

Western Uusimaa HOLA Lake II - project

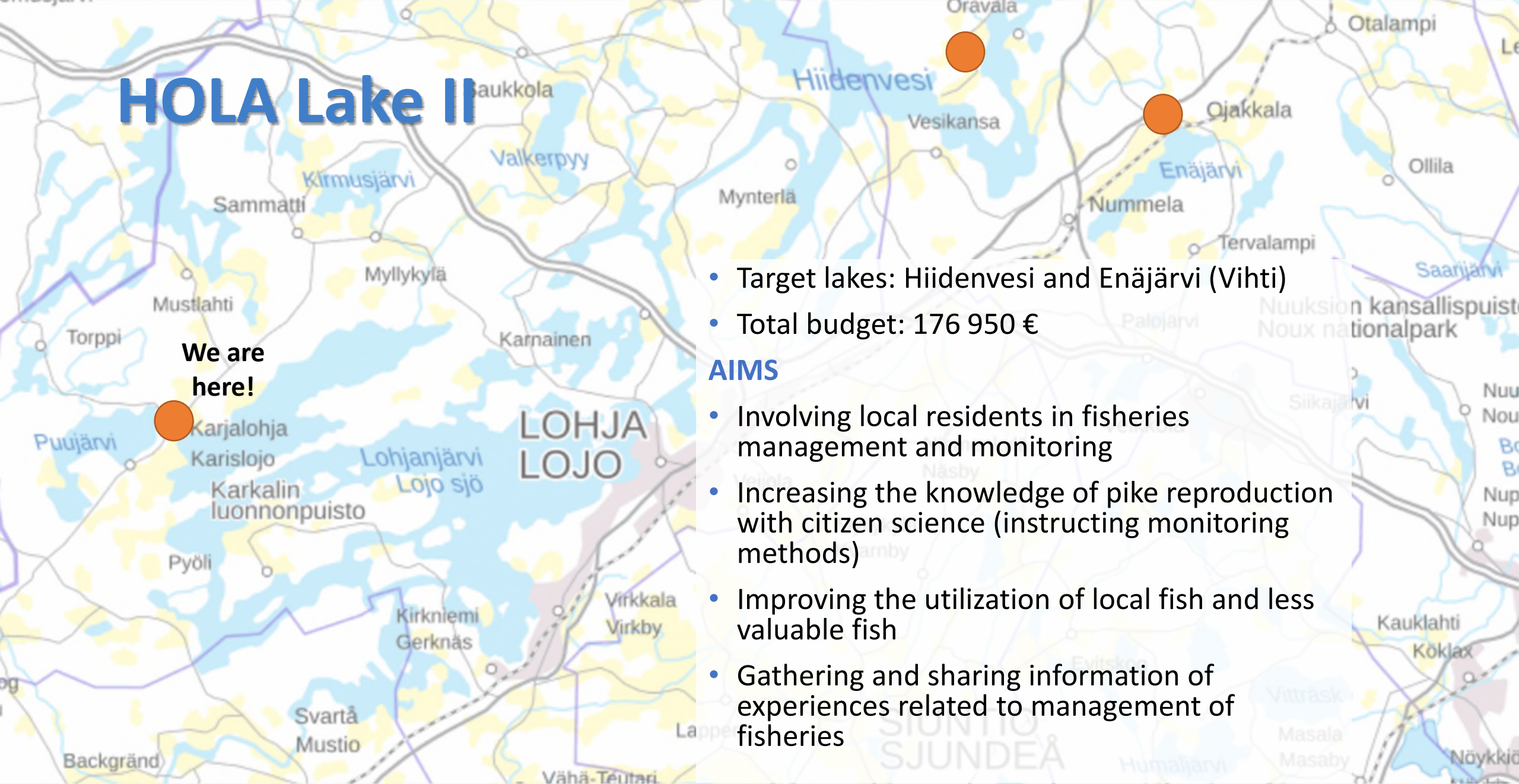


9.5.2023

The Association for Water and Environment of
Western Uusimaa / Länsi-Uudenmaan vesi ja
ympäristö ry (LUVY)



HOLA Lake II



We are here!

- Target lakes: Hiidenvesi and Enäjärvi (Vihti)
- Total budget: 176 950 €

AIMS

- Involving local residents in fisheries management and monitoring
- Increasing the knowledge of pike reproduction with citizen science (instructing monitoring methods)
- Improving the utilization of local fish and less valuable fish
- Gathering and sharing information of experiences related to management of fisheries

What has been done already?

Improving the utilization of cyprinid fish

- Co-operation with Circular Economy Goes East and West -project (Laurea University of Applied Sciences)
- Three workshops - the participants represented primary producers, refiners, research institutes
- The aim of identifying obstacles/bottlenecks and finding solutions in our region
- Purchased service from a consult: *the survey of the possibilities of commercial use of cyprinid fish in Western Uusimaa*
 - One respectable offer received



Summary of the first workshop
CEGO ja LUVY / hoitokalastus - Google Jamboard

What has been done already?

Events and communications

- Two events - how to prepare (fillet) and cook cyprinids
- Social media campaign #SärkeäPataan (recipe competition)
 - Not a single correctly sent recipe were received
 - Visibility on social media (Facebook and Instagram) was excellent
 - Reactions: 269
 - Comments: 28
 - Impressions: 28 336
- Cooking video on Valentine's day and National Fish soup day 14.2.

<https://www.youtube.com/watch?v=xJG9Vw48JH4>



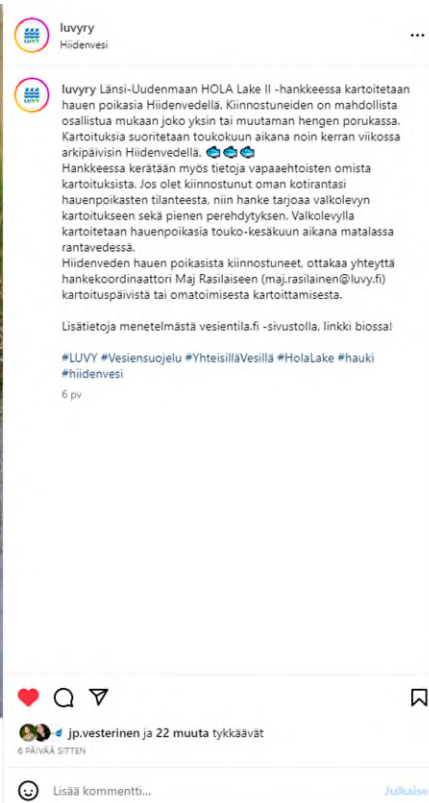




What has been done already?

Events and communications

Recruiting voluntary workers



- Monitoring pike fingerlings in May
 - "How to monitor pike fingerlings?"
 - "Are you interested in monitoring pike fingerlings in Lake Hiidenvesi?"
- Cooperation on developing and manufacturing fish traps and monitoring equipment with Vocational College Livia
 - Field testing day in June with students
- Other social media and LUVYs newsletter posts

The future plans

- Cutting *Glyceria maxima* events
 - One day with students at Vocational College Livia
- Social media campaign "What is *Glyceria maxima* and what should we know about it?"
- The survey of the possibilities of commercial use of cyprinid fish in Western Uusimaa region
 - Logistics solutions will need co-operations with municipalities
- Presentations about the project and e.g. cyprinid utilization
- Plans for autumn 2023
 - Cooking course
 - New "how to utilize cyprinids fish"-campaign on social media
 - A video series of teaching how to prepare and cook cyprinid fish