

# JOHN NURMINEN FOUNDATION 2010



JOHN NURMINEN FOUNDATION









# JOHN NURMINEN FOUNDATION ANNUAL REPORT AND REPORT ON OPERATION 2010

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On the cover of this report is *Uljas*, a schooner built by John Nurminen Oy in 1891.  
The painting *Uljas Elbellä* (Uljas on the river Elbe) by Adolf Bock dates back to 1952,  
and it is owned by the John Nurminen Foundation collection of maritimes art.

Next page: *Avomeri* (Open seas). Lars-Eric (Lasse) Malmund (1984).

## JOHN NURMINEN FOUNDATION

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After Juha Nurminen's initiative, The John Nurminen Foundation was established in 1992 to safeguard the cultural heritage of Finnish seafaring and maritime history. The purpose of the Foundation is to present and introduce the remarkable cultural heritage of the Baltic Sea to experts and the general public alike. The collection of the John Nurminen Foundation consists of maritime art, marine antiques, and objects related to seafaring.

The Foundation's collection is based on the wealth of maritime history – specifically, the collection of marine antiquities – that was accrued by the Nurminen shipping family over the course of one hundred years. The Foundation preserves and maintains this valuable collection, which people travel lengthy distances

to see. For over two decades, the Foundation has organised sea-themed exhibitions and published books on maritime history and maritime art.

In addition to preserving the cultural heritage of Finnish seafaring and maritime history, the Foundation works to protect the environment of the Baltic Sea. In 2004, with the backing of the initial capital donated by Juha Nurminen, the Foundation expanded its operations to include environmental protection. At this time, the Clean Baltic Sea environmental projects were initiated as a second branch of the Foundation's operations. The target of the projects is to reduce eutrophication in the Baltic Sea, and minimise the risk of an oil disaster in the Gulf of Finland.



JOHN NURMINEN FOUNDATION



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## MESSAGE FROM THE CHAIRMAN OF THE BOARD



The operations of the John Nurminen Foundation have two focus areas: the preservation of maritime history and marine cultural heritage, and the environmental protection of the Baltic Sea. When I established the Foundation in 1992, its core idea was to highlight and preserve the past. I felt it was important to ensure that future generations too would have the opportunity to get to know the unique history and cultural heritage of the Baltic Sea area.

During 1990s it became evident that the ecological state of the Baltic Sea was alarmingly poor. I began to inquire if key stakeholders in Finnish society would be interested in joining the Board of the John Nurminen Foundation and working with us for a cleaner Baltic Sea. We decided to take action and do our share for the improvement of the status of the Baltic Sea. One prerequisite was that we had to be able to identify environmental projects that have a concrete impact on the status of the Baltic Sea.

We would not have moved ahead with our environmental operations without first consulting the

top researchers and experts in the field. The Finnish Environment Institute and other experts informed us that the sea cannot be saved if the nutrient loads entering it are not restricted. We also learned where we should start, i.e. with what fast and cost-efficient activities we could achieve measurable results and the greatest possible environmental impact. Consequently, in 2005, we initiated the Foundation's environmental operations at three large wastewater treatment plants in St. Petersburg.

As our project in St. Petersburg is now drawing to a close, we have already seen some encouraging signs of the impact this work has had on the status of the Baltic Sea. As I write this, we are getting ready to celebrate the last milestone of this project at festivities held in St. Petersburg this June.

No one can save the Baltic Sea single-handedly. The John Nurminen Foundation co-operates with all Baltic countries and key stakeholders involved in issues related to the Baltic Sea. We generate added value through our role as a bridge builder between the private and the public sectors: this position allows us to act as a catalyst for innovative and effective protective measures that bring fast results.

### New vistas for maritime history

For the Foundation's cultural branch, the past year was full of energy and activity. The role of an information provider – through the popularisation of maritime history and marine culture – will continue to be at the heart of our cultural operations. There is a plethora of materials that are valuable in terms of maritime history, and many stories are still untold. Ideas abound, and themes that have been discussed include life in the archipelago, pilotage, and the continuation of the naval warfare theme that was introduced by the book *Kustaa III ja suuri merisota* (Gustav III and the Great Sea War).



The Foundation has an exceptionally comprehensive collection of maps, specifically of the Baltic Sea area. In 2010, we began to prepare an extensive tome on the cultural history of world maps, to be published in 2013. In this project, too, we will rely on the close and fruitful co-operation we have enjoyed for many years now with our international library and museum partners.

Our maritime history branch aims at continuous renewal, and the expansion of our perspective. We are considering ways to utilise the opportunities provided by electronic communications in, for example, presenting our collection or in publishing. In order to accelerate continuous renewal, the maritime history projects have, following the example of the Clean Baltic Sea projects, adopted the practice of advisory teams, which will provide us with expertise and guidance.

Environmental actions of today create the basis for marine protection in the future.

The target of the Clean Baltic Sea projects is to improve the status of the Baltic Sea to such an extent that our work will no longer be necessary. I very much hope for this to happen, but I am also a realist. Environmental work will continue for decades to come. Future generations will still have their work cut out for them. It is our responsibility to guarantee that the work of future generations can succeed.

Our work on the wastewater treatment plants continues. We keep our eyes and ears open, and are ready to embark also on new types of projects on the condition that they fulfil the criteria set for Clean Baltic Sea projects, i.e., are extensive, cost-efficient, and bring results. In the near future, the wastewaters of Belarus will be of particular interest. In this Annual Report, we will also shed light on the progress of the Tanker Safety project, which aims at the prevention of oil disaster. Through excellent co-operation, we

have managed to mobilise the key players in seafaring so that they now all work for the same goal in this important project.

I would like to thank the many representatives of both the public and the private sectors who have, on a pro bono basis, supported the operations of the Foundation, and allowed us to utilise their networks of expertise. Our special thanks for support and partnership must be extended to the Ministry of the Environment, which has been the public funder of our projects for several years. Similarly, the Ministry of Transport and Communications has played a key role in the Tanker Safety project.

I would also like to express my gratitude to all the supporters of the Clean Baltic Sea projects, without whose donations our environmental work would not be possible. The continuity of our work would not have been possible without our major donors, such as Fortum, Nokia and Sanoma. These companies have supported our work right from the start. At the same time, we acknowledge that every euro counts, and even small donations are extremely valuable. One-off donations or anniversary donations made by private individuals as well as the resources donated by companies allow us to push ahead with our work, every day.

I thank the various partners and friends of the Foundation, whether active in maritime history or the marine environment. I also thank the Foundation's Board of Directors for their active and exemplary input, and the Foundation's Secretary General Erik Båsk for all the results he has achieved.

In full sail, we navigate towards a cleaner Baltic Sea and the Foundation's 20th anniversary jubilee in 2012.

Helsinki, April 2011

*Juha Nurminen*

Chairman of the Board of Directors

John Nurminen Foundation

## FOREWORD BY THE SECRETARY GENERAL



During the past five years, both operational branches of the John Nurminen Foundation have experienced astounding growth and internationalisation. We are now, for the first time, publishing a merged Annual Report and Report on Operations of the Foundation. We hope that this publication will serve all our interest groups. Our aim is to provide an extensive description of our operations while also explaining what we have achieved during the past year.

The Financial Statement for 2010 is presented at the end of the Annual Report. The operations of the Foundation have been organised so that the Clean Baltic Sea projects operations constitute a self-sufficient fund, which is managed separately in the Foundation's accounts. Donations are targeted to a fund called 'Clean Sea II', which is used to fund all of the Clean Baltic Sea projects. This arrangement guarantees that donations are not used to finance any other activities of the John Nurminen Foundation.

The maritime history operational branch is funded with income from exhibition ticket sales, publications, and profits from the Foundation's investment activities.

## Maritime history

The Foundation's maritime history collection is partially exhibited in Huolintatalo, Pasila, where hundreds of maritime history enthusiasts view the collection annually. In addition to being a maritime history site worth visiting, Huolintatalo has become a popular place where various groups and associations hold meetings. Our collections were also on display at the Helsinki Book Fair of 2010, which had approximately 80,000 visitors.

We published two new books in 2010. The biography of *Adolf Bock* by Tuija Peltomaa, published in September, attracted great interest amongst Finnish admirers of maritime art. The highlight of the year was the book launch festivities for *Kustaa III ja suuri merisota* in early December. For us, the book represented entry into an exciting new area, as it is the first book the Foundation has published on naval warfare. Moreover, the book *Ultima Thule* was published in German, Spanish and Norwegian. National Geographic published a new edition of *Mare Balticum* in German. Despite all this activity, the Foundation's income from publishing was slightly lower than the year before.

The spring of 2010 also saw the initiation of our co-operation with Nokia, where the goal is to create an exciting game, utilising the Foundation's map expertise and collections, that can be downloaded to smartphones. The game, called 'Extreme North', will be released during 2011.

## Clean Baltic Sea projects

The key principle of the Clean Baltic Sea projects is to target funds to concrete actions, allowing every euro to have the greatest possible environmental impact. Our operations focus on two streams that aim to improve the status of the Baltic Sea. We work for the reduction of eutrophication, which is the greatest



individual problem of the Baltic Sea. Moreover, we work for the prevention of oil accidents, as an oil spill disaster is the greatest threat faced by the Baltic Sea's fragile and vulnerable ecosystem. Within the scope of these projects, we co-operate with various partners and strive to combine the expertise and resources of both the public and private sectors in a way that is as efficient as possible. The Foundation is responsible for the project management and steering of these projects.

Our projects always have measurable targets. The Tanker Safety project will create the ENSI navigation service, which reduces the risk of oil spill accidents and improves the general safety of marine traffic. The eutrophication projects of the Foundation aim at reducing the annual phosphorus load entering the Baltic Sea by 2,500 tonnes. Current projects will reduce the load by approximately 1,600 tonnes of phosphorus, so we are still 900 tonnes short of our target. The projects are currently active in the water facilities of nine cities in five countries. To be able to achieve our targets, we continue to raise funds from companies as well as private individuals. We adhere to the principle of not committing the Foundation to projects whose cost would exceed the amount of funds raised. The success of fundraising defines when we will be able to reach our goals.

Concern for the status of the Baltic Sea has manifested itself in donations of money, resources and services to the Clean Baltic Sea projects. In 2005–2010, we received a total 6.7 million euros in donations. Last year, donations amounted to 900,000 euros. The work effort and services donated to us by companies, such as the media space donated to us by Sanoma, are highly significant when taking the scale of the Foundations operations into consideration. Support of this type continues to grow each year. Even the printing of this Annual Report has been made possible through the support of Edita Prima.

The Foundation's profit and loss statement does therefore not provide a full view to the scale of the Foundation's operations. We have estimated that the value of services and work effort donated last year surpassed the amount of financial support we received. Also, the costs of projects funded by the EU only are only partially visible in the accounts of the Foundation, so the full scope of the project cannot be assessed on the basis of our financial statement.

In five years, the Foundation has become a significant environmental stakeholder. Sanoma's support has been of particular importance when promoting awareness of the Foundation. In 2010, Sanoma, which has supported the Clean Baltic Sea projects from the very start, made a significant monetary donation to the Foundation, accompanied by the largest media space donation ever received by the projects.

In 2010, the Clean Baltic Sea projects had four major supporters, eight main partners, twenty key supporters, and various other private and corporate donors. This Annual Report includes stories from our supporters, where they share their reasons for getting involved in our work. We thank each and every donor for the opportunity of doing measurable and concrete work in our projects.

The Foundation is a small expert organisation where everyone's input counts. Everyone deserves thanks for the past year. In particular, I would like to thank the leaders of the operational branches: Maria Grönroos, in charge of maritime history, Marjukka Porvari, who has steered the eutrophication projects from their initiation, and Pekka Laaksonen, who donated us one year's work effort by leading the Tanker Safety project.

*Erik Båsk*

Secretary General

John Nurminen Foundation

## 2010 IN A NUTSHELL

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### MARITIME HISTORY

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#### Exhibitions

In October 2010, the Foundation participated in the Helsinki Book Fair, which also included an exhibition of Adolf Bock's paintings.

Co-operation with Nokia was established to create a smartphone game, showcasing the history of the Northeast Passage. The game, called 'Extreme North', will be released during 2011.

#### Publications

In September 2010, Tuija Peltomaa's book *Adolf Bock – Merimaalari/Marinmålaren* (Adolf Bock – Painter of the Sea) was launched in Huolintatalo and the Academic Bookstore. The print run was 2,000.

In December 2010, Raoul Johnsson's book *Kustaa III ja suuri merisota – Taistelut Suomenlahdella 1788–1790* (Gustav III and the Great Sea War – Battles on the Gulf of Finland 1788–1790) was launched in Huolintatalo. The print run was 2,500.

The German, Spanish and Norwegian editions of *Ultima Thule* (2001) were published in 2010. *Mare Balticum* (1995) was also published as a new German edition.

#### Collections

The map collection was complemented with the first printed map of the Nordic countries. The art collection was supplemented with the purchase of a sea-themed painting by Adolf Bock.

In October 2010, work on the inventory of the John Nurminen Foundation's collections began, as did

the transfer of the maps to new archiving boxes. For this task, an undergraduate trainee was hired. The inventory work will continue in 2011.

#### Other activities

In 2010, three issues of the *JNF Newsletter*, presenting the activities of the Foundation, were published, alongside a pre-sales brochure of the new book *Kustaa III ja suuri merisota* (Gustav III and the Great Sea War). The print run of the editions of the *JNF Newsletter* and the brochure was 4,000.

The Foundation supported the Thure Malmberg maritime history collection with a donation of 1,600 euros, and the restoration of the *Lodbrok* ship model, owned by the Ehrensverd Society, by 3,050 euros.

#### Juha Nurminen becomes a third-generation recipient of the Finnish honorary title 'merenkulkuneuvos'

On 26 November 2010, the President of Finland awarded Juha Nurminen, M. Sc. Economics and Chairman of the Board of the John Nurminen Foundation, the Finnish honorary title of 'merenkulkuneuvos'.

Juha Nurminen has assembled Finland's largest private collection of maps of the Baltic Sea, a significant number of world maps and maps of the arctic, and an expansive library of seafaring books. The majority of Juha Nurminen's collection has been donated or made available to the John Nurminen Foundation.



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## MARINE ENVIRONMENT

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### Eutrophication projects

In May 2010, the last remaining equipment delivery was made to the southwestern water treatment plant in St. Petersburg. The final inspection of the project was completed in November 2010. In early 2010, a technical survey on improving the efficiency of phosphorus removal was carried out at St. Petersburg's northern wastewater treatment plant. Equipment deliveries and installations were completed in the spring of 2011.

In February 2010, the Foundation and the Gatchina water treatment plant, located in northwestern Russia, signed a Letter of Intent on improving the efficiency of the plant's phosphorus removal. Together with SIDA (Swedish International Development Co-operation Agency), the Foundation conducted a pre-study at Gatchina, focusing on the improved efficiency of nutrient removal.

In June 2010, a Letter of Intent on improving phosphorus removal efficiency was signed with the Vyborg Water Utility. Also, an implementation agreement on phosphorus removal tests was concluded. In August 2010, the Foundation delivered gauging equipment and a feed tank required by the phosphorus removal tests to the plant, after which test activities funded by the Finnish Ministry of the Environment could be started.

In May-November 2010, as part of the PURE project, the Foundation commissioned technical surveys on improving the efficiency of phosphorus removal at the wastewater treatment plants of Brest, Jurmala, Gdansk, Szczecin and Lake Kohtla. The equipment procurement required for improving the efficiency of phosphorus removal at the Riga water plant was completed.

### Tanker Safety project

In March 2010, route piloting was expanded from tanker route plans to ice breaking, so that ice breakers began sending their waypoints to the Neste Oil tankers.

In May, the Foundation organised a Tanker Safety workshop, where focus was on the contents and information presentation methods of the upcoming

ENSI portal. The workshop's approximately 20 participants included future users of the service, content providers, and technical experts. Capgemini donated the effort required by planning and leading the workshop to the Foundation.

In June 2010, the main partners of the Tanker Safety project (the John Nurminen Foundation, the Ministry of Transport and Communications, the Finnish Transport Safety Agency and Neste Oil) signed a commitment to implement the project.

Design of the user interface of the ENSI portal began in the autumn, with Adage selected as the design agency. Adage will donate its effort to the project.

### Fundraising and sponsors of the Clean Baltic Sea projects

In February 2010, the Foundation, together with the cities of Turku and Helsinki, organised the seminar 'Challenge for a Healthier Sea', targeting municipal water facilities, ports, and project financiers.

In April 2010, Sanoma Group and the John Nurminen Foundation signed a three-year agreement, agreeing on support to the Clean Baltic Sea projects. The agreement contains media visibility in various Sanoma media. The campaign 'Nothing is impossible' was launched in July 2010.

In August 2010, the first Club Itämeri event was organised, with supporters and interest groups of the Clean Baltic Sea projects participating. The event was hosted by Sanoma and attended by approximately 100 guests. Speakers included Felix Karmazinov, Director General of Vodokanal St. Petersburg, and Paula Lehtomäki, the Finnish Minister of the Environment.

The Foundation renewed its web site and online donation platform during 2010.

During the year, approximately 900,000 euros were raised to support the Foundation's Clean Baltic Sea projects. Moreover, the Foundation has estimated that the value of the effort donated by partners in 2010 surpasses the value of monetary donations.



## JOHN NURMINEN FOUNDATION

### BOARD OF DIRECTORS

Juha Nurminen, Chairman  
Jouko Lönnqvist, Vice Chairman  
Sari Baldauf, Peter Fagnäs, Juhani Kaskeala, Sirpa Ojala, Kari Raivio, Veli Sundbäck

Erik Båsk, Secretary General  
Tuula Putkinen, Communications Manager

### MARITIME HISTORY

Maria Grönroos, Director, Maritime History  
Sofia Silvo, Trainee  
Marja-Liisa Suopanki, Archives

### MARINE ENVIRONMENT

Marjukka Porvari, Director, Eutrophication  
Elena Kaskelainen, Project Manager, Eutrophication  
Tuuli Ojala, Project Manager, Eutrophication  
Pekka Laaksonen, Project Director, Tanker Safety  
Jussi Tuurnala, Project Manager, Tanker Safety  
Maija Salmiovirta, Project Coordinator, Tanker Safety  
Miina Mäki (on parental leave)

### EXHIBITIONS

### PUBLICATIONS

### COLLECTIONS

### EUTROPHICATION

### TANKER SAFETY

Advisory team – Maritime History  
*established in 2011*

Juha Nurminen, John Nurminen Foundation, Chairman  
Anna-Mari Arrakoski-Engardt, Academic Bookstore  
Riitta Kaivosoja, Ministry of Education  
Juhani Kostet, National Board of Antiquities  
Markku Löytönen, University of Helsinki  
Henrik Meinander, University of Helsinki  
Marjo Nurminen, non-fiction author  
Klaus Oesch, Futuria Oy  
Esko Rahikainen, National Library of Finland

Maria Grönroos, John Nurminen Foundation  
Erik Båsk, John Nurminen Foundation

Advisory team  
– Eutrophication

Veli Sundbäck, Chairman  
Jaakko Henttonen, EBRD  
Lea Kauppi, Finnish  
Environment Institute  
Jari Luoto, Ministry for  
Foreign Affairs of Finland  
Juhani Lönnroth  
Liisa Rohweder, WWF  
Timo Tanninen,  
Ministry of the Environment  
Johnny Åkerholm, NIB

Juha Nurminen,  
John Nurminen Foundation  
Marjukka Porvari,  
John Nurminen Foundation  
Erik Båsk,  
John Nurminen Foundation  
Tuuli Ojala,  
John Nurminen Foundation

Advisory team  
– Tanker Safety

Juhani Kaskeala, Chairman  
Matti Aaltonen,  
Finnish Transport Agency  
Osmo Kammonen, Neste Oil  
Matti Möttönen,  
the Finnish Border Guard  
Juha Rannikko, Finnish Navy  
Tuomas Routa, Finnish  
Transport Safety Agency  
Pekka Valjus

Juha Nurminen,  
John Nurminen Foundation  
Pekka Laaksonen,  
John Nurminen Foundation  
Erik Båsk,  
John Nurminen Foundation  
Maija Salmiovirta,  
John Nurminen Foundation

Organisation of the John Nurminen Foundation. The members of the advisory teams contribute to the work of the Foundation on a pro bono basis. They support the Foundation by donating their time and providing access to their networks of expertise.



## JOHN NURMINEN FOUNDATION BOARD OF DIRECTORS AND PERSONNEL

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The Board is responsible for the operations of the John Nurminen Foundation. The Board defines the Foundation's projects and activities, and sets their schedules and targets. Moreover, the Board decides which publications, exhibitions and environmental projects are implemented, and actively oversees, steers and monitors project and activity execution. The Board also monitors the figures of the Financial Statement, and scrutinises the auditor's reports. In 2010, the Board convened eight times. The chairman of the Board is Juha Nurminen. The Foundation's operations are led by Secretary General Erik Båsk. The Foundation's maritime history operations employ two people, and the Clean Baltic Sea projects have a staff of six. In the spring of 2010, the Foundation's staff was joined by Communications Manager Tuula Putkinen.

In 2006, Maria Grönroos came to the Foundation to work on the exhibition 'The History of the Nordic Map' at the Sederholm building of the Helsinki City Museum. Today, she is responsible for the Maritime History operational branch of the Foundation. Marja-Liisa Suopanki is in charge of the Foundation's archives. In 2010, the Maritime History operational branch also hired a part-time trainee, Sofia Silvo.

Three of the six employees of the Clean Baltic Sea projects work on the eutrophication projects, and three on the Tanker Safety project.

Three experts are employed by the Foundation's eutrophication projects. The projects are led by Marjukka Porvari, who has been with the Foundation since 2005. Her educational background is in environmental economics, and before the Foundation she was employed by the Finnish Environment Institute. The staff of the Foundation's EU project also includes water treatment engineer Elena Kaskelainen

and Tuuli Ojala, who is a limnologist, and also holds a Master's Degree in Russian.

The Foundation's Tanker Safety project has three part-time employees. The project's current leader, Pekka Laaksonen, contacted the Foundation in the spring of 2008, and offered his work effort to the Foundation on a pro bono basis for a period of one year. His work for the Foundation evolved into the task of mapping out the Tanker Safety project together with various stakeholders of the seafaring industry. Currently, Pekka Laaksonen is the leader of the Foundation's Tanker Safety team. In 2010, the project also employed Project Manager Jussi Tuurnala and Project Coordinator Maija Salmiovirta.

An advisory team for the Clean Baltic Sea eutrophication projects was established in 2010. During the past year, it convened three times. The purpose of the team is to support the progress of the Foundation's projects, and promote information exchange between the stakeholders working on the problem of eutrophication. The team includes representatives from the Finnish Environment Institute, the Ministry of Foreign Affairs of Finland, the Ministry of the Environment, WWF, and financing institutions. The team's chairman is Veli Sundbäck.

The progress of the Tanker Safety project is also supported by a separate group of advisors, chaired by Juhani Kaskeala. This team includes representatives from the Finnish Transport Agency's waterways department, Neste Oil, the Finnish Border Guard, and the Finnish Transport Safety Agency. In 2010, the team convened four times.

The advisory team for maritime history was established in early 2011.

## BOARD OF THE JOHN NURMINEN FOUNDATION



Juha Nurminen,  
Chairman of the Board



Professor Jouko Lönnqvist  
National Institute for Health  
and Welfare  
Vice Chairman of the Board



Sari Baldauf,  
M. Sc. (Econ.)



Peter Fagnäs,  
CEO



Juhani Kaskeala,  
Admiral



Sirpa Ojala,  
CEO, Digita  
President for Nordics and Baltics,  
TDF Group



Kari Raivio,  
Chancellor Emeritus



Veli Sundbäck,  
LL.M.

## PERSONNEL OF THE FOUNDATION



MAX EDIN

From the left: Elena Kaskelainen and Tuuli Ojala from the Eutrophication team, and Marjukka Porvari, head of the team. In the middle: Secretary General Erik Båsk and Tuula Putkinen, Communications Manager. Next to them, Pekka Laaksonen who leads the Tanker Safety project and Tanker Safety project co-ordinator Maija Salmiovirta. From the right: Sofia Silvo, trainee in Maritime History, and Maria Grönroos, who's responsible for the Foundation's Maritime History operations.

Photo taken at the captain's saloon of s/s *Inkeri Nurminen I*.



CARTE DE LA  
MER BALTIQUE,  
Contenant les  
BANCS, ISLES ET COSTES  
Comprises entre  
L'ISLE DE ZELANDE  
et l'Extremité du  
GOLFE DE FINLANDE.



Prix. Cinquante Sols.













Previous spread: Seachart of the Baltic Sea area, dating from 1815. The chart was drawn up for the use of the French marine ministry by the French hydrographer, Jacques-Nicolas Bellin. The compass rose, which was normally decorated with a lily, now bears the red hat of the French revolutionary party, the Jacobins.

The captain's saloon of *s/s Inkeri Nurminen I*, built in 1892 and once a part of the fleet of John Nurminen Oy, is the gem of the Foundation's collection of marine antiquities. The saloon, which exudes the ambiance of a steamship, now also doubles as a conference room in Huolintatalo, Pasila.

## MARITIME HISTORY

### COLLECTIONS, EXHIBITIONS AND PUBLICATIONS

The core of the John Nurminen Foundation's cultural activities is maritime history, where focus is on the history of seafaring, exploration and cartography, and on disseminating information on these topics to the general public. The Foundation's collections of maritime art, maritime antiquities and ancient maps form the basis for these activities. The Foundation publishes books, organises exhibitions, and lends items from its collection to other exhibitions. The Foundation does not award grants, but it may, upon consideration, provide support to projects on maritime history. The maritime history operational branch is funded with income from exhibition ticket sales and sponsors, publications, and profits from the Foundation's investment activities.

#### Collections

The John Nurminen Foundation's collections of maritime art, antique maps and maritime antiquities, accrued throughout the years, form the basis of the Foundation's operations. In the early 1930s, Merenkulkuneuvos (Finnish honorary title) Matti Nurminen began the collection at the family-owned shipping company. He purchased the first maps of the antique map collection from Paris, depicting the territorial waters of Finland and dating from 1764. For more than 30 years, the current Chairman of the Foundation, Juha Nurminen,



The John Nurminen Foundation's collections are on display at the Huolintatalo museum. The exhibition includes, for example, gems from the Foundation's collection of ship models.

has continued the work of his father by adding items to the collection. Sections of his private collection have been made available to the Foundation. The Foundation maintains and expands its collection by acquiring new items, and by accepting donations.

The John Nurminen Foundation's museum and permanent exhibition are in Huolintatalo, Länsi-Pasila, in Helsinki. The exhibition includes ship models and seafaring equipment from the eras of steamships and sailing ships alike. Antique maps and maritime art are also on display. By booking in



The John Nurminen Foundation owns several ship models, also of the John Nurminen Oy's fleet of ships. The cargo steam ship *Inkeri Nurminen II*, which was part of the Nurminen fleet in 1954–1967, was one of the largest dry-cargo ships in Finland. The ship's route went from Finland to North Africa. In the late 1960s, when shipping operations were closed down, *Inkeri Nurminen II* was the last ship to be sold.

advance, groups can view the Foundation's collection in Huolintatalo. The collections have also been on display at various, differently themed exhibitions, which were complemented with exhibits on loan from Finnish and European museums. Hundreds of visitors see the collections each year.

#### Maritime art

The Foundation's collection of maritime art includes paintings, graphic prints and sculpture. Among the Finnish artists of the collection are Akseli Gallen-Kallela, Björn Landström, Lasse Malmund and Henrik Tikkanen. There are several sea and ship-themed paintings by the German professor Adolf Bock, who was a major influence in Finland in the early 20th century. All in all, the maritime art collection is home to approximately 150 works of art.

#### Sea antiquities

The sea antiquities collection includes various pieces of seafaring machinery and equipment, ship models, and items and tools used by seafarers in the eras of sailing ships and steamships alike. The true rarity of the sea antiquities collection is the entire captain's saloon from the *s/s Inkeri Nurminen I*: the saloon dates from 1892, and is currently set up in Huolintatalo, where it doubles as a conference room.

The Foundation also owns a collection of ship models, ranging from Viking ships to 19th century polar vessels, which holds great value in terms of maritime history. The ship models have been built under the supervision of seafaring museums.

#### Antique maps

The Foundation's antique map collection contains



The collection of maritime antiquities consists of various objects related to navigation and seafaring. A binnacle made from brass and wood was placed on the ship's bridge so that the helmsman could use it for steering. The red and green iron balls were used to compensate for the deviation caused by the ship's steel structures.

'*Uljas at the Port of Rauma*' by Akseli Gallen-Kallela (1905) is one of the collection's most significant pieces of maritime art. Story has it that the artist painted this painting as a thank you to John Nurminen, who had taken care of the artist's bill at a restaurant in Rauma.

treasures ranging from the world maps of the 15th century to 18th century nautical charts of the Baltic Sea. Today, the map collection consists of a total of one thousand maps, atlases, globes, and rare books. Examples include seacharts and city maps of the Baltic Sea and the Nordic area, and maps of the arctic.

#### Exhibitions

Since its establishment, the John Nurminen Foundation has organised 13 exhibitions on the themes of seafaring, exploration, the history of cartography, and maritime art. For their part, the exhibitions have helped to raise awareness of the Foundation's collections. Thanks to extensive international co-operation, we have been able to present items on loan from the art and maritime

museums, archives and libraries of various countries at these exhibitions.

The target of the exhibitions has been to showcase authentic and unique items and images, allowing as many people as possible to gain access to the world of maritime history. In addition to connoisseurs, the exhibitions have also reached the public at large.

Often, the Foundation has set up exhibitions alongside its book projects. This approach has made it possible to delve deeper into the themes of the book and the exhibition, which often emphasise different areas, but are still fundamentally similar. The exhibitions have been set up at the Foundation's own premises in Huolintatalo, and, for example, in the premises of the Helsinki City Museum and the



## THE FOUNDATION'S HIGHLY-ESTEEMED BOOKS MAKE FINNISH NON-FICTION HISTORY IN EUROPE

One of the Foundation's goals in publishing is international success. Several of the books have already been published in various languages. *'The Northeast Passage: From the Vikings to Nordenskiöld'*, published in 1992, was printed in three language versions, i.e. in Finnish, Swedish, and English, and the 1995 *'Mare Balticum – 2000 Years of History of the Baltic Sea'* was also published in German.

However, it was not until 2007 and the Foundation's 15th publication on maritime history, i.e., *'The History of Seafaring'*, that we attained international success. Upon its publication in Finland, the book was immediately greeted with great enthusiasm. *Helsingin Sanomat* wrote: 'In spite of its impressive layout and striking illustrations, the book is great reading all the way through. All in all, the book is magnificent, and will make a perfect present.' (*Helsingin Sanomat*, 16 October 2007).

*'The History of Seafaring'* is now becoming an international success story. It has already been published in six languages: Finnish, English, German, French, Spanish, and Portuguese. The total size of the edition with all languages combined (including Finnish) is almost 45,000.

The launch of the edition in English, *'The History of Seafaring – Navigating the World's Oceans'*, took place at the London Royal Geographical Society, also in October 2007. The same year, the book was showcased at the Frankfurt book fair, where the National Geographic of Germany selected it as the best book of the fair.

In 2008, the book was published in German, Spanish and Portuguese, and in the autumn of 2009 it was published in French. National Geographic is the publisher of the German and French editions. The book has been a real bestseller in Germany, and it has been notably showcased in the bookstores and maritime museums of Paris.

*'The History of Seafaring'* is a unique example of how Finnish culture can be exported, as it is rare for a book of non-fiction, aimed at the general public, to be distributed internationally. In Finland, *'The History of Seafaring'* has been a success, and its 4th edition came out in October 2008.

With the success and reprints of *'The History of Seafaring'*, interest in the Foundation's other books has grown throughout Europe. *'Ultima Thule: Arctic Explorations'* (2001), by Matti Lainema and Juha Nurminen, was published in the UK in 2009, followed by Germany, Norway and Spain in 2010. The book tells the story of arctic exploration in the past 2500 years.

In the autumn of 2010, National Geographic published the book *'Mare Balticum'* in Germany with the title *'Die Ostsee'*. This book describes the Baltic Sea as a sea of interaction, caught in the riptide between the East and the West, the South and the North, and explains how seafaring, trade, aspirations of power and communications have shaped the area. In June 2011, *'Mare Balticum'* will be published in Russian.

National Board of Antiquities. The Ultima Thule exhibition also travelled to the National Maritime Museum of Stockholm.

### Publications

The John Nurminen Foundation has published a total of 21 books. The target of these publications is to provide information on topics related to maritime history. The books aim at combining the best aspects of art and non-fiction publications. The Foundation's antique map, maritime art and maritime antiquity collections are used as resources for the books and their illustrations. The publications, aimed at the general public, are non-

fiction books on seafaring, cartography, maritime art, and exploration. The authors are experts in their field. In most cases an editorial team, comprising of experts in various fields, has assisted in the preparation of the publications. The excellent contacts the Foundation has to dozens of libraries, archives and museums around the world have assisted greatly in the compilation of publication contents and illustrations.

In addition to interesting textual contents, aimed at the general public, the publications focus on visual imagery, detail, and print quality. The books' illustrations include unique and even previously unpublished images from the museums and archives of the world.



The English edition of the book 'The History of Seafaring' was launched in 2007 at the London Royal Geographic Society. Since then, six different language versions of the book have been launched.

### Publications of the John Nurminen Foundation:

<i>Kustaa III ja suuri merisota – Taistelut Suomenlahdella 1788–1790 (2010)</i> (Gustav III and the Great Sea War – Battles in the Gulf of Finland 1788–1790)	suomi
<i>Adolf Bock – Merimaalari/Marinmålaren (2010)</i> (Adolf Bock – Painter of the Sea)	suomi/ruotsi
<i>Muskottisota – Taistelu Itä-Intian Maustesaarista (2009)</i> (The Nutmeg War – The Battle for the Spice Islands of East India)	suomi
<i>Valo merellä/Ljuset till havs – Suomen majakat/Finlands fyrar 1753–1906 (2009)</i> (Light on the Sea – The Lighthouses of Finland 1753–1906)	suomi/ruotsi
<i>Kuninkaansaari – Akvarellinkeveä saaripäiväkirja kolmelta vuosikymmeneltä (2009)</i> (Kuninkaansaari – Three Decades of an Island in Watercolour)	suomi
<i>Muodonmuutoksia – John Nurminen Oy:n historia vuosilta 1886–2007 (2008)</i> (Transformations – The History of John Nurminen Oy 1886–2007)	suomi
<i>Yli maan äären – Magalhãesin kohtalokas purjehdus maailman ympäri (2008)</i> (To the End of the Earth – Magalhães' Fateful Journey around the World)	suomi
<i>Meritie – Navigoinnin historia (2007)</i> <i>The History of Seafaring – Navigating the World's Oceans (2007)</i>	suomi, englanti, espanja, portugali, saksa, ranska
<i>Uljaksen vanavedessä – John Nurmisen kauppahuoneen ja varustamon historiaa 1886–1967 (2006)</i> (Uljas – The History of the John Nurminen Trading House and Shipping Company 1886–1967)	suomi
<i>Pohjolan kartan historia – Myyteistä todellisuuteen (2006)</i> <i>The History of the Nordic Map – From Myths to Reality (2006)</i>	suomi, ruotsi, englanti
<i>Yksinpurjehdus maapallon ympäri sekä purjehdus Liberdade'lla Brasiliasta Amerikkaan (2005)</i> (Sailing Alone Around the World and the Journey from Brazil to America on the Liberdade)	suomi
<i>Harmaat laivat – kuusikymmenluvulta vuosituhannen vaihteeseen (2004)</i> (Grey ships – From the 60s to the Turn of the Millennium)	suomi
<i>Meritaiteen mestareita – merimaalauksia 400 vuoden ajalta (2003)</i> (Masters of Maritime Art – 400 Years of Paintings of the Sea)	suomi, ruotsi, saksa
<i>Kuunarilaiva Uljas – omistajat, päälliköt ja matkat (2003)</i> (The Schooner Uljas – Owners, Captains and Journeys)	suomi
<i>Ultima Thule – Pohjoiset löytöretket (2001)</i> <i>Ultima Thule: Arctic Explorations (2001)</i>	suomi, ruotsi, englanti, saksa, norja, espanja
<i>Taide ja meri – Itämeren merimaalareita (2000)</i> (Art and the Sea – Maritime Painters of the Baltic Sea)	suomi/ruotsi
<i>Suomenlahden albumi (1999)</i> (Album of the Gulf of Finland)	suomi/venäjä
<i>Mare Balticum – 2000 vuotta Itämeren historiaa (1995)</i> <i>Mare Balticum – 2000 Years of History of the Baltic Sea (1995)</i>	suomi, ruotsi, englanti, saksa
<i>Koillisväylä – Viikingeistä Nordenskiöldiin (1992)</i> <i>The Northeast Passage: From the Vikings to Nordenskiöld (1992)</i>	suomi, ruotsi, englanti



At the Helsinki book fair of 2010, the Foundation presented paintings by Adolf Bock from its collection.

## MARITIME HISTORY IN 2010

### Exhibitions

In late October 2010, the John Nurminen Foundation organised an exhibition of the paintings of maritime artist Adolf Bock at its exhibition stand at the Helsinki book fair. 13 of the Foundation's paintings by Bock were on display. In connection with the launch of the book *Kustaa III ja suuri merisota*, maps, atlases and items related to Gustav's wars and the 18th century were exhibited in Huolintatalo. During the year, the Foundation's Huolintatalo collections were presented to various groups and individuals.

In 2010, the Foundation worked with Nokia and Kuuasema on the creation of a smartphone application based on the Foundation's antique maps. The game 'Extreme North', to be launched in 2011,

allows players to learn about the 400-year history of the Northeast Passage and the travels of Barents and Nordenskiöld, and navigate, guided by antique maps, in the trail of the explorers.

### Publications

In 2010, the Foundation published two new books. In September, Tuija Peltomaa's book *Adolf Bock – Merimaalari/Marinmålaren* was published. The book tells of the colourful life of the German master of maritime art, Adolf Bock (1890–1968), and showcases the many aspects of his paintings. Art historian Tuija Peltomaa studied the life of Adolf Bock and the times he spent in Germany, Sweden and Finland, bringing all this information beautifully together in the book



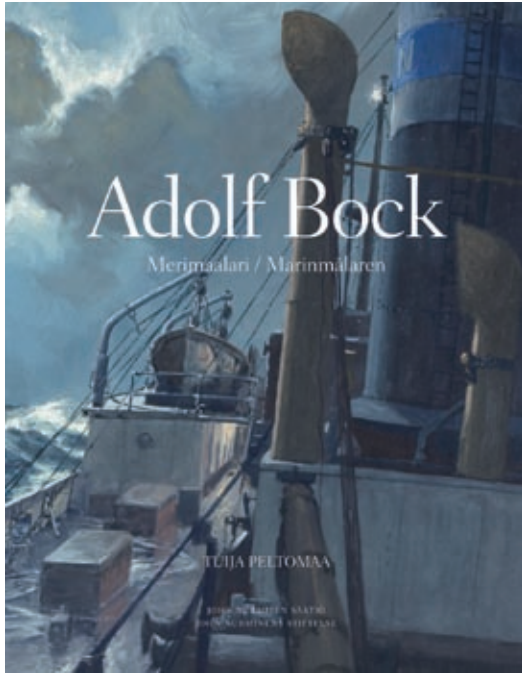
HANNU LINDROOS



HANNU LINDROOS

Tuija Peltomaa and Juhani Kaskeala at an Encounter of the Academic Bookstore on 30 September 2010, the launch date of the John Nurminen Foundation's new book *Adolf Bock – Merimaalari/Marinmålaren* (Adolf Bock – Painter of the Sea). The shop window exhibition consisting of items from the Foundation's collections was displayed at the Academic Bookstore's Pohjoisesplanadi windows for three weeks.





Almost 150 Finnish friends of maritime art responded when the Foundation called for assistance in locating illustrations for the book on Adolf Bock.



*Kustaa III ja suuri merisota* is the Foundation's first book with a naval warfare theme.

published by the Foundation. To Finnish friends of maritime art, Adolf Bock is a familiar name, as he spent long periods of time painting in Finland. This was also evident in the spring of 2010, when the John Nurminen Foundation published an announcement in the newspaper, saying that it was looking for the works of Adolf Bock: more than 150 people responded.

On 2 December, 130 prestigious guests arrived at the John Nurminen Foundation to celebrate the publication of Raoul Johnsson's book, *Kustaa III ja suuri merisota*. This is the first book the Foundation has published under the theme of naval warfare. It explores a conflict between Sweden and Russia at a time when the Gulf of Finland was the stage for the most significant naval battles of its history.

On 21 April 2010, the book *Valo merellä*, which had also been a candidate for the Tieto-Finlandia prize,

was chosen by the Finnish Book Foundation to be amongst the most beautiful non-fiction books of 2009. In its selection criteria, the selection committee stated that *Valo merellä* is 'a very masculine book, smelling of salt and the sea', and that its 'imposing, drawn-out shape supports its contents'. Seppo Laurell received accolades for his thorough work, as did photographer Petri Porkola for his innovative photography. The meticulous print quality and typography of the book were also complimented.

#### Collections

In October 2010, work on the inventory of the John Nurminen Foundation's collections began, as did the transfer of the maps to new archiving boxes. For this task, an undergraduate trainee was hired. This inventory work will continue during 2011.



The first printed map of the Nordic area was drawn up by the Benedictine monk Donnus Nicolaus Germanus, and printed in Ulm in 1486. In the map, sections of Southern Europe can be recognised, but the more northern areas are still depicted with numerous omissions and mistakes, leaving many locations unrecognisable. For example, it is difficult to locate Finland on the map. The map includes the first depiction of Greenland, although it is shown to be connected by land to the Scandinavian peninsula.

In 2010, the Foundation added sea-themed literature and a painting by Adolf Bock to its collections.

Early in the year, the first ever printed map of the Nordic area was acquired for the John Nurminen Foundation's collection. The outline of Scandinavia did not appear on a map before 1427, and the first printed map of the Nordic area was published in the 1482 Ptolemy atlas. The map acquired by the Foundation is from the second, 1486 edition of the atlas, which was printed in Ulm.

In March 2010, Harri Vehmanen donated the notebook of his father, Niilo Vehmanen, to the Foundation: the notebook constitutes an interesting document on the history of Finnish seafaring. Niilo

Olavi Vehmanen's (1907–1970) career in Finnish seafaring spanned decades. For example, in 1940–1948 he was the chief engineer of the Nurminen Oy steamship *Kontio* (later *Inkeri Nurminen*).

#### Restoration of an archipelago frigate ship model

The 25th of October 2010 was the 300th anniversary of the birth of count and field marshal Augustin Ehrensvärd, the founder of the Viapori fortress. To celebrate this anniversary, the John Nurminen Foundation participated in the restoration of the ship model *Lodbrok*, an archipelago frigate owned by the Ehrensvärd Society.

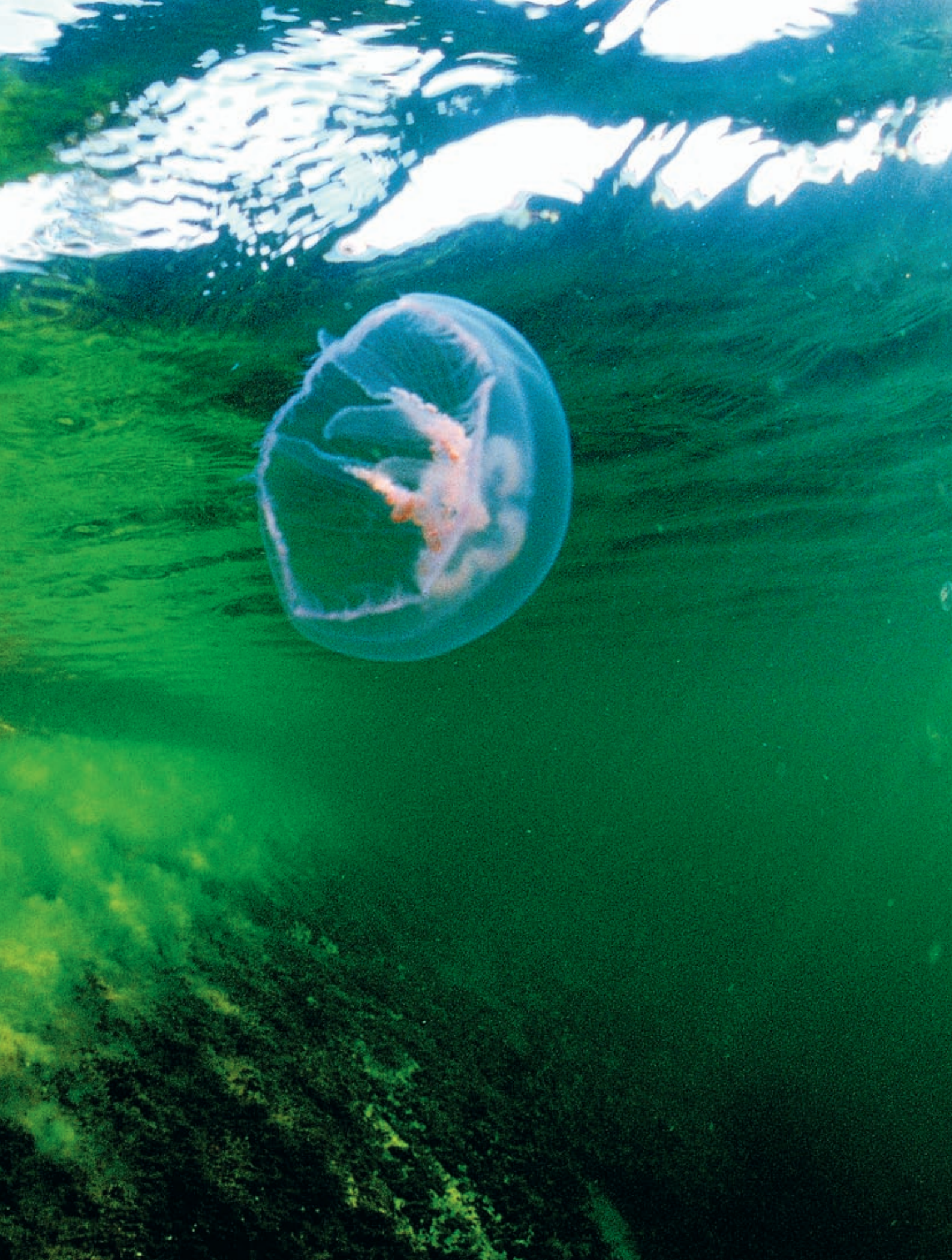




*'In environmental issues we Finns,  
together with our neighbours, have a  
particular concern and responsibility  
over the status of the Baltic Sea.  
For my part, I will do my best to  
strengthen international co-operation  
for the protection of the Baltic Sea.'*

*Patron of the Clean Baltic Sea Projects  
Tarja Halonen, President of Finland*











*'The adoption of a somewhat green ideology will, by itself, take you nowhere. My message to the supporters of environmental protection is to benchmark who gets things done. Measurable results are key. We need metrics, just like corporations do.'*

*Juha Nurminen interviewed by Talouselämä 29/2010*

## MARINE ENVIRONMENT

### CLEAN BALTIC SEA PROJECTS

The Clean Baltic Sea projects of the John Nurminen Foundation focus on two areas of operation:

1. Projects involving the eutrophication of the Baltic Sea
2. The project for the prevention of oil disasters in the Gulf of Finland

The target of the John Nurminen Foundation eutrophication projects is to bring about visible improvement in the status of the Baltic Sea through the reduction of nutrient loads entering the sea. In order to reach this target, the Foundation works for the improved efficiency of phosphorus removal in wastewater treatment plants all across the Baltic Sea catchment area.

The Tanker Safety project aims at reducing the risk of major oil accidents significantly. To reach this target, the Foundation will co-operate with the key stakeholders of marine traffic in the creation of the new ENSI service, which provides a platform for forecasting vessel traffic management.

#### Operating principles of the Clean Baltic Sea projects

The Clean Baltic Sea projects strive to combine the expertise and resources of both the public and private sectors in a way that best benefits the marine environment. The projects co-operate with various partners on, for example, financing, planning, and technical implementation. Leading Finnish experts are consulted in the search for projects with the greatest impact on the status of the Baltic Sea.

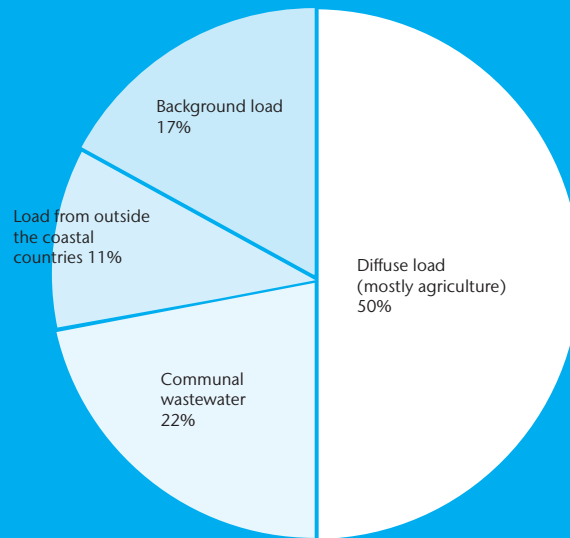
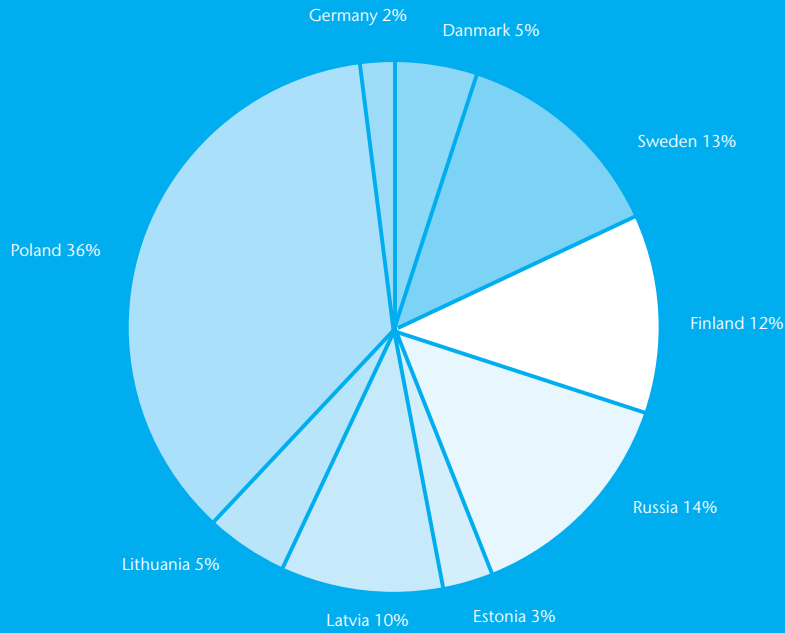
The Foundation co-operates and communicates also with other NGOs that are involved in the protection of the Baltic Sea. Moreover, the Foundation communicates regularly with all relevant political players. Tarja Halonen, the President of Finland, has been the patron of the Foundation's projects since 2006.

As a small and flexible third-sector player, the foundation is able to define and manage projects with a faster schedule than would be possible for more established structures. Thus, the Foundation can act as a catalyst in international partnerships and co-operation projects that cross the boundaries between the private and public sectors. Through its operations, the Foundation can accelerate the projects that are critical to the Baltic Sea, but which, without the Foundation, could not be implemented with a fast enough schedule.

The Clean Baltic Sea projects' guiding principle, adapted from the operational models used in the business world, is to operate where the greatest results, i.e. the greatest possible positive impact on the environment, can be achieved with the least cost.

The strategic cornerstones of the John Nurminen Foundation's Clean Baltic Sea projects are:

1. Measurable impact
2. Fast results
3. Cost-efficient operations
4. Defined and manageable targets
5. Concrete actions



The annual phosphorus load entering the Baltic Sea annually consists mostly of diffuse load and communal wastewaters. The countries with the largest populations, i.e., Poland and Russia, also generate the greatest loads. The runoff from Ukraine and Belarus, which is not visible in the chart, enters the sea mostly through Poland, Latvia and Lithuania.

Source: FINNISH ENVIRONMENT INSTITUTE, HELCOM, 2006.

## EUTROPHICATION PROJECTS

The target of the projects is to alleviate the problem of eutrophication in the Baltic Sea through reducing the annual phosphorus loads entering the sea with communal wastewater by 2,500 tonnes by the year 2015.

Eutrophication is the most serious environmental problem faced by the Baltic Sea. Signs of eutrophication include the blooms of blue-green algae encountered every summer. Eutrophication is caused by nutrient emissions, i.e. too great loads of phosphorus and nitrogen entering the sea. In the Baltic Sea, eutrophication has advanced to such an extent that experts fear the ecosystem as a whole may be crossing a critical threshold, after which restoring it to good status would be extremely difficult. Therefore, to save the sea, we need immediate and significant reductions in nutrient emissions.

In terms of blue-green algae blooms in the Baltic Sea, phosphorus is the key nutrient. The Baltic Marine Environment Commission HELCOM has drawn up an action plan for the Baltic Sea, specifying that in order to restore the sea's good status, an annual reduction of approximately 15,000 tonnes of phosphorus load entering the sea is required. This equals roughly half of the current load of approximately 30,000 tonnes per year.

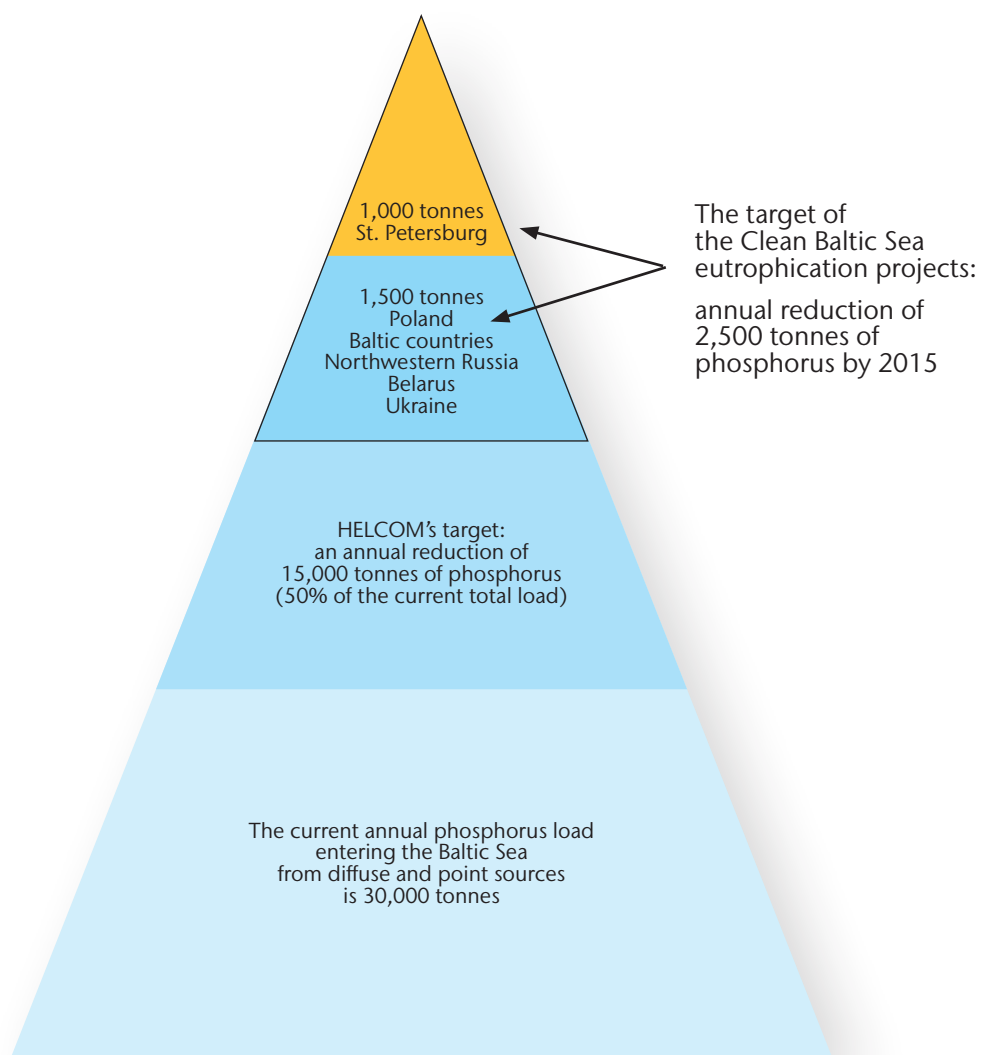
The target of the John Nurminen Foundation is to account for a sixth of this reduction, i.e. 2,500 tonnes of phosphorus, through increasing the efficiency of

phosphorus removal from communal wastewater throughout the Baltic Sea catchment area. The target is ambitious: for example, the national target specified by HELCOM's action plan for Finland is a reduction of 150 tonnes per year, while the load generated by ships sailing the Baltic Sea is approximately 120 tonnes per year.

The first Clean Baltic Sea project was initiated in 2005 in St. Petersburg, where the annual reduction target of over 1,000 tonnes of phosphorus will be reached in early 2011. In terms of its environmental impact, the Foundation's St. Petersburg project is, in fact, one of the most significant water protection projects ever carried out in the Baltic Sea.

An advisory team for the Clean Baltic Sea eutrophication projects was established in 2010. During the past year, it convened three times. Team members include representatives from the Finnish Environment Institute, the Finnish ministries of the environment and foreign affairs, WWF, the Northern Dimension Environmental Partnership NDEP, and the Nordic Investment Bank NIB. The purpose of the team is to support the progress of the Foundation's projects, and promote information exchange between the key stakeholders working on the problem of eutrophication. The chairman of the team is Veli Sundbäck, a member of the John Nurminen Foundation's Board of Directors.





The target of the eutrophication projects is to reduce the annual phosphorus load entering the Baltic Sea by 2,500 tonnes.



MINISTRY OF THE ENVIRONMENT

## THE STATUS OF THE BALTIC SEA CAN BE IMPROVED ONLY THROUGH CO-OPERATION

‘Finland’s key target in environmental co-operation with its neighbouring areas is to reduce and prevent harmful emissions that are detrimental to the status of Finland and the Baltic Sea. Finland promotes wastewater treatment in Russia, as results indicate that the most cost-efficient method of improving the status of the Gulf of Finland is to reduce loads to waterways specifically in the St. Petersburg area. Co-operation is based on Finland’s national Baltic Sea programme, and the Baltic Sea Action Plan approved in 2007 by The Baltic Marine Environment Commission HELCOM.

Since 1991, the Finnish Ministry of the Environment has supported the wastewater treatment projects in St. Petersburg with a total of over 30 million euros. During this co-operation, the city of St. Petersburg has invested approximately one billion euros on wastewater treatment. The support from the Ministry of the Environment is often used as seed funding in the launch of new projects. The co-operation projects also support Finnish water technology knowhow and other stakeholders by opening up new opportunities in Russia. The work of the John Nurminen Foundation has been extremely important in improving the efficiency of phosphorus removal in St. Petersburg, and in shaping general attitudes towards wastewater treatment in a more positive direction.

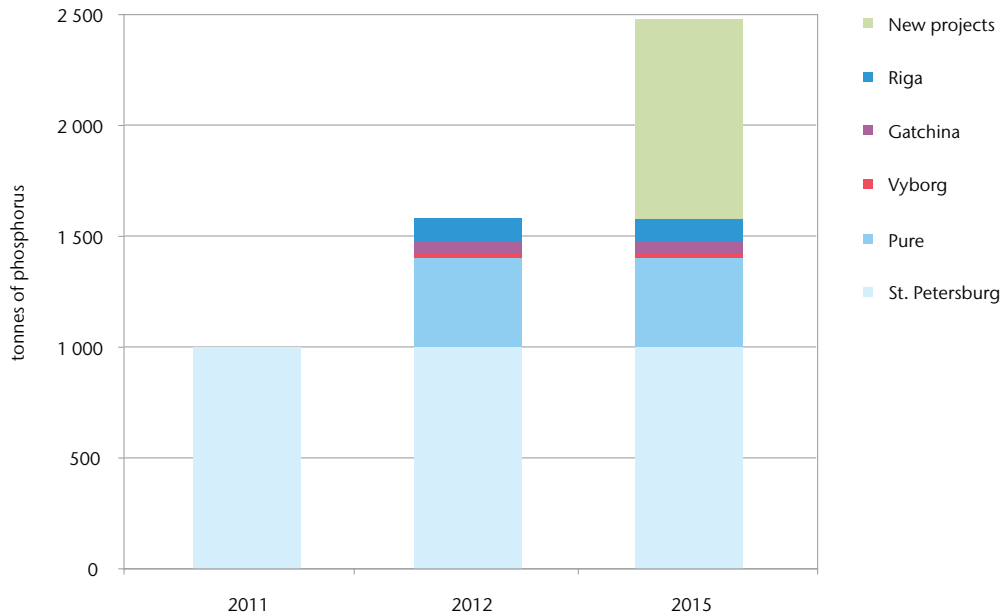
We can be pleased with the results, as our co-operation has led to the phosphorus loads entering the Gulf of Finland from St Petersburg being reduced

to less than half of their previous level. Today, 93% of St. Petersburg wastewater is treated according to HELCOM’s recommendations, and the water utility of St. Petersburg aims at implementing HELCOM’s wastewater treatment targets for all wastewater by the year 2015.

However, our work for the Baltic Sea must continue. The Baltic Sea and specifically the Gulf of Finland constitute a sea area that is ecologically extremely sensitive. The sea we live by is the most polluted sea in the world, with more than 85 million people in nine countries living in its catchment area. Each year, approximately 640,000 tonnes of nitrogen and 30,000 tonnes of phosphorus enter the sea. Eutrophication continues, as the status of the Baltic Sea has not improved according to expectations in spite of the reduction in emissions. As traffic volumes continues to grow, and extreme weather phenomena caused by climate change become more common, safety risks in the Baltic Sea also accumulate.

The work of the John Nurminen Foundation benefits the Baltic Sea and is an inspiration also internationally. The status of the Baltic Sea can be improved only through co-operation I wish the John Nurminen Foundation the best of luck and success in the new projects in Vyborg, the Baltic Countries and Poland.’

Hannele Pokka  
Permanent Secretary  
Ministry of the Environment



Reduction of phosphorus load in eutrophication projects

### Target cities and selection criteria

Targets of the Clean Baltic Sea eutrophication projects are selected on the basis of measurable environmental impact and cost-efficiency. In addition to current targets, the Foundation is actively searching for cities and water utilities in the Baltic Sea catchment area where co-operation, aiming at reducing nutrient loads entering the Baltic Sea through more efficient wastewater treatment, could be established.

Currently, John Nurminen Foundation eutrophication projects are implemented in five countries

and nine cities in Russia, Belarus, Latvia, Estonia and Poland.

#### New projects

In 2010, the Foundation began a new project in Vyborg, and made preparations for the EU-funded continuation project that focuses on cities in Belarus. In addition to Northwestern Russia and Belarus, it is likely that similar projects can in the future be identified in the Kaliningrad area and Poland, for example.



Clean Baltic Sea eutrophication projects are implemented in the Baltic Sea catchment area.





ERIK BÄCK

Central water treatment facility of St. Petersburg.

## Clean Baltic Sea eutrophication projects in 2010

### Russia

The majority of Russian wastewater treatment plants were built in the Soviet era. Their current nutrient removal methods are not efficient. Phosphorus loads entering the Baltic Sea can be cut cost-efficiently and fast by improving existing wastewater treatment plant infrastructures in the regions of Leningrad and Kaliningrad. This is why the Foundation has several ongoing projects in Northwestern Russia.

#### **The largest wastewater treatment plants of St.**

#### **Petersburg: Central, Southwestern and Northern.**

The Foundation's co-operation with the St. Petersburg water utility began in 2005. During the first half of 2011, we reached an annual reduction of over 1,000 tonnes of phosphorus at the largest wastewater

treatment plants of St. Petersburg (see information box on the next page).

#### **Gatchina**

Gatchina is a city with approximately 80,000 inhabitants, located southwest from St. Petersburg. The wastewaters of the city are discharged to the River Izhora, which flows to the Gulf of Finland via the River Neva.

An annual reduction of about 60 tonnes of phosphorus will be achieved in Gatchina. Planned investments will be carried out in 2012–2013.

In February 2010, the Foundation and the Gatchina water facility signed a Letter of Intent for co-operation, specifying that they will work together for the improved efficiency of phosphorus removal from the city's wastewaters. The Foundation



Clarifiers at St. Petersburg's southwestern wastewater treatment plant

## PROJECT IN ST. PETERSBURG

The eutrophication projects of the John Nurminen Foundation involve several partners. In the St. Petersburg project, the Finnish Ministry of the Environment has had a key role. The prerequisites for the Foundation's operations in St. Petersburg were created by international financiers who have been active in the region for quite some time. For example, the Ministry of the Environment established its co-operation with the St. Petersburg water utility already in 1991. The Ministry of the Environment has been involved in various projects, including, for example, the improvement of the sewerage system and basic infrastructure of wastewater treatment; improved efficiency of plant use; phosphorus removal tests; and the development of the water utility's administration.

Once the majority of St. Petersburg's wastewaters had been directed to wastewater treatment plants, it became possible for the Foundation to start planning the construction of a permanent phosphorus removal system, and committing the utility to the continuous use of coagulation chemicals.

The Foundation's co-operation with the St. Petersburg water utility began in 2005, when an agreement was signed on the improvement of phosphorus removal efficiency at the largest – i.e. central, southwestern and northern – water treatment plants of St. Petersburg.

The Foundation has been in charge of the technical planning of investments, the co-ordination of Finnish and Russian planning work, purchasing management, and the procurement and delivery of equipment at

the plants. The Finnish Ministry of the Environment participated in the financing of the projects at the central and southwestern wastewater treatment plants. The project at the northern wastewater treatment plant is partially financed by the Swedish International Development Co-operation Agency, SIDA. The estimated total cost of the larger St. Petersburg plant projects borne by the Foundation is 2.5 million euros.

Improving the efficiency of phosphorus removal at St. Petersburg's central wastewater treatment plant was completed in 2009, and in 2010, the project focused on the phosphorus removal implementation of the southwestern and northern plants. The last required pieces of equipment were delivered to the southwestern plant in May of 2010, and installed by the St. Petersburg water utility. The final inspection of the project was completed in November 2010. In early 2010, a technical survey on improving the efficiency of phosphorus removal was carried out at St. Petersburg's northern wastewater treatment plant. Based on these sources of information, tendering documents for the required equipment were drawn up. Equipment for chemical phosphorus removal was delivered in March-April 2011.

Thanks to multilateral co-operation and the water utility's own efforts, the largest wastewater treatment plants of St. Petersburg can, during the first half of 2011, achieve a reduction of over 1,000 tonnes in their annual phosphorus load.



TUULA RUTKINEN

A temporary tank and dosing equipment for the coagulation chemical used in chemical phosphorus removal. Back row from left: Tuomo Keskinen (Kemira), Elena Kaskelainen (John Nurminen Foundation), Marjukka Porvari (John Nurminen Foundation). Front row from left: Erik Båsk (John Nurminen Foundation), Igor Smirnov (CEO of the Vyborg Water Utility), Kristiina Isokallio (Ministry of the Environment) and Margarita Tatayeva (director of the Vyborg Water Utility).

will support the technical planning and equipment investments required by phosphorus removal, whereas construction and local planning will remain the responsibility of the water utility.

In 2010, a technical survey on the various options for improving the efficiency of nutrient removal at the Gatchina plant was carried out with funding from SIDA (Swedish International Development Co-operation Agency). Based on the survey, the Foundation will commission the final technical plans for improved phosphorus removal and the project's tendering documentation in the spring of 2011.

### Vyborg

The wastewaters generated by the city's approximately 70,000 inhabitants are discharged to the Bay of Vyborg, from where they end up in the eastern territorial waters of Finland. Improving the efficiency of phosphorus removal in Vyborg will therefore have an immediate impact on Finland's eastern territorial waters as well as the Bay of Vyborg, which suffers from eutrophication.

In August 2010, a Letter of Intent with the scope of improving the efficiency of phosphorus removal was signed with the Vyborg Water Utility together with an agreement on conducting phosphorus removal tests at the Vyborg plant. Also in August 2010, the Foundation delivered gauging equipment and a feed tank required

by the phosphorus removal tests to the plant, after which test activities funded by the Finnish Ministry of the Environment could be started. The tests will continue until the spring of 2011, and based on their results, a permanent phosphorus removal system will be designed and built at the plant in 2011–2012.

With efficient phosphorus removal, the annual phosphorus load entering the Baltic Sea can be reduced by approximately 20 tonnes.

### Estonia

Kohtla Lake is located by the Baltic Sea at the border of Russia and Estonia. A new wastewater treatment plant has been built at the lake, and the PURE project will improve its efficiency by developing its operations further.

### Latvia

With 700,000 inhabitants, Riga is the largest city of the Baltic countries. As the city is located by the River Daugava, only 15 kilometres from the Baltic Sea, its impact on the sea is significant.

In 2009, co-operation between the John Nurminen Foundation and the water facility of Riga began, as the facility was awarded a grant for improving the efficiency of phosphorus removal at the wastewater treatment plant of Daugavgrīva. In addition to the support provided by the John Nurminen Foundation, the EU Baltic Sea Region Programme





ERIK BÄSK

Juha Nurminen, Chairman of the John Nurminen Foundation's Board of Directors, and Yuri Tsyпкаikin, director of the Gatchina Water Utility, sign a co-operation agreement on improving the efficiency of phosphorus removal in Helsinki, 8 February 2010. Standing behind them are Project Manager Elena Kaskelainen and Marjukka Porvari, Director of the Foundation's eutrophication projects.



ST. PETERSBURG WATER UTILITY

Chemical phosphorus removal equipment procurement, construction and installation at the northern water treatment plant will be completed in May 2011.



TUOMO KESKINEN

Some of the pipelines of the Vyborg wastewater treatment plant are in bad shape.



LOTTA RUOKANEN

The Daugavpils wastewater treatment plant in Latvia has made its first investments for the PURE project.

### THE PURE PROJECT

The John Nurminen Foundation is in charge of technical surveys and phosphorus removal investments related to the PURE project (Project on Urban Reduction of Eutrophication), which has 11 partners participating. The project, active in Riga and Jurmala, Latvia; Brest in Belarus; Lake Kohtla in Estonia, and Gdansk and Szczecin in Poland, will reduce phosphorus loads from wastewater treatment plants by 300–500 tonnes. The John Nurminen Foundation also coordinates a PURE subproject promoting the sustainable use of sewage sludge.

In May–December 2010, the John Nurminen Foundation commissioned technical surveys on how the efficiency of phosphorus removal at the wastewater treatment plants of Brest, Jurmala, Gdansk, Szczecin and Lake Kohtla could be improved. At the Riga Water Utility, equipment procurement related to improved phosphorus removal efficiency will be completed by early 2011. In 2011–2012, the PURE project will invest

in improved phosphorus removal efficiency in Brest and Jurmala.

The PURE project is implemented with partial funding from the EU Baltic Sea Region Programme, and its total budget is 3.2 million euros. In old member states, EU funding constitutes 75% of project budget, in new member states, 85% (ERDF funding\*), and in Belarus, 90% (ENPI funding\*\*). The John Nurminen Foundation's project budget is 0.6 million euros. The one million euro investments steered by the Foundation are included in the project budgets of the water utilities. Finnish government match funding, granted by the Ministry of the Environment, covers to a large extent the self-financing of the Finnish PURE project partners, the Union of the Baltic Cities (UBC) which manages the project, and HELCOM.

\* ERDF = European Regional Development Fund

\*\* ENPI, i.e. the European Neighbourhood and Partnership Instrument, funds cross-border co-operation between EU countries and countries outside the EU.

supports investment improving the efficiency of nutrient removal at Riga through its PURE project (see information box on the previous page). With the support of the EU and the John Nurminen Foundation, the Daugavgrīva wastewater treatment plant will reach the phosphorus levels recommended by HELCOM for outgoing wastewater, and reduce the amount of phosphorus entering the Baltic Sea by almost 200 tonnes. The investments in Riga will be carried out in 2010–2011.

The city of Jūrmala is located on the coast of the Baltic Sea, close to Riga. The water utility of the city is also involved in the PURE project. Based on the technical surveys carried out in 2010, Jūrmala will invest in the improved efficiency of biological nutrient removal in 2011–2012.

### Belarus

Belarus is partly located in the catchment area of the Baltic Sea. Nutrient loads from Belarus end up in the Baltic Sea via three routes: the River Vistula, which runs through Poland, the River Neman, which runs through Lithuania, and the River Daugava, which runs through Latvia. The water treatment infrastructure of the country was built in the Soviet era, and in its current state, nutrients are not removed efficiently. The Baltic Marine Environment Protection Commission HELCOM has in fact estimated that if nutrient removal efficiency is improved in Belarus, it could be possible to reduce the amounts of phosphorus entering the Baltic Sea by an impressive 1,000 tonnes.

The Foundation's first project in Belarus began in 2009. At this time the PURE project, of which the city of Brest is also a participant, was initiated. During 2010, the Foundation has investigated co-operation opportunities also with other Belarus cities.

Brest, a participant of the PURE project, is located immediately at the border of Poland and Belarus. The city's wastewater emissions flow directly to Poland with the river Bug, which empties into the River Vistula. Large amounts of nutrients enter the River Vistula with the wastewater from Brest, as

the city has more than 300,000 inhabitants and a significant food industry generating wastewater that enters the city's treatment plant. As part of the PURE project, Brest will invest in the improved efficiency of phosphorus removal during 2011–2012. With these investments, annual phosphorus loads can be reduced by approximately 300 tonnes.

### Poland

As nearly half of the 85 million inhabitants of the catchment area of the Baltic Sea live in Poland, the country's role in the protection of the sea is crucial. The country is currently running an extensive programme that aims at bringing wastewater treatment to the level required by EU directives.

In 2008, the John Nurminen Foundation and the city of Warsaw signed a letter of intent on improving the efficiency of phosphorus removal. When the renovation and expansion of the city's largest water treatment plant Czajka is ready in 2012, the need for increasing the efficiency of water treatment from the levels required by EU to those recommended by HELCOM will be assessed.

The cities of Szczecin and Gdansk, located by the Baltic Sea, are participants of the Foundation's PURE project. In these cities, renewed, EU-directive-compliant wastewater treatment plants have already been completed, and there is no need for further investment. As participants of PURE, Szczecin and Gdansk will therefore reduce the phosphorus loads of the Baltic Sea through the more efficient use of their plants.

Elsewhere in Poland, the Foundation is waiting for the modernisation of wastewater treatment in large and mid-size cities to be complete. Once this is done, an investigation will be carried out to determine whether the plants can easily reach the requirements of HELCOM – which are stricter than those of the EU – or if further action, supported by the Foundation, is still needed.



### JOHN NURMINEN FOUNDATION'S COMMITMENT AT THE BALTIC SEA ACTION SUMMIT

The John Nurminen Foundation made its commitment at the Baltic Sea Action Summit of 10 February 2010. The Foundation's commitment comprises the targets it has made public earlier, i.e. reducing eutrophication and the risk of oil spill disasters. The Foundation's commitment is titled 'Concrete actions for reducing eutrophication in the Baltic Sea and diminishing the risk of oil accidents in the Gulf of Finland'. The Foundation's partners Capgemini, Furuno Finland, Sanoma and Twinspark Consulting did not make commitments of their own, but committed to supporting the Foundation's targets.

At the BSAS follow-up meeting of February 2011, the commitment of the John Nurminen Foundation

was identified as the single most significant project in its category.

'Out of the commitments (given in this section), this can be regarded as the most significant individual project in terms of combating eutrophication. According to our evaluation, intensifying phosphorus removal in the wastewater plants in St. Petersburg is the most cost-efficient, and the quickest, way to improve the condition of the open sea in the Gulf of Finland.'

*(Evaluation of the effectiveness of the Baltic Sea Action Summit Commitments, Finnish Environment Institute SYKE, 10.2.2011).*

### Eutrophication projects – other activities in 2010

In February 2010, water utilities that could be potential future co-operation partners were invited to the 'Challenge for a Healthier Sea' seminar, organised alongside the Baltic Sea Challenge. New cities from southwestern Russia and Belarus, very important to the protection of the Baltic Sea, participated in the event: in addition to Brest, participants included representatives of the Belarus cities of Vitebsk, Slonim and Baranovichi, and the authorities responsible for wastewater treatment in these cities.

In order to improve the efficiency of nutrient removal at the wastewater treatment plants of the Baltic area, it is important to raise the water utilities' and design engineers' awareness of existing technical solutions, particularly in Russia and Belarus. To promote this end, the Foundation organised a course on wastewater nutrient removal for Russian and Belarusian water utilities.

The course, organised in co-operation with the St. Petersburg Water Utility and Ecovod, took place in May 2010.

Also in May 2010, the Foundation called an expert meeting on the topic of nitrogen removal from Finnish wastewaters with the target of assessing the impact of improved nitrogen removal efficiency, current status, and further development needs in Finland.

Representatives of the Foundation are often invited to speak at various events both in Finland and abroad. Presentation topics have included the Foundation's eutrophication projects, the key problems and measures of Baltic Sea protection, and the options wastewater treatment plants in the catchment area have for obtaining funding to improve their wastewater treatment efficiency.

## EXCERPTS FROM VELI SUNDBÄCK'S CLEAN BALTIC SEA BLOG, 5 NOVEMBER 2010



NORRA

'The most important actions for the protection of the Baltic Sea take place at wastewater treatment plants. Wastewater from cities is still the most important source of the Baltic Sea's nutrient load. This is why wastewater treatment – i.e., reducing the levels of nitrogen and phosphorus – performed at the plants is of primary importance.

My particular responsibility is being the chairman in the eutrophication projects' advisory team. The Foundation's eutrophication projects operate at wastewater treatment plants, and are managed in co-operation with the cities' water utilities. Members of the

eutrophication advisory team include representatives from the Foundation, financing institutions, the Finnish Environment Institute, the Ministry of the Environment, the Ministry for Foreign Affairs, and WWF. They allow us to benefit from their networks and expertise without compensation. The team operates on a very concrete level. We review the projects' progress, seek for solutions to difficult situations, and focus on making a positive impact on the environment.

I have always found it important that we can continuously verify from the team's experts that our eutrophication projects do the right things in the right way. We must remain focused: with our limited resources, we cannot afford to branch out. Our work is funded with donations, which we must use responsibly. We need to be crystal clear about our target: how to identify the greatest possible positive impact on the environment? What projects improve the status of Baltic Sea in a way that is concrete, measurable, fast and cost-efficient?

In late October, representatives of all the wastewater treatment plants participating in the PURE project convened in Riga. The Riga Water Utility, which hosted the event, can be proud of its achievements: Riga is the first PURE water utility investing in and promoting the phosphorus removal project under the PURE flag. The Riga Water Utility is already a sizeable project, and it will reach significant reductions – over 100 tonnes annually – in phosphorus levels. Brest in Belarus is following this example. Both water utilities are now implementing significant environmental measures with relatively small investments. Both cities are planning extensive rebuilding projects for their plants. However, with the investments into chemical phosphorus removal that are being implemented now, the status of the Baltic Sea can be improved fast. These investments will also be of use after the more extensive renovation projects, when they can complement the plants' biological nutrient removal processes.'







## TANKER SAFETY PROJECT

The target of the Tanker Safety project is to significantly decrease the risk of an oil disaster in the Gulf of Finland, and to improve the safety of marine traffic. The project will create the ENSI (Enhanced Navigation Support Information) navigation service, which enables improved proactive vessel traffic management, and provides better access to information on weather and ice conditions, and any exceptional circumstances affecting a ship's route.

A major oil disaster is the greatest threat to the Baltic Sea

Small-scale oil spills occur annually in the Baltic Sea, but a major oil disaster has so far been averted. A major oil disaster, with tens of thousands of tonnes of oil spilled to the sea, is the greatest threat to the Baltic Sea. In the worst case scenario, the sea and its shores could be ravaged for decades if an oil spill accident should occur in the busy traffic of the Gulf of Finland.

Acknowledgement of this fact was the starting point for the John Nurminen Foundation Tanker Safety project, initiated in October 2009. The project has decided to focus on the prevention of oil accidents, as this is far less expensive and also ecologically more sustainable than combating actual oil spills.

Marine traffic in the Gulf of Finland is amongst the busiest in the world

Marine traffic in the Gulf of Finland is extremely busy, even on a global scale. In the summertime, more than

500 commercial vessels sail in the Gulf of Finland every day; in 2009, approximately 20 of these were oil tankers. By 2013, this number is estimated to grow to 25 tankers a day. At the same time, the amounts of oil transported via the Gulf will grow. In 2009, approximately 150 tonnes of oil was transported in the Gulf of Finland, and this amount is estimated to grow to 200–250 tonnes by 2015.

The increase in oil transportation will highlight the risks related to the Gulf of Finland as a navigation environment: such risks include crossing traffic between Helsinki and Tallinn, underwater rocks, and the ice conditions in winter time. According to research, the majority of tanker accidents in the Gulf of Finland happen as the vessels aground. Human factors contributed to over 40% of the accidents. In over 40% of such cases, the ship's crew was unsure of the exact location of the vessel.

Basic principles of the ENSI service

The captain of the vessel is responsible for vessel safety, and approves a route plan drawn up before leaving the port. Departing from the practices of, for example, air traffic, this route plan will not be communicated outside the vessel's bridge. Vessel Traffic Service VTS and GOFREP (Gulf of Finland Reporting) monitor the sea areas on their responsibility, and provide the vessels with guidance. Using current systems, they receive information on the vessels' cargo, crew, and destination. Today, vessel traffic services do not know the vessels' planned routes or directions, and are only aware of their destination.



EUKKA LASTUMÄKI

### CASE PROPONTIS

In February 2007, the Greek tanker *Propontis* touched ground west of Gogland as it was travelling from Primorsk to the Bothnian Sea. The incident was caused by the vessel's route, which took it from the deep sea routes to the shoal; the route had been approved by the captain and used by the vessel prior to the incident. The cargo of the *Propontis* consisted of 100,000 tonnes of crude oil, but thanks to the vessel's double-hull structure, none of it was spilled to the sea. If vessel traffic services had been aware of the ship's route plan, the mistake in route selection would have been discovered.

The solution to this problem is an automated service that enables proactive vessel traffic management in seafaring. The ENSI service will not alter the fact that the vessel's captain remains at all times responsible for navigation. Instead, it will once more verify the safety of the route, and improve the situational awareness of vessel traffic services.

The project is implemented in co-operation with the key stakeholders of marine traffic. The involvement of Russian and Estonian authorities and stakeholders should be secured in an as early phase as possible. The target is to begin the gradual deployment of ENSI in the Gulf of Finland during 2013. Later, the contents and coverage of the service can be expanded to other seas.

### What the Tanker Safety project means to seafaring

According to experts, the deployment of the ENSI service will increase the safety of marine traffic in the Gulf of Finland. Current systems do not provide vessel traffic services with sufficient information on vessel movements to enable proactive vessel traffic management. An accident-preventing service is very important to environmental protection. The service will also allow tankers to optimise their schedules so that time spent waiting in the port can be minimised, leading to significant cost savings.

The ENSI service will create a vessel traffic management environment that allows for an all-new way of thinking. The checking and monitoring of route plans is, on its own, an important new measure that improves marine safety. Moreover, the bidirectional information flows provided by the Tanker Safety project for the vessel and the authorities on shore open up brand new opportunities for efficient communication. Once the fundamentals of information exchange are fully operational, the ENSI service can be used as a platform for new services that benefit seafarers, and even be expanded to an international service.

The Tanker Safety project is an excellent example of a concrete project that benefits the public and private sectors as well as the users of the service.

### Partners of the Tanker Safety project

The main partner of the project is the Finnish Transport Agency, which will integrate ENSI in its traffic management systems. Other key partners include the Finnish Transport Safety Agency and Neste Oil. Co-operation also extends to equipment manufacturers, research institutions and parties who generate navigation data for the tankers' use. All partners finance the costs of their project participation independently.

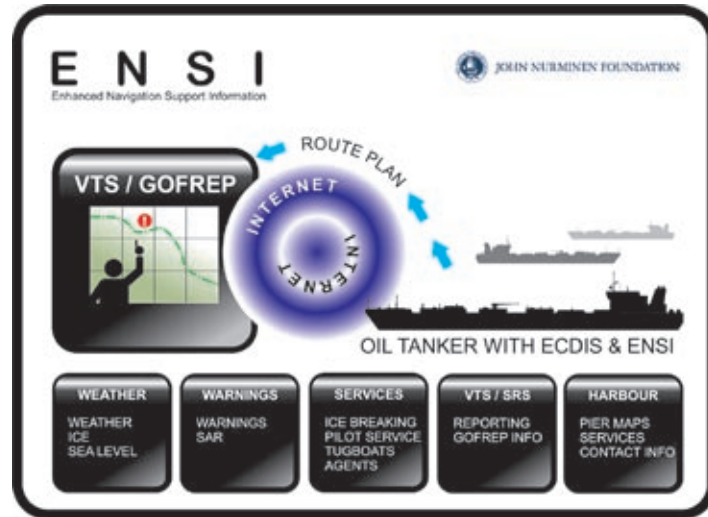
### ENSI IN A NUTSHELL:

1. Vessels send their route plans to the system via the ENSI portal prior to leaving the port.

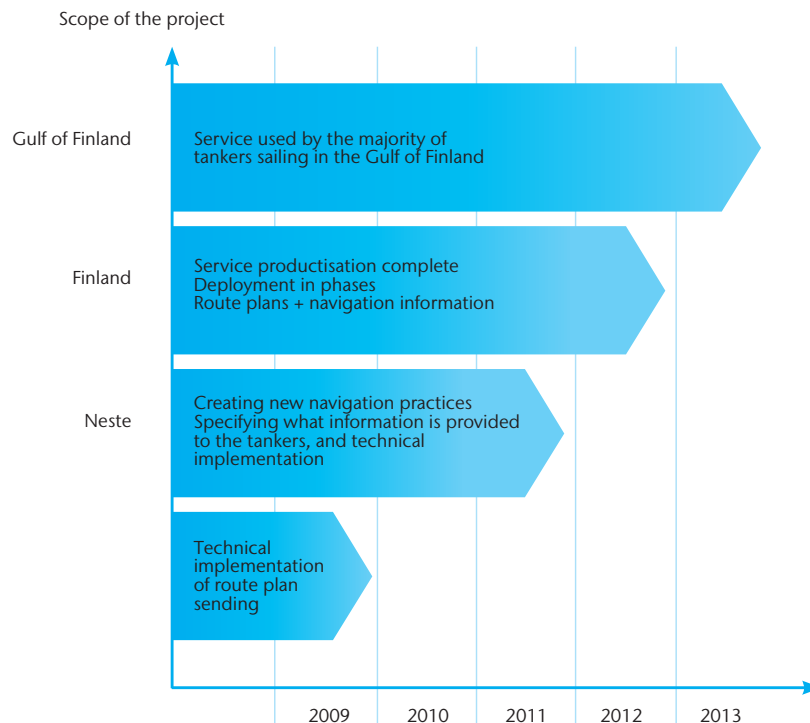
2. The system checks the route. From the portal, the ship's crew receives up-to-date, route-specific data on, for example, the weather, ice conditions, the port of destination, and any warnings that may have been issued. The portal also provides contact information for various support services.

3. The system monitors that the vessel's route does not deviate from plans: if there are deviations, Vessel Traf

fic Service (VTS) operator takes action according to agreed procedures, and notifies the vessel of any unexpected risks.



### IMPLEMENTATION SCHEDULE OF THE ENSI SERVICE.







The Tanker Safety co-operation commitment was signed by Jan Valtonen (manager for safety and the environment at Neste Oil), Tuomas Routa (Maritime Safety Director, Finnish Transport Safety Agency), Juhani Kaskeala (John Nurminen Foundation, Chairman of the Tanker Safety advisory team), Juhani Tervala (Director General, the Finnish Transport Agency), and Juha Nurminen (John Nurminen Foundation, Chairman of the Board of Directors). At the signing event, Juhani Tervala stated that: 'Co-operation amongst the key stakeholders is crucial to the Baltic Sea. The Finnish Transport Agency participates in the development of the service, ensuring that it will be built into a seamless set of services available to tankers in the Gulf of Finland. The ENSI service is an excellent example of how the Finnish Transport Agency's strategy for intelligent transport can be concretely implemented.'

### Tanker Safety project in 2010

The Tanker Safety project, established in September 2009, aims at reducing the risk of oil spill accidents. Development work for the ENSI service (Enhanced Navigation Support Information) began in the autumn of 2009, when sending tanker route plans was piloted. In March 2010, route sending was expanded from tanker route plans to ice breaking so that ice breakers began sending their own waypoints to the Neste Oil tankers. During the spring, further project commitments were obtained from various stakeholders, and work began

on user interface design and the specification of what data the portal will provide to vessels.

ENSI portal contents and its methods of presenting information to tanker crews were the specific focus of a workshop organised in May. The workshop's approximately 20 participants included future users of the service, content providers, and technical experts.

On June 3, the Finnish Transport Agency, the Finnish Transport Safety Agency, Neste Oil, and the John Nurminen Foundation signed a commitment on Tanker

## EXCERPTS FROM JUHANI KASKEALA'S BLOG ON THE FOUNDATION'S WEB SITE, 16 SEPTEMBER 2010



KATRI LEHTOLA

'I have been a member of the John Nurminen Foundation's Board of Directors for ten years now, ever since 2000. These years have allowed me to acquaint myself with numerous interesting projects, both on marine history and environmental protection.

For the past year, I have been the Chairman of the Tanker Safety project advisory team. This project was established after the Foundation's Board of Directors became alerted to the growth of oil transportation in the Gulf of Finland, and the fact that the fragile environment of the Gulf and

its archipelagos could not sustain a major oil spill accident.

The John Nurminen Foundation assembled a group of experts whose task was to define the most efficient methods of preventing oil disasters. Contrary to popular belief, the worst problems did not involve the practices of Russian ports, or the advanced age of the vessels. Primorsk, the largest oil port in the Gulf of Finland, is very modern, and the average Russian tanker is seven years old and has a double-hull construction. In fact, the greatest risks involve growing marine traffic and traffic control practices. In the past few years, oil traffic has grown at an astonishing speed. A risk of particular significance is created when the fast ferries on the Helsinki–Tallinn route cross the paths of the slowly-turning tankers.

The purpose of the Tanker Safety project is to introduce air traffic control safety practices to the seas. [...]With 'marine traffic control', real-time route monitoring is transformed into a forecasting service. At the same time, tankers can obtain the information they need on weather, icebreaker locations or ports, all consolidated into one service.

We have presented the project to various stakeholders also outside of Finland, and hope to see the service take off, expanding from the Gulf of Finland to all the seas of the world. We believe that the prevention of oil spill accidents is far less costly and more cost-efficient than combating actual oil spills.'

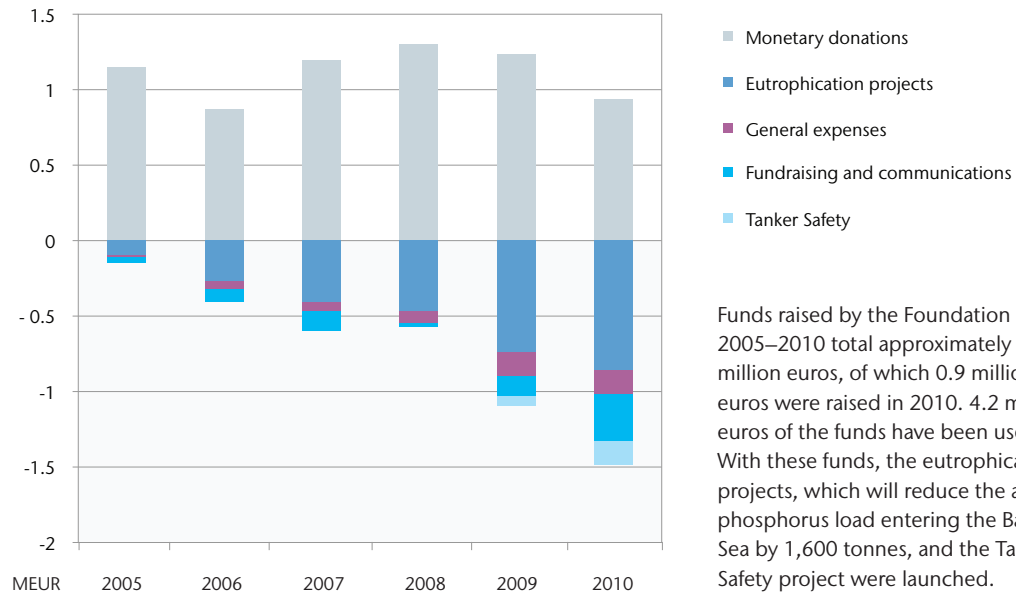
Safety co-operation. In the commitment, the Finnish Transport Agency, the Finnish Transport Safety Agency, Neste Oil and the John Nurminen Foundation commit to the development of the ENSI service. The partners also committed to using the service, and promoting its deployment according to a set schedule.

In the autumn of 2010, the next phase of ENSI, i.e. implementation and testing, was planned and initiated. During the planning phase, Jussi Tuurnala (John Nurminen Foundation) and Samuli Andelin (Adage) from the project team travelled from Porvoo

to the Primorsk port and back onboard a tanker, thus obtaining valuable user feedback for user interface design. An ENSI portal user interface demo was also designed, and tendering specifications were drawn up for the competitive bidding process of the portal's technical implementation.

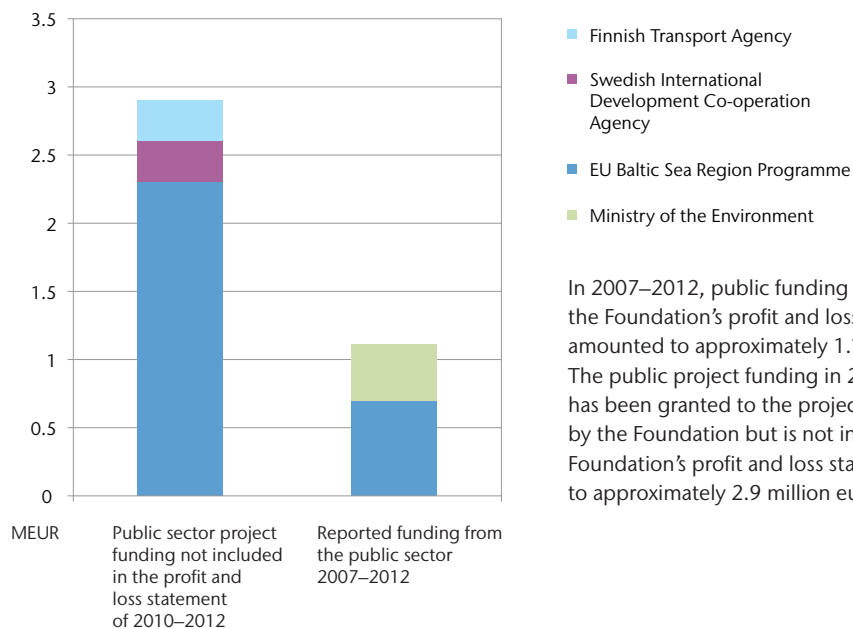
During the course of the year, the project was presented to various international stakeholders. It has been a topic at bilateral meetings of heads of state; moreover, EU leaders and the authorities in Russia have been informed of the project.

## CLEAN BALTIC SEA - MONETARY DONATIONS AND EXPENSES BY OPERATIONAL BRANCH, 2005–2010



Funds raised by the Foundation in 2005–2010 total approximately 6.7 million euros, of which 0.9 million euros were raised in 2010. 4.2 million euros of the funds have been used. With these funds, the eutrophication projects, which will reduce the annual phosphorus load entering the Baltic Sea by 1,600 tonnes, and the Tanker Safety project were launched.

## PUBLIC FUNDING OF THE CLEAN BALTIC SEA PROJECTS IN 2007–2012



In 2007–2012, public funding included in the Foundation's profit and loss statement amounted to approximately 1.1 million euros. The public project funding in 2010–2012 that has been granted to the projects co-ordinated by the Foundation but is not included in the Foundation's profit and loss statement amounted to approximately 2.9 million euros.



## FUNDRAISING AND SPONSORS OF THE CLEAN BALTIC SEA PROJECTS

The John Nurminen Foundation Clean Baltic Sea projects are funded with donations: there are no other sources of income. Funds are raised so the Foundation can reach its targets: an annual reduction of 2,500 tonnes of phosphorus through the eutrophication projects, and the deployment of the ENSI service by oil tankers sailing the Gulf of Finland through the Tanker Safety project. The schedule for the achievement of these targets is 2015 for the eutrophication projects, and 2013 for the Tanker Safety project. The Foundation manages and finances concrete projects with a beginning, an end, and a measurable end result. This approach sets the Foundation apart from all other environmental stakeholders. Failure to keep the set schedules is the greatest risk that could hinder the achievement of these targets.

900 tonnes of phosphorus are still missing from the 2,500 tonne target of the eutrophication projects. To be able to achieve our targets, we continue to raise funds from companies as well as private individuals. As the projects move forward, we will have a more detailed understanding of how, when, and at what cost our final targets can be achieved. The eutrophication projects use donated funds for project planning, equipment procurement, and project management. Funds are never transferred directly to our water utility partners.

The Foundation uses three main methods to raise funds for the Clean Baltic Sea projects:

- 1) By appealing to companies and private individuals
- 2) By appealing to the public at large. With donated media space, the Foundation appeals to the public

at large (summer and Christmas campaigns). The Foundation's web site has an online donation platform, which can be used for making individual donations, anniversary donations, memorial or bequest donations, or for becoming a monthly donor.

- 3) By applying for public project funding.

Donated funds are directed to the Foundation's Clean Sea Funds (in 2004–2008, Clean Sea Fund I and Clean Sea Fund II since 2008). Projects are financed with the capital accrued in these funds (see Bylaws of the Fund, page 70).

The profit and loss statement of the Foundation includes only received monetary donations. In 2005–2010, the Foundation raised approximately 6.7 million euros in support of the implementation of the Clean Baltic Sea projects. Out of this amount, approximately 0.9 million euros were raised in 2010. By 2010, 4.2 million euros of these funds had been used to finance the Foundation's projects. We adhere to the principle of not committing the Foundation to projects whose cost would exceed that of the funds raised. The funds we have accrued and financed our projects with will remove 1,600 tonnes of phosphorus in nine cities and five countries. Moreover, funds have been used to launch the Tanker Safety project.

Monetary support to the Foundation consists mainly of donations by companies and public stakeholders. In 2010, companies accounted for approximately 55% of the donations, and the public sector for roughly 30%. Donations from private individuals amounted to approximately 15%. Companies supporting the Foundation can be divided into four categories: main

## SUPPORTERS OF THE JOHN NURMINEN FOUNDATION CLEAN BALTIC SEA PROJECTS IN 2010

From 2011 onwards, accumulated support will be taken into account in the support received from companies and public stakeholders, as long-term support is the only way to guarantee the realisation of the Foundation's goals by 2015. The input from Fortum, Nokia, and Sanoma, for example, has been highly significant for the Foundation's operations.

### Main sponsors

	Since
Fortum	2006
Nokia	2005
Sanoma	2006
Finnish Ministry of the Environment	2007

### Main partners

Baltic Sea 2020	2007
Capgemini Finland	2009
EU Baltic Sea Region Programme 2007–2013	2010
Fortum	2006
Finnish Transport Agency	2009
Nokia	2005
Sanoma	2006
Finnish Ministry of the Environment	2007

### Key supporters

Abyss Art	2007
Adage	2010
Aktia	2006
Aspo	2009
Castrén & Snellman	2007
Edita	2010
Ekokem	2009
Evli	2008
Familjen Hartwalls Fond	2007
Family	2010
Furuno Finland	2009
John Nurminen Marine	2005
KTA-Yhtiöt	2009
Kuusakoski	2009
NCC	2010
MetroAuto	2008
Moderator Helsinki	2009
Neste Oil	2009
Twinspark Consulting	2009

sponsors, main partners, key supporters, and other supporters. From 2011 onwards, the accumulation of support will be taken into account in the support received from companies and public stakeholders. The Foundation has four main sponsors: Nokia, Sanoma, Fortum, and the Finnish Ministry of the Environment. These stakeholders have supported the Clean Baltic Sea projects from their very beginning, and their input has, during the years, become highly significant. The public stakeholders and supporters of the Foundation's project include the European Union (Baltic Sea Region Programme 2007–2013), the Ministry of the Environment, the Finnish Transport Agency, and SIDA (Swedish International Development Co-operation Agency).

#### Beyond monetary donations

Various private individuals and companies contribute actively to the Foundation's operations on a pro bono basis. The Foundation estimates that in certain years, resources donated by partners have had a greater impact on the Foundation's operations than received monetary donations. This was estimated to have been the situation in 2010, for example. The resources donated by the Foundation's partners are not visible in the profit and loss statement, but they are highly significant when evaluating the actual volume of the Foundation's operations.

Donated effort can consist of, for example, voluntary work done by a private individual, business knowhow donated by a company, an equipment donation, or a donation of media space.

The resources donated by public stakeholders can consist of direct support to the projects, or effort donated by the authorities.

The total budget of the Foundation's EU-funded PURE project is 3.2 million euros, of which only a section (0.6 million euros) is included in the Foundation's budget. The investments made by this project are valued at one million euros, and the Foundation's input is crucial to the realisation of the

project's environmental impact. At St. Petersburg's northern wastewater treatment plant, financing is provided directly to the water utility by the Swedish SIDA, reducing the Foundation's expenses in this city. The Finnish Transport Agency, i.e. the future owner of the ENSI system created by the Tanker Safety project, has budgeted 300,000 euros for the project in 2011–2012.

In 2010, for example, three stakeholders provided pro bono effort to the Tanker Safety project. Capgemini planned and organised a workshop, and drew up the documentation for the project's competitive bidding process. Adage created a demo version of the ENSI portal user interface, and Twinspark assisted in the design and documentation of the project.

As an example of pro bono work donated by a private individual, Jyrki Lalla, former Head of Finance & Control at Nokia Siemens Networks, contacted the Foundation in the autumn of 2010, offering to contribute his time and effort to the Clean Baltic Sea projects one day a week for a period of six-months. Jyrki Lalla's first project was the renewal of the Foundation's online donation platform.

#### Major donation from Sanoma

In April 2010, Sanoma Group and the John Nurminen Foundation signed a three-year agreement, agreeing on support to the Clean Baltic Sea projects. The agreement contains financial support and media visibility in various Sanoma media. Sanoma has been an important supporter of the Clean Baltic Sea projects since 2006, providing a contribution that has greatly enhanced the visibility of the projects. The co-operation with Sanoma enabled the Foundation to launch a long-term fundraising campaign entitled 'Nothing is impossible'. The campaign was first introduced to the public in June-July 2010 via *Helsingin Sanomat*, the magazines of Sanoma, and the Nelonen TV channel. In December, the Foundation's Christmas campaign gained visibility in *Helsingin Sanomat*, and on the *Helsingin Sanomat* website.



## Expenses

The Foundation's Clean Baltic Sea project was sparked by an individual project in St. Petersburg, but has since expanded significantly. In 2008, the Foundation, joined by the Swedish Baltic Sea 2020 foundation, began to map out what opportunities exist for operations in Poland. Last year, the Foundation's eutrophication projects were already active in nine cities and five countries. Prestudies for the Tanker Safety project were initiated in the autumn of 2008, and it was accepted as a project of the Foundation in 2009. The authorities of three countries co-operate in the project, which consequently has a strong international dimension. With a multitude of projects, the Foundation has its work cut out.

With expanding operations, the costs of fundraising and communications are also on the rise. These expenses were exceptionally large in 2010, when the Foundation's website and online donation platform were completely revamped. The summer of 2010 also saw the launch of a long-term marketing communications campaign with themes and materials that the Foundation intends to utilise for years to come in the channels of both the Foundation and its partners. The related expenses can therefore be seen as non-recurring investments, which will, in the coming years, result in smaller fundraising costs.

The Foundation does not have full-time fundraising staff, nor has it outsourced its fundraising to an external company.

## Corporate co-operation and marketing communications

Companies can include the protection of the Baltic Sea in their programmes promoting the environment and corporate social responsibility. By supporting

the John Nurminen Foundation, companies engage in responsible environmental protection that brings results. Companies can support the Clean Baltic Sea projects with monetary donations, or by offering their specific business skills to the projects' use.

## Transparency

- Project targets, their measurable results and costs, and the overall cost structure including fundraising and general costs are available in the Annual Report of the Foundation and its website.

## Cost-efficiency

- The Foundation aims at targeting received donations to such operations where the greatest possible environmental impact can be attained with every single euro.

## Content co-operation

- The Foundation's main partners receive the right to use the Foundation's logo and materials describing the Clean Baltic Sea projects in their internal and customer communications.
- Supporters also gain visibility on the Foundation's website and in its marketing communications materials.
- Depending on the scope of the co-operation, supporting companies may also be included in the Clean Baltic Sea projects' communication materials and website. In addition to visibility through the inclusion of the company logo, the Foundation introduces its partners and the motives they have for promoting the protection of the Baltic Sea on the Clean Baltic Sea website.
- The Foundation does not sell products in order to raise funds for the Clean Baltic Sea projects. Also, the Foundation's logo cannot be used in marketing or selling the products of a third party.

# Kiitos Puhdas Itämeri -hankkeiden tukijoille

PÄÄYHTEISTYÖKUMPPANIT:



AVAJUNTUKIJAT:



MUUT TUKIJAT: ADVOKATBYRÅ HANNES SNELLMAN, ARCTIA ICEBREAKING, ART PRINT, BAIN & COMPANY NORDIC INC., BALANCE TEAM, BIOLAN, CORBEL, EKOPORT TURKU, EMC COMPUTER SYSTEMS, ESRI FINLAND, EUROCLEAR FINLAND, FACT LAW GROUP, FIM VARAINHOITO, FISKARS, F-SECURE, GOLDEN ORIOL, KOLSTER, KONTINO, KYTYPOIKA.COM, LAUREA AMMATTIKORKEAKOULU, MANIFESTO CONSULTING, MOONWAY OY, NCLC ESPOO ALFA, NORDIC MEZZANINE, ORION, OTTO FILM, PORIN KAUPUNKI, RASKONE, SAIL TECH, HERRALA, SARPANEVA DESIGN, SCANDIC CONTAINER, SPONSOR CAPITAL, STX FINLAND TELAKAT, SUOMEN STANDARDIOIMISLIITTO RY, SUOMEN OSTO- JA LOGISTIKKAYHDISTYS LOGY, TAITOMYLLY, TUOTANTO RINKI, TURKISTUOTTAJAT, UK ART & ANTIQUES, VECTIA, VERSAALI, VICTOR EK, VILKAS GROUP, ÅBO AKADEMIS STUDENTKÅR



PUHDAS ITÄMERI JOHN NURMISEN SÄÄTIÖ

KERÄYSLUVAT: REHEVÖITYMISHANKKEET, JOHN NURMISEN SÄÄTIÖ/ESLH, OKU 1377 A 29.12.2008 / 11.2009 - 31.12.2010, KOKO MAA AHIENANMAATA LUKUUNOTTAMATTA, TANKKERTURVA-HANKE, JOHN NURMISEN SÄÄTIÖ/ESLH, OKU 1150 A 22.12.2009 / 22.12.2009 - 31.12.2010, KOKO MAA AHIENANMAATA LUKUUNOTTAMATTA, RAHASTON NIMI PUHDAS MERI -RAHASTO | KOTIMAAN MAKSUT AKTIA 405533-23387



TUULA RUTKINEN

The workshop moderated by Capgemini was attended by approximately 20 people, including the future users of the ENSI service, content providers, and technical experts. From the left: Annakaisa Sarkanen (Finnish Meteorological Institute), Jan Valtonen (Neste Oil), Karri Kaksonen (Furuno Finland), and Robin Berglund (VTT Technical Research Centre of Finland). In the background, Ossi Westilä (Aboa Mare). Facing the others: Maija Salmiovirta (John Nurminen Foundation).

## CAPGEMINI

In the spring of 2009, Pekka Laaksonen, then in charge of the prestudy for a marine safety project, contacted Capgemini Finland Oy's Panu Rahikka and requested his assistance in consolidating the views of the various stakeholders, and in formulating the project's targets. Right from the start it was clear that the work will be done on a pro bono basis, and Capgemini will donate its effort to the Foundation. The project was greeted with immediate enthusiasm, and a sincere desire to donate effort for a good cause. Capgemini agreed to donate the resources required for planning and leading a 24-hour workshop to the Clean Baltic Sea projects. This workshop, called Boistö I, successfully formulated the name, contents and targets of the Tanker Safety project.

Less than a year later the project faced another turning point, having reached the phase where the contents and user interface of the ENSI portal would be designed. Participants in this work included various

stakeholders, ranging from the suppliers of navigation data to future users of the portal, and another 24-hour workshop – Boistö II – was organised for them, again as a donation from Capgemini.

Co-operation has continued beyond the workshops. Last year, Capgemini assisted the Tanker Safety project by drawing up a functional description and a technical specification for the portal. The Finnish Transport Agency will use these documents in the competitive bidding process for potential ENSI portal suppliers.

Panu Rahikka comments: 'Working with the Tanker Safety project has been rewarding and fulfilling for all participants. The project has allowed us to co-operate with interesting people and work with demanding challenges. We've been able to acquaint ourselves with new information, and have had a concrete opportunity to join the battle for a cleaner Baltic Sea, giving us the kind of fulfilment you rarely find in an average consultancy project.'





ALPO TUURNALA

IN 2010, the artist Alpo Tuurnala donated the Foundation a watercolour painting depicting the Strömmingsbådan lighthouse island, to be used as a Christmas card. In December, 1251 Christmas cards were sent from the Foundation's website, and those who wished to could participate in a raffle for the painting. The winner of the aquarelle was a friend of the Baltic Sea from Joensuu.



PEKKA TUURI

IN OCTOBER, 'Towards the light' was selected as the Nature Photograph of the Year for 2010. The photographer, Pekka Tuuri, donated 2,000 euros of his prize money to the John Nurminen Foundation's Clean Baltic Sea projects. For those interested in the status of the Baltic Sea, Tuuri's message is that everyone can make a difference. It is important to appeal to decision-makers, who are key to initiating major change. On the other hand, he believes that the actions of individuals are equally important. When a sufficient number of people join the effort, eutrophication can be reduced also through small measures.



BANKI SALLI

Juhani Aho is at the centre, surrounded by his children, and Kari Jussi Aho is first on the left. First on the right is Tuomo Purola, Managing Director of the Aho Group.

BOTH Juhani Aho, founder of Helsingin lääkärikeskus (medical centre of Helsinki), former Chief Flight Surgeon of the Finnish Air Force and recipient of the title Lääkintöneuvos (Finnish honorary title), and his son, Kari Jussi Aho, Chairman of the Board at Rukakeskus Ltd., celebrated round-numbered birthdays in 2010, and their birthday wish was a donation to the Clean Baltic Sea projects. The anniversary collections for the father's 80th and the son's 50th birthday resulted in a donation of more than 11,500 euros.

For both of them, the Baltic Sea is an integral part of the living environment as well as a unique setting for their hobbies. Juhani Aho has sailed all his life, and has a summer house on the island of Villinki outside of Helsinki. Nature is close to his heart also through the hobbies of hunting and fishing. Kari Jussi Aho lives by the sea in Lauttasaari, and is, like his father, a keen fisherman.

Kari Jussi Aho had followed the Foundation's operations for quite some time, and wanted to find a way of expressing his support. The Ahos wished to celebrate their birthdays modestly and had no need for gifts. They therefore reached the conclusion – for reasons that, according to Kari Jussi Aho, were also selfish – of supporting the projects upon their anniversaries. "This turned out to be an excellent way of finally joining the effort to protect the Baltic Sea. Thanks to the excellent reputation of the John Nurminen Foundation, it was easy to name the Clean Baltic Sea projects as recipients of the donations. The birthday wish was well received by guests and gift-givers, as it removed the need to spend time on thinking about what to give. Many also felt the protection of the Baltic Sea is an important cause, and in line with their own interests."

**Mikään ei ole mahdotonta**  
– edes Itämeren elvyttäminen.

**PUHDAS ITÄMERI** JOHN NURMISEN SÄÄTIÖ

**kodin**  
kuvalehti

OJENNA AUTTAVA KÄTESI ELPYVÄN ITÄMEREN PUOLESTA OSOITTEESSA [WWW.PUHDASITAMERI.FI](http://WWW.PUHDASITAMERI.FI)

KERÄYSLUVAT: REHEVOITYMISHANKKEET, JOHN NURMISEN SÄÄTIÖ/ESLH, OKU 1377 A 29.12.2008 / 11.2009 - 31.12.2010, KOKO MAA AHVENANMAATA LUKUUNOTTAMATTA. TANKKERITURVA-HANKE, JOHN NURMISEN SÄÄTIÖ/ESLH, OKU 1150 A 22.12.2009 / 22.12.2009 - 31.12.2010, KOKO MAA AHVENANMAATA LUKUUNOTTAMATTA. RAHASTON NIMI PUHDAS MERI-RAHASTO | KOTIMAAN MAKSUT AKTIA 405533-23387

PUHDAS ITÄMERI -HANKKEEN PÄÄ- JA AVAINTUKIJAT VUONNA 2010: ABYSS ART, AKTIA, ASPO, CAP GEMINI CONSULTING, CASTRÉN & SNELLMAN, BALTIC SEA 2020, EDITA, EKOKEM, EU BALTIC SEA REGION PROGRAMME, EVLI, FAMILIEN HARTWALLS FOND, FAMILY INC, FORTUM, FURUNO FINLAND, JOHN NURMINEN MARINE, KTA-YHTIÖT, KUUSAKOSKI, LIKENNEVIRASTO, METROAUTO, MODERATOR HELSINKI, NESTE OIL, NOKIA, SANOMA, URANUS FI, TWINSARK CONSULTING JA YMPÄRISTÖMINISTERIÖ

In the summer of 2010, Sanoma Magazines donated media space to the 'Nothing is impossible' campaign.



## THE BALTIC SEA AND OUR SUPPORTERS

The section 'Baltic Sea and Me' on the Foundation's website invites our supporters to describe their relationship to the Baltic Sea.

Writers have included Kirsi Sormunen, Vice President of Sustainability at Nokia; Satu Wrede, Managing Director and CEO of Metro-Auto; Ulla Rehell, Vice President of Sustainability at Fortum, and Clarisse Berggårdh, CEO, Sanoma Magazines Finland.



*'Fortum's activities focus on the Nordic countries, Russia, the Baltic countries and Poland. The Baltic Sea is the connecting factor of Fortum's area of operation: consequently, co-operation with the Clean Baltic Sea projects is a very appropriate section of the company's responsible corporate citizenship. Since experts agree that the fastest and*

*most cost-efficient method of improving the condition of the Baltic Sea is to intensify phosphorus removal in the wastewater treatment plants located in its catchment area, it is natural that the support given by Fortum is focused in Poland, which is responsible for approximately one third of the phosphorus load to the Baltic Sea. Achieving significant and clearly demonstrable results is important for Fortum also in partnerships. The same goal-orientation is evident in the operations of the Clean Baltic Sea projects, a fact greatly appreciated by Fortum.'*

Ulla Rehell  
Vice President of Sustainability, Fortum



*'Nokia became a supporter of the Clean Baltic Sea projects at their very beginning. For a company that has been an active participant in preservation of the Baltic Sea, this seemed like a natural thing to do. Nokia appreciates concrete goal-setting and long-term impact in the environmental protection projects it supports,*

*and both of these aspects are well realised in the work of the John Nurminen Foundation. Supporting similar environmental protection projects is a part of Nokia's corporate responsibility in all its countries of operation.'*

Kirsi Sormunen  
Vice President of Sustainability, Nokia



*'Whether they live inland or by the coastline, I believe that all Finns are interested in the Baltic Sea in one way or another. In a way, Finland is an island both connected to and separated from its neighbouring countries by the Baltic Sea. The Baltic Sea is an important part of our lives, and it is portrayed as such also in our magazines, through the stories of real*

*people. What impressed us in the operations of the John Nurminen Foundation was the way the project resources are targeted to achieve maximum results. Sanoma also has previous experiences of fruitful co-operation with the Foundation.*

Clarisse Berggårdh  
CEO, Sanoma Magazines Finland





PICTURES ON THIS SPREAD: MAX EDIN

Journalist Kari Huhta led the panel discussion joined by Director General Felix Karmazinov of Vodokanal, St. Petersburg; Paula Lehtomäki, Finnish Minister of the Environment; Marjukka Porvari; Seppo Knuuttila, Senior Researcher at the Finnish Environment Institute; and Johnny Åkerholm from the Nordic Investment Bank.

Sanoma has supported the Clean Baltic Sea projects from the very beginning of the Foundation's environmental activities. In his opening speech, Jaakko Rauramo described Sanoma's motivation to support the Foundation. 'It makes no sense to torture ourselves with climate issues that we cannot influence. Globally speaking, Finland's share of greenhouse gas emissions is minimal, totalling – depending on the method of calculation – at roughly 0.1%. On the other hand, Finland's share of the phosphorus load entering the Baltic Sea is 11%. For Sanoma, it is extremely important that the Clean Baltic Sea projects generate concrete and measurable results that benefit the Baltic Sea: we really can have an impact on the phosphorus emissions to the Baltic Sea in Finland and in other countries of the sea's catchment area. We definitely want to join in in this effort.'



Jaakko Rauramo, Chairman of the Board at Sanoma, Peter Fagnäs, and Juhani Kaskeala from the Board of the John Nurminen Foundation.



Juha Nurminen, Chairman of the Board of the John Nurminen Foundation, and Felix Karmazinov, Director General of the St. Petersburg Water Utility.

## CLEAN BALTIC SEA EVENT AT SANOMA HOUSE, 26 AUGUST 2010


Baltic Sea event was hosted by Sanoma, a long-term sponsor and main media partner of the Foundation's Clean Baltic Sea projects.

Over 100 guests gathered to Sanoma House for the Clean Baltic Sea meeting of August 2010, organised for supporters and interest groups of the Foundation's Clean Baltic Sea projects. The themes of the event were the Baltic Sea and Russia. The event was opened and hosted by Jaakko Rauramo, Chairman of the Board of Sanoma. Guest speakers included Felix Karmazinov, Director General of Vodokanal St. Petersburg, and Paula Lehtomäki, the Finnish Minister of the Environment.

Felix Karmazinov explained that in 2010, 92% of the wastewaters of St. Petersburg were treated, and by the end of 2011 the figure would rise to 95%. 'As we are no longer polluting the Gulf of Finland, we can again look the people of Helsinki in the eye', Karmazinov said to the audience. He spoke very openly of the change in his own attitude, and of the psychological change

he, with his personal commitment, had been able to engender in St. Petersburg. 'At first, I opposed the project, siding with the belief that is common in St. Petersburg and elsewhere in Russia that the wastewaters will be treated automatically in the fluctuations of the River Neva. I am delighted and grateful that my Finnish friends were able to convince me otherwise.' Senior Researcher Seppo Knuuttila of the Finnish Environment Institute emphasised the importance of chemical phosphorus removal to the status of the Gulf of Finland and the battle against eutrophication. 'By 2020, the phosphorus load from St. Petersburg is estimated to be reduced by a total of 20,000 tonnes. This equals roughly half of the phosphorus currently stored in the water mass of the Gulf of Finland', Knuuttila explained. 'Such reductions will have an immediate impact on the blooms of blue-green algae we have experienced in the summertime.'





*'There is still time to save the  
Baltic Sea. We owe this to future  
generations.'*

Peter Fagernäs  
Member of the Board  
John Nurminen Foundation







## PROFIT AND LOSS STATEMENT, 2010, ABBREVIATED VERSION (ENTIRE FOUNDATION)

*The presentation of the profit and loss statement does not fully correspond to that used in the financial statement, as items have been regrouped to achieve greater clarity.*

*The operational branches of the John Nurminen Foundation have been presented as separate entities in the profit and loss statement. The maritime history operational branch is funded with income from exhibition ticket sales and sponsors, if any, as well as profits from publications and the Foundation's investment activities. The Clean Baltic Sea projects operate as a self-sufficient fund. Because the Clean Baltic Sea projects are financed with donations, this fund is handled separately in the Foundation's accounts.*

*Donations are directed to the Clean Sea Funds I and II, which are used to finance all of the Clean Baltic Sea projects. This arrangement guarantees that donations are not used to finance any other activities of the John Nurminen Foundation. Monetary donations to the Clean Baltic Sea projects were below the levels of the previous year. This is partly due to intensifying competition in fundraising. See page 68 for full expenses.*

*In 2010, the Foundation's maritime history branch made a loss in spite of modest profits from publications. Even though two new books were published, profits from publications were down on the previous year. In terms of the book market, the book *Kustaa III ja suuri merisota* (Gustav III and the Great Sea War) was launched too late in the autumn. As the Adolf Bock exhibition was organised adjacent to the book fair, it did not generate profits. In the profit and loss statement below, the Foundation's collections are presented as a separate entity. This differs from the practice of the previous year. The profits of the collection were accrued mostly through the sales of facsimile maps. Expenses are related to the maintenance of the collection and new acquisitions. In 2009, the collection's profits and losses were included in the general expenses of the Foundation.*

*The John Nurminen Foundation owns approximately 10% of the Huolintatalo building in Länsi-Pasila, which is also home to the Foundation's premises and collections. Facilities not used by the Foundation have been leased out. The difference in income from leasing activities compared to the previous year is due to new arrangements involving internal moves of the Foundation's archives and maritime history collection. This income was non-recurring.*

*The Foundation's other liquid assets (i.e., assets not related to the Clean Baltic Sea projects) were overseen by an external asset manager. The Foundation's result was positive thanks to the Foundation's investment activities and portfolio revaluation.*

JOHN NURMINEN FOUNDATION	2010	2009
	€	€
<b>MARITIME HISTORY</b>		
<b>EXHIBITIONS</b>		
Income	0,00	0,00
Expenses	-12 716,61	-5 644,61
Exhibitions, total	-12 716,61	-5 644,61
<b>PUBLICATIONS</b>		
Income	164 880,20	226 836,73
Expenses	-159 624,42	-224 209,00
Publications, total	5 255,78	2 627,73
<b>COLLECTIONS</b>		
Income	6 959,00	0,00
Expenses	-23 456,96	0,00
Collections, total	-16 497,96	0,00
<b>Maritime history branch of operations, total</b>	<b>-23 958,79</b>	<b>-3 016,88</b>

	2010	2009
<b>MARINE ENVIRONMENT (SEE DETAILS ON PAGE 68)</b>		
<b>CLEAN SEA FUNDS</b>		
Income	935 356,66	1 233 035,56
Expenses	-1 482 051,03	-1 095 547,76
Fund transfers to the Clean Baltic Sea Fund	-546 694,37	137 487,80
<b>Marine environment branch of operations, total</b>	<b>0,00</b>	<b>0,00</b>
<b>INVESTMENT AND FINANCING OPERATIONS</b>		
<b>FACILITY LEASING</b>		
Rental income	153 923,78	198 619,08
Expenses	-72 683,82	-79 276,09
Facility leasing, total	81 239,96	119 342,99
<b>OTHER INVESTMENT AND FINANCING OPERATIONS</b>		
Total income	196 441,77	148 471,98
Expenses	-144 784,87	-87 617,22
Other investment and financing operations, total	51 656,90	60 854,76
<b>Facility leasing, investment and financing operations, total</b>	<b>132 896,86</b>	<b>180 197,75</b>
Depreciation and reversed depreciation	205 498,59	441 907,63
<b>GENERAL EXPENSES OF THE JOHN NURMINEN FOUNDATION</b>		
Income	0,00	5 825,52
Expenses	-164 705,91	-225 232,54
General expenses, total	-164 705,91	-219 407,02
<b>Surplus (deficit) for the accounting period</b>	<b>149 730,75</b>	<b>399 681,48</b>



BALANCE SHEET	2010	2009
<b>ASSETS</b>		
NON-CURRENT ASSETS		
Intangible assets		
Intangible rights	0,00	842,63
Tangible assets		
Machinery and equipment	65 323,61	6 475,14
Other tangible assets		
Works of art	190 674,03	188 508,91
Maps, books and items	434 147,38	434 147,38
	690 145,02	629 131,43
Investments	5 463 680,48	3 822 961,71
<b>Non-current assets, total</b>	<b>6 153 825,50</b>	<b>4 452 935,77</b>
CURRENT ASSETS		
Stocks		
Unfinished books	3 627,10	880,86
Books	207 416,98	166 898,35
	211 044,08	167 779,21
Debtors		
Long-term		
Other debtors	100 000,00	100 000,00
Short-term		
Trade debtors	35 884,50	25 035,19
Other debtors	211 705,54	128 248,84
Prepayments and accrued income	281 029,91	311 275,76
	528 619,95	464 559,79
Cash in hand and at banks	1 794 428,11	3 618 640,06
<b>Current assets, total</b>	<b>2 634 092,14</b>	<b>4 350 979,06</b>
<b>Assets, total</b>	<b>8 787 917,64</b>	<b>8 803 914,83</b>

BALANCE SHEET	2010	2009
<b>ASSETS</b>		
CAPITAL AND RESERVES		
Equity capital	142 168,69	142 168,69
Clean Sea Fund I	1 737 771,38	2 100 577,11
Clean Sea Fund II	672 161,79	856 050,43
	<u>2 552 101,86</u>	<u>3 098 796,23</u>
Retained surplus/deficit	5 506 365,34	5 106 683,86
Surplus/deficit for the accounting period	149 730,85	399 681,48
	<u>5 656 096,19</u>	<u>5 506 365,34</u>
<b>Capital and reserves, total</b>	<b>8 208 198,05</b>	<b>8 605 161,57</b>
CREDITORS		
Short-term		
Trade creditors	213 848,51	121 591,77
Other creditors	28 234,22	22 554,39
Accruals and deferred income	337 636,86	54 607,10
Short-term, total	<u>579 719,59</u>	<u>198 753,26</u>
<b>Creditors, total</b>	<b>579 719,59</b>	<b>198 753,26</b>
<b>Equity and liabilities, total</b>	<b>8 787 917,64</b>	<b>8 803 914,83</b>

# **PROFIT AND LOSS STATEMENT 2009, CLEAN BALTIC SEA PROJECTS**

## **INCOME**

*Pro bono donations and project support received directly by the water utilities, for example, are not included in the profit and loss statement. According to our estimate, the value of such donations and support in 2010 surpassed that of received monetary support.*

CLEAN SEA FUNDS	2010	2009
<b>Income</b>	<b>935 356,66</b>	<b>1 233 035,56</b>
<b>Expenses per operational branch</b>		
Eutrophication projects	-854 682,62	-737 179,87
Tanker Safety	-152 690,82	-61 774,49
General expenses	-165 594,22	-157 787,02
Fundraising and communications*	-309 083,37	-138 806,38
<b>Expenses, total</b>	<b>-1 482 051,03</b>	<b>-1 095 547,76</b>

*\* Fundraising and communications costs*

*Fundraising and communications costs were exceptionally large in 2010, when the Foundation's website and online donation platform were completely revamped. Moreover, a long-term marketing communications campaign that will be used in the Foundation's future communications and fundraising activities was launched. The related expenses can therefore be seen as non-recurrent investments, which will, in the coming years, result in smaller fundraising costs.*



## Excerpt from the bylaws of the John Nurminen Foundation

### 1. Foundation name and domicile

The name of the foundation John Nurmisen Säätiö, John Nurminens Stiftelse in Swedish, the John Nurminen Foundation in English, and its domicile is Helsinki.

### 2. Purpose of the foundation

The purpose of the foundation is to preserve and safeguard the history and cultural traditions of international trade and related service industries in Finland, and to sustain the interest of the general public in these topics.

## Clarification to the clause 'purpose of the foundation' as provided by the Board of Directors of the John Nurminen Foundation

The clarification explains why the protection of the marine environment is a natural part of the cultural tradition of Finnish seafaring and maritime history. Excerpt from an appendix to the minutes of the Board of Directors:

### Operational bylaws of the John Nurminen Foundation

The operations of the John Nurminen Foundation are based on the Foundations Act, the last approved bylaws of the John Nurminen Foundation (National Board of Patents and Registration of Finland, 14 August 2007), generally accepted good practices for foundations, and other rules and decisions separately approved by the Board of Directors.

All operations of the Foundation are based on its purpose (section 2): 'the purpose of the Foundation is to

preserve and safeguard the history and cultural traditions of international trade and related service industries in Finland, and to sustain the interest of the general public in these topics. The Foundation implements its purpose in various ways, which include, for example, providing financial support to operations that are in line with its purpose, and through other means mentioned in its bylaws (section 3).

In the view of the Board of Directors, 'international trade and related service industries' applies to exchange of information, communications, exchange of items and cultural exchange, and the related logistics services, support activities and operating environments. The specific purpose of the Foundation is to safeguard and preserve the history and Finnish cultural traditions related to the abovementioned areas, which refer to, amongst others, seafaring and the protection of the marine environment in a way that allows it to be freely and traditionally utilised, also preserving its usable condition, by all citizens and stakeholders, including those who engage in the service industries. The Foundation's specific purpose is to protect the Finnish marine environment.

## Excerpt from the bylaws of the Clean Sea Fund 2

### Section 1 Name of the fund

The name of the Fund is 'Puhdas meri 2', in Swedish, 'Fonden för ett Rent Hav 2', in English, 'Clean Sea Fund 2', and in Russian, 'фонд "Чистое море" 2'.

### Section 2 Purpose of the Fund

The purpose of the Fund is to work for a clean Baltic Sea, improving both the use value of the Sea and its value as a natural environment. The target is to reduce the nutrient loads of the Baltic sea and, in particular, the Gulf of Finland, or to promote solutions to other environmental problems faced by the Baltic Sea, increasing awareness of its environmental status.

### Section 3 Implementing the purpose of the Fund

In line with its purpose, the Fund promotes, develops, finances and implements projects that have a significant, positive impact on the status of the Baltic Sea or increase awareness of the Sea's environmental status. The Fund also supports or participates in similar projects run by other stakeholders. Emphasis is on operations that have the fastest and most cost-efficient positive impact on the use value of the Baltic Sea as well as its value as a natural environment. The John Nurminen Foundation can accept donations and bequests to the Fund if they meet the Fund's set criteria.

### Section 4 Decision-making and monitoring

The John Nurminen Foundation Board of Directors defines the Foundation's projects and activities, and sets their schedules and targets. The Board of Directors of the John Nurminen Foundation monitors the implementation of projects and activities closely, taking into consideration the Fund's purpose as laid out in these bylaws. The Board

of Directors of the John Nurminen Foundation or a party authorised by the Board makes more detailed decisions on how funds directed to the Fund are used in accordance with these bylaws.

The bylaws of the John Nurminen Foundation are available at the Foundation's website, [www.johnnurmisenraatio.fi](http://www.johnnurmisenraatio.fi)

The complete bylaws of the Fund are available in the donation section of the Clean Baltic Sea project website at [http://lahjoitapuhdasitameri.fi/en/fund\\_information](http://lahjoitapuhdasitameri.fi/en/fund_information)

## CONTACT INFORMATION

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## ECOLOGICAL FOOTPRINT OF THE JOHN NURMINEN FOUNDATION ANNUAL REPORT

DURING THE CREATION of the John Nurminen Foundation Annual Report, environmental issues have been considered whenever possible. During different work phases, the selection of materials and production methods was done based on suitability and environmental impact. Nevertheless, the publication has left its mark on the environment: energy and raw materials have been consumed, and waste and emissions have been created.

### PURPOSE:

An Annual Report intended for long-term storage

SCOPE: 72 pages plus cover

SIZE: 210 x 278 mm

PRINT RUN: 1,500 pcs in Finnish, 500 pcs in English

PAPERS: PEFC-certified Galerie Art Silk 150 g/m<sup>2</sup> (pages) and 300 g/m<sup>2</sup> (cover), carrying the swan label, were selected as the papers used in the Annual Report. The wood fibre used in the paper comes from ecologically, economically and socially sustainable forests. No chlorine gas was used in bleaching the pulp. The paper mill is ISO14001-, PEFC- and FSC-certified. A 'Paper Profile' environmental impact declaration and carbon footprint calculations are available for the paper.

CHEMICALS: Only swan-labelled chemicals have been used in paper manufacture, preparation of the print surface, printing, and binding. The Annual Report is printed with vegetable oil-based inks.

PRINTING COMPANY: The Annual Report is printed by Edita Prima Oy in Helsinki. The company uses green electricity, and has been awarded the ISO 14001 certificate. Moreover, the company has the right to use the Nordic Ecolabel and paper origin certification (including PEFC). The print compensates its carbon dioxide emissions by financing UN-monitored renewable energy projects in developing countries.

USE OF THE ANNUAL REPORT is easy and does not generate a significant load to the environment. No additional equipment or energy is required by reading. You can browse through the Annual Report several times, and taking it from one place to another is simple.

FOR EACH COPY OF THE ANNUAL REPORT, WE USED:

WOOD: 0.70 dm<sup>3</sup>

WATER: 3.0 litres

ENERGY: 2,2 KWH

### PRODUCING A COPY OF THE ANNUAL REPORT GENERATED:

WASTE: 630 g, of which 610 g is recyclable waste (575 g paper, 32 g aluminium, 3 g cardboard), 8 g is burnable waste, 8 g is hazardous waste, and 7 g is landfill waste (from paper manufacturing).

EMISSIONS TO WATER: 9 g (from paper manufacturing)

### CARBON FOOTPRINT OF THE ANNUAL REPORT

340 g of carbon dioxide emitted to the air, of which printing accounts for approximately 100 g, and paper manufacture and transportation for approximately 235 g. The remainder of the emission is generated from transporting the Annual Report to the customer. Emission amounts are estimates. The carbon footprint of the Annual Report corresponds to driving a car for 2 km.

WE COMPENSATE THE EMISSIONS in the amount of 310 g/Annual Report. The paper we have used promotes climate protection and is supplied by Antalis Oy. We compensate for the emissions caused by paper production and transportation with an endorsement, corresponding to the amount of the emissions, to a tree-planting project in Mozambique, monitored by the Plan Vivo organisation. In addition to paper, we compensate for the emissions generated by printing.

The ecological footprint of this Annual Report is greatly impacted by what happens to it after reading, as is the case with all publications. Dear reader – when you no longer need this publication, please recycle it. Wood fibres can be recycled approximately six times.

This ecological footprint was drawn up by Mika Ruuskanen, manager of the Green Edita programme.

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