

**Wadden Sea Board**

**WSB 20**

**16 June 2017**

**Wilhelmshaven**

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**Agenda Item: 5.10**

**Subject: Progress report on website re-launch**

**Document No. WSB 20/5.10/1**

**Date: 2 June 2017**

**Submitted by: Secretariat**

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**Secretariat’s note:**

At the Wadden Sea Board 16 (9-10 March 2016, Leeuwarden, Netherlands), CWSS was asked to explore the option of merging the TWSC-site and WH1-site into one website displaying both World Heritage and the TWSC work and to present an outline of the new structure to the WSB. The new website will be the central platform for communicating the Wadden Sea World Heritage to the general public as well as for interacting with experts and cooperation partners.

**Proposal: The meeting is invited to take note of the progress and endorse the proposal.**

**Progress report on website re-launch**

(02.06.2017)

At the Wadden Sea Board 16 (9-10 March 2016, Leeuwarden, Netherlands), CWSS was asked to explore the option of merging the TWSC-site and WH1-site into one website displaying both World Heritage and the TWSC work and to present an outline of the new structure to the WSB. The new website will hence be the central platform for communicating the Wadden Sea World Heritage to the general public as well as for interacting with experts and cooperation partners.

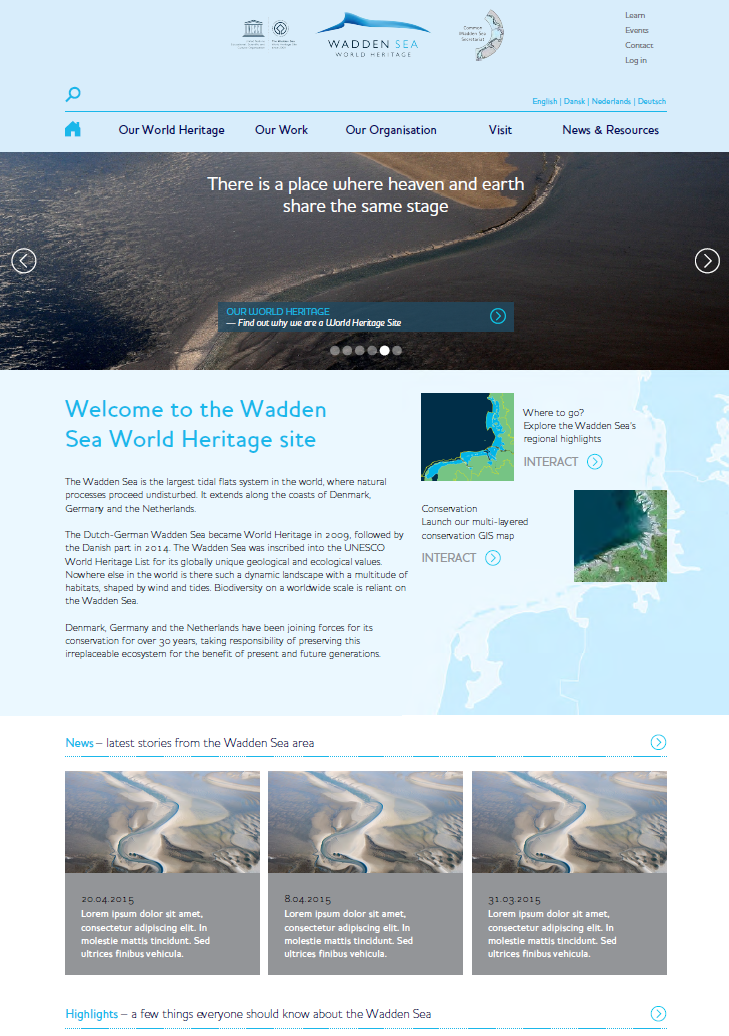
In 2014 a new WSWH-website was designed, which was to include Danish as the fourth language, but has not yet been launched. This website is now taken as basis for the design of the new merged website to accelerate the implementation process and keep costs low.

The progress was slowed by the creation of a microsite for the soon to be finalized QSR. The development of the microsite (mock-ups shown at WSB19) is finished and the site will go live as soon as all thematic reports of the QSR have been finalised.

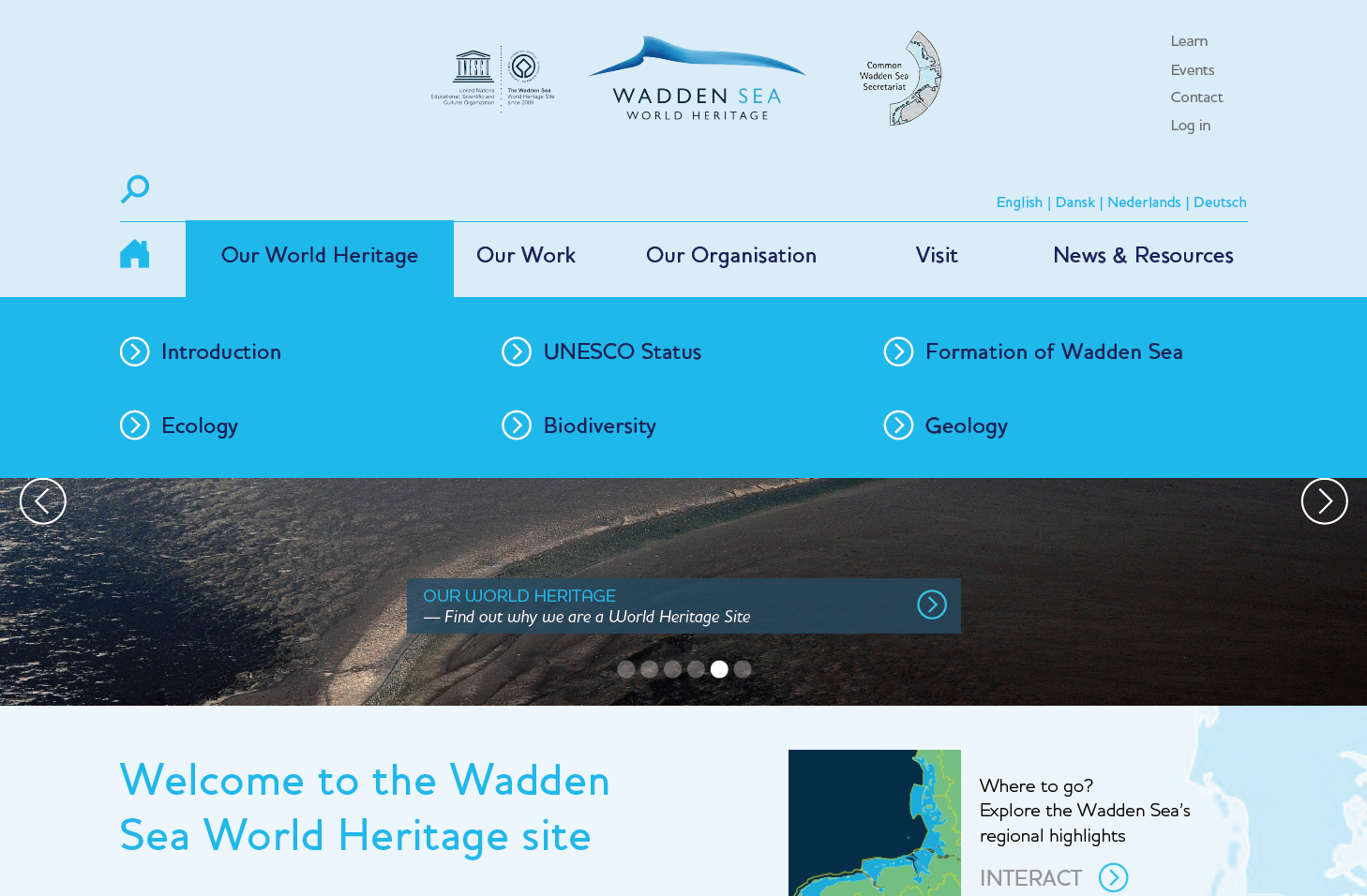
At the moment, a structure (see below) stands and work on the implementation is ready to begin. The primary navigation is limited to five sections to ensure readability. The website’s main focus will be on the WSWH in general, followed by the TWSC work and organisation. The section “Visit” will give an introduction into exploring the Wadden Sea as tourist, but just as and overview complemented with links to our partner sites. The IWSS will be introduced under section “Learn”. All meetings and documents will be placed in a log-in area.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  | **Key:** | Primary navigation | Top right navigation | Secondary navigation |
|  |  |  |  |  |  |  |  |  |
| **HOME** | | | | | | | | |
| **OUR WORLD HERITAGE** | **OUR WORK** | **OUR ORGANI-SATION** | **VISIT** | **NEWS & RESOURCES** | **LEARN** | **EVENTS** | **LOG-IN AREAS** | **CONTACT** |
|  |  |  |  |  |  |  |  |  |
| Purpose:  To showcase world heritage OUV and wonder of Wadden Sea. | Purpose:  This section includes key work sections about the TWSC. | Purpose:  This section includes the organisation of the trilateral work. | Purpose:  visitor info designed to create a sense of place with links to partner sites. | Purpose:  News about the Wadden Sea for both journalists and professionals as well as documents such as flyers, tool kit, etc. | Purpose:  An area for teachers, teaching resources and children to download activities and resources (IWSS). | Purpose:  Events – both external and TWSC, filtered by country, theme or date. | Purpose:  A private log-in area for partners, board members and expert working groups. | Purpose:  Contact form and ways to keep in touch |
|  |  |  |  |  |  |  |  |  |
| UNESCO Status | Conser-vation | Our organisation | Visitor centres | News stories | Environ-mental education | Events | Upcoming events (TWSC calendar) | *Embedded contact form* |
| Formation of Wadden Sea | Sustainable Develop-ment | Common Wadden Sea Secretariat | Itineraries | Resources *Filter resources by theme, type, dates* | Teaching material | Event booking by email - web form | Board |  |
| Ecology (overview) |  | Partners | Explore by area |  | IWSS |  | Task Groups |  |
| Biodiversity (overview) |  | International cooperation |  |  |  |  | Expert Groups |  |
| Geology (overview) |  |  |  |  |  |  | Conference |  |
|  |  |  |  |  |  |  | IWSS Workshop |  |

Mock-up1:



Mock-up2 (Dropdown menu):



Mock-up3 (section landing page “our work”):

