



# Iconic Species

## What are iconic species?

Iconic species are animals or plants that are important to cultural identity as shown by their involvement in traditional activities such as local ethnic or religious practices and/or which are locally or more broadly recognized for their existence and aesthetic values.

Marine species may be iconic not only to people living near them, but also to those who live far away and may never even see them, but still derive a sense of identity or value from knowing that such species exist.

## How is this goal measured?

People derive a sense of identity or value from living near the Baltic sea, visiting coastal or marine locations or just knowing that such places and their characteristic species exist.

The ‘Sense of Place’ goal tries to capture the aspects of the coastal and marine system that people value as part of their cultural identity by measuring two subgoals: the condition of iconic species and the condition of lasting special places, and together symbolize the cultural, spiritual, aesthetic and other intangible benefits that people value for a region.

Want to know more about Iconic Species in the Baltic Sea?

Visit <https://baltic-ohi.shinyapps.io/dashboard/>

# Instructions for using the PPT template to create a quote

1) Download the PPT template to create a quote:

[https://github.com/OHI-Baltic/bhi-prep/blob/master/prep/ICO/v2021/IconicSpecies\\_template\\_BHL.pptx](https://github.com/OHI-Baltic/bhi-prep/blob/master/prep/ICO/v2021/IconicSpecies_template_BHL.pptx)  
and click on 'View raw' to download

2) Add your testimonial and finish the sentence.

3) Save the slide as "JPG". Save current slide, setting width to 1200 and height to 675.

4) Post to your social media of choice using #BalticIconicSpecies



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# Examples

**“WITHOUT ICONIC SPECIES  
IN THE BALTIC SEA  
LIKE...**

**THE WHITE-TAILED  
SEA EAGLE**

**WE WOULD MISS...**

**THE AWE-INSPIRING VIEW OF  
THESE MAGNIFICENT BIRDS  
FISHING**

THE BALTIC HEALTH INDEX TEAM



**“WITHOUT ICONIC SPECIES  
IN THE BALTIC SEA  
LIKE...**

**THE GREY SEAL**

**WE WOULD MISS...**

**A VALUABLE PIECE OF LOCAL  
CULTURAL IDENTITY**

THE BALTIC HEALTH INDEX TEAM



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