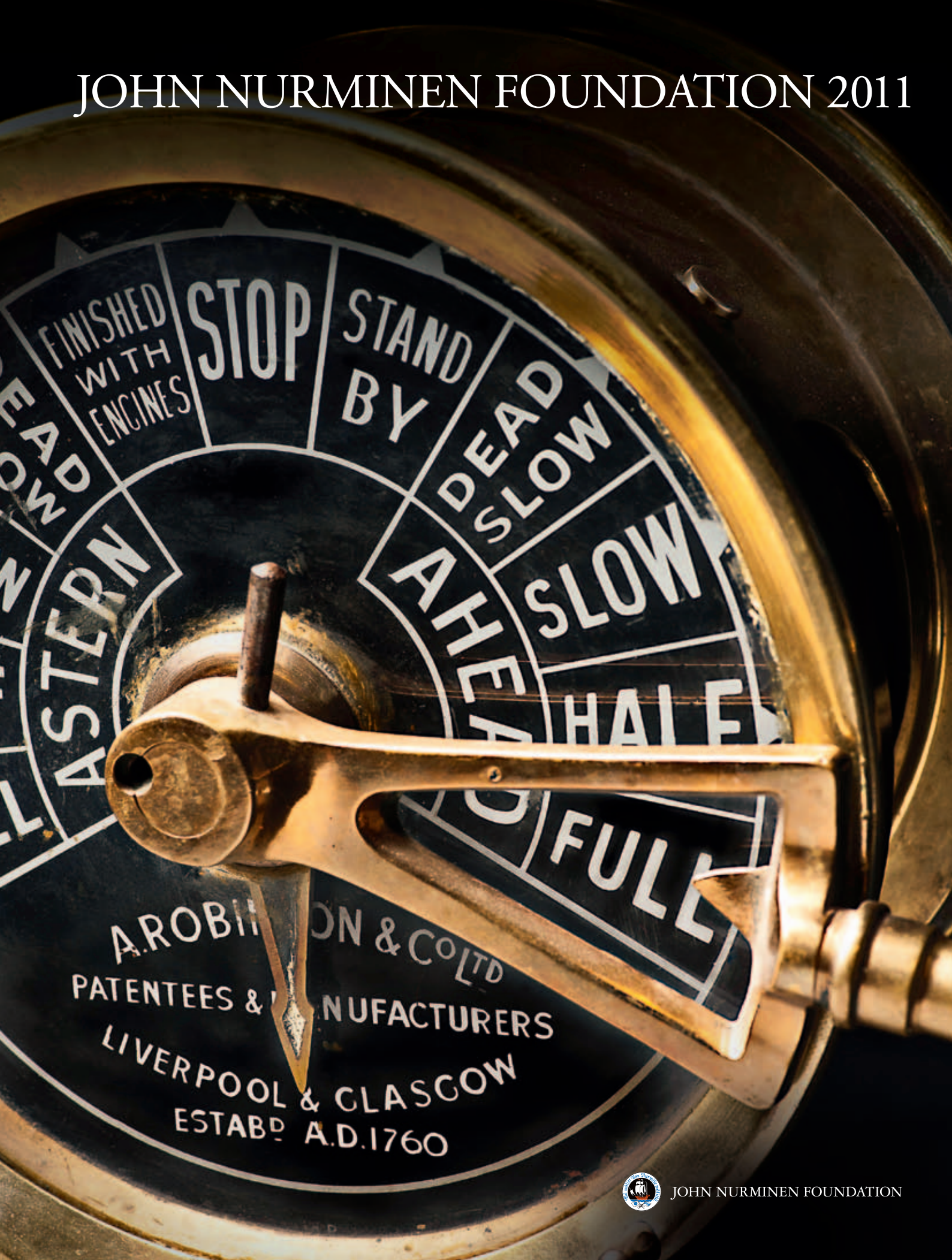


JOHN NURMINEN FOUNDATION 2011



JOHN NURMINEN FOUNDATION

On the cover, a ship's engine order telegraph from 1900s, which was used to convey orders from the bridge to the engine room.
Cover photography by Max Edin.



JOHN NURMINEN FOUNDATION ANNUAL REPORT 2011 AND REPORT ON OPERATIONS

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JOHN NURMINEN FOUNDATION

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, antique maps and objects related to seafaring. 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 of the Baltic Sea, and minimise the risk of oil accidents in the Gulf of Finland.



JOHN NURMINEN FOUNDATION

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MESSAGE FROM THE CHAIRMAN OF THE BOARD



2011 WAS A HISTORICAL YEAR for the Foundation. In festive spirits we, our supporters and partners gathered at the St. Petersburg Northern Wastewater Treatment Plant in June to celebrate the completion of our first environmental project. In the closing ceremony I pointed out that there are no other projects of St. Petersburg's calibre ongoing in the Baltic Sea area.

However, in early 2012, a new, major eutrophication point load source was revealed in Kingisepp, North-western Russia. The news of this previously unknown phosphorus discharge to the Gulf of Finland, possibly equalling the size of the Foundation's St. Petersburg project, was a shock to us who work to save the Baltic Sea.

The dramatic news by no means eradicates what was achieved in St. Petersburg and at many other wastewater treatment plants. There is also an upside: the fact that we are dealing with a single contamination source. If the will is there, this is an excellent opportunity for targeted, cost-efficient and fast discharge reductions. As I write this, discussions have been started, and the Foundation, as part of a Finnish task force, has offered its assistance and knowhow to help curb the discharges fast.

Official speeches – or unpleasant surprises – are not something that should divert our attention from what is essential. The future of the Baltic Sea is decided through persistent, everyday work in the wastewater treatment plants of the sea's catchment area. One of the Foundation's most significant targets in terms of both scale and environmental impact is Belarus,

where the EU-funded PRESTO project was initiated in late November 2011. The Tanker Safety project has also moved forward in an impressive manner, with the Finnish Transport Agency now at the helm of the project.

In 2011, we had reason to rejoice also in the area of maritime history, when the publication *Gustav III and the Great Sea War* was nominated for the Tieto-Finlandia 2011 non-fiction prize. Towards the end of the year, the Foundation's series of blue books on the sea was complemented by the Finnish translation of Derek Wilson's book *The Circumnavigators*, released at the Helsinki book fair. This year, a book on the wondrous world of animals and creatures encountered by explorers during their travels will be published. A follow-up for the book on Gustav III is under consideration. The plan is to shed light on the War of Åland from the perspective of Russia, the country that was eventually defeated. We will also continue to work on a major publication on the cultural history of the world map, to be published in 2014.

Moreover, we are contemplating new areas and fresh ideas for our publication activities. The Foundation's new Board members Annamari Arrakoski-Engardt and Hannu Syrjänen, who joined the Board in January 2012, will also provide us with valuable expertise in the fields of publishing and media.

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. I would also like to express my gratitude to all the supporters of the Clean Baltic Sea projects.

Warm thanks are also due to Kari Raivio, who left the Foundation's Board of Directors in 2011. Moreover, thanks are due to Erik Båsk for his creative and determined work in the role of Secretary General and for successful management of the Foundation's everyday operations.

Helsinki, March 2012

Juha Nurminen, Maritime Counsellor
Chairman of the Board of Directors
John Nurminen Foundation

FOREWORD BY THE SECRETARY GENERAL

AS WAS DONE LAST YEAR, the Foundation's Annual Report and Report on Operations are published as one publication. Our target is to present a thorough view of the Foundation's operations and financial situation.

The Financial Statement for 2011 is presented at the end of the Annual Report. In the profit and loss statement, the operational branches of the John Nurminen Foundation have been presented as separate entities. The maritime history operational branch is funded with income from publications and profits from the Foundation's investment activities. The Foundation's asset management was put out to tender in 2011. The Foundation's environmental operations, i.e. the so-called Clean Baltic Sea projects, are handled separately in the accounts, as they are funded with private donations and public financing.

Last year, the deficit of the Maritime History operational branch was €113,956, of which €56,687 was a depreciation made for the Foundation's current asset books. In the coming years, it will be a challenge for the Foundation to make its valuable collections and contents cost-efficiently available to the general public. The new publications and exhibitions of the past few years have also made it clear that we need to be able to operate via new publication channels alongside traditional exhibition and publication operations. The educational game *Extreme North*, created in cooperation with Kuuasema and Nokia, tells the story of the discovery of the Northeast Passage, and serves as an example of this new area.

In spite of its young age, the Foundation is a highly respected stakeholder in activities involving the Baltic Sea. The project in St. Petersburg, finalised last year, was a major milestone for us. We worked tooth and nail to solidify our reputation as a cost-efficient and responsible environmental stakeholder with a focus on action. The Foundation has no dedicated fundraising staff, so for us to succeed, it is crucial that companies and private individuals want to support our work for the Baltic Sea.

In 2011, the Foundation's Clean Baltic Sea projects received more than €900,000 in donations, equalling the level of the previous year. By the end of 2011, raised funds amount to a total of approximately €7.7 million, of which €5.1 million has been allocated to

projects. €2.6 million has been reserved for projects that are currently being planned. If project schedules are delayed, the need for funding may grow. In 2011, 45% of funds were donated by companies, and 38% by private individuals. Public funding accounted for 14%, and the remaining 3% consisted of return on invested capital. Public funding granted for projects coordinated partly or in full by the Foundation, but not included in the profit and loss statement for the Clean Baltic Sea projects, amounted to approximately EUR 6.8 million.

The support of the Foundation's long-term principal sponsors Fortum, Nokia, Sanoma and the Ministry of the Environment has brought continuity to our operations. As in the previous year, the Foundation has received significant support in the form of donated effort. Castrén & Snellman and Adage, for example, donated their effort to the Tanker Safety project in 2011. Sanoma, on the other hand, donated media space through which the Clean Baltic Sea projects have gained visibility and recognition. As was done the year before, Editra Prima Oy has printed this Annual Report as a donation to the Foundation.

Currently, funds are being raised for the annual reduction of a further 500 tonnes of phosphorus and for the deployment costs of the ENSI service.

I would encourage all readers to acquaint themselves with the thoughts our sponsors have on corporate responsibility. My warmest thanks to Anne Brunila, Jaakko Rauramo and Kirsi Sormunen for their input to this year's Annual Report.

I would also like to thank the heads of the Foundation's operational branches, Maria Grönroos, Pekka Laaksonen and Marjukka Porvari, and everyone else in the Foundation's dynamic team for a job well done in 2011.

Helsinki, March 2012

Erik Båsk
Secretary General
John Nurminen Foundation



HIGHLIGHTS OF 2011

MARITIME HISTORY

EXHIBITIONS

In October 2011, the Foundation participated in the Helsinki Book Fair. The Foundation's stand at the Book Fair hosted exhibitions of Gustav III's naval wars and the history of circumnavigation.

The smartphone game *Extreme North*, based on the history of the Northeast Passage and created in cooperation with Nokia was published in June 2011.

PUBLICATIONS

In June, a Russian language version of *Mare Balticum* was published with a print run of 1,000.

Juha Ruusuvaari's Finnish translation of Derek Wilson's book *The Circumnavigators. A History. The Pioneer Voyagers who set off around the Globe* was published in October. The print run was 2,000.

The second edition of *Gustav III and the Great Sea War – Battles in the Gulf of Finland 1788–1790*, first published in December 2010, was published in November (print run 1,000). The book was one of the nominees for the 2011 Tieto-Finlandia non-fiction prize.

COLLECTIONS

Adolf Bock's oil painting *The Sinking of Uljas in the Sea of Rauma* (1954) was acquired to the Foundation's collection of maritime art. Books on the history of seafaring and cartography were acquired for the manual library.

Work on the inventory of the John Nurminen Foundation's collections, the transfer of maps to new archive boxes, and the organisation of the artefact storage continued until the end of September.

OTHER ACTIVITIES

Four issues of the *JNF Newsletter*, which presents the Foundation's operations, were published with a print run of 4,000 copies.

Maritime history advisory group was established. The group convened three times during the year.

MARINE ENVIRONMENT

CLEAN BALTIC SEA PROJECTS

The construction and installation works at the St. Petersburg Northern wastewater treatment plant were completed in June 2011. This means that the three largest wastewater treatment plants of St. Petersburg now utilise chemical phosphorus removal. As a result of the project, we have achieved a reduction of more than 1,000 tonnes in the annual phosphorus load discharged to the Gulf of Finland. In late June, the St. Petersburg water utility organised a project closing ceremony to celebrate the completion of the project. Tarja Halonen, the President of Finland, was the honorary guest at the occasion. In July 2011, agreement was reached on the continued monitoring of wastewater treatment results.

Technical plans were drawn up for the implementation of improved phosphorus removal at the Gatchina water utility in Northwestern Russia.

In the spring of 2011, chemical phosphorus removal tests at the Vyborg water utility were completed. Based on test results, a plan for a permanent wastewater treatment system was drawn up in the autumn of 2011.

In 2011, the PURE project organised a competitive tendering process for phosphorus removal and improved sludge management equipment at the Riga and Jurmala water utilities. Equipment installations will be completed in 2012. Also in 2011, technical surveys were carried out in Brest, and two seminars were organised.

PRESTO, a joint project of the Foundation and the Union of the Baltic Cities (UBC) focusing on wastewater treatment in Belarus, was granted financing in June 2011. The project's kick-off meeting was organised in Minsk in late November. The Foundation's project responsibilities consist of technical surveys at the wastewater treatment plants of four cities, and the investments plans required at these plants.

In cooperation with the Udarnik poultry farm, located by the River Gladyshevka, preliminary investigations were carried out for a project aiming at reducing discharges from animal farms in the Leningrad region.

TANKER SAFETY PROJECT

The Tanker Safety project moved ahead in close cooperation with key marine stakeholders. The project's main partner is the Finnish Transport Agency.

In January 2011, a tendering specification for the ENSI service was finalised and delivered to the Finnish Transport Agency for competitive tendering. In October, the Finnish Transport Agency chose the suppliers of the ENSI portal and the route checking service.

In order to ensure excellent usability, Adage, a company specialising in usability issues, implemented a demo version of the ENSI portal user interface. The demo version was completed in October 2011.

In 2011, the Finnish Transport Agency began to promote the project to the Russian and Estonian authorities so the service could be expanded to cover the entire Gulf of Finland.

FUNDRAISING AND COMMUNICATIONS OF THE CLEAN BALTIC SEA PROJECTS

In 2011, a total of €921,853 was donated to the Foundation's Clean Baltic Sea projects. Companies accounted for approximately 45% of the donations, and the public sector for roughly 14%. 38% of the donations were private individuals, and the remaining 3% consisted of return on invested capital. Anniversary donations by private individuals amounted to almost €115,000.

Nokia and the John Nurminen Foundation reached an agreement on Nokia's continued support to the Foundation's Clean Baltic Sea projects in 2011–2012.

Onninen Group and the John Nurminen Foundation concluded a two-year agreement in support of the Foundation's Clean Baltic Sea projects. In 2011, Onninen will provide the Foundation's Vyborg project with equipment worth at least €50,000, and in 2012 the Gatchina project will receive equipment for at least the same amount.

In March, the Bank of Åland awarded its nature account bonus to the Foundation's phosphorus removal project in Vyborg.

In the spring of 2011, Sanoma presented the Foundation with a donation of €200,000 (included in the Foundation's financial statements for 2010). Also in 2011, Sanoma donated media space worth approximately €260,000 to the John Nurminen Foundation. Media cooperation with Sanoma continued in the summer with an advertising campaign using various Sanoma media. The theme of the summer campaign print advertisements was the Foundation's project in St. Petersburg. The advertisement published in *Helsingin Sanomat* received the Finnish Marketing Association's Silver Grain award. In June, a supplement to the *Helsingin Sanomat* newspaper entitled 'The Moomins and the Baltic Sea' was published in cooperation with *Helsingin Sanomat* and WSOY. Moreover, selected Sanoma Magazine publications ran a print advertising campaign in June–August, and in July, the Nelonen TV channel ran the Foundation's TV advertisement.

In August 2011, the first Clean Baltic Sea Event was organised, with supporters and other interest groups of the Clean Baltic Sea projects participating. The approximately 100 guests at the event received information on the Clean Baltic Sea projects and fundraising status.

In October, the John Nurminen Foundation and Nordea Bank Finland signed an agreement covering Nordea's support to the John Nurminen Foundation's Clean Baltic Sea projects, both through financial support and by donating expert resources.

The Helsinki City Museum's 'Out to Sea' exhibition in Hakasalmi Villa, 27 May 2011 – 8 January 2012, featured the Foundation's Tanker Safety project materials and the underwater photography of Jukka Nurminen.

BOARD OF DIRECTORS



Juha Nurminen
Chairman



Jouko Lönnqvist
Vice Chairman



Annamari Arrakoski-Engardt



Sari Baldauf



Peter Fagnäs



Juhani Kaskeala



Sirpa Ojala



Veli Sundbäck



Hannu Syrjänen

BOARD OF DIRECTORS

Juha Nurminen, Chairman Jouko Lönnqvist, Vice Chairman
Annamari Arrakoski-Engardt, Sari Baldauf, Peter Fagnäs, Juhani Kaskeala, Sirpa Ojala, Veli Sundbäck, Hannu Syrjänen

Erik Båsk, Secretary General
Tuula Putkinen, Communications Manager

MARITIME HISTORY
Maria Grönroos, Director, Maritime History

MARINE ENVIRONMENT
Marjukka Porvari, Director, Clean Sea
Elena Kaskelainen, Project Manager, Clean Sea
Tuuli Ojala, Project Manager, Clean Sea
Viivi Moll, Project Manager, Clean Sea
Miina Mäki (on parental leave)
Pekka Laaksonen, Director, Tanker Safety
Jussi Tuurnala, Project Manager, Tanker Safety
Maija Salmiovirta, Project Coordinator, Tanker Safety

EXHIBITIONS

PUBLICATIONS

COLLECTIONS

CLEAN SEA

TANKER SAFETY

ADVISORY GROUP – MARITIME HISTORY
Juha Nurminen, John Nurminen Foundation, Chairman
Annamari 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

ADVISORY GROUP – CLEAN SEA
Veli Sundbäck, Chairman
Jaakko Henttonen, EBRD
Lea Kauppi, Finnish Environment Institute
Timo Rajakangas, Ministry for Foreign Affairs
Juhani Lönnroth
Liisa Rohweder, WWF
Timo Tanninen, Ministry of the Environment
Johnny Åkerholm, NIB

ADVISORY GROUP – TANKER SAFETY
Juhani Kaskeala, Chairman
Matti Aaltonen, Finnish Transport Agency
Osmo Kammonen, Neste Oil
Kari Kosonen, Finnpiilot Pilotage
Matti Möttönen, the Finnish Border Guard
Veli-Jukka Pennala, Finnish Navy
Tuomas Routa, Finnish Transport Safety
Agency
Pekka Valjus

JOHN NURMINEN FOUNDATION BOARD OF DIRECTORS AND PERSONNEL

The Board of Directors is responsible for the operations of the John Nurminen Foundation. The Board decides what publications, exhibitions and environmental projects are implemented, and sets their objectives and schedules. Moreover, the Board regularly steers and monitors project progress and the financial status of the Foundation. In 2011, the Foundation's Chairman of the Board was Juha Nurminen, and Jouko Lönnqvist held the position of Vice Chairman. Sari Baldauf, Peter Fagnäs, Juhani Kaskeala, Sirpa Ojala, Kari Raivio and Veli Sundbäck were members of the Board. The Board convened eight times during the year. At the end of 2011, Kari Raivio resigned from the Board. New Board members Annamari Arrakoski-Engardt and Hannu Syrjänen were elected in early 2012. In 2011, the members of the board received a one-time compensation of 1,700 euros, plus a fee of 400 euros per meeting. All board members did not accept a compensation for their contribution.

The Foundation's chosen policies are supported by advisory groups consisting of stakeholder representatives and experts. Group members work on a pro bono basis and do not receive any meeting fees.

Juha Nurminen chairs the Maritime History advisory group. The group convened three times in 2011. Board member Veli Sundbäck chaired the Clean Sea project advisory group, which also convened three times in 2011. The Tanker Safety advisory group is led by Board member Juhani Kaskeala. In 2011, this group convened five times.

The Foundation's operations and ten employees are led by Secretary General Erik Båsk. Tuula Putkinen is responsible for communications, and Maria Grönroos for the Maritime History operational branch of the Foundation.

In 2011, the Clean Baltic Sea projects had a staff of six employees. Marjukka Porvari heads the Clean Sea projects that aim at reducing phosphorus discharges to the Baltic Sea; the project managers in this operational branch are Elena Kaskelainen and Tuuli Ojala. In March 2012, Viivi Moll joined the team as the PRESTO project manager. Pekka Laaksonen heads the Tanker Safety project, where Jussi Tuurnala works as project manager and Maija Salmiovirta as project coordinator.



ЧАСТЬ ФИНЛАНДІИ ПРОВІНЦІИ НІЛАНДЪ

ЧАСТЬ СИНУСА ФИНСКОГО



MARITIME HISTORY BRANCH OF OPERATIONS

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 possible 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, Maritime Counsellor Matti Nurminen began the collection at the family-owned shipping company. From Paris, he purchased the first maps of the antique map collection, depicting the territorial waters of Finland and dating from 1764. For more than 30 years Juha Nurminen, the current Chairman of the Foundation, has continued the work of his father by adding items to the collection. Parts of his private collection have also 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 premises and permanent exhibition are located 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 advance, groups can view the Foundation's collection

Previous spread: The date of the map 'MORSKAJA ISPRAVNAJA KARTA PORTA SVEABURGA' is 6th July 1788, the day when the Swedish navy took shelter in the Suomenlinna fortress after naval battles against Russia. In the southwestern corner of the map is a Swedish ship inflames, having caught fire when escaping to Viapori together with four other vessels. Construction of the Suomenlinna sea fortress (formerly Viapori) began in 1748; during Gustav's sea wars, the fortress was a repair dock for the archipelago navy, enabling, for its part, the victory of the Ruotsinsalmi naval battle in 1790.

The treasures of the Foundation's miniature vessel collection include various well-known ship types. The Dutch flute was a typical merchant ship of the 17th century, used specifically for shorter distance goods transportation in the sea routes of North Europe. It was trustworthy and reliable, and most importantly inexpensive to build and sail. The flute had three masts, and its simple rig could be handled by just a few men. All types of cargo could be transported in the spacious cargo hold. Thanks to the flute's pear-shaped form, it was possible to 'cheat' with taxes, which were defined on the basis of the width of the upper deck.

PHOTOGRAPHS: RAUNO TRÄSKELIN



MAX EDIN

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 featured in the collection are Akseli Gallen-Kallela, Björn Landström, Lasse Malmlund 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 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.

Each year, hundreds of guests visit the John Nurminen Foundation collection at Huolintatalo. Highlights from the collection and items that showcase John Nurminen's shipping history are on display in the exhibition space.

English chronometer from the 19th century. The John Nurminen Foundation's collection of marine antiquities includes various navigation instruments such as chronometers, i.e. high-precision watches. Seafarers and cartographers need to know the time difference to the location whose longitude they know. This problem was not solved until the 18th century by the British carpenter John Harrison. He built a watch that kept correct time for months, and could withstand harsh conditions at sea, rough terrain, and alterations in temperature and humidity. Explorers began using such chronometers in the late 18th century. James Cook was one of the first explorers to try the chronometer. Later, seafarers set their watches to Greenwich Mean Time. The Greenwich meridian was selected as the world's Prime meridian in 1884.



RAUNO TRÄSKELIN

The painting by TH Norling features the cargo steamer s/s *Aina Maria Nurminen* and the tugboat *John Nurminen*. In 1953, *Aina Maria Nurminen* struck a mine outside of Kiel, sustaining damages beyond repair.



RAUNO TRÄSKELIN



MAX EDIN

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.

Antique maps

The Foundation's antique map collection contains 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 naval 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 allowed us to delve deeper into the themes of the book and the exhibition, which often emphasise different areas, but are still thematically 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 National Board of Antiquities. The Ultima Thule exhibition also travelled to the National Maritime Museum of Stockholm in 2002.

Publications

The John Nurminen Foundation has published a total of 20 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 with versatile expertise 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.

Publications of the John Nurminen Foundation:

<i>Seitsemän meren purjehtijat – Suurten maailmanympärimatkojen viisi vuosisataa</i> (2011) (The Circumnavigators. A History. The Pioneer Voyagers who set off around the Globe)	Finnish
<i>Kustaa III ja suuri merisota – Taistelut Suomenlahdella 1788–1790</i> (2010) (Gustav III and the Great Sea War – Battles in the Gulf of Finland 1788–1790)	Finnish
<i>Adolf Bock – Merimaalari/Marinmålaren</i> (2010) (Adolf Bock – Painter of the Sea)	Finnish/Swedish
<i>Muskottisota – Taistelu Itä-Intian Maustesaarista</i> (2009) (The Nutmeg War – The Battle for the Spice Islands of East India)	Finnish
<i>Valo merellä/Ljuset till havs – Suomen majakat/Finlands fyrar 1753–1906</i> (2009) (Light on the Sea – The Lighthouses of Finland 1753–1906)	Finnish/Swedish
<i>Kuninkaansaari – Akvarellinkeveä saaripäiväkirja kolmelta vuosikymmeneltä</i> (2009) (Kuninkaansaari – Three Decades of an Island in Watercolour)	Finnish
<i>Muodonmuutoksia – John Nurminen Oy:n historia vuosilta 1886–2007</i> (2008) (Transformations – The History of John Nurminen Oy 1886–2007)	Finnish
<i>Yli maan äären – Magalhãesin kohtalokas purjehdus maailman ympäri</i> (2008) (To the End of the Earth – Magalhães' Fateful Journey around the World)	Finnish
<i>Meritie – Navigoinnin historia</i> (2007) <i>The History of Seafaring – Navigating the World's Oceans</i> (2007)	Finnish, English, Spanish, Portuguese, German, French
<i>Uljaksen vanavedessä – John Nurmisen kauppahuoneen ja varustamon historiaa 1886–1967</i> (2006) (In the Wake of Uljas – The History of the John Nurminen Trading House and Shipping Company 1886–1967)	Finnish
<i>Pohjolan kartan historia – Myyteistä todellisuuteen</i> (2006) <i>The History of the Nordic Map – From Myths to Reality</i> (2006)	Finnish, Swedish, English
<i>Yksinpurjehdus maapallon ympäri sekä purjehdus Liberadella Brasiliasta Amerikkaan</i> (2005) (Sailing Alone Around the World and the Journey from Brazil to America on the Liberdade)	Finnish
<i>Harmaat laivat – kuusikymmenluvulta vuosituhannen vaihteeseen</i> (2004) (Grey ships – From the 60s to the Turn of the Millennium)	Finnish
<i>Meritaiteen mestareita – merimaalauksia 400 vuoden ajalta</i> (2003) (Masters of Maritime Art – 400 Years of Paintings of the Sea)	Finnish, Swedish, German
<i>Kuunarilaiva Uljas – omistajat, päälliköt ja matkat</i> (2003) (The Schooner Uljas – Owners, Captains and Journeys)	Finnish
<i>Ultima Thule – Pohjoiset löytöretket</i> (2001) <i>Ultima Thule: Arctic Explorations</i> (2001)	Finnish, Swedish, English, German, Norwegian, Spanish
<i>Taide ja meri – Itämeren merimaalareita</i> (2000) (Art and the Sea – Maritime Painters of the Baltic Sea)	Finnish/Swedish
<i>Suomenlahden albumi</i> (1999) (Album of the Gulf of Finland)	Finnish/Russian
<i>Mare Balticum – 2000 vuotta Itämeren historiaa</i> (1995) <i>Mare Balticum – 2000 Years of History of the Baltic Sea</i> (1995)	Finnish, Swedish, English, German
<i>Koillisväylä – Viikingeistä Nordenskiöldiin</i> (1992) <i>The Northeast Passage: From the Vikings to Nordenskiöld</i> (1992)	Finnish, Swedish, English

Advisory group

In addition to Juha Nurminen, Chairman of the Board, members of the advisory team that supports the maritime history operational branch include Klaus Oesch, Ph. D.; Henrik Meinander, Professor of History at the University of Helsinki; Juhani Kostet, Director

General of the National Board of Antiquities; Esko Rahikainen, literature researcher and librarian at the National Library of Finland; Anna-Mari Arrakoski-Engardt, Director of the Academic Bookstore; Riitta Kaivosoja, Director General at the Ministry of Education and Culture, and non-fiction author Marjo Nurminen.

The Sinking of *Uljas* in the Sea of Rauma

John Nurminen Oy commissioned the schooner *Uljas* in 1891: it was to be the last sailing ship built in Rauma. Following the decision of Maritime Counsellor Matti Nurminen and old sailing ship traditions, the ship was burned in the Sea of Rauma on 4 June 1950. The pyre was attended by various ships and boats, including the steamer *Inkeri Nurminen*. After *Inkeri*'s signal, *Uljas*'s ceremonial flags were dressed down, and at the next signal, its masts were toppled over and explosives were ignited. The ship, in flames, sank to the depths of the sea.

The German maritime painter Adolf Bock (1890–1968) painted *The Sinking of Uljas in the Sea of Rauma* in 1954, basing the work on photographs and a Suomi-Filmi documentary. Three paintings were made: one for John Nurminen Oy, one for John Nurminen Oy's Chairman of the Board Jussi Mattinen, and one for Rauman kauppaseura (Rauma merchants' guild). John Nurminen Oy's painting burned in the fire of the company headquarters in 1982, but the Foundation acquired the Mattinen painting in May 2011.

MARITIME HISTORY 2011

Exhibitions

In late October 2011, the John Nurminen Foundation's stand at the Helsinki Book Fair featured an exhibition built around the topics of Gustav III's sea wars and circumnavigation. Maps from the Foundation's collection, an oil painting, a miniature ship, a navigation instrument and James Cook's travel log were on display. The Foundation's stand also showcased the Clean Baltic Sea projects.

In June, the Foundation joined forces with Nokia and Kuuasema in order to publish a smartphone application called *Extreme North*, based on the Foundation's old maps. With the application, users can learn about the 400-year history of the Northeast Passage and use old maps to help them navigate in the footsteps of Barents and Nordenskiöld.

Collections

Work on the inventory of the John Nurminen Foundation's collections and the transfer of maps

to new archive boxes continued until the end of September.

During the year, an Adolf Bock oil painting, *The Sinking of Uljas in the Sea of Rauma*, was added to the Foundation's collection. The collection grew also with the acquisition of books on the history of cartography and maritime history.

Publications

In 2011, the Foundation published two new books. In June, a Russian language version of *Mare Balticum* was published: the print run of *Baltiskoje More* was 1,000. The book explains how seafaring, trade, aspirations of power and communications have shaped the Baltic Sea area over the period of two thousand years.

Juha Ruusuvuori's Finnish translation of Derek Wilson's book *The Circumnavigators. A History. The Pioneer Voyagers who set off around the globe* (1989) was published in October. This book presents the 500-year history of circumnavigation, including



Extreme North and the chilling history of the Northeast Passage

The smartphone game *Extreme North*, published by the John Nurminen Foundation and Nokia, presents the 400-year history of the Northeast Passage through the voyages of arctic explorers, such as Willem Barents, who sought to find the Northeast Passage in late 16th century, and A. E. Nordenskiöld, who was the first to sail the Passage (1878–79). This educational adventure is guided by maps from the Foundation's collection. At the same time, players can test their coping abilities and knowledge of the arctic by saving explorers from polar bears, and by answering cunning questions. *Extreme North*, developed by the game studio Kuuasema, can be used in the latest Nokia smartphones. The English version of the game can be downloaded for free from Nokia's Ovi Store <http://store.ovi.com>. In 2011, the game was downloaded over 31,000 times.





the stories of the great explorers Fernão Magalhães, William Dampier and James Cook, and many travellers of lesser repute. In the foreword, Eero Lehtinen gives us a glimpse to the history of Finnish circumnavigation.

In November, the Foundation's 2010 publication *Gustav III and the Great Sea War – Battles in the Gulf of Finland 1788–1790* was nominated for the 2011 Tieto-Finlandia Non-Fiction Literary Prize. The book, which explains the events of the great naval battles between Sweden and Russia in the Gulf of Finland over domination of the Baltic Sea's northern areas is the second book published by the Foundation to be

nominated for this prize (in 2009, Seppo Laurell's book *Valo merellä/Ljuset till havs – Suomen majakat/Finlands fyrar 1753–1906* (Light on the Sea – The Lighthouses of Finland) was nominated). When explaining the background of its nominations, the Tieto-Finlandia jury praised *Gustav III and the Great Sea War* with the following words: 'A view of the naval battles in the Gulf of Finland is opened up from various perspectives. Alongside the objectives of the Swedish and Russian rulers and officers, the book highlights the joys and fears of the crewmen. Thorough editing and a magnificent appearance ensure that the book will withstand both use and time.'

HANNU PUTINEN



MARIA GRONROOS



Gustav III and the Great Sea War – Battles in the Gulf of Finland 1788–1790, first published in December 2010, was one of the nominees for the 2011 Tieto-Finlandia non-fiction prize. On the left, the book's author Raoul Johansson.

'Body text, excellent illustrations, thorough captions and authentic period quotes are merged by the brilliant layout to form a seamless entity.'

Helsingin Sanomat, 9 January 2011

'With its inspired writing and unbelievably gorgeous period paintings and drawings that are largely previously unpublished in Finland, Raoul Johansson's book on the naval wars between Gustav III and Catherine II pulls the reader in.'

Aamulehti, 4 November 2011

'Raoul Johansson's *Gustav III and the Great Sea War* is an astonishing publication and a high-profile cultural feat for the John Nurminen Foundation. The thoroughly stylish book is meticulously detailed down to the last letter, and sure to be a treasure trove for all enthusiasts of its topic.'

mtv.fi, November 2011



The *Circumnavigators* is the most recent addition to the Foundation's blue library, i.e. its selection of high-quality translated literature. The theme of Finnish circumnavigation is highlighted in the book's foreword by the Finnish skipper Eero Lehtinen.

Baltiskoje More is the Foundation's first book in Russian. The original *Mare Balticum* has now been published in five languages.

At the Helsinki Book Fair in 2011, the Foundation's stand showcased items related to circumnavigation and the naval wars of Gustav III.



Jukka Nurminen: *The reign of winter crumbles*

Enskär, Utö, Archipelago Sea, Finland, March 2010

The hold of the harsh winter of the Baltic Sea loosens quickly when the sunshine of lengthening spring days shows its strength. In places, the ice on the sheltered inlets of the Baltic Sea is over 70 centimetres thick but by the beginning of May the whole of the Baltic Sea is virtually ice-free. The last ice floes have gathered for parley, pushed by the wind on the shore of an island in the outer archipelago. They will leave their last traces on the cycle of life by scouring the cliffs on the water's edge clean of algae and animals. The bladder wrack have braved the hard winter and seem to be doing well. The water is crystal clear, since the spring bloom of planktonic algae has not yet started.

MARINE ENVIRONMENT BRANCH OF OPERATIONS

CLEAN BALTIC SEA PROJECTS

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

1. projects that reduce the eutrophication of the Baltic Sea
2. the project for the prevention of oil accidents in the Gulf of Finland

The target of the John Nurminen Foundation Clean Sea 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 nutrient removal all across the Baltic Sea catchment area.

The Tanker Safety project's target is to significantly reduce the risk of major oil accidents. To reach this target, the Foundation co-operates with key marine traffic stakeholders in the creation of the new ENSI® service, which enables 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, fundraising, 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.

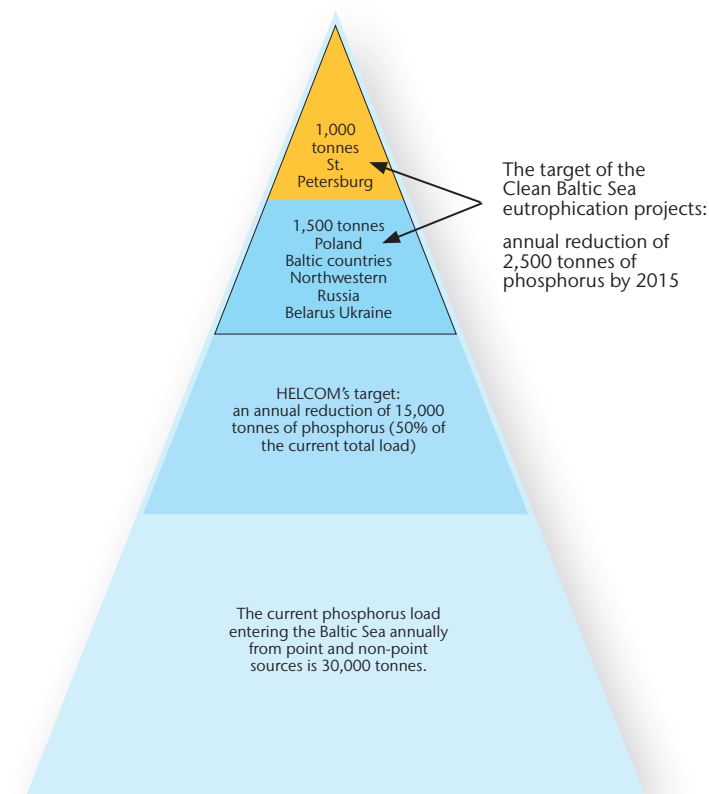
The Foundation co-operates and communicates also with other NGOs that are involved in the protection of the Baltic Sea. Moreover, the Foundation communicates regularly with all relevant political players.

As a small and flexible third-sector player, we are 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



“There is a massive difference in the phosphorus removal levels required by the EU and recommended by HELCOM. As the EU-defined emission levels are adequate for large oceans but not sufficient for the sensitive Baltic Sea, this difference will decide the sea’s fate. The too loosely defined EU norm threatens to balk the protection of the Baltic Sea. In Poland and the Baltic countries alone, for example, a massive reduction in the annual phosphorus load could be achieved by bringing the EU norm to HELCOM’s recommended level. “

Juha Nurminen

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

CLEAN SEA PROJECTS AGAINST EUTROPHICATION

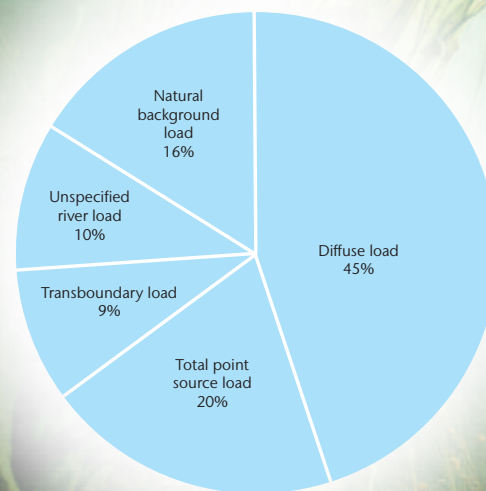
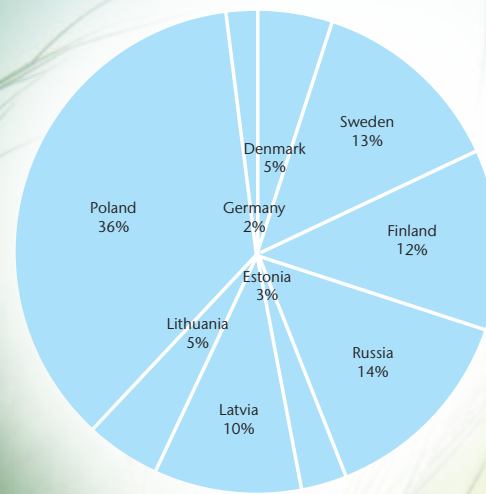
The target of the projects is to alleviate the problem of eutrophication in the Baltic Sea significantly through reducing the annual phosphorus load entering the sea from communal wastewaters by 2,500 tonnes by the year 2015.

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 discharges, i.e. too great loads of phosphorus and nitrogen entering the sea. In the Baltic Sea, eutrophication has advanced to the point where 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 discharges.

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 (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 reduction 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 the wastewaters of all ships sailing the Baltic Sea is approximately 120 tonnes per year.



THE ANNUAL PHOSPHORUS LOAD ENTERING THE BALTIC SEA

The annual phosphorus load entering the Baltic Sea annually consists mostly of diffuse load (agriculture) 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 is calculated in transboundary load, and enters the sea mostly through Poland, Latvia and Lithuania. Russian and German data have been partially included as “unspecified river load”, because no sources were defined. Natural background load refers to load that is not caused by human activities.

Source: HELCOM 2006.



JARI PATANEN

Project cities of the Foundation’s Clean Sea projects against eutrophication

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 was reached in 2011. In terms of environmental impact, the Foundation’s St. Petersburg project is one of the most significant water protection projects ever carried out in the Baltic Sea.

Currently, John Nurminen Foundation eutrophication projects are implemented in five countries and sixteen cities in Russia, Belarus, Latvia, Estonia and Poland. These projects will result in the annual reduction of 1,960 tonnes of phosphorus in the load entering the Baltic Sea. Thus, 540 tonnes of phosphorus are still missing from the 2,500 tonne target.

Cooperation of the various stakeholders who work on issues related to the Baltic Sea and eutrophication is partly coordinated by the Clean Sea projects’ advisory team. Team members include representatives of the Finnish Environment Institute, the Finnish ministries of the Environment and Foreign Affairs, WWF, Northern Dimension Environmental Partnership (NDEP) and the Nordic Investment Bank (NIB). The chairman of the project support team is Veli Sundbäck, member of the Board of the John Nurminen Foundation.

Target cities and their selection criteria

Co-operation targets of the Clean 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 such projects across the entire catchment area, where nutrient loads entering the Baltic Sea could be reduced through, for example, more efficient wastewater treatment. Currently, there are Clean Sea projects in 16 cities in five countries in Belarus, Estonia, Latvia, Poland and Russia.

CLEAN SEA PROJECTS AGAINST EUTROPHICATION IN 2011

Russia

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

The largest wastewater treatment plants of St. Petersburg: Central, Southwestern and Northern
The groundwork for the Foundation's operations in St. Petersburg was done by the city water utility, which had already for quite some time worked together with international development banks and funders, such as the Finnish Ministry of the Environment, renovating and building the St. Petersburg wastewater treatment plants and sewerage networks.

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 St. Petersburg's three main water treatment plants. Improving the efficiency of phosphorus removal at St. Petersburg's central wastewater treatment plant was completed in 2009, and 2010 saw the completion of the project at the southwestern plant. The northern plant, which was completed last, deployed its chemical phosphorus removal equipment in June 2011.

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 to 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 was partially financed by the Swedish International Development Co-operation Agency, SIDA. The total cost of the St. Petersburg main plant projects borne by the Foundation amounted to ca. €2.5 million.

After all three plants had deployed chemical phosphorus removal processes, St. Petersburg's largest wastewater treatment plant achieved an annual phosphorus load reduction of more than 1,000 tonnes in June 2011.

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.

In February 2010, the Foundation and the Gatchina water utility signed a Letter of Intent for co-operation, stating that they will work together for the improved efficiency of phosphorus removal from the city's wastewaters. The Foundation supports the technical planning and equipment investments required by phosphorus removal, whereas construction and local planning remain the responsibility of the water utility.

In 2011, the Foundation commissioned a technical process plan and tendering documentation for improved phosphorus removal. An annual reduction of about 40 tonnes of phosphorus will be achieved in Gatchina. Planned investments will be carried out in 2012–2013.

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



In his speech at the closing ceremony at the Northern Wastewater Treatment plant in June 2011, Felix Karmazinov, Director General of the St. Petersburg Water Utility, underlined the responsibility St. Petersburg has for the condition of the Baltic Sea. He expressed his gratitude for the valuable international support the city has received in wastewater treatment.

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. Test activities were conducted between autumn 2010 and spring 2011 with equipment provided by the foundation and with funding from the Finnish Ministry of the Environment. Tests indicated that in addition to chemical phosphorus removal, the Vyborg wastewater treatment plant needs biological phosphorus removal. This will reduce costs and increase the reliability of the Vyborg system.

Based on the phosphorus removal tests, the Foundation commissioned a technical process plan

in 2011, and drew up tendering documentation for improved phosphorus removal at the Vyborg plant. Efficient phosphorus removal that will be implemented in 2012–2013 can reduce the annual phosphorus load entering the Baltic Sea by approximately 20 tonnes, and simultaneously improve the status of the eutrophicated Bay of Vyborg.

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.



TUULA NURMINEN

The seminar organised in Tallinn in March 2011 searched for new players in the protection of the Baltic Sea, and presented the achievements of local stakeholders. The seminar was organised by the Cities for a Healthier Sea project in cooperation with PURE, HELCOM, and the Baltic Sea Challenge.

Latvia

There are 700,000 inhabitants in Riga. The city, which is the largest in the Baltic countries, is located by the River Daugava, only 15 kilometres from the Baltic Sea, and consequently has a great impact on the Baltic Sea.

In 2009, co-operation between the John Nurminen Foundation and the water utility of Riga began, as the utility was awarded a grant for improving the efficiency of phosphorus removal at the wastewater treatment plant of Daugavgriva. In addition to the support provided by the John Nurminen Foundation, the EU Baltic Sea Region Programme supports investments improving the efficiency of nutrient removal at Riga through its PURE project (see information box on the next page). With the support of the EU and the John Nurminen Foundation, the Daugavgriva 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. Equipment acquisitions for Riga were conducted in 2010–2011, and the equipment will be installed in 2012.

The city of Jurmala 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, Jurmala

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. In June 2011, the EU Baltic Sea Region Programme granted funding to the PRESTO project (see info box on the next page), which is implemented in nine Belarusian 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



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 participants. 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 improving the efficiency of phosphorus removal at the wastewater treatment plants of Brest, Jurmala, Gdansk, Szczecin and Lake Kohtla. Riga completed the equipment purchases related to enhanced phosphorus removal in early 2011. In 2011–2012, the water utilities of Jurmala and Brest will implement investments that enable more efficient phosphorus removal.

In March 2011, the 'Local Actors as Forerunners' event, which highlights the opportunities municipal stakeholders have for improving the status of the Baltic Sea, was organised in Tallinn. In September 2011, a

seminar organised in Lübeck focused on the treatment of wastewater sludge, sludge management practices in the Baltic Sea area, and new sludge management technologies that are under development.

The PURE project is implemented with partial funding from the EU Baltic Sea Region Programme, and its total budget is € 3.2 million. 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. 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 = European Partnership and Neighbourhood Instrument is a financing instrument that supports external relations programmes between EU countries and non-EU countries.



PRESTO – PROJECT ON REDUCTION OF EUTROPHICATION OF THE SEA TODAY

The PRESTO project invests in the improved efficiency of nutrient removal in the four Belarusian cities of Baranovichi, Grodno, Molodechno and Vitebsk. The project reduces the phosphorus discharges from wastewater treatment plants by approximately 500 tonnes annually. The John Nurminen Foundation is in charge of the project's technical surveys and

investments. PRESTO also includes a training module led by TU Berlin, which will improve the knowhow of Belarusian wastewater experts in the field of more efficient nutrient removal. The water utilities of Kaunas, Lithuania and Daugavpils, Latvia also participate in the project. The Union of the Baltic Cities (UBC) is in charge of PRESTO project administration.

In June 2011, the PRESTO project was approved by the EU Baltic Sea Region Programme. The total budget of the project is € 4.55 million, of which direct investment to nutrient removal at wastewater plants accounts for € 2 million. EU funds the majority of the project, bearing 75–90% of the project partners' project costs (depending on the country where the partner operates). Moreover, the Finnish Ministry of the Environment supports the Finnish project partners UBC and the John Nurminen Foundation with a total amount of € 185,000, covering the majority of the own costs of these two project participants.



TUULA PUTKINEN

In Minsk, Finland was represented by Ilkka Räisänen (left in the picture), who has most recently worked in the Europe department of the Ministry for Foreign Affairs of Finland. Next to him is Vladimir Drazhin, Ambassador of Belarus, Marja-Liisa Kiljunen, Ambassador to Lithuania and Belarus, and Vitaly Kulik, First Deputy Minister of Natural Resources and Environmental Protection of Belarus. State-level support is an absolutely necessary prerequisite for the project's success.

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.

PRESTO project participants include the cities of Baranovichi, Grodno, Molodechno and Vitebsk, where wastewater treatment plants invest in improved phosphorus removal. In 2011, the project selected a technical consultant who will implement the project's technical surveys in 2012. Moreover, the wastewater treatment plants in Polotsk, Lida and Slonim will receive training in improving the efficiency of the wastewater treatment process.

Poland

As nearly half of the ca. 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 the PURE project, Szczecin and Gdansk will reduce the phosphorus loads of the Baltic Sea through introducing the stricter and therefore more efficient, HELCOM-compliant phosphorus removal levels.

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.



ELENA KASKELAINEN

The Grodno wastewater treatment plant.



ELENA KASKELAINEN

Aeration basins at the Vitebsk wastewater treatment plant.



TUULA PUTKINEN

The representatives of the water utility of Vitebsk felt the PRESTO kick-off event in November 2011 was encouraging, and were all looking forward for the concrete work to begin. The opening seminar was followed by the first PRESTO project training day. From the left: principal engineer Leonid Lemesh, process engineer Anna Galyzo and Ilya Golovnev, head of the laboratory.

SCHEDULE OF THE CLEAN SEA PROJECTS

JNF = John Nurminen Foundation

Target	Schedule	Environmental impact	Funding
St. Petersburg	2005–2011; completed 6/2011	annual reduction of 1,000 tonnes of phosphorus	Water utility 50%, JNF 50%
Gatchina	2009–2012	annual reduction of 40 tonnes of phosphorus	JNF 100%
Vyborg	2010–2012	annual reduction of 20 tonnes of phosphorus	JNF 100%
PURE project (Estonia: Kohtla-Järve; Latvia: Riga, Jurmala; Belarus: Brest; Poland: Gdansk & Szczecin)	2010–2013	annual reduction of 300 tonnes of phosphorus	EU 80%, Ministry of the Environment 5%, JNF 15%
PRESTO project (Baranovichi, Grodno, Molodechno and Vitebsk)	2011–2014	Annual reduction of 500 tonnes of phosphorus	EU 90% Ministry of the Environment 5% JNF 5%
Riga	2013–2014	annual reduction of 100 tonnes of phosphorus	JNF 100%
TOTAL		1960 tonnes of phosphorus	

Clean Sea projects – other operations in 2011

In 2011, in addition to the wastewater treatment plant projects, the Foundation studied the possibility of starting a project that would reduce discharges from animal farms in the Leningrad region. Four large poultry farms, which according to the Baltic Marine Environment Protection Commission HELCOM generate the greatest nutrient load to the Baltic Sea, were selected for further investigation. Negotiations on a joint project continue with one of them, i.e. the poultry farm Udarnik.

Representatives of the Foundation are often invited to speak at various events both in Finland and abroad. Presentation topics have included the Foundation's Clean Sea 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.

The Foundation has been active in bringing key questions related to the protection of the Baltic Sea to public debate, and in influencing themes that are crucial to the eutrophication of the sea. For example, the Foundation has highlighted the importance of improved nitrogen removal at domestic wastewater treatment plants in terms of reducing Finland's discharges to the Baltic Sea. Another example is the EuroChem Phosphorit fertiliser factory in Northwestern Russia: after its load issue became public in January 2012, the Foundation offered consultancy help to assist in identifying a technical solution with the fastest possible impact. The Foundation does not offer funding to EuroChem, but strives to otherwise promote and accelerate efficient means to prevent phosphorus runoffs.

THE COMPLETION OF THE FIRST CLEAN BALTIC SEA PROJECT
IN ST. PETERSBURG ON 28 JUNE 2011



MAX EDIN

Secondary sedimentation basins at the Northern wastewater treatment plant in St. Petersburg.



THE HIGHLIGHT for the Foundation in 2011 was the completion of the first Clean Baltic Sea project in St. Petersburg. The Foundation and the water utility established their cooperation for improved phosphorus removal efficiency in 2005. Chemical phosphorus removal was deployed even before this in the St. Petersburg Central and Southwestern wastewater treatment plants. The final phase of the project, i.e. the installation of a chemical phosphorus removal system at the Northern plant, was completed in June. When measured by phosphorus discharges entering the sea, the project constitutes the most important individual project reducing eutrophication of the Baltic Sea.

The St. Petersburg water utility and the John Nurminen Foundation celebrated the conclusion of their joint effort on June 28 in St. Petersburg. Tarja Halonen, President of Finland, was the honorary guest at the celebration: together with Mikhail Oseyevski, Deputy

Governor of St. Petersburg, she inaugurated the system at the closing ceremony organised at the Northern plant. The Foundation invited its supporters, partners, representatives of Finnish media and St. Petersburg correspondents of Finnish media to the event.

Juha Nurminen, Chairman of the Board of the John Nurminen Foundation, emphasised that thanks for the achievement are due to the Foundation's supporters and partners. In addition to the Foundation's long-term principal supporters Fortum, Nokia, Sanoma and the Finnish Ministry of the Environment, he thanked the many companies and private individuals who have donated their time and effort to the Foundation on a voluntary basis.

The St. Petersburg water utility is the first Russian water utility that uses chemical phosphorus removal at its wastewater treatment plants.

Honorary guests at the event. From left: Tarja Halonen, President of Finland, Mikhail Oseyevski, Deputy Governor of St. Petersburg, Juha Nurminen, Chairman of the Board of the John Nurminen Foundation, and Felix Karmazinov, Director General of the St. Petersburg water utility.



Veli Sundbäck, John Nurminen Foundation Board member, Joanna Hofman, Vice President at Fortum, and Matti Vanhanen, Executive Director of the Finnish Family Firms Association engaged in discussion in the party tent.



Tapio Kuula, President and CEO, Fortum (left) and Erik Båsk, Secretary General of the John Nurminen Foundation.



Jukka Härmälä and Maarit Toivanen-Koivisto, Chairman of the Board at Onninen.



In connection with the festivities, guests could also visit the premises of the St. Petersburg water utility. The red tower in the background is the water utility's landmark.



'The only metric that counts is the status of the Baltic Sea'

Felix Karmazinov,
Director General of
Vodokanal St. Petersburg

**EXCERPTS FROM AN INTERVIEW
WITH FELIX KARMAZINOV**

What are the most important wastewater treatment measures the St. Petersburg water utility has introduced during the past decade?

– The most important step has been taking nitrogen and phosphorus removal to the levels required by HELCOM. It has been a vast undertaking, and we probably would never have come this far without the active support of the Finns. For this, special

thanks are due also to the John Nurminen Foundation.

In the early days, the St. Petersburg water utility was reluctant to implement chemical phosphorus removal. How did your cooperation with the John Nurminen Foundation begin?

– This happened after the initiative of the Chairman of the John Nurminen Foundation. Juha Nurminen visited



MAX EDIN

St. Petersburg, where we discussed the problems of the Baltic Sea and its most vulnerable areas. We saw that the phosphorus removal targets set by HELCOM were necessary. After the discussions, our cooperation began. I wanted to believe that the targets we had set would be reached, although at first, I was a bit sceptical. After the first two years I realised there was no room for doubt. The spirit of cooperation and the way our Finnish colleagues operated convinced me that we would eventually reach our targets. Which is exactly what we did.

How would you evaluate the results of your cooperation?

–The only metric that counts is the status of the Baltic Sea. Last year, in spite of the fact that the summer was hot, the eastern parts of the Baltic Sea showed signs of recovery for the first time in years, at least when measured by the abundance of blue-green algae. This summer we will see if last summer was an exception, or if we really are in the beginning of a longer-term positive trend.

In honour of the completed joint project, a commemorative sculpture commissioned by the St. Petersburg water utility was revealed at the Northern plant.



TANKER SAFETY PROJECT

The target of the Tanker Safety project is to significantly decrease the risk of oil accidents 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 forecasting 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.

The acknowledgement of this threat was the starting point of the John Nurminen Tanker Safety project, established in 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.

Gulf of Finland is one of the busiest sea areas in the world

Gulf of Finland is one of the world's busiest sea areas. 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 transported oil grow too. 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, most tanker accidents in the Gulf of Finland involve tankers grounding on rocks, and more than 40% of these are due to human error. 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.



ILKKA LASTUMÄKI

CASE PROPONTIS

In February 2007, the Greek tanker *Propontis* touched ground west of Gogland as it was travelling from Primorsk to the North 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 ENSI portal, which will provide services to tankers, is designed for optimal ease of use. Tankers receive information that is crucial to their route, such as weather conditions, via the portal.

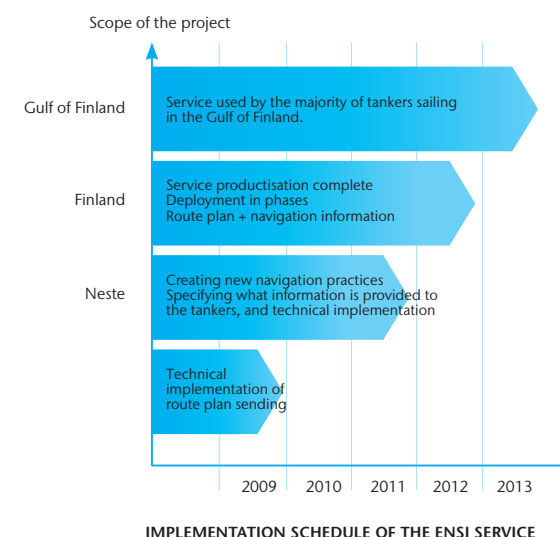
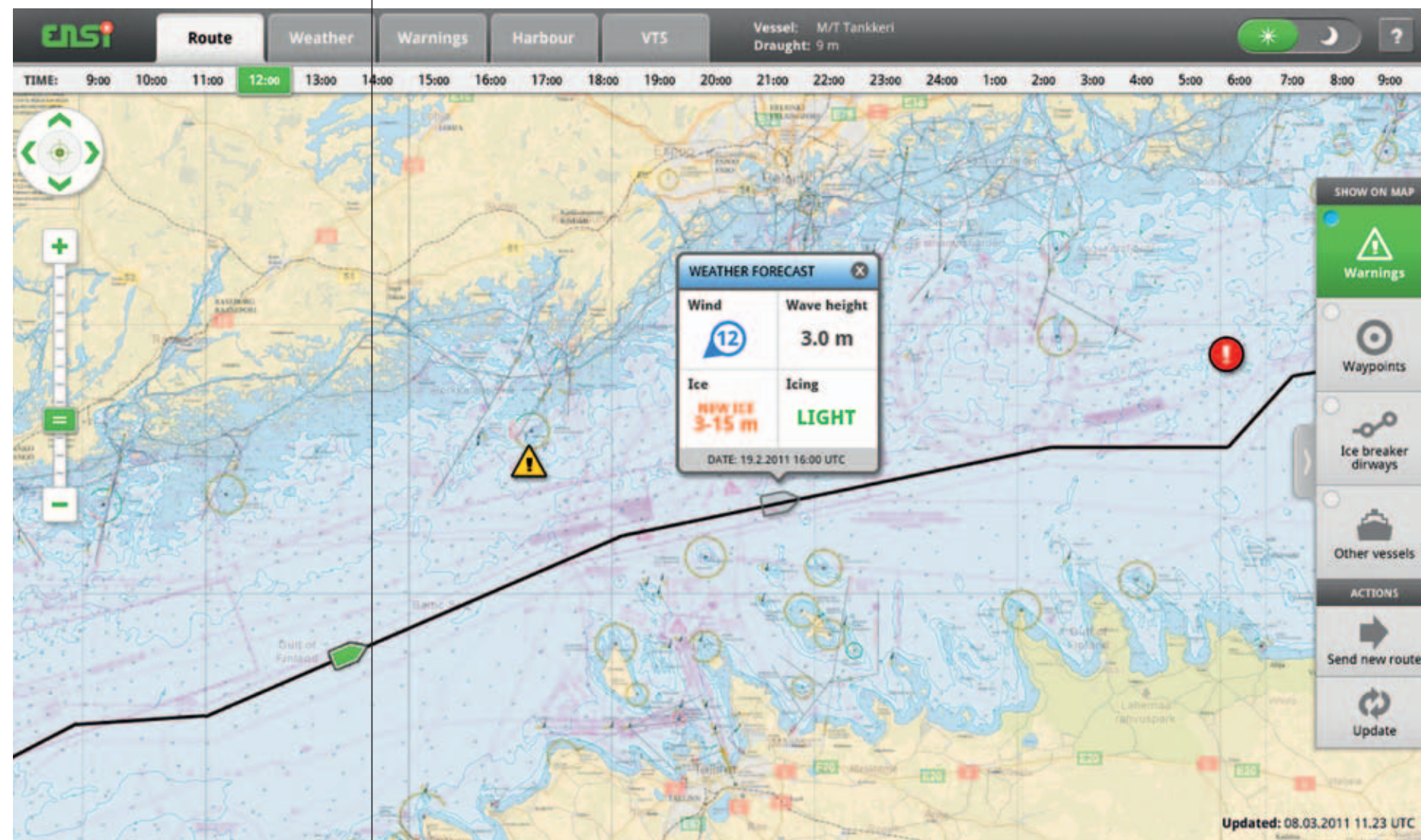
The solution to this problem is an automated service that enables forecasting vessel traffic management in seafaring. The ENSI service will not alter the fact that the vessel's captain remains at all times responsible for navigation. Instead, it gives the vessel's captain the opportunity to ensure the safety of the route one more time. It will also improve the marine 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 forecasting vessel traffic management. An accident-preventing service is very important to environmental protection. The service



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 traffic management takes action according to agreed procedures, and notifies the vessel of any unexpected risks.



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.

The progress of the Tanker Safety project is supported by an advisory team, chaired by Juhani Kaskeala. This team includes representatives of the Finnish Transport Agency's waterways department, Neste Oil, the Finnish Transport Safety Agency, the Finnish Border Guard, the Finnish Navy, and Finnpiilot Pilotage.

TANKER SAFETY PROJECT IN 2011

The specification and documentation of the ENSI project was completed in January 2011. A wide array of marine traffic experts from, for example, the Finnish Transport Agency, Arctia Icebreaking, the Finnish Meteorological Institute, Neste Oil, VTT Technical Research Centre of Finland and Finnpiilot Pilotage participated in the work. The documents were handed over to the Finnish Transport Agency, i.e. the owner of the ENSI service and the organiser of a competitive tendering process for the implementation of the system.

The tendering process took place during the summer, and the implementation of the system will begin in early 2012.

The project's focus is on service usability on the bridge. This is why a demo of the ENSI portal user interface was constructed already in the design phase,

allowing us to collect feedback on the service. The contents and graphic design of the demo, created by Adage and completed in October, were designed in cooperation with marine traffic professionals.

In late 2011, the usability tests of the ENSI service, conducted using the demo, were being planned and scheduled for early 2012.

In November, researchers of the Marine safety and traffic research institute organised an expert workshop on how the ENSI service will impact the risk of oil accidents in the Gulf of Finland. Results will be available in early 2012.

During the year, the Finnish Transport Agency continued to negotiate with Russian and Estonian authorities on the expansion of ENSI to cover the Gulf of Finland in its entirety.

SUPPORTERS OF THE JOHN NURMINEN
FOUNDATION CLEAN BALTIC SEA
PROJECTS IN 2011–2012

From 2011 onwards, accumulated support will be taken into account in the support received from companies and public stakeholders.

Principal sponsors Since

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

Main partners Since

Baltic Sea 2020	2007
Capgemini Finland	2009
EU Baltic Sea Region Programme 2007–2013	2010
Finnish Transport Agency	2009
Kuusakoski	2009
Nordea	2011
Onninen	2011
SIDA	2010
Ålandsbanken	2011

Key supporters Since

Adage	2010
Alexandria	2012
Castrén & Snellman	2007
Edita	2010
Familjen Hartwalls Fond	2007
Family	2010
Finnish Meteorological Institute	2011
Furuno Finland	2009
John Nurminen Oy	2005
Kotka Maritime Research Center	2011
Moderator Helsinki	2009
NCC	2010
Neste Oil	2009
Twinspark Consulting	2009
Uranus	2011
Waldemar von Frenckell Foundation	2011

FUNDRAISING AND SPONSORS OF THE CLEAN BALTIC SEA PROJECTS

The John Nurminen Foundation Clean Baltic Sea projects are funded with private donations and public funding. Funds are raised so the Foundation can reach its targets: an annual reduction of 2,500 tonnes of phosphorus through the Clean Sea 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 Clean Sea projects, and 2013 for the Tanker Safety project.

The Foundation leads and finances concrete projects with a beginning, an end, and a measurable end result. This approach sets the Foundation apart from all other stakeholders of the environmental sector. Failure to keep the set schedules is the greatest risk that could hinder the achievement of the targets.

The Clean Sea projects are still approximately 540 tonnes of phosphorus behind their target of 2,500 tonnes. To be able to achieve this target, we continue to raise funds from companies as well as private individuals. The Clean Sea projects use donated funds for project planning, equipment procurement, and project management. Funds are never transferred directly to our water utility partners.

In the autumn of 2012, the Tanker Safety project will move forward to the gradual deployment of the ENSI system. The project is currently raising funds for deployment training. 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.

Funding

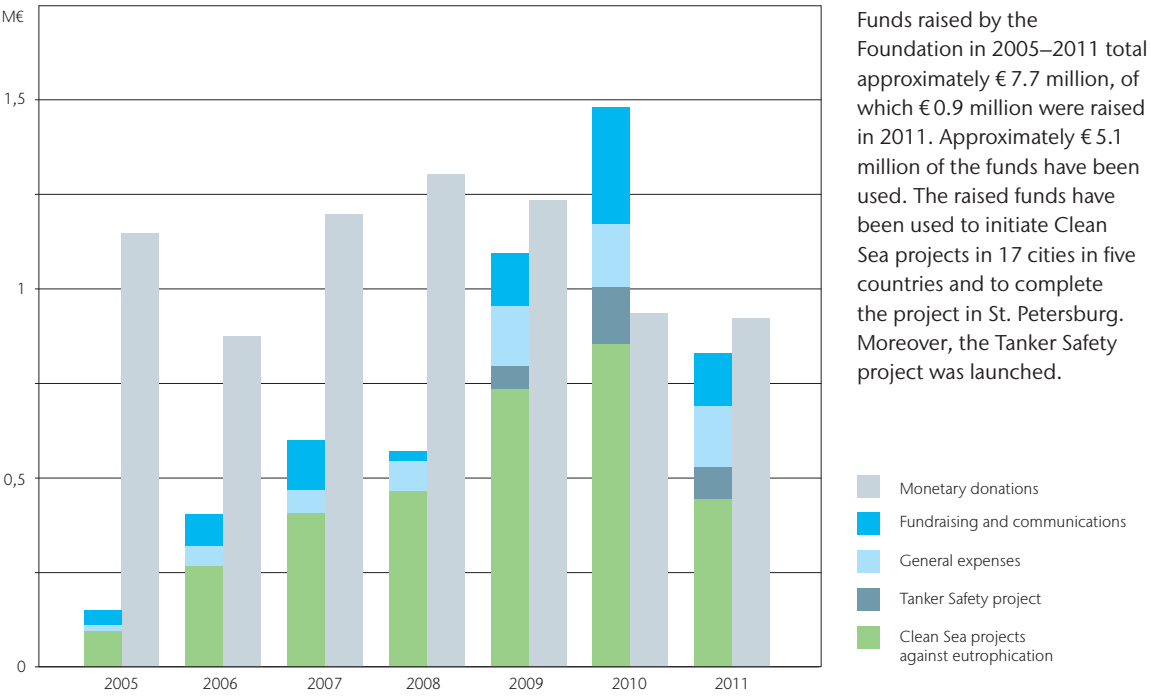
The Foundation uses three main methods to raise funds for the Clean Baltic Sea projects :

- 1) Appealing to companies and private individuals
- 2) 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) Applying for public project funding.

Donated funds are directed to the Foundation’s Clean Sea Funds (in 2004–2008 to the Clean Sea Fund I, and from 2008 onwards to the Clean Sea Fund II). Projects are financed with the capital accrued in these funds (see Bylaws of the Fund, page 74).

The profit and loss statement of the Foundation includes only received monetary donations. In 2005–2011, the Foundation raised approximately €7.7 million in support of the implementation of the Clean Baltic Sea projects. By the end of 2011, €5.1 million 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 result in the reduction of 1,960 tonnes of phosphorus in nine cities and five countries. Moreover, funds have been used to launch the Tanker Safety project.

CLEAN BALTIC SEA MONETARY DONATIONS AND EXPENSES BY OPERATIONAL BRANCH IN 2005–2011



PUBLIC FUNDING OF THE CLEAN BALTIC SEA PROJECTS IN 2007–2014

Stakeholder	Public sector funding not included in the Foundation's profit and loss statement	Public sector funding received by the Foundation
EU Baltic Sea Region Programme PURE (2009 - 2012)	2,500,000	520,000
EU Baltic Sea Region Programme PRESTO (2011 - 2014)	3,700,000	700,000
Finnish Transport Agency (Tanker Safety 2011)	300,000	0
Swedish International Development Co-operation Agency (St. Petersburg 2010 - 2011)	300,000	0
Ministry of the Environment (2007–)	0	505,000 *
TOTAL EUR	6,800,000	1,725,000

* Funding from the Ministry of the Environment includes PURE € 30,000 and PRESTO € 88,749.

In 2007–2014, public project funding included in the Foundation's profit and loss statement amounted to approximately € 1.7 million. Public funding granted for projects coordinated partly or in full by the Foundation but not included in the Foundation's profit and loss statement for the Clean Baltic Sea projects amounted to approximately € 6.8 million.

Monetary support to the Foundation consists mainly of donations by companies and public stakeholders. In 2011, a total of €921,853 was donated to the Foundation's Clean Baltic Sea projects. Companies accounted for approximately 45% of the donations, and the public sector for roughly 14%. 38% of the donations were private donations, and the remaining 3% consisted of return on invested capital. Anniversary donations by private individuals amounted to almost €115,000.

Companies supporting the Foundation can be divided into four categories: principal 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 principal sponsors: Nokia, Sanoma, Fortum, and the Finnish Ministry of the Environment. These stakeholders have supported the Clean Baltic Sea projects from the 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).

In 2011, equipment was procured for the purpose of implementing improved phosphorus removal at the St. Petersburg Northern wastewater treatment plan. Since 50% of the project at the Northern plant was financed by the Swedish International Development Agency (SIDA), the St. Petersburg water utility, in line with the procurement rules of the European Bank for Reconstruction and Development, organised a tendering process in November – December 2010, with deliveries taking place in March – April 2011. The Foundation compensates 50% of the value of the procurement to the Nordic Investment Bank's SIDA project fund, which has made the payments to the equipment suppliers.

The total budget of the Foundation's EU-funded PURE project is €3.2 million, of which only a

section (€0.6 million) 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 for the realisation of the project's environmental impact.

The total budget of the PRESTO project is €4.55 million, of which direct investment to nutrient removal at wastewater plants accounts for €2 million. EU funds the majority of the project, bearing 75–90% of the project partners' project costs (depending on the country where the partner operates). Moreover, the Finnish Ministry of the Environment supports the Finnish project partners UBC and the John Nurminen Foundation with a total amount of €185,000, covering the majority of the own costs of these two project participants.

The total combined budget of the EU-funded PURE and PRESTO projects is €7.2 million, of which €3.0 million consists of direct investments to the Foundation's target cities.

Main corporate donations in 2011

In 2011, Nokia decided to continue its many years of support to the John Nurminen Foundation's Clean Baltic Sea projects. Nokia's support will continue through 2012.

Kuusakoski and Ålandsbanken with its nature account bonus donation of €51,000 joined the Foundation's main partners.

A two-year agreement on equipment deliveries was concluded with Onninen. Onninen will provide the Foundation's Vyborg project with equipment worth at least €50,000 in 2011, and in 2012 the Gatchina project will receive equipment for at least the same amount.

In the spring of 2011, principal sponsor Sanoma presented the Foundation with a donation of €200,000 (included in the Foundation's financial statements for 2010). Also in 2011, Sanoma donated media space worth approximately €260,000 to the Foundation.



TUULA PUTKINEN

EXCERPTS FROM THE 'THE BALTIC SEA AND ME' COLUMN OF JANNE TOMPURI, MANAGING DIRECTOR OF ADAGE CORPORATION, A COMPANY WHO HAS DONATED EFFORT TO THE TANKER SAFETY PROJECT.

'...My awareness of the poor status of the Baltic Sea grew when I, in 1998, assisted in organising the Itämeri.Nyt. conference in Hanko. Being a voluntary at the environmental organisation Dodo and working, through Adage, in close cooperation with the WWF at the turn of the millennium have made sure that I do not forget the vulnerability of the Baltic Sea or the oil accident risks caused by growing cargo vessel traffic.

The management team of Adage, a company focusing on user interface design and usability research, has a shared background in environmental organisations. I first got to know Sami Wilkman, our Sales Director, and Raino Vastamäki, our Research Director, in Dodo, where we organised spectacular public events as well as panel discussions targeted at the decision-makers of smaller communities. Because of our shared background, we have supported ambitious environmental projects, such as the Demos Helsinki Ilmastotalkoot climate campaign, environmental protection projects of the WWF, and now the Tanker Safety project by donating our effort to these projects.

'...A change in attitudes is the single most important factor in the protection of the Baltic Sea. This change is possible and already ongoing. Moreover, we need shared legislation and efficient solutions with a voluntary basis. The ENSI system, developed by the John Nurminen Foundation Tanker Safety project, is an example of a cost-efficient tool that can encourage individual cargo vessels to share their route data with the authorities, thus reducing the risk of oil accidents. For us at Adage, it has been a great privilege to participate in the planning of the system's concept and the user-centred design of its user interface.'

'The Baltic Sea and Me' columns at www.puhdasitameri.fi



TUULA PUTKINEN

EXCERPTS FROM THE TEXT OF JUKKA HIENONEN, AN ANNIVERSARY DONOR AND GUEST WRITER OF THE 'THE BALTIC SEA AND ME' COLUMN.

In August, Jukka Hienonen celebrated his 50th birthday. Instead of gifts, his wish was that his guests would make a donation to the John Nurminen Foundation's Clean Baltic Sea projects. The collection raised over €11,500.

I have learned to appreciate the various ways of living by the sea, and been able to get to know our fantastic neighbours. Largely because of the strong seamanship traditions and hospitality of the Swedes, I have become a veritable fan of Sweden. The life stories of the people on the Estonian coast and its islands have also moved me strongly. In the archipelago you also realise how the sea has always been an important mediator of influences for us. The sea does not divide, it connects.

'...Everything begins with the individual. If we are indifferent, our environment will become intolerable. The sea holds a strong attraction, as evidenced by the year-on-year growth of recreational sailing. When we take proper care of waste disposal, we will all feel better. By setting a good example, you encourage others to do the right thing too.

The Clean Baltic Sea projects of the John Nurminen Foundation have achieved many concrete results. The results reached in the wastewater treatment of St. Petersburg, for example, are very impressive. This project was conducted with the kind of open-mindedness that is needed for things to move forward. If Russia has not yet realised what the status of the Baltic Sea is, or if recreational use of the sea does not yet have a similar role there, it is our task to take this message to them. Sometimes, a responsible neighbour takes on a greater role than just cleaning up his own backyard. Isn't it better to take care of the garbage your neighbour forgot on his yard than wait for the wind to spread it around?

The donor list of my 50th birthday collection included almost 100% of everyone invited. This is evidence of the support my selected donation target received in our circle of friends.'

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. 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 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.

Examples of donated effort include the three companies who provided pro bono services to the Tanker Safety project in 2011. Castrén & Snellman researched legal issues around ENSI deployment, Capgemini wrote the documentation for the tendering process. Adage created a demo version of the ENSI portal user interface, whereas Twinspace assisted in the design of the project.

Also in 2011, Sanoma donated media space worth approximately €260,000 to the Foundation. The advertisement agency Family donated the advertisements' creative effort to the Foundation.

Fundraising costs

The Foundation's Clean Baltic Sea project was sparked by an individual project in St. Petersburg in 2005, but has since expanded significantly. In 2011, the Foundation's Clean Sea projects were ongoing already in 17 cities in 5 countries. Prestudies for the Tanker



Support the John Nurminen Foundation Clean Baltic Sea projects with microdonations

In October 2011, the John Nurminen Foundation and Nordea Bank Finland signed an agreement covering Nordea's support to the John Nurminen Foundation's Clean Baltic Sea projects, both through financial support and by donating expert resources.

According to the agreement, Nordea will offer its ePiggy service in support of the John Nurminen Foundation's Clean Baltic Sea projects. With the service, Nordea's Finnish private customers can make a microdonation to the John Nurminen Foundation Clean Baltic Sea projects when making payments with their debit cards. Nordea will also add the Foundation's logo to its card image offering. For each ordered card, the Foundation's Clean Baltic Sea projects receive a sum of three euros as marketing compensation. Nordea provides these services to the clean Baltic Sea projects on an at cost basis, and will not benefit financially from the agreement. In addition to providing financial support, Nordea is committed to promoting the Clean Baltic Sea projects in its own marketing and communications channels.

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 expanding operations, the costs of fundraising and communications are also on the rise. After the non-recurring investments of 2010, the communications and fundraising costs returned to their normal level in 2010. The Foundation does not have full-time fundraising staff, nor has it outsourced its fundraising to an external company.

EXCERPT FROM KARI RAIVIO'S FAREWELL BLOG (12 JANUARY 2012)



UNIVERSITY OF HELSINKI

If you ask the academic community what should be done to protect the sea, their standard answer is 'more research'. Of course we need research too, but at some point we have to take action! The John Nurminen Foundation provided the opportunity to do just that: we, the Board, began to envision concrete tasks that the small foundation could accomplish. The Foundation's phosphorus removal projects at wastewater plants have, since their initiation, been based on solid research results, and this data was now applied to real life in the form of cost-efficient, high-impact measures. This approach goes well with my natural mindset: as an intensive care physician, I am used to making decisions even when all the tests I need have not yet been run. Compared to the measures taken

to mitigate climate change globally, the Foundation's projects have been brisk and determined, and manned by excellent specialist resources. The disgraceful status of the Baltic Sea can be concretely observed by every one of us, and this is sure to awaken the general public's interest and willingness to help. Perhaps it would be less painstaking to draw up international climate agreements if carbon dioxide was a reddish gas we could see accumulating in the air we breathe. Now, as I move on, making room for new and innovative board members at the John Nurminen Foundation, I want to thank everyone for the extraordinary years spent together, and wish the Foundation's plans the best of success!

Kari Raivio

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.

When engaging in corporate cooperation, the Foundation adheres to the following principles:

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. Primarily, the Clean Baltic Sea projects aim at significant and large-scale reductions in the total nutrient load entering Baltic Sea. Calculations related to the Tanker Safety project have shown that preventing an oil accident is far less costly than taking action when the damage is done.

Content co-operation

Depending on the scope of the cooperation, supporting companies can be featured 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 their motives for promoting the protection of the Baltic Sea on the Clean Baltic Sea website and through other channels.

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, for example.

The Foundation does not sell products in order to raise funds for the Clean Baltic Sea projects. Moreover, the Foundation's logo cannot be used in marketing or selling the products of a third party.



TUULA RUTINEN

Castrén & Snellman Attorneys Ltd. has supported the operations of the John Nurminen Foundation since 2007. In 2011, the expertise of Jason Törnqvist (left) and Niklas Langenskiöld was extremely valuable for the Tanker Safety project.

CASTRÉN & SNELLMAN WANTS TO HELP THROUGH CONCRETE ACTION

Castrén & Snellman Attorneys Ltd. has supported the John Nurminen Foundation since 2007. In addition to an annual donation, Castrén & Snellman has donated its expertise to the Foundation.

'We were looking for a charity that we could make a long-term commitment to. We also wanted to select a target where our support would have a direct impact on the wellbeing of the environment. This is why the Clean Baltic Sea projects were our choice', explains Pauliina Tenhunen, Managing Partner at Castrén & Snellman.

The Tanker Safety project is the latest case where the Foundation has utilised Castrén & Snellman's expertise.

'Providing assistance to this project was both natural and inspiring to us, since we have a number of lawyers who are also experts in marine traffic. In 2011, we researched legal issues and hindrances, if any, to the deployment of the ENSI system on behalf of the Foundation.'

The final report concluded that there are no legal impediments to the deployment of the system. As using the possibilities provided by the system is voluntary,

it does not, for example, compromise the captain's autonomy in route planning or alteration. International marine legislation is also not an obstacle. On the contrary, it is a recommendation of the International Maritime Organization that routes are announced in advance, and for this end, the ENSI system is the best possible tool.

Alongside the donations of money and resources, increasing awareness of the status of the Baltic Sea is a key issue for the company. Every now and then, Castrén & Snellman organises events where representatives of the John Nurminen Foundation introduce their operations to the law firm's employees, customers and cooperative partners. The World Law Group conference, organised in the summer of 2012 and hosted by Castrén & Snellman, will provide one such opportunity, when hundreds of the top names in the world of law gather to the event from around the globe.

'The Gulf of Finland is a unique marine area, and as such well worth protecting. Our company has offices in coastal cities both in Finland and Russia, so the wellbeing of the Baltic Sea is a topic that touches the life of all of us in the future. It is wonderful to be a factor in the success of this project', Pauliina Tenhunen sums up.

KIITOS
PUHDAS ITÄMERI
-HANKKEIDEN
TUKIJOILLE



SUURTUKIJAT:

Fortum **Sanoma** **NOKIA**  YMPÄRISTÖMINISTERIO
MILJÖMINISTERIET
MINISTRY OF THE ENVIRONMENT

PÄÄYHTEISTYÖKUMPPANIT:

  **KUUSAKOSKI** RECYCLING **Liikennevirasto**
Nordea **onninen** **ÅLANDSBANKEN**

AVAJUTUKIJAT:

Aalto-yliopiston ylioppilaskunta **Adage** **Aktia** **ASPO**
CASTRÉN & SNELLMAN **EDITA** **EKOKEM** *Familjen Hartwalls Fond*
KITA-YHTIÖT OY **FURUNO FINLAND OY** **ILMATIETEEN LAITOS** **JOHN NURMINEN**
NCC **MetroAuto⁸⁵** **MODERATOR** **NESTE OIL**
uranus.fi **TWINS PARK CONSULTING** *Waldemar von Frenckells stiftelse*

MUUT TUKIJAT:
Aalto-yliopiston ylioppilaskunta, Adco, Advokatbyrå Hannes Snellman Oy, Arctic Icebreaking Oy, Bain & Company Nordic Inc., Balance Team Oy, Benjon Oy, Deltamarin, Ekoport Turku Oy, EMC Computer Systems Oy, ESRI Finland Oy, Evli, Exxonmobil Finland Oy, Fact Law Group, Fiskars Oyj, Golden Oriol Oy Ab, Helsingin yliopistokiinteistöt Oy, Kontino Oy Ab, Kyytiopika.com, LJR Accounting Oy Ab, Media Cabinet Oy, Mercamer Oy, Moonway Oy Ab, Multiprint Oy, Netcontrol Oy, Nitro Group Oy, Nordic Mezzanine Oy, Orion Oyj, Pfizer Oy, Prima Shipping Oy Ab, Rahjan huolinta, Rejlers Oy, Sail Tech Herrala Oy, Scandic, Container, Stockmann, Suomen Standardoimisliitto ry, Suomen osto- ja logistiikkayhdistys LOGY, Sweco Industry Oy, Taitomyly Oy, TAT-ryhmä ry, Turkistuottajat Oyj, Vectia Oy, Versaali Oy, Victor Ek Oy Ab, KiitoSimeon, Simeon services, Suomenlinnan panimo, Turvanasta Oy, Greta Maria Lindblom stiftelse

PUHDAS ITÄMERI JOHN NURMISEN SÄÄTIÖ

Keräysluvut: Rehevöitymishankkeet, John Nurmisen Säätiö/Politiisihallitus 2020/2010/3733, 22.12.2010/1.1.2011 - 31.12.2012, koko maa Ahvenanmaata lukuun ottamatta. Rahaston nimi Puhdas meri -rahasto. Kotimaan maksut Nordea 159630-76523.

A newspaper advertisement published in *Helsingin Sanomat* in January 2012 thanked the supporters of the Clean Baltic Sea projects in 2011. Some companies who had made donations by the end of December were too late to make it to the advertisement. Such companies will be included in the thank you advertisement for 2012.



FORTUM

Anne Brunila,
Executive Vice
President of
Corporate Relations
and Sustainability at
Fortum

Anne Brunila's thoughts on corporate responsibility and the protection of the Baltic Sea

What are the criteria based on which Fortum selects its corporate responsibility partners?

We support organisations and communities that work for the benefit of society in the countries where we have business operations. In issues related to social and environmental responsibility, we value local perspective and impact. The objective is that both parties benefit from the sponsorship relation, which also generates easily measurable results.

We select our partners based on knowhow and impact. We cooperate with sports organisations, for example, promoting sports amongst children and the youth. We also participate in nature conservation organisation projects that promote biodiversity.

Last year, we supported non-profit activities with €4.6 million; in addition, we donated €2.8 million to university research and development.

How does Fortum make corporate responsibility work in real life?

Sustainable development is an integral part of Fortum's strategy, and our mission expresses our commitment to sustainable development. The company's operations take financial, social and environmental responsibilities into consideration in a balanced manner. We emphasise targets and impact both in our sponsorships and in the way we manage sustainable development. We have defined group-level targets that steer our operations and are integrated to our business objectives and annual business planning. We monitor the achievement of our targets regularly – also at the management team level.

The long-term support of the Foundation's three principal sponsors, Fortum, Nokia and Sanoma, has been essential to the continuity of the Foundation's operations. In the stories below, the companies share their views on corporate responsibility, and their motivation for supporting the John Nurminen Foundation's Clean Baltic Sea projects.

Our skilful and committed staff is at the core of our corporate responsibility operations. Company management makes the decisions on strategy and objectives that set the direction for operations, but the everyday execution of these objectives is done at the level of individuals.

The challenges of sustainable development are global, and Fortum, as a company, is not working in a vacuum: we cooperate and solve problems actively with various stakeholder groups.

Cooperation is important also because it allows Fortum to both understand and respond to stakeholder expectations. We conduct regular stakeholder surveys, monitor public discussion, and engage in active dialogue on the key questions of the energy industry.

In Fortum's line of business, does corporate responsibility constitute a competitive factor?

Economic growth, increasing wealth and the growth of the population inevitably lead to a growing need for energy, and intensify the competition for our waning natural resources in the coming decades. At the same time, mitigating climate change is becoming an increasingly important question.

At Fortum, business and corporate responsibility are integrally linked. The purpose of Fortum's operations is to create energy that facilitates the lives of both current and future generations. We provide sustainable solutions that help us decrease emissions, increase the efficiency of resource use, and ensure the availability of energy. In our view, the energy system of the future should be based on carbon-dioxide-free electricity production, energy safety and energy efficiency. Being a pioneer is a clear competitive advantage. For us, this equals the desire to be a pioneer in the development of the energy system of the future – the solar economy.

Why does Fortum support the protection of the Baltic Sea?

Fortum's operations focus on the Nordic countries, Russia, Poland and the Baltic states. The Baltic Sea is a unifying factor for the countries where we operate. We want to support the John Nurminen Foundation in the work to protect the sea we share, and to cooperate in way that supports our mission: 'Fortum acts responsibly towards the environment and future generations.'

We emphasise results, and the Foundation's operational model, increasing the phosphorus removal efficiency of the wastewater treatment plants in the Baltic Sea catchment area, has proven to be highly efficient.



Jaakko Rauramo,
Chairman of the Board of Sanoma

Corporate responsibility report: let's behave

Jaakko Rauramo, Chairman of the Board of Sanoma, begins with terminology. According to Rauramo, since companies do not have powers of decision in society, and consequently no means of truly influencing society, we cannot really speak of 'corporate social responsibility'. Corporate responsibility entails first and foremost the companies' task of creating jobs and tax income. But there are other tasks. Rauramo says that 'decent behaviour' is an important guideline also in business. 'All successful companies that have been around for a long time have in one way or another adhered to this principle. That should suffice as a corporate responsibility report.'

Rauramo points out that only money that shareholders have decided to give away in a general meeting can be directed to charities. In fact, the funds available to a company belong to the shareholders, which means that decisions on donations must be made at general meetings. In other words, shareholders give up a certain share of their dividends, allowing for the funds to be used for purposes that do not directly benefit the everyday operations of the company. All other funds must be used responsibly for the advancement of the company's business.

Rauramo will not take the oft-repeated mantra that truly responsibly companies should do more than is required by laws

and decrees without a pinch of salt. He asks us to think about where the impact of doing more will truly be reflected in the end. What stakeholder groups will suffer when more is done to benefit another group? Will this impact product prices, employee salaries, shareholder dividends or supplier terms and conditions? We have to follow the chain of thought all the way through: in most cases, by 'doing more' companies are seeking some kind of profit.

Corporate image management can be one motivator. According to Rauramo, this is most important in terms of employees. Cutting raw material costs will hurt no-one, but it is always worth considering if a company can afford to take a softer stance with its employees. In the long run, this will turn out to be a solid investment in the company's reputation as an employer.

In the words of this seasoned media tycoon, decent behaviour is epitomised by the phrase 'Don't do anything that you do not want to read about in tomorrow's papers.' If you need to think twice whether a venture is in line with responsible behaviour, it is wisest not to go ahead with it.

The Baltic Sea versus climate change

In terms of sustainable development and carbon footprints, Sanoma is 'easy'. Rauramo prompts us to think of scale: with the carbon footprint of one flight to Thailand, you can subscribe to Helsingin Sanomat for 45 years. 'Have you ever seen a list where the carbon footprints of companies are listed by size?' If such a list existed, the scale they use would probably not go low enough for Sanoma to be listed; this is how small the company's carbon footprint is.

Sanoma has therefore done a great job with its own carbon footprint, and operates in accordance with the principles of sustainable development. What Rauramo wants to do is call in question the heated climate change discussion that is ongoing also in Finland, and challenge us to consider the matter from a national perspective. He says that it is pointless for Finns to 'overachieve' and risk the competitive edge of the Finnish industry by doing more for the environment than any European country on average does.

Rauramo does not want to belittle climate change on the global level, but he says we should consider what, in terms of the environment or the carbon footprint, are worthwhile actions in Finland. What is the true impact of our actions? The growth of carbon dioxide emissions globally during the past five years corresponds to 150 years of emissions generated in Finland. Finnish carbon dioxide emissions constitute roughly one per mille of the world's emissions. 'Should Finland cease to generate carbon dioxide emissions or, alternatively, double them, this is a change that we could practically not even measure or verify.'

This is precisely why, compared to the climate change discussion, the Baltic Sea is a concrete and important target. 'Because the Baltic Sea can still be saved.' Rauramo says that the Baltic Sea cannot be saved with the donations of any individual company. But when we all pitch in, we can strengthen the general conviction that the Baltic Sea can be saved through cooperation. 'This is a practical project.'

Many companies that support the John Nurminen Foundation Clean Baltic Sea projects also seek to profit from the sponsorship. Rauramo is more specific on the role of Sanoma. The purpose of the media space donations is indeed to profit Sanoma through improved corporate image and corporate reputation, for example. Monetary donations, on the other hand, have been made on the basis of annual general meeting decisions, and they do not seek to benefit the company's marketing communications directly.

Sanoma is an umbrella company for many kinds of brands. Its business units have partners in various fields, such as culture, for example, and the sponsorship is considered to bring also commercial benefit through its impact on Sanoma's brand and corporate image. Sometimes the benefit is difficult to measure. In Rauramo's view, cooperation should focus on one or two projects which then receive massive support – otherwise they will not stand out.

Supporting the John Nurminen Foundation Clean Baltic Sea projects is a major undertaking for Sanoma, and the company does not participate in other, similar environmental projects. Rauramo says that financing the work to save the Baltic Sea brings added value to Sanoma, as it has a positive impact on the company's corporate image and on those Sanoma brands that are showcased as supporters of the John Nurminen Foundation Clean Baltic Sea projects. Sanoma's long-term support of the Baltic Sea effort can also have a positive impact in recruitment situations or in the customer interface.

Sponsorship work distribution: making it easy to give support

Rauramo does not find it feasible to direct the resources of Sanoma personnel, who are already under heavy pressure to generate results and be efficient, to a corporate responsibility programme that would be implemented throughout the organisation. The personnel of a media company, such as Sanoma, will acquaint itself with projects by reading the annual report or the corporate responsibility report, for example.

Since 2006, Sanoma has been a main supporter of the work of the John Nurminen Foundation. The support has consisted of monetary donations and donations of advertising and media space in various Sanoma media.



Kirsi Sormunen,
Head of Sustainability Operations at Nokia

At Nokia, sustainability is part of everything we do

In early 2012, there were more than 1.3 billion Nokia mobile phone users in the world. When we consider environmental impacts, everything Nokia does is scaled up many times over, whether we are speaking of alterations in packaging, changes in materials, or energy efficiency.

Sustainable development is integrated into all Nokia business operations. Kirsi Sormunen, Head of Sustainability Operations at Nokia, says that this is the key aspect of the company's corporate responsibility. Sustainable development is the fundamental prerequisite, or justification, for engaging in business operations. Kirsi Sormunen uses the term 'license to operate': business today simply cannot exclude the principles of sustainable development.

At Nokia, sustainable development is evident in the way the company deals with product management, manufacturing and its own facilities, for example, and in the requirements it sets for its supplier chains and subcontractors. In practice, responsibility is spread out throughout the organisation. Business and unit heads are responsible for ensuring that aspects of social and environmental responsibility are sufficiently accounted for in their operations.

Sustainable development is not philanthropy – but philanthropy is part of corporate responsibility

As said, sustainable development is integrated into Nokia's business operations. Global and local targets of charity or

disaster relief, for example, are therefore not covered by sustainable development, but are a part of Nokia's more extensive corporate responsibility programme. Within the scope of this programme, Nokia allocates a certain sum from its budget to environmental targets, social philanthropy, and disaster relief. According to Sormunen, all companies are responsible for doing their share for the local community. Compared to the major effort directed at sustainable development through Nokia's core business operations, these activities are merely the tip of an iceberg.

Failure to adhere to the principles of sustainable development cannot be compensated by other actions elsewhere.

Sormunen says that it is increasingly rare to see companies trying to pay for the mistakes they have made elsewhere in their business operations with monetary donations or support to charities.

Sormunen emphasises the importance of continuity and perseverance to corporate responsibility: 'Corporate responsibility is not something you can take or leave depending on the success of your company. It has to be incorporated to the company's thinking and operations in bad times as well as good.'

No greenwash in marketing

Nokia does not exploit sustainability in its product marketing. Sustainable development is not something that is actively highlighted at the consumer interface. By contrast, Nokia provides its stakeholders with extensive and thorough reports on sustainable development operations (in the annual corporate responsibility report, for example, or the Nokia People and Planet pages). www.nokia.com/sustainability

It is not Nokia's number one priority to differentiate itself from the competition in the area of sustainable development. According to Sormunen, the demands of sustainable development are the same for all companies, and stakeholders, too, have the same expectations. 'All companies with responsible, long-term operations understand that this has to be a sufficiently central part of the way the company is run.'

Certainly, sustainable development is a 'must' in the eyes of both consumers and the company's employees. For the next generation in particular, corporate responsibility is a key criterion when choosing an employer. The philosophy of sustainable development, coupled with local charitable initiatives, also foster commitment and motivation amongst employees. Social media, too, has a role as an important channel towards consumers and employees. The pressure to act responsibly is accumulating also through these channels.

Whenever possible, charitable projects seek for synergies with the company's business operations. Nokia's goal, whenever feasible, is to select targets of support and co-operation where

mobile technology can be utilised. Many targets that Nokia supports deal with mobile learning and mobile health, for example.

The Baltic Sea is Nokia's most significant environmental protection target area in Northern Europe

In its local projects, Nokia seeks to find projects and targets that are significant to the communities in the region. Following this logic, the Baltic Sea became Nokia's target area in an almost self-evident fashion: the critical status of 'the most polluted sea in the world' is one of the region's most pressing environmental issues. This is why Nokia, too, has for quite some time been active in the effort to save the Baltic Sea through supporting the WWF and the John Nurminen Foundation, for example.

According to Sormunen, both global and local partnerships search for projects and operations with concrete targets and the capability to achieve results. The input-output ratio, which reveals what is actually achieved with the funds directed to charity and support, is increasingly scrutinised. Results must also be measurable with common sense metrics. The viability of the projects is another criterion for Nokia's participation: operations must continue even when Nokia, for one reason or another, no longer continues to support the project. The projects establish their viability with their ability to carry on after Nokia's support has ended.

Since 2005, Nokia has been a main supporter of the John Nurminen Foundation's work. According to Sormunen, the operations of the John Nurminen Foundation resonate well with Nokia's views on measureable environmental work that brings results.

CLEAN BALTIC SEA CLUB EVENT AT NOKIA ON 23 AUGUST 2011

On 23 August, the Foundation's second Clean Baltic Sea Club Event for sponsors and stakeholders was organised at Nokia House. The event provided information on the Foundation's projects and current fundraising status. The event was hosted by Esko Aho, Executive Vice President, Corporate Relations and Responsibility at Nokia. Approximately 100 John Nurminen Foundation supporters and partners participated in the event.





Esko Aho, Executive Vice President, Corporate Relations and Responsibility at Nokia hosted the Clean Baltic Sea 2011 event. In his opening, he referred to Michael Porter's views on corporate responsibility. Aho pointed out that from Nokia's viewpoint, supporting the Clean Baltic Sea project is an excellent example of co-operation that generates shared value. Responsible business operations cannot be conducted without the support of the public sector, with legislation and procedures creating the operational prerequisites for the so-called third generation of corporate responsibility.



Veli Sundbäck, Chairman of the Foundation's Clean Sea project advisory group, led the panel discussion on the challenges of the eutrophied Baltic Sea. From the left, Baltic Sea Ambassador Timo Rajakangas (Ministry of Foreign Affairs), Mikhail Durkin (HELCOM), Marjukka Porvari (Director, Clean Sea Projects, JNF).



Juhani Kaskeala, member of the John Nurminen Foundation board and chairman of the Tanker Safety Advisory Group (left) and Juhani Damski from the Finnish Meteorological Institute, which is a major content provider to the Tanker Safety project.



To the left, Kari Raivio from the Board of the Foundation, in the middle Kirsi Sormunen, Head of Sustainability Operations at Nokia, and Tom Ginman, President, Aktia Funds.



From the left, Tanker Safety panellists Pekka Laaksonen (John Nurminen Foundation), Tiina Tuurnala (Finnish Transport Agency) and Stig Sundberg (Neste Oil). On the right, Erik Båsk, Secretary General of the Foundation, gives his thanks to all supporters of the Foundation and presents its current fundraising status.

Juhani Tervala, Director General of the Finnish Transport Agency, led the discussion towards the second topic of the day, i.e. the safety of oil transportation in the Gulf of Finland. The Finnish Transport Agency plays a key role in the John Nurminen Foundation's Tanker Safety project, which has a very concrete target: to reduce the risk of major oil accidents through the service created by the project.

2011 FINANCIAL STATEMENT OF THE JOHN NURMINEN FOUNDATION

John Nurminen Foundation Business ID 0895353-5 Helsinki

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.

In 2011, the deficit of the Foundation's maritime history branch was €113,956. One reason for this was misjudgment in ordering a second print run for Gustav III. Being nominated for the Tieto-Finlandia prize brought visibility to the book, but since it did not win, the second edition did not sell. This is one of the reasons why an exceptional depreciation of €56,687 was made for the Foundation's current asset books during the financial period. The depreciation is based on book-specific market value and estimates of book sales in the coming years.

Due to increased costs and uncertainty of economic situation, the profit and loss statement for the year 2011 shows a deficit of €62 666.

GENERAL EXPENSES OF THE JOHN NURMINEN FOUNDATION

The Foundation's general expenses amounted to €178,739 (€164,705), consisting of personnel expenses in the amount of €88,271 (€77,795) and

other expenses in the amount of €97,593 (€84,448). Other expenses comprise Board member fees, meeting expenses, expenses related to financial administration and accounting (not for the environmental branch), IT and Internet costs, mailroom, office and telephone expenses, and the expenses of marketing and communications.

INVESTMENTS

The Foundation's asset management was put out to tender in 2011. Income from investments after fees and changes in depreciation amounted to €154,470 in 2011 (€257,155).

FACILITY LEASING

The John Nurminen Foundation owns approximately 10 per cent 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. Nurminen Logistics Plc has terminated its rental agreement, which will end in May 2012. The Foundation began looking for a new lessee for the ca. 400 m² premises it owns in the second floor of Huolintatalo.

Rental income after service charges came to €75,561 (€81,239).

PROFIT AND LOSS STATEMENT

Ordinary operations	2011	2010
MARITIME HISTORY		
Exhibitions		
Expenses		
Personnel expenses	-5,719.02	-2,628.58
Other expenses	-11,069.69	-10,088.03
Expenses, total	-16,788.71	-12,716.61
Exhibitions, total	-16,788.71	-12,716.61
Publications		
Income		
Book sales	161,106.57	145,176.88
Other	4,196.31	19,703.32
Total income	165,302.88	164,880.20
Expenses		
Personnel expenses	-37,658.60	-61,101.50
Other expenses	-140,252.70	-141,787.69
Change in stocks	-58,035.81	43,264.87
Expenses, total	-235,947.11	-159,624.32
Publications, total	-70,644.23	5,255.88
Collections		
Income		
Income from sales	0.00	6,959.00
Total income	0.00	6,959.00
Expenses		
Personnel expenses	-13,140.21	-12,650.62
Other expenses	-13,384.54	-10,806.34
Expenses, total	-26,524.75	-23,456.96
Collections, total	-26,524.75	-16,497.96
Maritime history, total	-113,957.69	-23,958.69

	2011	2010
CLEAN SEA FUNDS		
<i>Income</i>		
Donations received	768,389.81	643,752.71
Grants received	125,394.46	271,739.78
Investments	28,069.27	19,864.17
Total income	921,853.54	935,356.66
<i>Expenses</i>		
Personnel expenses	-327,578.36	-267,151.56
Depreciation	-30,233.64	-30,233.63
Other expenses	-472,383.23	-1,184,665.84
Expenses, total	-830,195.23	-1,482,051.03
Fund transfers	-91,658.31	546,694.37
Clean Sea funds, total	0.00	0.00
GENERAL EXPENSES		
<i>Income</i>		
Other income	8,339.97	0.00
<i>Expenses</i>		
Personnel expenses	-88,271.52	-77,795.90
Depreciation	-1,214.04	-2,461.43
Other expenses	-97,593.85	-84,448.58
	-187,079.41	-164,705.91
General expenses, total	-178,739.44	-164,705.91
Trading deficit from ordinary operations	-292,697.13	-188,664.60
INVESTMENT AND FINANCING OPERATIONS		
Facility leasing		
Rental income	159,747.05	153,923.78
Service charges	-84,186.32	-72,683.82
	75,560.73	81,239.96
Facility leasing, total	75,560.73	81,239.96
Other investment and financing operations		
<i>Income</i>		
Interest income	8,952.02	1,795.86
Dividend income	130,505.59	106,883.61
Profit from sales	569,964.44	87,762.30
Other income from investment	9,326.87	0.00
Total income	718,748.92	196,441.77
<i>Expenses</i>		
Interest expenses	0.00	0.00
Other expenses	-720,113.83	-144,784.87
Expenses, total	-720,113.83	-144,784.87
Depreciation and reversed depreciation	155,835.39	205,498.59
Investment and financing operations, total	154,470.48	257,155.49
Deficit (surplus) for the period	-62,665.92	149,730.85

BALANCE SHEET

Assets	2011	2010
NON-CURRENT ASSETS		
Tangible assets		
Machinery and equipment	33,875.93	65,323.61
Other tangible assets		
Works of art	204,674.03	190,674.03
Maps, books and items	434,147.38	434,147.38
Other tangible assets, total	638,821.41	624,821.41
Tangible assets, total	672,697.34	690,145.02
Investments	5,621,086.09	5,463,680.48
NON-CURRENT ASSETS, TOTAL	6,293,783.43	6,153,825.50
CURRENT ASSETS		
Stocks		
Unfinished books	14,803.40	3,627.10
Books	138,204.87	207,416.98
	153,008.27	211,044.08
Debtors		
Long-term		
Other debtors	0.00	100,000.00
Short-term		
Trade debtors	42,489.72	35,884.50
Other debtors	246,100.46	211,705.54
Prepayments and accrued income	112,707.73	281,029.91
	401,297.91	528,619.95
Cash in hand and at banks	1,707,671.94	1,794,428.11
CURRENT ASSETS, TOTAL	2,261,978.12	2,634,092.14
Assets, total	8,555,761.55	8,787,917.64

BALANCE SHEET

Liabilities	2011	2010
CAPITAL AND RESERVES		
Basic capital	142,168.69	142,168.69
Clean Sea Fund I	1,683,179.97	1,737,771.38
Clean Sea Fund II	818,411.51	672,161.79
	2,643,760.17	2,552,101.86
Retained earnings (loss)	5,656,096.19	5,506,365.34
Surplus (deficit) for the accounting period	-62,665.92	149,730.85
	5,593,430.27	5,656,096.19
CAPITAL AND RESERVES, TOTAL	8,237,190.44	8,208,198.05
CREDITORS		
Short-term		
Trade creditors	151,027.10	213,848.51
Other creditors	47,465.84	28,234.22
Accruals and deferred income	120,078.17	337,636.86
Short-term, total	318,571.11	579,719.59
CREDITORS, TOTAL	318,571.11	579,719.59
Liabilities, total	8,555,761.55	8,787,917.64

NOTES TO ACCOUNTING PRINCIPLEST

PRINCIPLES OF RECOGNITION AND MEASUREMENT

Recognition of fixed assets

No depreciation was taken for the fixed assets of the Foundation's ordinary operations. The fixed assets consist of works of art, maps, books and artefacts.

Office machines and equipment are shown in the balance sheet at cost less planned depreciation. The planned depreciation method was reducing balance depreciation at 25%.

Wastewater treatment plant equipment for temporary use in connection with the Clean Baltic Sea project is amortised on a straight-line basis over three years.

Intangible rights and other long-term expenses are amortised on a straight-line basis over five years.

Purchases of assets with an economic lifetime of less than three years and minor purchases are posted in their entirety as expenses of the financial period.

Recognition of investment and current assets

Investment assets and current assets are included in the financial statements at acquisition cost or at a lower transfer price expected to be valid on the date of the financial statements.

Recognition of current assets

Current assets are posted at purchase cost or a lower repurchase price, or at the expected sales price.

Books published by the Foundation are recognised at purchase cost or lower repurchase price, or at the expected sales price.

During the financial period, an exceptional value adjustment of €56,687.22 was made for the Foundation's current asset books. The value adjustment is based on book-specific market values and an estimate of sales during the coming years.

Expense allocation principles

Function-specific expenses and a share of common expenses are allocated to functions. When calculating a function's share of common expenses, the matching principle is adhered to as closely as possible.

Recognition of pensions

Pension security for the Foundation's employees is handled by an external pension insurance company. Pension insurance payments and expenses during the financial period are based on actuarial calculations. Pension expenses are posted as expenses during the year of accrual.

CHANGES IN THE PRESENTATION METHOD OF THE INCOME STATEMENT

Deviating from previous practices, the income statement is grouped to correspond to the Foundation's operational branch reporting.

Comparison data has been adjusted to correspond to the new method.

NOTES TO THE INCOME STATEMENT

Notes on personnel	2011	2010
Average number of personnel	9	9
Salaries and fees	396,890.06	357,963.77
Pension expenses	60,744.97	53,083.63
Other personnel expenses	14,732.68	10,280.76
	472,367.71	421,328.16

Investment and financing operations	2011	2010
Income		
Interest income	8,952.02	1,795.86
Dividend income	130,505.59	106,883.61
Profit from sales	569,964.44	87,762.30
Other income	9,326.87	0.00
Total income	718,748.92	196,441.77
Expenses		
Transaction and management fees	-38,299.12	-100,986.45
Sales loss	-681,814.71	-43,798.42
Expenses, total	-720,113.83	-144,784.87
Depreciation adjustment	155,835.39	205,498.59
Investment and financing operations, total	154,470.48	257,155.49

Clean Baltic Sea projects	2011	2010
<i>Income</i>		
Donations received	768,389.81	643,752.71
Grants received	125,394.46	271,739.78
Investments	28,069.27	19,864.17
Total income	921,853.54	935,356.66
<i>Expenses</i>		
Personnel expenses	-327,578.36	-267,151.56
Depreciation	-30,233.64	-30,233.63
Equipment purchases	-4,086.00	-352,669.14
Consultancy fees	-192,950.14	-393,865.57
Marketing expenses	-24,069.08	-172,968.95
Travel and meeting expenses	-100,943.01	-76,584.42
Other expenses	-150,335.00	-188,577.76
Expenses, total	-830,195.23	-1,482,051.03

Clean Baltic Sea, total	91,658.31	-546,694.37
Fund transfers	-91,658.31	546,694.37
Clean Baltic Sea, total	0.00	0.00

Clean Baltic Sea project expenses itemised by function	2011	2010
Eutrophication projects	-444,634.11	-854,682.62
Tanker Safety	-85,702.80	-152,690.82
General expenses	-160,919.14	-165,594.22
Fundraising and communications	-138,939.18	-309,083.37
Expenses, total	-830,195.23	-1,482,051.03

During the 2010 financial period, the Foundation commissioned a sizeable marketing and communications campaign that will be actively used in the Foundation's communications and fundraising for approximately three years. The marketing expense of €172.068.95 has been posted as a fundraising and communications expense of the financial period 2010.

NOTES TO THE BALANCE SHEET

Tangible assets	2011	2010
Machinery and equipment		
Office machinery and equipment		
Purchase cost 1 January	4,856.34	6,475.14
Increases	0.00	0.00
Depreciation for the accounting period	-1,214.04	-1,618.80
Book value 31 December	3,642.30	4,856.34
Wastewater treatment equipment		
Purchase cost 1.1	60,467.27	0.00
Increases	0.00	90,700.90
Depreciation for the accounting period	-30,233.64	-30,233.63
Book value 31 December	30,233.63	60,467.27
Machinery and equipment, total	33,875.93	65,323.61

Other tangible assets	2011	2010
Works of art		
Purchase cost 1 January	190,674.03	188,508.91
Increases	14,000.00	2,165.12
Book value 31 December	204,674.03	190,674.03
Maps		
Purchase cost 1 January	239,474.88	225,243.84
Increases	0.00	14,231.04
Book value 31 December	239,474.88	239,474.88

Books		
Purchase cost 1 January	22,768.34	22,768.34
Book value 31 December	22,768.34	22,768.34

Artefacts		
Purchase cost 1 January	171,904.16	171,904.16
Book value 31 December	171,904.16	171,904.16
Other tangible assets, total	638,821.41	624,821.41

Tangible assets, total	672,697.34	690,145.02
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Investments

2011

2010

Listed shares and other financing instruments

Book value 31 December	4,659,677.08	4,502,271.47
Market value 31 December	4,771,995.24	5,344,758.34
Difference	112,318.16	842,486.87

Other shares and similar rights of ownership

Kiinteistö Oy Pasilankatu 2, 11.67 per cent of shares		
Book value 31 January	961,409.01	961,409.01
Book value 31 December	961,409.01	961,409.01

Capital and reserves

2011

2010

Basic capital	142,168.69	142,168.69
Other restricted reserves		
Clean Sea Fund I		
capital 1 January	1,737,771.38	2,100,577.11
used according to fund rules to promote a clean sea	-54,591.41	-362,805.73
capital 31 December	1,683,179.97	1,737,771.38
Clean Sea Fund II		
capital 1 January	672,161.79	856,050.43
donations received	768,389.81	643,752.71
grants received	125,394.46	271,739.78
fund income	28,069.27	19,864.17
used according to fund rules to promote a clean sea	-775,603.82	-1,119,245.30
capital 31 December	818,411.51	672,161.79
Retained surplus (deficit) from previous financial periods	5,656,096.19	5,506,365.34
Surplus (deficit) for the accounting period	-62,665.92	149,730.85
Capital and reserves, total	8,237,190.44	8,208,198.05

The Foundation has two funds, Clean Baltic Sea I and II, which are restricted for a specific purpose. Monies in the funds are used according to fund rules.

Monies in the Clean Baltic Sea funds have been invested in Nordea time deposits and short-term fixed-income funds.

INSIDERS

The Foundation's insiders include Board members, their spouses and underage children, and affiliated companies.

All insider business transactions are conducted at current market value and in line with the Foundation's interest.

Insider transactions

2011

2010

Purchases

Rents for facilities	30,091.38	24,335.68
Other	39,425.74	42,140.80
	69,517.12	66,476.48

Sales

Rents for facilities	188,834.96	183,201.37
Other	18,911.30	9,371.26
	207,746.26	192,572.63

Contingent liabilities

2011

2010

Leasing and rental liabilities excluded from the balance sheet		
Payable in the next financial period	25,475.79	25,400.07
Payable later	11,682.54	35,047.62
Total	37,158.33	60,447.69

Signatures of the Annual Report and Financial Statements
Helsinki, 23 March 2012

Juha Nurminen Chairman of the Board of Directors	Jouko Lönnqvist
Peter Fageräs	Juhani Kaskeala
Hannu Syrjänen	Veli Sundbäck
Sirpa Ojala	Sari Baldauf
Annamari Arrakoski-Engardt	Erik Båsk Secretary General of the Foundation

A report of the audit has been submitted today.
Helsinki, 3 April 2012

PricewaterhouseCoopers Oy
Authorised Public Accountant Firm

Johanna Perälä Authorised Public Accountant	Samuli Perälä Authorised Public Accountant
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Auditor’s Report (Translation)

To the Board of Directors of John Nurminen Foundation

We have audited the accounting records, the financial statements, the report of the Board of Directors, and the administration of John Nurminen Foundation for the year 1.1. – 31.12.2011. The financial statements comprise the balance sheet, the income statement and notes to the financial statements.

Responsibility of the Board of Directors

The Board of Directors is responsible for the preparation of financial statements and report of the Board of Directors that give a true and fair view in accordance with the laws and regulations governing the preparation of the financial statements and the report of the Board of Directors in Finland. The Board of Directors is responsible for the appropriate arrangement of the control of the foundation’s accounts and finances, and shall see to it that the accounts of the foundation are in compliance with the law and that its financial affairs have been arranged in a reliable manner.

Auditor’s Responsibility

Our responsibility is to express an opinion on the financial statements and on the report of the Board of Directors as well as on matters required by the Foundations Act based on our audit. The Auditing Act requires that we comply with the requirements of professional ethics. We conducted our audit in accordance with good auditing practice in Finland. Good auditing practice requires that we plan and perform the audit to obtain reasonable assurance about whether the financial statements and the report of the Board of Directors are free from material misstatement, and whether the members of the Board of Directors are guilty of an act or negligence which may result in liability in damages towards the foundation or have violated the Foundations Act or the rules of the foundation.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements and the report of the Board of Directors. The procedures selected depend on the auditor’s judgment, including the assessment of the risks of material misstatement, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the foundation’s preparation of financial statements and report of the Board of Directors that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the foundation’s internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements and the report of the Board of Directors.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion on the Financial Statements and on the Report of the Board of Directors

In our opinion, the financial statements and the report of the Board of Directors give a true and fair view of the financial performance and financial position of the foundation in accordance with the laws and regulations governing the preparation of the financial statements and the report of the Board of Directors in Finland. The information in the report of the Board of Directors is consistent with the information in the financial statements.

Other Statements Based on Law

The assets of the foundation are appropriately invested and the compensation paid to the organs of the foundation is reasonable. The foundation’s financial statements and report of the Board of Directors give a true and fair view of the operations of the foundation.

Helsinki 3 April 2012

PricewaterhouseCoopers Oy
Authorised Public Accountants

Johanna Perälä Authorised Public Accountant	Samuli Perälä Authorised Public Accountant
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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.

The bylaws of the John Nurminen Foundation are available at the Foundation’s website, www.johnnurmisensaatio.fi
The complete bylaws of the Fund are available in the donation section of the Clean Baltic Sea project website at http://lahjoitapuhdasitameri.fi/rahaston_tiedot.

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-efficientxx 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.

CONTACT INFORMATION

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Tuula Putkinen
Communications Manager
+358 (0) 400 907 809



Operational staff of the Foundation
Front row, from the left: Elena Kaskelainen, Marjukka Porvari, Viivi Moll and Tuuli Ojala.
On the back: Maria Grönroos, Tuula Putkinen, Erik Båsk, Pekka Laaksonen and Maija Salmiovirta.

MARITIME HISTORY

Maria Grönroos
Publications and exhibitions
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CLEAN BALTIC SEA

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Miina Mäki Project Manager, marine biologist +358 (0)50 576 3298 (On parental leave)	Pekka Laaksonen Director, Tanker Safety +358 (0)400 530 422
Elena Kaskelainen Project Manager, EU project PURE +358 (0)40 801 7057	Jussi Tuurnala Project Manager, Tanker Safety +358 (0)50 588 0352
Viivi Moll Project Manager, EU project PRESTO +358 (0)40 021 8307	Maija Salmiovirta Project Co-ordinator, Tanker Safety +358 (0)44 203 2213

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: 76 pages plus cover
SIZE: 210 x 278 mm
SIZE OF THE EDITION: 1,500 pcs in Finnish + 500 pcs in English

PAPERS: PEFC-certified Galerie Art Silk 150 g/m² (pages) and 300 g/m² (cover), carrying the swan label, were selected as the papers used in the Annual Report. The wood fibre comes from responsible managed 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 is available for the paper used.

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: 0.7 dm³
WATER: 6.0 litres
ENERGY: 1.2 kWh

PRODUCING A COPY OF THE ANNUAL REPORT GENERATED:
WASTE: 635 g, of which 620 g is recyclable waste (580 g paper, 37 g aluminium, 3 g cardboard), 7 g is burnable waste, 5 g is hazardous waste, and 3 g is landfill waste (from paper manufacturing).
DISCHARGES TO WATER: 13 g (from paper manufacturing)

CARBON FOOTPRINT OF THE ANNUAL REPORT
770 g of carbon dioxide emitted to the air, of which printing accounts for approximately 200 g, and paper manufacture and transportation for approximately 570 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 4 km.

WE COMPENSATE THE EMISSIONS in the amount of 630 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.

MORE INFORMATION: mika.ruuskanen@edita.fi



In the summer of 2011, Sanoma Media donated media space to the Clean Baltic Sea campaign. An advertisement in *Helsingin Sanomat*, built around the person of Felix Karmazinov, Director General of the St. Petersburg water utility, received the Finnish Marketing Association's Silver Grain award in the social advertisement category of the Golden Grain awards.

'I could not care less about the Дерьмовое Baltic Sea!'
Felix Karmazinov, Director General of Vodokanal St. Petersburg, 15 May 2005

It was supposed to be impossible. In 2004, the city of St. Petersburg was still the largest single source of nutrient discharges to the Gulf of Finland and the entire Baltic Sea: blue-green algae, for example, was not considered to be a problem. After numerous encounters and long discussions, the seriousness of the status of the Baltic Sea was finally understood also in St. Petersburg, and Karmazinov and the St. Petersburg water utility joined the fight for the common cause. This is how the John Nurminen Foundation project for constructing chemical phosphorus removal systems at St. Petersburg's three main wastewater treatment plants was initiated. Thanks to international cooperation, the project has finally reached its goal. The annual phosphorus load entering the Baltic Sea has been reduced by an astonishing 1,000 tonnes. Thanks are due to all supporters and partners of the John Nurminen Foundation Clean Baltic Sea projects. Together, we have achieved an unsurpassed environmental feat in the Baltic Sea. Today, the wastewater treatment plants in St. Petersburg treat waters even more efficiently than is required by the EU. And Director General Karmazinov has gained a reputation as the most passionate advocate of the Baltic Sea. Nothing is impossible.



“EI KUULKAA
KIINNOSTA MIKÄÄN
ДЕРЬМОВОЕ ITÄMERI!”

– Felix Karmazinov, Pietarin vesilaitoksen pääjohtaja, 15.5.2005



Sen piti olla mahdotonta. Pietarin kaupunki oli vielä vuonna 2004 Suomenlahden ja koko Itämeren alueen suurin yksittäinen ravinnekuormittaja, eikä esimerkiksi sinilevää pidetty Pietarissa minkäänlaisena ongelmana. Lukuisten yhteydenottojen ja pitkien keskustelujen ansiosta Itämeren tilanteen vakavuus lopulta ymmärrettiin myös Pietarissa – ja Karmazinov ja Pietarin vesilaitos lähtivät edistämään yhteistä tavoitetta. Näin käynnistyi John Nurminen Säätiön projekti kemiallisten fosforinpoistojärjestelmien rakentamiseksi Pietarin kolmelle suurelle jätevedenpuhdistamolle. Kansainvälisen yhteistyön tuloksena projekti on vihdoin maalissa. Itämeren vuosittainen fosforikuorma on vähentynyt huikella 1000 tonnilla. Kiitos kuuluu kaikille John Nurminen Säätiön Puhdas Itämeri -hankkeiden tukijoille ja yhteistyökumppaneille. Yhdessä olemme tehneet Itämeren merkittävimmän ympäristötöcn. Tänä päivänä Pietarin jätevedenpuhdistamot puhdistavat jätevesiä jopa EU:n määräyksiä tehokkaammin. Ja pääjohtaja Karmazinov tunnetaan Itämeren intohimoisimpana puolestapuhujana. Mikään ei ole mahdotonta.

Tule mukaan tukemaan Puhdas Itämeri -hankkeita.
www.lahjoitapuhdasitameri.fi

Keräyskupa: John Nurminen Säätiö/Poliisihallitus
2020/2010/3733, 22.12.2010/1.1.2011 - 31.12.2012,
koko maa Ahvenanmaasta lukuun ottamatta.

www.johnnurmisenraatio.fi
www.cleanbalticsea.fi