaliningrad, Moscow's Baltic exclave.

This issue has been up in the air for the past 15 years. Kaliningrad is considered one of the most polluted corners of the Baltic Sea because it still lacks purification facilities. Even St. Petersburg has improved sewage and effluent purification standards in the past few years.

In reality, Russia is not the main Baltic Sea pollutant. Poland, which has the most toxic industry in the region and an underdeveloped agriculture, leads the way here. The biggest pollutants in the Baltic Sea are phosphate and nitrogen fertilizers that are dumped into it.

Poland, Russia and Sweden dump 35%, 18% and 11% of phosphorus into the Baltic Sea, respectively. Poland also leads the way in terms of nitrogen (27%) and is followed by Sweden and Russia with 17% and 14%, respectively.

The Baltic Sea's problems are explained by its geographic features. This is the smallest and the most shallow European inland sea with an extremely slow water turnover. The local marine environment is no longer able to process the water intake. Seaweed and algae populations are increasing, while oxygen content is diminishing steadily. Entire sectors have already been pronounced environmentally dead.

The Baltic Sea Action Summit adopted almost 140 decisions, including programs and projects for cleaning up the water and coastal areas, and building new purification facilities. Unfortunately, none of them are legally binding.

The delegates merely take on voluntary commitments and bear moral responsibility for possible failure to comply with them. The Baltic Sea Action Group (BSAG) operating throughout the Baltic Sea area will monitor compliance with summit resolutions.

Moscow has assumed several dozen commitments, and for that we can be grateful to the Nord Stream pipeline.

Article 8

Coastal nations want to save the Baltic Sea

Kommentti: Core 1. Cooperation.

138 commitments to save the sea were made in a Helsinki conference. 85 million people in the catchment area countries pollute the sea.

Kommentti: Core 4. Commitments.

The governments of the Baltic Sea states, but also firms, institutions, foundations and private persons want to help the endangered sea environment with 138 commitments. That is the result of a one-day summit meeting by nine catchment area states, to which also the Russian Prime minister W. Putin and the minister of agriculture I. Aigner participated.

Kommentti: Core 1. Cooperation and commitments.

Kommentti: Significant 5. Heads of state attend the summit held in Finland.

The Baltic Sea is especially vulnerable to spills of oil, wastewaters, fertilizers and hazardous materials from industrial or agricultural sources. The strait to the North Sea is narrow and thus the water does not get changed much. – Harmful substances stay 25-35 years in the Baltic Sea if not removed. The pollution changes the sea environment and affects the 85 million inhabitants near the sea. Economic growth is highest in the world around the Baltic Sea. But we cannot do that at the cost of the Baltic Sea, says I. Maydanov, Chairman of the Board of HELCOM. It was set up by the catchment area states 35 years ago to protect the sea environment and was the host of the summit meeting.

Kommentti: Core 3. The sea is polluted and something must be done.

Kommentti: Significant 8. HELCOM mentioned. WRONG INFORMATION.

Today the Baltic Sea is one the most polluted seas. Nutrients are a large source of environmental load. Still large amounts of nitrogen and phosphorus end up in the sea via rivers. The main source of them is agriculture. Poland is here the main sinner. 'Every summer we see the algae flotillas that remind us of how we have distorted the balance of the ecosystem' said the King of Sweden Carl XVI Gustaf. The nutrients enable the growth of algae. Vice Minister President of Poland W. Pawlak announced that investments of up to 8 milliard euros would be directed to lessen the nutrient load of Poland.

Kommentti: Core 3. Polluted sea.

Still, wastewaters end up directly to the Baltic Sea, even from passenger ships. The cities of Copenhagen and St Petersburg promised that their ports will have the capabilities to handle cruise ship wastewaters. Stockholm and Helsinki already have the facilities. ''German ports must also provide such infrastructure', insisted J. Lamp from the Baltic Sea office of WWF.

Minister I. Aigner ensured that steps are taken to secure shipping. 15 percent of the world's shipping traffic goes through the Baltic Sea. Aigner said that Germany works to diminish ship noises and environmental load from for example oil spills. Also sunken shiploads were discussed in Helsinki. After the II WW some 40000 tonnes of chemical weapons were sunk besides the conventional arms. The president of Lithuania, D. Grybauskaite suggested that EU and the Organization of Security and Co-operation in Europe (OSCE) clean up the military waste and that UN should decide on the matter.

Kommentti: Core 4. Concrete commitments.

Kommentti: Core 4 Concrete commitments and solutions

From the environmentalists' point of view, the Sea has new threats. The construction of gas pipeline between Russia and Germany has much larger consequences than laid out at December decision materials. That is why WWF and BUND presented a complaint of the construction of the pipeline by the Consortium led by Russia. In contrast, W. Putin sees no environmental threats in the construction of the 1220 km pipe.

President of HELCOM, I. Maydanov stressed that the commission has provided 'many encouraging results' with the support of the catchment area states. 'But there is a lot to be done', for the threatened Sea to recover.

Kommentti: Significant 8. HELCOM has already done some work.

Küstenländer wollen die Ostsee retten

138 Initiativen zur Regeneration des Meeres bei einer Konferenz in Helsinki beschlossen. Die fortschreitende Verschmutzung belastet mehr als 85 Millionen Menschen in den Anrainerstaaten.

Helsinki/Hamburg. Mit 138 einzelnen Initiativen wollen die Regierungen der Ostsee-Anrainerstaaten, aber auch Unternehmen, Institute, Stiftungen und Einzelpersonen der bedrohten Meeresumwelt helfen. Das ist das Ergebnis eines eintägigen Gipfeltreffens der neun Anrainerstaaten, zu dem auch der russische Ministerpräsident Wladimir Putin und Deutschlands Landwirtschaftsministerin Ilse Aigner (CSU) angereist waren.

Die Ostsee ist besonders empfindlich gegenüber Einleitungen etwa von Öl, Abwässern, Düngemitteln und Giften aus Industrie oder Landwirtschaft. Denn die Verbindung zur Nordsee ist sehr schmal, sodass sich das Wasser nur langsam austauscht - Schadstoffe bleiben 25 bis 35 Jahre in der Ostsee, sofern sie nicht vorher abgebaut werden. Die Verschmutzung verändert die Unterwasserwelt, und sie belastet mehr als 85 Millionen Menschen in den küstennahen Regionen.
Der Ostseeraum ist einer der Gebiete mit dem weltweit höchsten Wirtschaftswachstum. Dies dürfe aber nicht auf Kosten der Ostsee gehen, betonte Igor Maydanov, Präsident der Helsinki-Kommission (Helcom). Sie wurde von den Ostseeanrainern vor 35 Jahren zum Schutz der Meeresumwelt gegründet und war Gastgeberin des Gipfels.

Schon heute ist die Ostsee eines der am meisten verschmutzten Seegebiete der Welt. Eine große Belastung sind die Nährstoffe, die das Meer überdüngen. Noch immer gelangen Stickstoff- und Phosphorverbindungen über die Flüsse ins Meer, Hauptquelle ist die Landwirtschaft. Polen ist hier der größte Umweltsünder. "Jeden Sommer sehen wir die Ausbreitung von Algen, die uns daran erinnern, wie sehr das Gleichgewicht des Ökosystems gestört ist", sagte der schwedische König Carl XVI. Gustaf. Das überdüngte Wasser lässt die Algen sprießen. Der polnische Vize-Ministerpräsident Waldemar Pawlak kündigte nun Investitionen in Höhe von acht Milliarden Euro an, um den polnischen Nährstoffeintrag künftig zu verringern.

Weitgehend ungeklärte Abwässer fließen auch direkt in die Ostsee, etwa aus Passagierschiffen. Die Städte Kopenhagen und St. Petersburg sicherten zu, in ihren Häfen Anlagen zur Reinigung der Abwässer aus Kreuzfahrtschiffen bereitzustellen. Sie folgen damit den Vorreitern Stockholm und Helsinki. "Auch die deutschen Häfen

müssen jetzt die notwendige Infrastruktur zur Verfügung stellen", fordert Jochen Lamp vom Ostsee-Büro der Umweltstiftung WWF.

Ministerin Ilse Aigner sicherte Maßnahmen für eine umweltverträglichere Schifffahrt zu. 15 Prozent des weltweiten Frachtschiffverkehrs führt durch die Ostsee. Aigner sagte, Deutschland arbeite daran, den Schiffslärm und die Belastung durch Öleinträge in die Ostsee zu verringern.

Auch Altlasten spielten in Helsinki eine Rolle. Nach dem zweiten Weltkrieg wurden um die 40 000 Tonnen chemische Waffen versenkt; Experten vermuten zudem konventionelle Waffen am Meeresgrund. Die litauische Präsidentin Dalia Grybauskaite rief die Uno, die EU und die Organisation für Sicherheit und Zusammenarbeit in Europa (OSZE) auf, bei der Beseitigung des Rüstungsmülls zu helfen und kündigte einen entsprechenden Resolutionsentwurf bei den Vereinten Nationen an.

Aus Sicht von Umweltschützern drohen dem Meer noch neue Belastungen: Der Bau der zwischen Russland und Deutschland geplanten Gaspipeline werde die Ostsee durch Baggerarbeiten weit stärker belasten, als der im Dezember erteilte Planfeststellungsbeschluss annimmt. Deshalb reichten der WWF und der BUND gestern eine Klage gegen die Genehmigung des Pipelineprojekts unter der Regie des russisch geführten Konsortiums Nord Stream ein. Wladimir Putin sieht dagegen keine Umweltgefahren durch den Bau der 1220 Kilometer langen Gas-Pipeline.

Helcom-Präsident Igor Maydanov betonte gestern, seine Kommission habe mit Unterstützung der Anrainerstaaten bereits "viele ermutigende Ergebnisse" gebracht. Dennoch "sei noch viel zu tun", damit sich das bedrohte Meer nach und nach erholt.

Article 9

Euronews 10.2.2010

Baltic nations take action on sea pollution

Northern European nations have been discussing pollution in the Baltic Sea at a conference in Finland. The Baltic is considered one of the most polluted waterways in the world. The Baltic Sea Action Summit brought together the nine nations who share the coastline, and was chaired by the Finnish President Tarja Halonen.

She said: "Today some of the richest and most environmentally-conscious countries on earth live on the shore of one of the world's most polluted seas. What a tragedy. It is clear that something has to be done and quickly."

The Lithuanian President, Dalia Grybauskaite, agreed: "Today we are also facing a historic international challenge, which I would like to point to as the issue of chemical and conventional weapons dumped into the Baltic Sea."

Almost enclosed, very shallow, and fed by numerous rivers, the Baltic is a vulnerable sea.

90 million people live around its shores, many of them depending on the sea in some way or other for their livelihoods, but waste from industry, agriculture and daily life ends up in the sea.

One of the biggest resulting dangers is too much algae. Excess growth of it robs the water of oxygen suffocating other species.

Juuka Jormola, a scientist from the Finnish Environment Institute, said: "It is caused by nutrients, too many nutrients in the water, like nitrogen and phosphorus. And some of these algae are poisonous and dangerous for children who want to swim, and these algae also appear in other lakes and also in the Baltic Sea."

In St Petersburg, a huge new water treatment station was inaugurated in 2005 – thanks in part to a 10 million euro contribution from Finland.

It is a start towards achieving the Helsinki Commission's aim of restoring the Baltic's "good ecological status" by 2012.

Kommentti: Core 1. Cooperation.

Kommentti: Core 4. Concrete actions are taken.

Kommentti: Significant 5. A meeting in Helsinki.

Kommentti: Core 3. One of the most polluted seas in the world.

Kommentti: Significant 5. Heads of state attended the Baltic Sea Action Summit.

Kommentti: Core 3. A heavily polluted sea and something must be done.

Kommentti: Significant 8. HELCOMs work mentioned.