

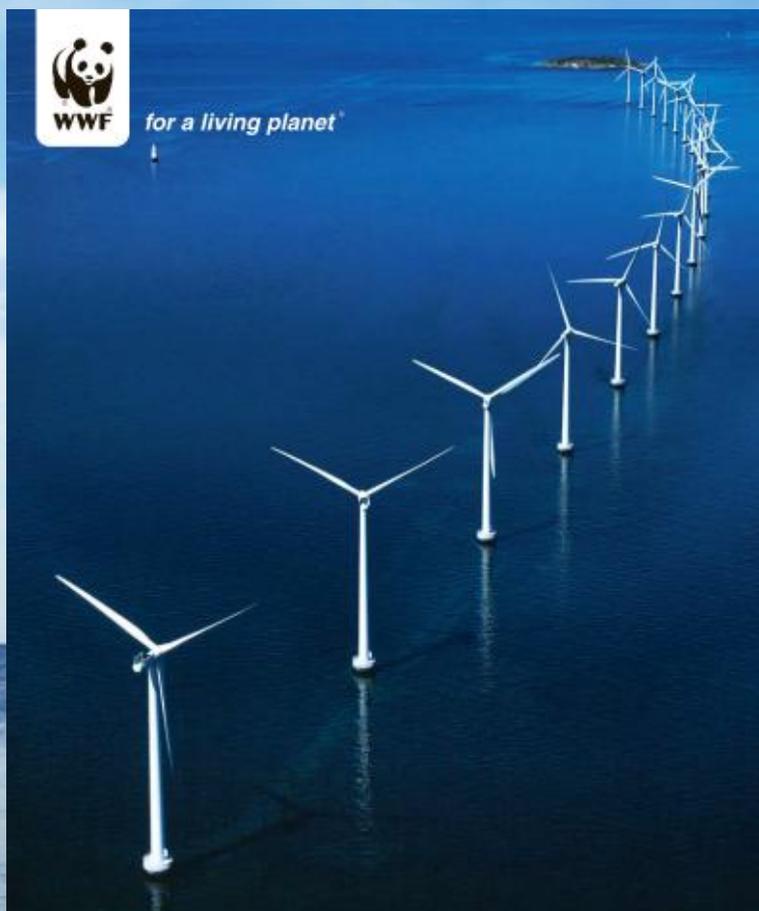


Counter Currents Scenarios for the Baltic Sea Towards 2030

*HELCOM -VASAB MSP WG
13-14 September 2012
Helsinki, Finland*

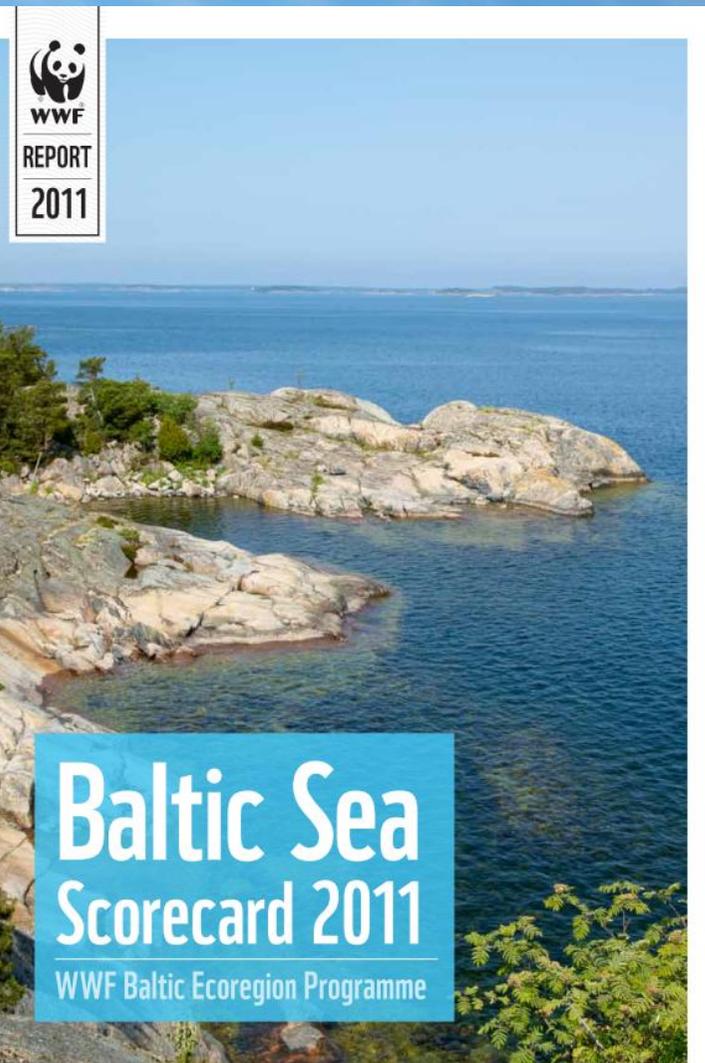
Ottilia Thoreson, WWF Baltic Programme

Challenges: Growth and Governance



Future Trends in the Baltic Sea

WWF Baltic Ecoregion Programme 2010



Baltic Sea Scorecard 2011

WWF Baltic Ecoregion Programme

Why Scenarios?





② CERTAINITIES

- Increased temp.
- MSP established in most countries
- Increased env. awareness of consumers
- Dramatic increase of use of natural resources
- Due to increased env. burden one (or more) of Baltic basins have collapsed

UNCERTAINTIES

- Fundamental changes in the (capitalistic) economy towards sust.
- Growth paradigm will not change
- Stronger European identity
- Overload of information and interests obscure actions



CERTAIN TRENDS

- Increased energy demand (space for inst., grids)
- Increased maritime transport
- Growing demand for sustainable food production (on land and sea) including consumer attitudes
- Increased regulatory needs
- Increased importance of non-state actors and other stakeholders

UNCERTAINTIES

- Geopolitical situation
- Global environmental challenges (climate change, acid. haz. sub.)
- Economic development in the region (incl. jobs)
- Governance structures and institutions to meet challenges
- Increased cooperation on data collection and management



Trends

1. Maritime spatial planning more widely applied
2. Increased global demand for energy
3. Increased shipping and marine transport
4. Increased demand for fish and seafood
5. Intensified agriculture
6. Increased infrastructure
7. Increased coastal activities
8. Improved waste water treatment & waste management
9. Increased interaction between Russia & EU
10. Increased impacts of climate change

Uncertain Trends

1. Increased use of sea resources
2. Shift in demand for renewable energy
3. Changing rate of maritime accidents
4. Change in environmental awareness and engagement
5. Impacts on Baltic Sea ecosystem health
6. Shift in the economic paradigm
7. More sustainable industry

Governance

**Fragmented
Governance**



**Integrated
Governance**

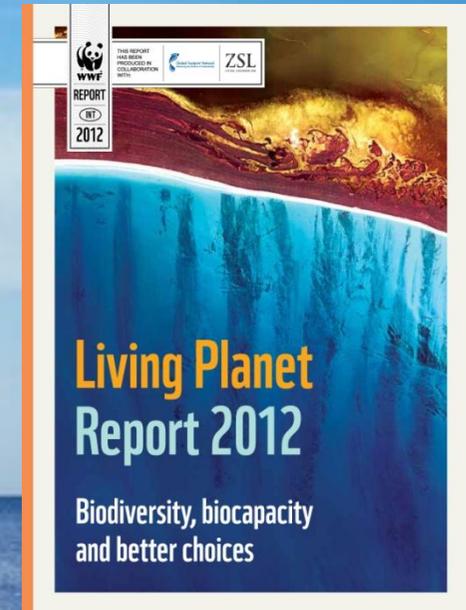


Ecological Footprint

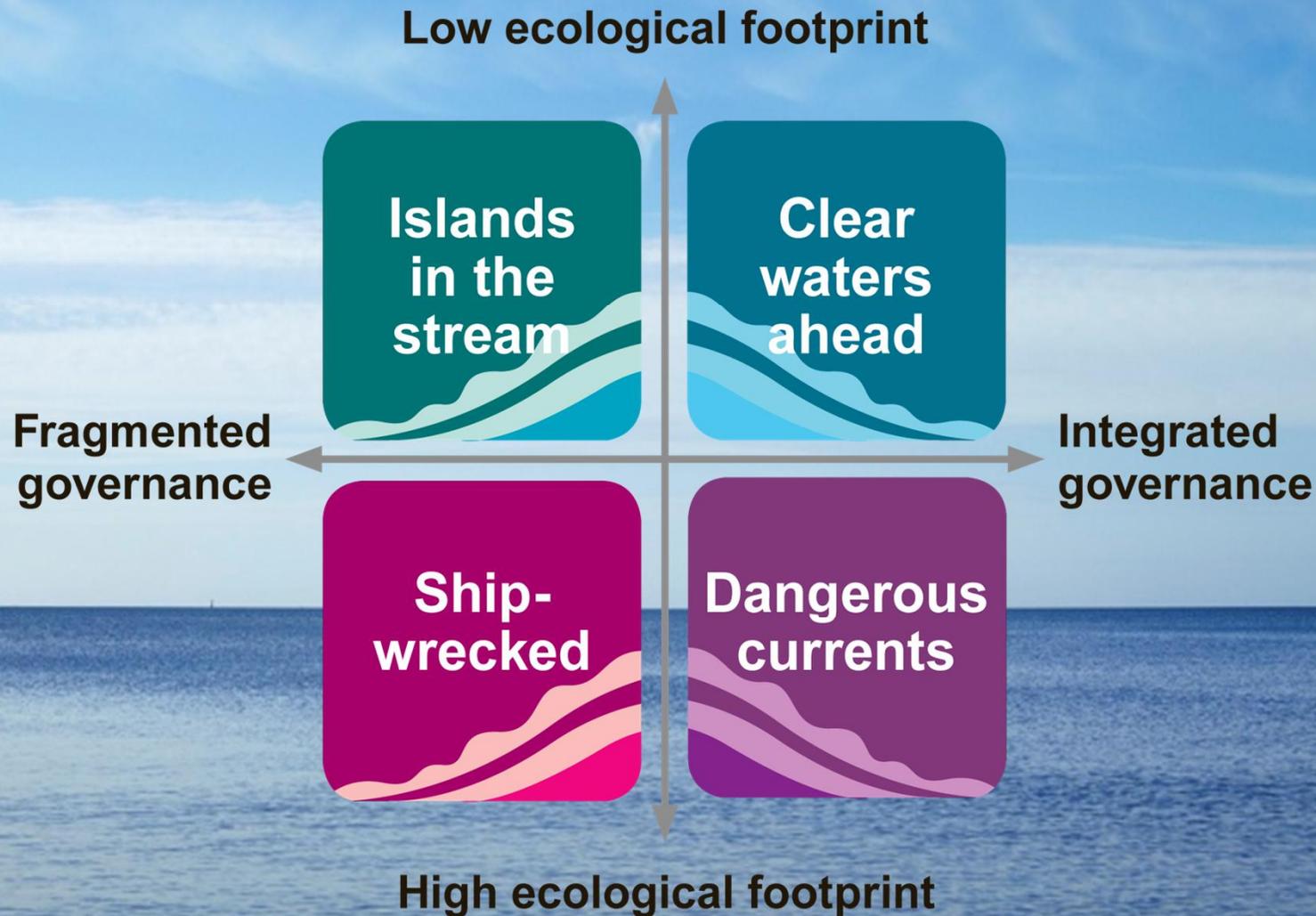
Low Ecological Footprint



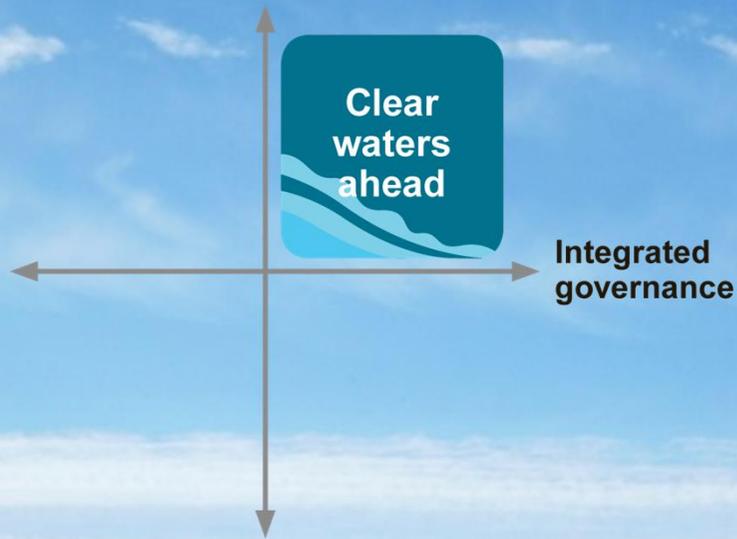
High Ecological Footprint



Four Scenarios for the Baltic Sea in 2030



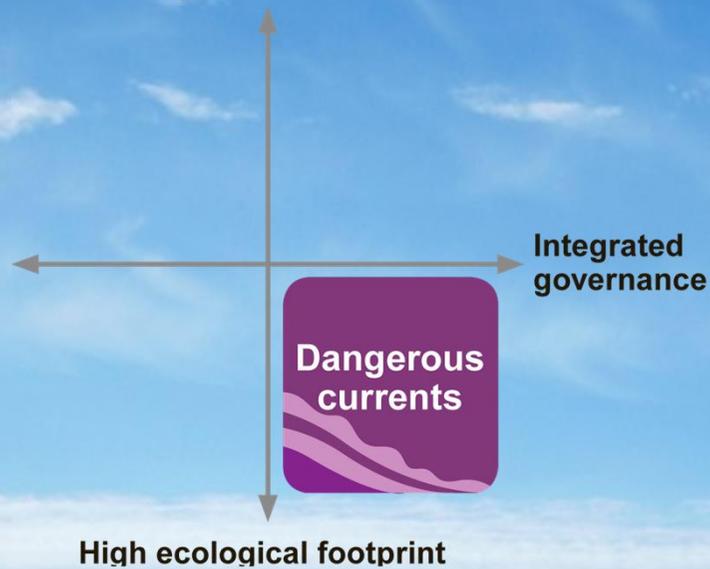
Low ecological footprint



Scenario Snapshot

- High levels of collaboration across & within governments and private sector
- Enlightened awareness and responsibility for causes and consequence of ecological footprint
- Flow of information for sustainable innovation
- Species and habitats showing signs of recovery alongside a thriving regional economy.

Scenario Snapshot



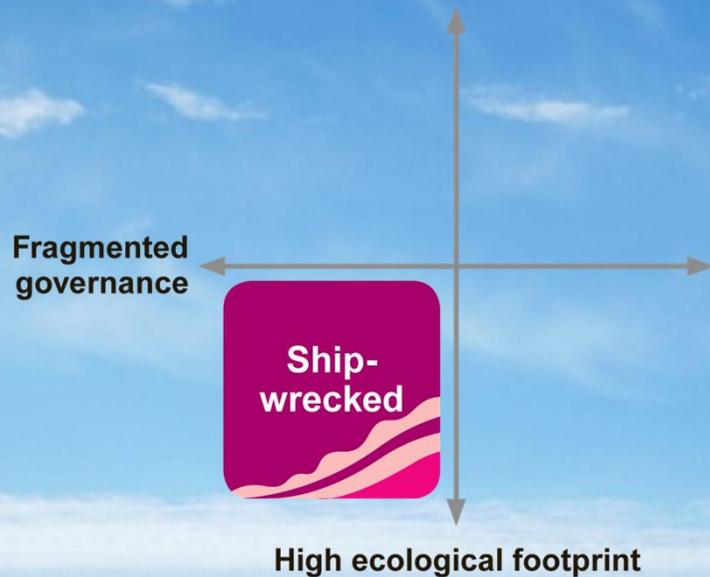
- Governments and companies work together, recognizing the mutual gains from collaboration.
- Yet environmental goods and services continue to be treated as externalities.
- Corporate and national successes are measured on short-term indicators.
- Ecosystem collapse has occurred on several fronts and more is imminent.

Scenario Snapshot



- Baltic governments have lost the will to negotiate and collaborate.
- Environmental awareness is strong at grassroots level
- Individual and companies are moving towards 'one planet living'
- This has made some impact on the Baltic environment, but it is simply not enough

Scenario Snapshot



- The region is characterized by fragmentation and mistrust
- Lack of interest in the environment
- Political parties are dominated by old-fashioned business interests
- Financial turmoil led to focus on growth and job creation at any cost
- The environmental decline of the Baltic Sea has accelerated

We must choose the way forward





WWF Reflections

We must:

- Secure ecosystem health
- Ensure integrated and coordinated governance
- Scale up good examples
- Incentivize change
- Act in partnership

So that we can together,
create a bright future for the
Baltic Sea.

Now it is up to you!



Thank you!



www.panda.org/baltic_future_scenarios