

# Wadden Sea Board

**WSB 16**  
**9-10 March 2016**  
**Leeuwarden**



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<b>Agenda Item:</b>	5.1 Wadden Sea World Heritage
<b>Subject:</b>	Progress Report Task Group World Heritage
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<b>Submitted by:</b>	Chair TG-WH

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The WSB 15 endorsed the approach of TG-WH to use the road map for implementing the World Heritage Strategy as a working document in order to take stock of ongoing and planned projects and for communication to potential partners, and to report to the WSB meetings accordingly.

Attached is an overview on the status of implementation of the World Heritage Strategy.

- Proposal:**     **The meeting is invited**
- 1. to take note of and endorse the status and outlook report on the implementation of the WH road map,**
  - 2. to give green light for publication of the road map on the CWSS website.**

## **Road Map Implementation World Heritage Strategy 2020**

**(version 15.2.2016)**

### **THE STRATEGY**

#### **1. Introduction**

##### **The Wadden Sea World Heritage ...**

- Has strengthened, reinforced and enhanced our 30-year long efforts to protect, conserve and manage the Wadden Sea for the benefit of present and future generations.
- Has engendered enormous pride and is embraced by virtually all stakeholders,
- Has raised the profile of the area, created synergies and new partnerships.
- Has brought new benefits and opportunities to the region.

##### **The Wadden Sea World Heritage Strategy 2020 ...**

- Sets out what the TWSC would like to achieve by 2020 in cooperation with its strategic partners and is to be regarded as the invitation for these partners to cooperate for the benefit of and support the Wadden Sea World Heritage.
- Pools ideas, competencies and resources of many organizations and people to form a strong and united community profiting from working together.

#### **2. Aims of the Strategy**

##### **Contribute to the strategic objective of the World Heritage Convention (the 5 'C's)**

1. Ensuring effective conservation,
2. Strengthening the credibility of World Heritage,
3. Increasing awareness and support through communication,
4. Promoting effective capacity-building, and
5. Enhancing the role of the local communities.

##### **The TWSC together with the strategic partners will continue to**

- Safeguard the OUV and inspire people to enjoy, value, celebrate and learn about it,
- Develop the WH brand to constitute a tool for the regions' sustainable development, benefiting inhabitants, enterprises and visitors,
- Contribute to the World Heritage Convention by being a model for international cooperation in a trans-boundary property.

#### **3. Opportunities and Benefits of the Strategy**

1. Framework and Guidance: The strategy defines work themes and overall objectives for the Wadden Sea World Heritage up to 2020 that are commonly shared by the TWSC and strategic partners.
2. Engagement of strategic partners: In subscribing to the strategy, strategic partners are enabled to show their commitment and express their pride of the Wadden Sea World Heritage, and to actively contribute to protecting the OUV.
3. Profiling and branding: By contributing to the strategy, the strategic partners can raise their profile regionally, nationally and internationally, thus benefiting from the World Heritage Brand.
4. Cooperation and synergies: The strategy will strengthen the cooperation transnationally and across sectors, thus pooling resources and creating synergies,
5. Responsibility and accountability: The strategy helps the partners to find their role in protecting and maintaining the OUV of the Wadden Sea.

## STATUS AND OUTLOOK OF IMPLEMENTATION OF THE ROAD MAP FOR THE WADDEN SEA WORLD HERITAGE STRATEGY

Strategic partners are invited to support and engage in projects to continue to safeguard the Outstanding Universal Value of the Wadden Sea.

A list of potential projects and related strategic partners envisaged is given under the different subheadings.

### **Work Theme 1: Conservation and International Cooperation**

The protection and management of the World Heritage property including its integrity remains the core task of the Trilateral Cooperation (Tønder Declaration §§ 17 – 58). The international dimension of the Wadden Sea is not only apparent in its status as a WH property but also in the fact that it sustains biodiversity on a world-wide scale.

#### ***1.1 Raise awareness, understanding and appreciations for the OUV amongst stakeholders***

Result: Increased awareness of the OUV (heritage values, integrity, protection) amongst the private sector.

##### Activity 1:

- Information campaigns for and dialogues with specific business sectors about the OUV and to enhance awareness of the need for protection of the natural value and the potential of these values for sustainable socio economic development.

Strategic partners: Tourism fishery, harbours, shipping sector, mining industry, wind farm industry, municipalities, other local organizations, green NGO's.

##### Activity 2:

- Preparation of joint projects and activities in cooperation with the private sector.

Strategic partners: Fishery, harbours, shipping sector, mining industry, wind farm industry, municipalities, other local organizations, green NGO's.

##### Projects:

Project: <b>'PROWAD LINK'</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Branding, training qualification, dialogue with business sectors	Involvement of businesses in knowledge partnerships (partnership centre and network) Activation of WH brand for business. Contribution of private partners not conservation of OUV	TG-STs, tourism network	Knowledge partnerships WH brand as a driver for innovation and regional sust development. Enhancing OUV	2017 – 2017

### **1.2 Support cooperation along the flyway (monitoring, capacity building) and bird protection in the Wadden Sea (bird awareness events).**

Result: Enhanced protection of birds along the flyway and in the Wadden Sea

Activities:

- Maintain and extend the Wadden Sea Flyway initiative, improvement of synchronous counts, assist with monitoring and capacity building along the flyway.
- Develop, communicate and implement protection measures for birds, as well as bird awareness events (such as migratory bird days) with the support of strategic partners.

Strategic Partners: Municipalities, business sectors, nature NGOs, local enterprises, media, and all parties who have signed the Flyway Vision (Toender 2014)

Project:

#### **Wadden Sea Flyway Initiative**

- African East Atlantic Flyway Guide (photographic bird guide for more than 270 water bird species in English, French and Portuguese) in January 2016,
- Coordinated counts, January 2016,
- Capacity building projects in Africa in beginning of 2016,
- Cooperation with Guinea Bissau to support WH nomination process for Bijagos
- Awareness building and monitoring training planned with partners in Angola, Ghana and Senegal

Project: <b>Wadden Sea Flyway Initiative</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Follow-up projects of the WSFI in Africa	capacity building, monitoring support, sustainable tourism - support and cooperation with partner projects (CMB2 and others) - development and implementation of communication and management strategies - awareness and education improvement - strengthen World Heritage Sites for migratory bird conservation - participation in international events and improvement of available networks	TG-MM  WSFI partners	Strengthened conservation of migratory birds. Enhanced awareness on flyway level. No. of joint products and events on Flyway Level	2016

### **1.3 Support the WH Convention, i.a. marine programme and sustainable tourism programme**

Result: Increased international profile of the Wadden Sea Cooperation as contributor to the Convention

Activities:

Support exchange with other (marine) WH sites in Europe and internationally (on sustainable use, communication, marketing, education and training) through cooperation programmes,

Support UNESCO activities a.o. through communication, participation and support of conference and workshops.

Strategic Partners: Municipalities and regional administration / provinces, tourism sector, research institutions, media, green NGOs

Projects:

**Information exchange with WH sites and networks**

- Envisioned: Annual Meeting of Nordic World Heritage Sites, Iceland, September 2016,
- Envisioned: participation in WH events at other sites in Europe, e.g. World Heritage UK, Jurassic Coast, Western Norwegian Fjords,
- Testing transferability of PROWAD LINK results to other regions in the North Sea with focus on WH sites.

**Participation in WH Marine Programme**

- Envisioned: Participation at 3rd Triannual Site Managers' Meeting of Marine World Heritage Sites, Galapagos, 27.8. – 1.9. 2016
- MoU Banc d'Arguin Mauretania

Project: <b>MoU Banc d'Arguin Mauretania</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Implementation action plan (2014-2016) - joint outreach projects such as leaflets, brochures, web linkage - joint strategies for capacity building and participation - participation in international scientific and management workshops	Strengthen exchange between Wadden Sea and BdA. Enhance communication and awareness.	UNESCO, TG-MM, WSFI	Communication activities. Strategy for capacity building No. of international events with joint participation.	2016

**Participation in WH Sustainable Tourism**

- Joint presentation at the ITB in Berlin (9-13 March 2016) with several events (panel discussion, presentations) (see also Work Them 4 Sustainable Tourism),
- Participation in UNESCO events on sustainable tourism.

**1.4 Management and control of invasive alien species**

Result: Better insight, awareness, control and management of alien species

Activities:

Develop a trilateral species management and action plan.

Strategic Partners:

Ministerie I&M, NL, Ministerie EZ – NVWA, NL, Nationalpark SH, Nationalpark NdS, BSH, Ministry of Environment - Nature Agency, DK.

Project: <b>Alien Species</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Development of Wadden Sea specific list of alien species, including relevant features such as main transport vector, potential invasiveness, current status in the Wadden Sea	<p>A draft trilateral Wadden Sea alien species monitoring and assessment programme.</p> <p>A trilateral alien species Management and Action plan, to be submitted to the 2018 Wadden Sea Conference</p>	TG-MM	Better insight, awareness, control and management of alien species in the Wadden Sea WH.	2016 - 2018

## **Work Theme 2: Establish, extend and manage the World Heritage Brand**

Making stakeholders understand and appreciate the OUV and its significance in a local, national and international context. Developing a strong brand as a prerequisite for all WH communication and stakeholder cooperation, in particular in a socio-economic context.

### ***2.1 Communication of World Heritage to stakeholders and the general public.***

Result: A strong, consistent and trustworthy WH brand which is visible across the entire Wadden Sea and recognized regionally and internationally

Activities:

Develop and implement a WH campaign for 2015 – 2018 to establish a coherent WH image and identity across the entire property (image campaign).

Strategic Partners:

Municipalities, tourism organisations, enterprises, local and regional associations, provinces, media, nature NGOs and other stakeholders

Project: <b>"It's your nature" Wadden Sea World Heritage Image Campaign 2016 - 2018</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Engage WH network to develop concept	Develop a narrative, aims, activities and media concept	WSB, TG-WH, TG-STs, regional networks	Campaign Concept (Merkmakers, Die Brueder)	2015
Develop road map and implementation plan with stakeholders (bottom up)	Define goals and milestones with stakeholders	TG-WH, TG-STs, regional networks	Implementation plan, tasks and functions of stakeholders timeline, budget,	Feb - June 2016
Implement Campaign activities with stakeholders	(Depend on implementation plan and stakeholders)	TG-WH, TG-STs, regional networks, PROWAD LINK	Online communication (social media), WH magazine, WH events	July 2016 - 2018

### **Work Theme 3: Outreach and education**

As an obligation that directly ensues from the WH Convention and the site inscription, education and outreach which communicates the WH values to current and future generations is essential to protecting and managing the property.

#### ***3.1 Develop and implement a World Heritage education strategy***

Result: A World Heritage education strategy which can be applied by the educational partners

Activities:

- Linking the information centres and extending the network with education institutions (a. o. universities) to constitute an exchange and communication platform, (f.i. regular workshops on qualification and training).
- Develop high-quality educational material for environmental education and the general public (teachers resources, education material for info centres).

Strategic partners: nature/education NGOs(f. e. WWF), info centres, educational institutions, universities, media, tourism sector

Project: <b>World Heritage Education (WWF)</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Development, translation, production and distribution of environmental education and awareness material. 'Annual IWSS workshop.	Engage more education partners, new WH education material.	IWSS network, educational organisations	WH education strategy. WH material. No. of partners, No. of persons reached with WH education	2016

### 3.2. WH communication

Result: A broad, consistent and high-quality pool of WH info material for various target audiences and multipliers.

Activities: Develop, communicate and distribute WH information and awareness material for various target audiences, including the use of innovative media.

Strategic partners: Municipalities, tourism sector, publishers and media, nature NGOs, information centres,

Project: <b>WH communication and marketing</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Re-launch WH Website	WH website with experience sector in 4 languages	TG-WH	WH website	2016
Extension WH communication of social media	WH social media concept (long term)	TG-WH	WH social media concept	2016
WH communication and awareness	WH information and awareness material: WH leaflet and exhibition, PR material (e.g. pins, poster, sticker), re-launch video, WH brochure, design of local WH info columns	TG-WH	Updated material, new WH material, PR material	2016
WH Branding	Developing WH brand strategy: Brand communication workshops (internal partners, sectors, brand manual)	TG-WH	WH Brand Management Manual	2016



### **Work Theme 4 Develop and advance sustainable tourism**

The tourism strategy is the framework for all relevant partners for sustainable tourism development in accordance with the request of the World Heritage Committee, and was endorsed in 2014. An action plan sets out the specific activities to implement the strategy.

Result: A consistent approach on sustainable tourism development in the Wadden Sea.

Activities:

- Enhance visualization of the World Heritage brand (tool kit, brand paper, brand messaging) to ensure a consistent integration of World Heritage in marketing and communication,
- Develop nature experience offers related to World Heritage values,
- Develop a joint marketing strategy for the Wadden Sea World Heritage (including market research and visitor survey),
- Promote nature-friendly mobility in the World Heritage Destination,

Strategic Partners: Tourism sector, municipalities, enterprises and associations, nature NGOs, transport sector, media.

Project: <b>World Heritage and sustainable tourism at ITB Berlin (9 – 13.3.2016)</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
(concrete activities / measures)	Strengthen partnership with UNESCO and tourism organizations and awareness of WH potential	UNESCO TG-STs Tourism organizations	Report, Media communication	March 2016

Project: <b>Implementation of Tourism Strategy and Action Plan</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
WH tourism products and offers (according to Action Plan)	Providing products and offers to tourism sector and public authorities	TG-STs, tourism network	WH tourism products and offers	2016

## **Work Theme 5 Promote regional sustainable development**

The Wadden Sea World Heritage has the potential to become a catalyst for regional sustainable development (image building, quality of life). This demands the willingness of businesses to support and buy into the WH brand and readiness of the public sector to engage with them. The engagement must constitute a mutual and equal partnership contributing to and in accordance with the statement of OUV.

### ***5.1 Develop cooperation with the private sector***

Result: A consistent Wadden Sea World Heritage Business Cooperation Programme

Activities: Develop a cooperation programme with the private sector taking into account the feasibility study under PROWAD for the entire property as a framework for commercial use of the brand which contributes to the heritage values and in line with the WH Convention.

Strategic partners: Municipalities, provinces, private sector, associations, NGOs

<b>Project: WH Cooperation Programme</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
(concrete activities / measures)				
Develop 3-year project plan.	Approval by WSB	TG-WH	Project Plan (PROWAD LINK)	Sept 2016
Implement project in a participatory approach	Regional workshops with key stakeholders. Project coordination	Stakeholders	Workshop reports (PROWAD LINK)	Oct 2017
Pilot project (selected areas or sectors)	Participation of sectors. First Cooperation Programmes	Stakeholders	Pilot Report (PROWAD LINK)	June 2018
Prepare guidelines of Cooperation Programme	Approval by TGC. Programme running	TG-WH	Cooperation Programme implemented (running trilateral prg.) (PROWAD LINK)	2018

### **Work Theme 6: Promote Science and monitoring**

Science and monitoring is essential for the future protection and management of the property. The research should be aligned with the requirement of the Statement of OUV and extend knowledge on the integrity of the site through linking and partnerships covering the entire property.

#### ***6.1. Develop partnerships with scientific institutions***

Result: A World Heritage partnership programme with scientific institutions

Activities:

- Develop and establish a trilateral research agenda and research platform,

Strategic partners: Research institutions and universities, research councils, scientific platforms

Project: <b>Trilateral Research Agenda</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Coordination group to contact researchers for preparing proposals for single themes for the trilateral research agenda.	Definition research themes and clusters. Discussion at ISWSS 2017 in DK. Proposal to TGC 2018	TG-MM Trilateral research coordination group Research institutions	Research Agenda Enhanced cooperation with the science sector on trilateral themes.	2016 - 2018