

Welcome to the **CONTRA final conference**



What was „CONTRA“?



Baltic Beach Wrack
CONversion of a Nuisance To a Resource and Asset

What was „CONTRA“?

an EU-Interreg initiative, run by a consortium of 15 partners directly involved and several associated partners from 6 Baltic countries (DE, SE, DK, PL, EE, RU)

Starting in 2019 for 2.5 years

Objectives

- **Test and propose utilization/recycling options that are sustainable & economically viable**
- **Investigate and define value chains, market opportunities & legal frameworks**
- **Analyse its recycling potential for pollution & nutrient remediation**
- **Improve knowledge about the role & importance of beach wrack**
- **Raise awareness about the impact of beach cleaning operations**
- **Reduce the costs of problematic beach wrack for local authorities**

Challenges CONTRA was facing

Staying interdisciplinary, respecting for the specific requirements and expectations of colleagues with largely different background and targets

Doing so in times of pandemics, allowing just for one single meeting in person – which was the kickoff-meeting in fact



- University of Rostock, DE (Lead Partner)
- Institute of Oceanology of the Polish Academy of Sciences, PL
- EUCC - Coastal Union Germany, DE
- KS-VTCtech GmbH
- Association of Polish Communes Euroregion Baltic, PL
- Linnaeus University, SE
- Estonian Ministry of Environment, EE
- University of Tartu, EE
- Atlantic Branch of Shirshov Institute of Oceanology, RAS
- University of Southern Denmark, DK
- Krinova AB, SE
- Municipality of Køge, DK
- Gdańsk University of Technology, PL
- Hanseatic Environment CAM GmbH, DE

Peculiarities and highlights

Just to motivate you attending a two-day Videoconference

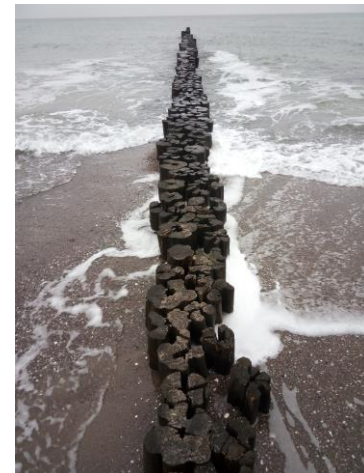
- CONTRA gathered a huge database about recognition and acceptance pattern for beach wrack and beach management, quantifying motivations



- - Sound and site-specific data about seasonality, composition, natural residence time and decomposition rates of beach wrack as well as environmental impact of beach management, allowing for data-based negotiations and decisions
- - Overview about legal aspects to be complied with for beach wrack collection and processing
- - Analysis of business models for beach wrack processing options
- - Results of practical testing of beach wrack use options



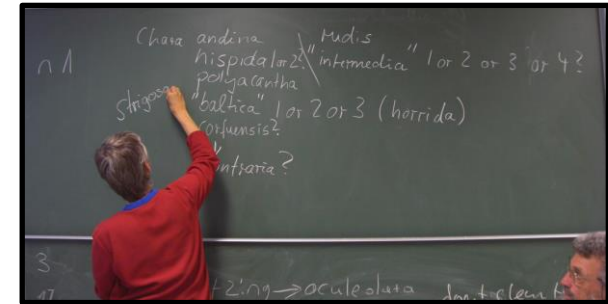
Analysis: what's next?



Schedule today

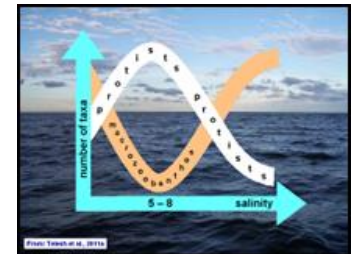
Session 1 – Opening / Debate

09:10 – 09:15	Technical Notes
09:15 – 09:25	Live-Poll „Meet the audience“
09:25 – 09:55	Debate



Session 2 - Beach wrack as a resource

09:55 – 10:00	Video greetings from HELCOM
10:00 – 10:40	Key Note on „Natural life cycle of beach wrack“
10:40 – 11:00	Coffee Break – Wonder.Me / market place



Session 3 – Environmental Aspects of Beach Wrack Management

11:00 – 11:05	Introduction
11:05 – 11:45	Pitches
11:45 – 12:10	Q&A



Meeting wrap-up and appetizer for day 2

12:10 – 12:30	Wrap-up session 3 & Appetizer day 2
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Enjoy, become inspired and participate actively!

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