

Wadden Sea Board

WSB 18
3 November 2016
Wilhelmshaven



Agenda Item: 5.1 Wadden Sea World Heritage
Subject: Draft Concept and budget ITB 2017
Document No. WSB 18/5.1/5
Date: 21.10.2016
Submitted by: CWSS

WSB 17 agreed that the Wadden Sea World Heritage should again participate in the ITB 2017 and tasked TG-STC with the further elaboration of the concept, programme and budget for approval by WSB 18.

At TG-STC 17 the members agreed on an amended concept (as attached) and proposed to WSB to grant approval to cover the basic cost through the supplementary budget 2017.

Proposal: The meeting is invited to discuss respectively approve the ITB 2017 concept and to grant the funding.

1. Background

Since the first participation in 2015, we have developed our presentation at the ITB from a basic display of PROWAD partners and achievements of the project to active involvement of the UNESCO WH + Sustainable Tourism programme, sub-exhibitors, local stakeholders and sponsors, as well as most of the Wadden Sea World Heritage partners in 2016. This showcase of cooperation in the Wadden Sea area as an example of sustainable development was awarded third prize in the category "Travel Support and Media" of the Best Exhibitor Awards presented by the Cologne Business School in 2016.

TG-STC rated the ITB as a valuable platform for making effective use of the media and leveraging opportunities for cooperation in the promotion of public awareness, education and participation concerning interpretation, presentation and supporting the 'Outstanding Universal Value' (OUV) in the context of sustainable tourism.

Also, the fair is seen as an opportunity to engage a network of partners who are ready to share their positive experience with World Heritage and Sustainable Tourism and thus promote their contribution to WH in the most credible way.

At the TG-STC 17 the members agreed on an amended concept (attached as pdf) and proposed to WSB that WSB grant approval to cover the basic cost from the supplementary budget 2017 (as in 2016).

2. Concept (Overview)

The Wadden Sea World Heritage presence at the ITB will focus on WS/WH and the importance we see in cultivating strong partnerships to raise awareness of our OUV. We will show that in the Wadden Sea World Heritage we contribute to the UNESCO World Heritage Vision and Mission.

Building on the successful concept of this year's participation, we suggest to use the slogan "**People Protecting Places**" for 2017, thus connecting with the UNESCO World Heritage and Sustainable Tourism Programme, as the overall **theme**:



WE'RE NOT ASKING YOU TO SAVE THE WORLD. JUST ITS GREATEST PLACES.

Under the above motto, the WS/WH will additionally present the **Wadden Sea Flyway Initiative**, which is perfectly suited to the 2017 ITB partner country, Botswana, as an example of cooperation with partners and international projects along the whole East Atlantic Flyway.

PROGRAM:

During the three **trade visitor days** (Wednesday-Friday) our program will focus on knowledge exchange. Bringing together professionals from the tourism industry, academic staff and wider groups and communities to exchange ideas, evidence and expertise.

Activities during trade visitor days:

- Slots for 30-minute presentations on main stage during 12th Pow-Wow for Tourism Professionals;
- 1 Master Class / 60 Minutes on main stage during 12th Pow-Wow for Tourism Professionals;
- Slots of 45/60 minutes workshop session at booths for partners;

- Meeting point during the ITB Career Center Day 1 on Thursday for partners to recruit students for master thesis, study project etc.;
- Expert Forum & Experience Arena - using the booth meeting area for discussion, planning, and collaboration;
- High-End panel discussion at ITB Convention (tbc).

During the **public days on the weekend** the focus is on letting a broad audience experience what the Wadden Sea World Heritage has to offer.

Activities during Public visitor days:

- Sponsored activities of local stakeholders to present their products related to World Heritage.

3. Possible partners and co-exhibitors

The UNESCO World Heritage and Sustainable Tourism Programme has already confirmed that it would partner with us in case we participate.

Also interest in partnering 2017 has already been signaled by:

- World Heritage Magazine,
- German natural World Heritage Sites (Messel Pit, Ancient Beech Forests),
- Deutsch UNESCO Kommission, DUK (German Commission for UNESCO),
- Wadden Sea Flyway Initiative;
- Waddenagenda (Interreg VA);
- Die Nordsee GmbH.

The TG-STs members will contact respectively as well:

- Stichting Werelderfgoed Nederland,
- Stevns Klint, DK,
- Other marine WH sites.

4. Estimated budget

For 2017, the estimated cost is comparable to the 2016 budget: approx. **€ 20,000** (see Annex 1)

The UNESCO World Heritage and Sustainable Tourism Programme confirmed a contribution of € 6,500 for 2017 (as done in 2016)

It is proposed that the remaining costs € 14,000 should be covered by the Trilateral Cooperation (as in 2016):

5. Share D 7.000 (SH 3,000; Nds. 3,000, HH 1,000)
6. Share DK 2,500
7. Share NL 4,500

Proposal

We propose that the meeting

1. discuss and approve the concept for the ITB 2017 in Berlin;
2. instruct the Secretariat to form a small expert group to contribute as local advice/contact body to implementation of ITB 2017;
3. approve the budget and grant the funding.

Annex 1**Overview Budget 2016 (rounded figures)**

Basic costs (Rental of 42 m ² + fixed cost ITB)	€ 14,075
Costs for stand assembly, decoration and layout	€ 2,805
Costs for stand service and communication	€ 385
Costs for transport and handling	€ 925
Photo Exhibition (print)	€ 1,145
Total	€ 19,335

Revenues 2016Trilateral Cooperation partners:

NL / Sjon de Haan (Provincie Fryslân)	€ 5,950
Lower Saxony / NLPV	€ 2,000
Schleswig-Holstein / MELUR	€ 2,500
UNESCO Tourism Programme	€ 6,650

WH Partner

Grube Messel / Pit Messel	€ 1,000
WH Review Magazine	€ 1,000

Extras / Sponsors	€ 190
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Total	€ 19,290
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For 2017 the estimated cost is related to the budget 2016. The space rental and fixed cost raised slightly by € 5 to € 270.00 per m².