

Wadden Sea Board

WSB 1
3 - 4 June 2010
Lindet/Ribe



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| Agenda Item: | 9 |
| Subject: | Communication Strategy |
| Document No. | WSB 1/9/2 |
| Date: | 19 May 2010 |
| Submitted by: | CWSS |

Attached is the budget for the coordination and facilitation of the Communication Strategy. This is a resubmission of the proposal at SO 35, at which it was agreed to discuss this further at the first meeting of the Wadden Sea Board.

At the SO-meeting, the Danish delegation stated that the tasks of a communication officer should be covered by the existing CWSS budget/staff. The German and Dutch delegations underlined the importance of the specific skills of a communication officer and confirmed that they had arranged for additional money for employing a communication officer at the CWSS. The Dutch and German delegations expected a clear position of Denmark at this meeting.

Proposal

The Danish delegation is invited to announce its position.

COMMUNICATION STRATEGY FOR THE TRILATERAL WADDEN SEA COOPERATION. COORDINATION AND FACILITATION BY THE SECRETARIAT

1. Objective

Proposal for the budget for the coordination and facilitation of the Communication Strategy by the secretariat.

2. Starting Points

Sylt Declaration

In 2007 an evaluation was carried out of the Trilateral Wadden Sea Cooperation. The evaluation report underlined that the Cooperation has been instrumental and extremely successful in conserving the outstanding international values of the Wadden Sea. The report concluded, however, that the current profile of the Cooperation internationally, nationally and locally does not reflect either the importance of the Wadden Sea, nor the achievements and critical role of the Cooperation. There is a need both to re-emphasise these points at all levels, and for a much stronger communications function in the long term. The latter requires the development and implementation of a clear Communications Strategy, including targeted "campaigns" aimed at raising awareness of selected stakeholders on particular issues.

It was, therefore, recommended that (1) the Cooperation should continually seek opportunities to raise its profile at international, national and local levels by re-affirming the outstanding importance of the Wadden Sea, and communicating its collective commitment to the area, and (2) a Communications Strategy should be developed and implemented, including targeted campaigns to address key issues.

These recommendations were taken up by the refreshed Joint Declaration 2010 (§ 3.1, e: "to achieve public support for the protection of the Wadden Sea") and the development of the trilateral Strategic Plan (Objective 5).

§40 of the Sylt Declaration states that the governments are convinced that the perception of and the identification with the Wadden Sea as a shared ecological and cultural heritage constitute an essential basis for a successful Wadden Sea protection in the long term. It was therefore agreed to strengthen the communication about the Trilateral Wadden Sea and the Cooperation, in particular regarding the World Heritage Site and the Danish and Hamburg National Parks, by developing a trilateral communication strategy, which should include the activities of the International Wadden Sea School (IWSS). The secretariat will be enabled accordingly to fulfill these tasks.

Communication and Awareness Activities

There are already several communication, awareness and interpretation activities ongoing, in particular the International Wadden Sea School (IWSS), the Wadden Sea World Heritage activities and communication around the Danish Wadden Sea National Park currently being established.

The IWSS was launched in 2003 on the occasion of the 25th Anniversary of the Trilateral Cooperation by the Trilateral Wadden Sea Cooperation together with nature

conservation organisations. After a two-year pilot phase from 2003 to 2005, the IWSS has been transferred into an implementation phase until 2010.

The objectives of the IWSS are to enhance the awareness for the transboundary character of the Wadden Sea and to support the understanding of the trilateral approach for a long-term protection and sustainable management of the Wadden Sea as a whole. Since 2003, the IWSS and the involved network of visitor centers have cooperated successfully to develop educational products in four languages promoting the Dutch-German-Danish Wadden Sea as an entity translating the ideas behind the governmental, inter-regional and local cooperation on the Wadden Sea into the education of the future generation.

With the visitor centres in their role as multipliers of Wadden Sea information as main target group of the IWSS activities, the number of children and adults reached with trilateral Wadden Sea information has increased substantially and this approach of IWSS activities proves to be successful. Over 70,000 pupils have been in contact with these trilateral activities in 2008, among which educational programmes like the "Wader Migration Game" or "Know-the-Coast-Quiz" as well as class-trip arrangements and in-class teaching programmes. The range and the quality of the IWSS material are highly appreciated by the network partners and other Wadden Sea educationists and constitute a unique good offer and at the same time an excellent chance for trilateral Wadden Sea information and education.

In June 2009 the Dutch-German Wadden Sea was inscribed on the World Heritage List under natural criteria viii, ix and x. A comprehensive information and communication programme was launched on occasion of the inscription based on the Communication and Marketing Action Plan, agreed with the stakeholders in advance of the inscription. The inscription was also celebrated at various meetings and events along the coast with the stakeholders involved. The inscription obtained a substantial attention in the media both the regional as well as the national and international media.

Following the inscription of the Wadden Sea on the List and the launch of the information campaign on the property, a Communication and Marketing Action Plan was launched with the stakeholders for the period until the Sylt Conference. The main aims of the plan were to follow up on, strengthen and extend the already launched activities and develop new ones, to integrate the ongoing information and education activities into the World Heritage activities, to follow up on the decision of the World Heritage Committee on the development of sustainable tourism strategy and to further strengthen and extend the stakeholder network cooperation.

In the framework of the Action Plan a work structure has been established with advisory and working groups linked to each of the actions. The groups have met several times in addition to two plenary meetings of the Stakeholder Forum. The outcome of the work has been reported to the Wadden Sea World Heritage project group, which has provided the necessary support to facilitate the process. The work has been coordinated and facilitated by the secretariat and about € 100,000 has been spent on the actual communication programme.

In the period leading up to and during the establishment of the Danish Wadden Sea National Park which is anticipated to be inaugurated in August/September 2010 a wide scale of communication activities were launched which included the dissemination of information material, the organization of several thematic regional workshops and a number of public meetings to involve the local communities in the discussions of the national park. A web based education and interpretation

programme has been started for schools and other educational institutions in the region. The programme is cooperation programme between the local interpretation centers, museums and other relevant institutions.

Specific emphasis has been placed on the development of sustainable tourism in relation to the national park. A cooperation structure has been established between the local tourist organizations to better coordinate and facilitate tourist developments.

3. Communication Strategy 2010 - 13

The Trilateral Cooperation and the CWSS have already been active in communicating its work on the protection of the Wadden Sea over the last 20 years (Wadden Sea Newsletter since 1989, Wadden Sea Ecosystem publication series since 1994, CWSS website since 1996). In addition, communication and education material has been produced (leaflet, brochures, posters, exhibition) to inform the public and multipliers about the Trilateral Cooperation and the results of the TMAP. Press information and targeted communication campaigns, however, are not carried out regularly and only on an ad-hoc basis. There is also an overall communication strategy lacking on how the Trilateral Cooperation should be communicated on international, national and local level by the trilateral partners.

The development of a communication strategy and related marketing activities can build upon the long-term experience in public information by the CWSS. The central task for the next period is the development and implementation of an internal and external communication and marketing strategy with involvement of all relevant stakeholders.

Communication Strategy

A Communication Strategy for the Wadden Sea will be launched for the next three-year period 2010 – 13 which builds upon and continues the work launched in the period since the inscription of the Wadden Sea World Heritage property on the List and the Danish Wadden Sea National Park, includes IWSS activities and pursues five objectives (draft Strategic Plan, Objective 5):

- 1) Enhance the awareness of the Wadden Sea as a shared cultural and natural heritage of Outstanding Universal Value.
- 2) Secure public and political support from all stakeholders for the protection and integrated management of the Wadden Sea as a shared entity.
- 3) Support, facilitate and coordinate stakeholder involvement and initiation.
- 4) Promote, coordinate and facilitate trilateral Wadden Sea education.
- 5) Enhance and advertise the Trilateral Wadden Sea Cooperation as an international role model.

These objectives will be implemented within the five work priorities:

- (1) Protection and Management,
- (2) Information and Awareness,
- (3) Environmental Education and Cooperation Information Centres,
- (4) Tourism and recreation,
- (5) Reporting and International Cooperation.

The organization which has developed in the period since the inscription of the Wadden Sea on the World Heritage List and the National Park will be continued. The Stakeholder Forum is the principal consultation body and expresses the joint

responsibility for the protection and management of the site by all stakeholders; it oversees and provides input to all activities around the site. The Stakeholder Forum appoints working or task groups to prepare and undertake specific tasks, plans or projects within the working areas defined. The work will be overseen by the Wadden Sea Board.

Facilitation and Coordination

The Communication Strategy will be elaborated and implemented in the forthcoming period and be facilitated and coordinated by the secretariat in close consultation with the Board and the relevant stakeholder groups.

The tasks of the CWSS related to the coordination and facilitation of the Communication Strategy 2010 – 13 include:

- Maintenance and development of the CWSS and World Heritage websites as the central portals of trilateral and WH communication (internally and externally),
- Development and coordination of communication material (leaflets, folders, brochures, exhibitions, video etc.),
- Service media, organization of (media) campaigns and other communication activities (events, meetings, workshops) in cooperation with the stakeholders,
- Development and implementation of the environment education programme (IWSS), coordination and facilitation of the network of information centres,
- Supporting the development of sustainable tourism, supporting marketing activities, infrastructure development and qualification in cooperation with regional marketing organisations,
- National and international cooperation and contact to the relevant bodies with the aim to raise awareness and position of the TWSC as model region including involvement in the work of the World Heritage Convention such as the marine programme, sustainable tourism programme and educational programme of the World Heritage Centres,
- Coordination and facilitation of the Wadden Sea World Heritage Group, Stakeholder Forum and the tasks and work groups of the Wadden Sea Cooperation, including active information of the members about developments relevant for TWSC work.
- Supporting the trilateral scientific network (preparation of Scientific Symposia and scientific workshops).

This requires the employment of specific communication and marketing officer at the CWSS, as a first step for the next three year period. The budget for the employment of such a staff officer 2010 - 13 including overhead and travel costs is annexed.

Communication and Marketing Costs

In addition to the staff costs there are costs associated with running the communication and marketing programme. Costs will be related to in particular:

- Developing and elaborating communication and interpretation products and activities for various target groups such as visitors, local people, multipliers (e.g. visitor centers, nature guides, municipalities) and media,
- Organization of events, meetings and workshops,
- Organization of an annual Wadden Sea day including World Heritage
- Facilitation of working groups,
- Organization and implementation of annual joint campaigns,
- Further development of the marketing strategy with stakeholders.

The annual costs can be estimated to amount to € 100,000, to be financed by the stakeholders and partners on the basis of annual budgets.

4. Proposal

1. Approval of the budget for the employment of the communication and marketing officer as attached.
2. Authorize the secretary to elaborate a detailed task description and start employment procedure with a view to the employment as soon as possible for a three-year period.

Annex: Budget Communication Manager World Heritage 2010 - 13

| II. Income/Self- financing | | | | | | | |
|----------------------------|-----------------------------|--|--|--|--|--|--|
| 4. | Personnel contribution | | | | | | |
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| 5. | Material contribution | | | | | | |
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| 6. | Others/e.o. conference fees | | | | | | |
| | | | | | | | |
| Total Self-financing | | | | | | | |

| III. Financing of Expenses | | | | | | |
|---|--|--------|--------|--------|--------|---------|
| Total expenses | | 45.000 | 90.000 | 90.000 | 45.000 | 270.000 |
| Total income/self financing | | | | | | |
| Contribution of third parties | | | | | | |
| Further contribution of third parties | | | | | | |
| Total Remaining amount to be financed by partners | | 45.000 | 90.000 | 90.000 | 45.000 | 270.000 |
| Amount to be paid by each partner | | 15.000 | 30.000 | 30.000 | 15.000 | 90.000 |

33,33%

No. Of
supporting
explanation

Text

Communication Manager

| | | |
|-------------|--|----------------|
| 1. | Personnel costs | |
| 1.1 | Personnel costs | 180.000 |
| | To implement the communication and public information activities as outlined in the 2010 Joint Declaration, and resulting from inscription of the Wadden Sea World Heritage property on the List and the Danish Wadden Sea National Park, it is necessary to employ additional staff at the CWSS equivalent to one person, to implement the following objectives | |
| | 1) Enhance the awareness of the Wadden Sea as a shared cultural and natural heritage of Outstanding Universal Value. | |
| | 2) Secure public and political support from all stakeholders for the protection and integrated management of the Wadden Sea as a shared entity. | |
| | 3) Support, facilitate and coordinate stakeholder involvement and initiation. | |
| | 4) Promote, coordinate and facilitate trilateral Wadden Sea education. | |
| | 5) Enhance and advertise the Trilateral Wadden Sea Cooperation as an international role model. | |
| 2. | Material expenses | |
| 2.3 | Postage, telephone, data transfer | 3.000 |
| | Internet and telefon costs cannot be financed any more out of the CWSS budget because the core budget has been cut substantially for the coming years. | |
| 2.4 | Office equipment, repairs | |
| | Will be covered by CWSS budget. | |
| 2.7 | Traveling inland | 6.000 |
| | The work will entail a considerable amount of travel activities. The amount is based on the average travel cost amount of the CWSS staff. | |
| 2.8 | Traveling abroad | 6.000 |
| | The work will also entail travels abroad. The amount is also based on the average travel cost amount of the CWSS staff. | |
| 2.9 | Information, education | |
| | see 3.1 | |
| 2.11 | Unforeseen | 6.000 |
| | This amount is necessary to cover the costs which arise by reason of costs for meeting rooms and catering of the work group meetings. | |
| 3. | Expenses for external contracts | |
| 3.1 | External work contracts | 69.000 |
| | Contracting of external communication experts and agencies 1) to develop communication and interpretation products and activities for various target groups such as visitors, local people, multipliers (e.g. visitor centers, nature guides, municipalities) and media, 2) to facilitate working groups and 3) to further elaborate the communication strategy. | |
| | Total costs | 270.000 |
| | Total per partner | 90.000 |