



GOVERNMENT
KEY PROJECT



**These rubberboots
are made for
use!**



You! A Waterlion?



Lions for clean waters



**One thing is hard
without clean water**

– Life





Waters need all of us!

85 million people living in the Baltic Sea catchment area

Baltic Sea is the second most polluted inland sea in the world

Clean water is not a problem only for undevelopped countries

How can Lions & Leos help?



Waters need all of us!



With the co-
operation Lions
Clubs Sweden
101-A

Northern Europe is searching for new fresh- water reservoirs and they are looking northwards.

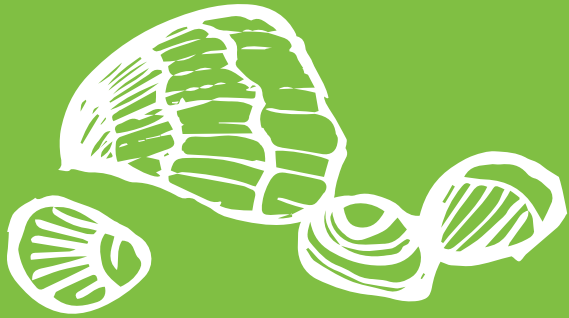
There ´s only one water reservoir large enough to support Europe: The northern parts of the Baltic Sea, Botnian Sea & bay.

Do not use the sea & lakes as your garbage bin!

How can Lions & Leos help?



Lions for Clean Waters



Is one of the Finnish Government´s key projects (1.7.2018-30.6.2020) funded by the Environment Ministry of Finland.

Finland is the second largest Lions country of the world.

Through this project we activate over 20 000 Finnish Lions and Leos for clean water activities. Our target is to make the proactive waterprotection an energetic part of Lions charity thinking.

We serve with joy, together and from the heart.



LEARN

Ability to read the environment

LOVE

Appreciation of biodiversity

ACT

Becoming an active watercitizen



These are our targets:

1. Scalable and replicable activities
2. More sustainable habits
3. Cleaner waters & nature
4. New members & ecologically themed Lions & Lions Clubs
5. New energetic partnerships

I. Activity Competitions

II. Life long learning

III. Environment Day

This is
How we
do it



I. Activity Competitions

- Two activity competitions: Lions, Leo's, schools, cities, companies and other stakeholders
- Launch in November 2018
- Lions Water Lab in spring 2019: best teams develop activities together with joy
- Teams test activity concepts during the year
- 2nd round: improved competition+ Lions Lab



II. Lifelong learning

By co-designing and piloting

- training course for teachers (Sea Quest?)
- field course for high schools
- Art based watercourse for primary schools

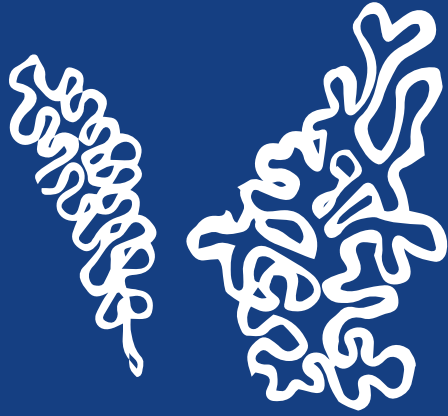


III. Environment Day



- Intergenerational Lions & Leos Event
- Showroom for new and existing water activities
- Bringing also partners along on stage!





Lions and Leos together

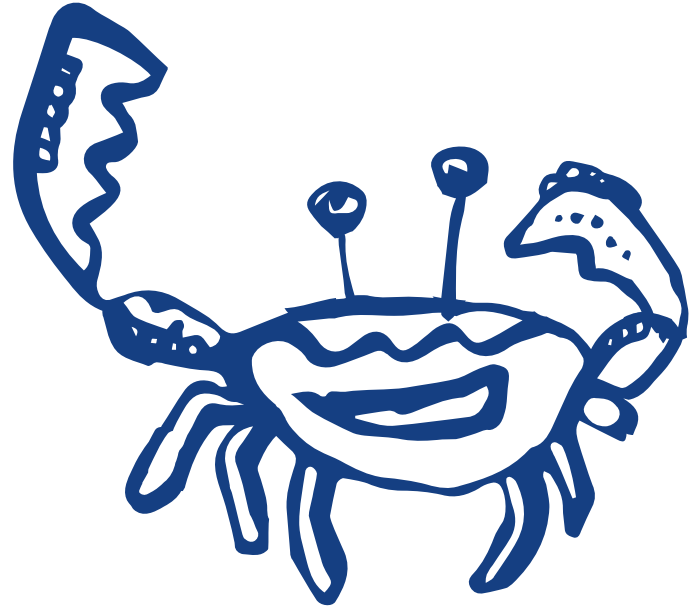
Enriching collaboration across generations

Cheerful circular economy of knowhow

Future Lions brand and activities



What could we do together?





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Thanks

Tiitus Tuohikorpi PDG, project founder & the Sauna Master
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