

Interreg



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Central Baltic Programme

BalticReed

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Sonja Jaari

John Nurminen Foundation

9/12/2025



Our beloved Baltic Sea.

Fancy a swim?



Sustainable harvesting makes a difference



Grows along our shores

Removes nutrients, such as phosphorus

Improves water quality & flow

Restores the coastal environment

Promotes biodiversity



BalticReed 2023-2026

BalticReed

Aim: To improve the state of the Baltic Sea coastal waters by developing sustainable reed-based production chains



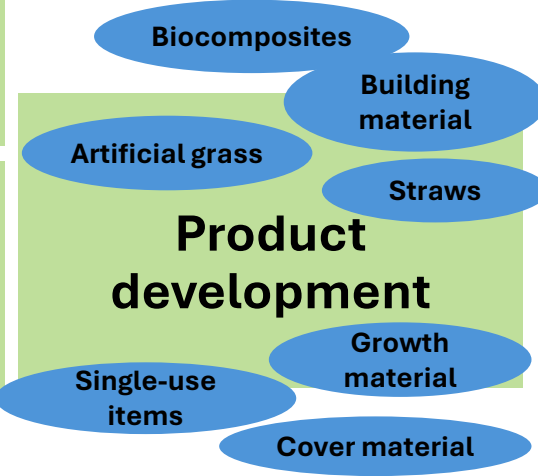
Harvesting sites:
23 (12 foreseen)

Reed harvested:
188 ha (250 ha foreseen)

- ★ Harvesting on land
- ★ Harvesting in water
- ★ Winter harvesting

Budget
3 M€ euro

Collaboration partners:
103 (41 foreseen)



Many business possibilities



Reed grows



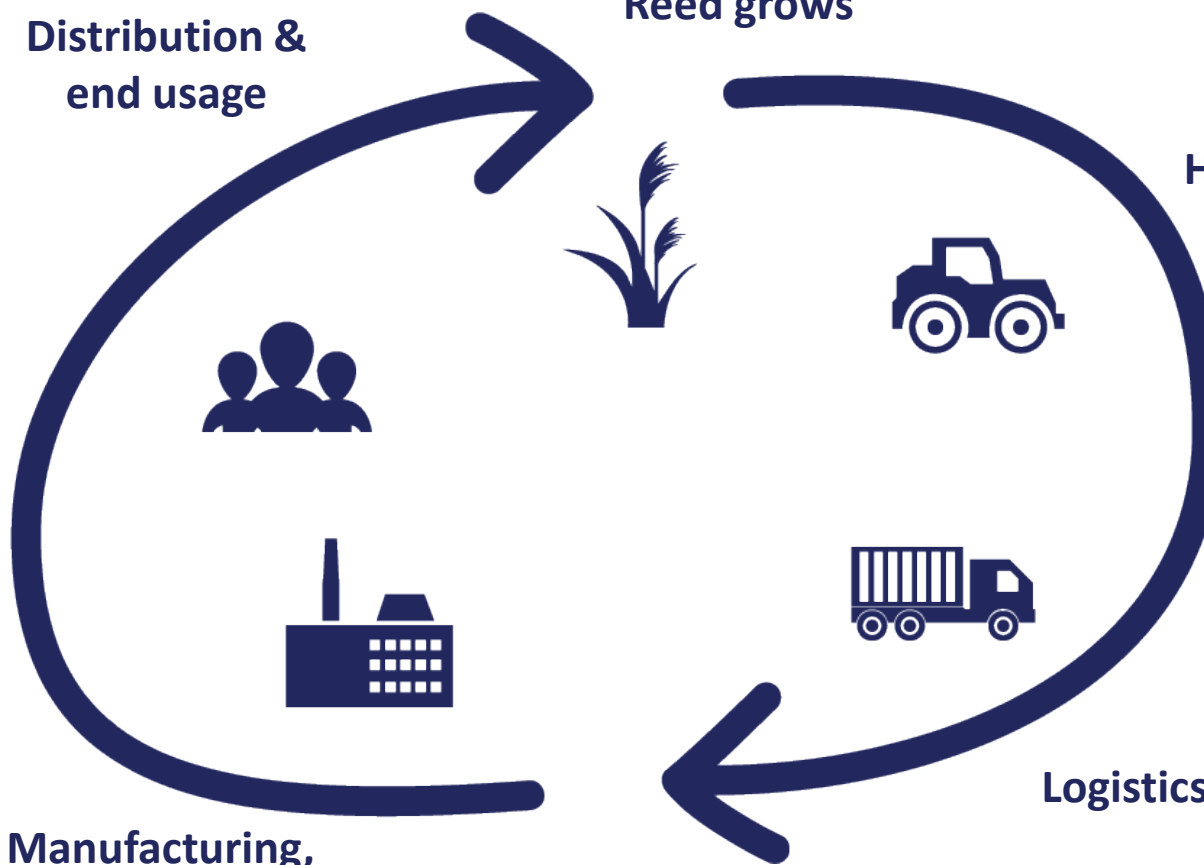
Harvesting



Logistics



Distribution & end usage



Manufacturing, Innovation, R&D





Knowledge sharing
Best practices
Communication




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Sign up for the event!

Reed to Revenue – BalticReed Fair

Welcome to the world's biggest
(and probably the first) **Reed Fair!**

 Arcada University of Applied Sciences,
Jan-Magnus Janssonin aukio 1, Helsinki

 January 29th, 2026 at 12:00-17:00 (EEST)

This unique event will bring together researchers, public authorities, entrepreneurs, and financiers to explore the value and future possibilities of reed.

Highlights include:

- Presentation of results from the BalticReed project
- Panel discussions on circular economy drivers
- Visits to Arcada's Sustainability and Tech Lab
- Innovative reed-based products in the fair area
- Live pitches at the Pike Tank

The seminar parts can also be attended online.

More information, program & registration:
<https://centralbaltic.eu/project-events/reed-to-revenue-balticreed-fair/>

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Thank you!

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