

LIFE + Environment Policy and Governance

Project name: Participatory monitoring, forecasting, control and socio-economic impacts of eutrophication and algal blooms in River Basin Districts (GISBLOOM)

Project reference: LIFE09 ENV/FI/000569

Duration: October 1st, 2010 – September 30th, 2013



EU LIFE+
GisBloom

Deliverable

Action 5. Marketing material (1st)

Beneficiary: Finnish Environment Institute (SYKE)

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SUMMARY

The first marketing material is the towel with embroidery of www.vesinetti.fi (the address of Internet based map service), EU LIFE logo and GisBloom logo.



The embroidery is ready but the stitching for 300 towels will be finished by 22nd of June. The towels will be distributed to partners and pilot areas by 29th of June. The towels will be delivered to the local citizens in the summer events and to the stakeholders in workshops and meetings.

The aim of the marketing material is to advertise both the web service Vesinetti.fi and the project.