

# Wadden Sea Board

**WSB 18**  
**3 November 2016**  
**Wilhelmshaven**



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<b>Agenda Item:</b>	5.1 Wadden Sea World Heritage
<b>Subject:</b>	Campaign Workshop
<b>Document No.</b>	WSB 18/5.1/7
<b>Date:</b>	21 October 2016
<b>Submitted by:</b>	CWSS

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WSB 17 discussed an amended proposal of the World Heritage Campaign (document WSB 17/5.1/6 World Heritage Campaign 2016-2018) decided to carry out a stakeholder workshop first to look in more detail at the suggested contents of activities in 2016.

WSB 17 instructed CWSS together with the agencies to organize a stakeholder consultation workshop, to implement the activities for 2016 as appropriate and to develop campaign plan including budget for the time period 2017–2018, for discussion at WSB 18.

**Proposal:**      **The meeting is invited to discuss the outcome of the workshop, respectively to approve the amended campaign outline as in Annex 2.**

**World Heritage Campaign  
Stakeholder Workshop  
Hamburg,  
19.09.2016  
Summary Record  
(version 20.10.2016)**

## **1. Opening**

A list of participants of the workshop is in **Annex 1**.

## **2. Campaign implementation plan**

A proposal of a draft campaign implementation plan (which covered objectives, indicators, activities, deliverables, timeline, budget) which integrated the comments by the countries (WSB 17) was discussed by the meeting with regard to objectives, planned products and activities.

The draft plan was amended respectively changed as in **Annex 2** be submitted to WSB for approval.

### **Re. 1: Objectives of the campaign:**

The meeting noted that the campaign was developed as a brand awareness and image campaign for the Wadden Sea region. All elements may also be used in stakeholders' (regional) tourism marketing campaigns and support whatever sales or marketing activities are in play. It is communication of characteristics, values, and attributes that clarify what the Wadden Sea World Heritage brand is and is not.

The specific objectives were approved with amendments (see Annex 2). The second objective was modified as follow: "Enhance visibility of the entire Wadden Sea World Heritage in the region amongst local inhabitants, stakeholders, visitors and media".

Campaign slogan: The majority of the workshop participants was not in favour of the proposed campaign slogan "It's your nature". WWF, with support of Niedersachsen, suggested to alter the campaign slogan to "It's our nature" to be a little more inclusive / sharing. Denmark, Schleswig-Holstein and the majority of the Dutch participants suggested to keep the existing WH slogan "There is a place where heaven and earth share the same stage" and was not consent with a new slogan, whereas other participants could both accept "It's your nature" or "It's our nature".

The agencies underlined that a new slogan "It's your nature" is a prerequisite for an efficient and targeted communication as part of the overall objective. The slogan should capture all of the spirit of the message in a snappier, more succinct form. The campaign slogan "It's your (our) nature" can tie into the overall message "There is a place ..." it is short enough to be said in one breath, and snappy enough to be easy to say over and over again.

Therefore, the workshop was not able to find a solution regarding a joint slogan for the campaign, but agreed that further effort must be taken in the coming years to enhance the visibility and awareness with regard to the Wadden Sea World Heritage. The outline in Annex 2 should be taken as a starting point and requires an intensive dialogue with local and regional stakeholders.

### **Re. 2: Campaign activities**

The workshop suggested the following campaign activities:

a. Development of World Heritage contents

Develop communication contents to sharpen the WSWH image which can be applied by the stakeholders in their World Heritage communication. Priority should be given to:

- *Photo shooting*: prepare high quality Wadden Sea photos which can be easily used for free by stakeholders for their World Heritage communication (budget for photo shooting to be estimated, sharing of costs to be discussed later).
- A number of *Wadden Sea videos* (20sec) which can be easily used for free by stakeholders for their World Heritage communication (budget for videos to be estimated, sharing of costs to be discussed later).
- Communicate and extend the “*World Heritage Toolkit*”.
- Share and regionalize existing tools and contents,
- Future perspectives (to be specified later): cooperation with arts events, development of a e.g. a World Heritage booklet, a (insert) magazine or brochure (in addition to the WH flyer)
- Coordination: CWSS

b. Improve Social Media communication about Wadden Sea World Heritage

- Develop WSWH social media strategy (contents, target audience)
- Analyse existing channels with regard to WSWH communication (also with regard to stakeholder needs),
- Reorganize existing channels and aim at consumers/visitors
- Provide advice and WSWH contents to social media professionals in the regions (training, in-house workshops, checklist/guidelines),
- Coordination: CWSS
- Budgets: Financed to be discussed, cost may be shared (to be discussed)

c. Needs of Stakeholders

- Provide regular feedback from local stakeholders regarding their needs for WSWH communication (through existing stakeholder networks or regional workshops).
- Coordination: Regional focal points and/or networks in the countries.

The campaign activities are specified in the implementation plan in **ANNEX 2** which will be further elaborated after approval by WSB 18.

### 3. Other businesses

8th Migratory Bird Days in the Wadden Sea National Park of Lower Saxony (08 -16 October 2016) [www.zugvogeltage.de](http://www.zugvogeltage.de)

Westküsten Vogelkiek Schleswig-Holstein (29 September - 03 October 2016)  
[www.westkuesten-vogelkiek.de](http://www.westkuesten-vogelkiek.de)

**ANNEX 1**

**World Heritage Campaign  
Stakeholder Workshop  
Hamburg, BUE, Room E.03.726  
19.09.2016**

<b>No.</b>	<b>Name</b>	<b>Institute / Company</b>
1	Harald Marencic	CWSS (chairman
2	Sjon de Haan	Anjager Werelderfgoed
3	Michel Aaldering	Marketing Groningen
4	Siem Akkerman	Provincie Fryslân
5	Arndt Meyer-Vosgerau	Nationalpark Niedersächsisches Wattenmeer
6	Alina Claußen	Nationalpark Schleswig- Holsteinisches Wattenmeer
7	Carolin Wolke	Die Nordsee GmbH
8	Frank Ketter	Nordsee-Tourismus-Service GmbH
9	Constanze Höfinghoff	Tourismuszentrale St. Peter- Ording
10	Anja Szczesinski	WWF Husum
11	Jens Laurits Hansen	Nationalpark Vadehavet
12	Urs Spindler	Die Brueder
13	Peter van den Broek	MerkMakers
14	Anja Domnick	CWSS

**ANNEX 2****Wadden Sea World Heritage Image Campaign 2016 – 2018**  
**Outline work plan**  
**(20.10.16)****Background**

In November 2014, the TG-WH prepared a call for tender for the development of a transnational Wadden Sea World Heritage Campaign, which was published in February 2015. The Dutch-German consortium consisting of the two agencies (MerkMakers and Die Brueder) was selected to develop a campaign in the framework of PROWAD.

The concept of a 3-year World Heritage Campaign was introduced by the agencies to TG-STs (Sept. 2015) and TG-WH (Oct 2015, and at regional meeting in NL and SH (autumn 2015). The concept was then presented at WSB 15 (November 2015), which resulted in a request to prepare a more detailed implementation plan presented at WSB 16 (March 2016). WSB 16 requested CWSS to realign the proposal and consult with TG-WH and TG-STs. All delegations provided their comments to CWSS, and a new proposal was presented to WSB 17.

At WSB 17 (June 2016), CWSS was instructed together with the agencies to organize a stakeholder consultation workshop (which took place on 19.09.2016) to implement the activities for 2016 as appropriate and to develop campaign plan including budget for the time period 2017–2018, for discussion at WSB 18 (3 November 2016).

The campaign implements the "Wadden Sea World Heritage Strategy" and Road Map (as approved by WSB) (work theme 2: Establish, extend and manage the Wadden Sea World Heritage Brand), and the strategy on "Sustainable Tourism in the Wadden Sea World Heritage" as signed by the ministers and stakeholders in 2014 (Action Plan 9.1: Develop and implement a WH information campaign in cooperation with stakeholders).

**1. Objectives of the campaign**

The campaign was developed as a brand awareness and image campaign in order to increase interactions with the brand, build more positive brand associations, increase brand loyalty by connecting with the target audience and motivate to engage with the brand (TG-WH 14, November 2014). The brand awareness activities (brand communication and campaigning) in the Wadden Sea will result in a powerfully enhanced identity for the entire region.

The Wadden Sea World Heritage Image Campaign 2016–2018 aims to sharpen the identity and increase the public awareness of the transnational Wadden Sea World Heritage as a global brand, in cooperation with local and regional actors, turning it into a vehicle to transport the image of the region to audiences far beyond a local or regional scope.

Accordingly, the specific campaign objectives were defined as follows:

1. Provide opportunity for stakeholders to engage with World Heritage at the local level showing pride and commitment, and profiling themselves as World Heritage ambassadors,
2. Enhance visibility of the entire Danish, Dutch, German Wadden Sea World Heritage in the region amongst local inhabitants, stakeholders, visitors, and media,
3. Facilitate transboundary cooperation and networking between stakeholders, and create synergies,
4. Profile the region internationally as a role model (enhance degree of popularity e.g. as well-protected transnational nature area and a sustainable tourism destination).

The Campaign is a tool to work strategically with the WSWH brand to develop the desired WSWH destination image used with consistent and coherent communication. The aim is to

work, in the first place, with local stakeholders in the different countries, in order to convey an integrated image of the outstanding universal value of the Wadden Sea. The campaign will activate local partners to enhance their engagement with World Heritage, and enable them to integrate WH contents in their communication channels and activities with a consistent campaign message.

The campaign activities and results will be connected to **Leeuwarden in 2018**, the Cultural Capital of Europe, and the “13<sup>th</sup> Trilateral Governmental Conference on the Protection of the Wadden Sea” which will be held in Leeuwarden in spring 2018.

## 2. Campaign activities

### 2.1 Development of contents for WH communication

Specific Objectives and indicators

- To provide stakeholders with high quality contents and material for WH communication. Shareability is the key.
- To engage stakeholders in World Heritage communication and protection of OUV.

Indicators: Number of stakeholders using WH contents in their own communication, number of stakeholders cooperating with World Heritage in the countries and transboundary, interaction of target audience (local inhabitants, visitors, and media).

Proposed deliverables (coordination CWSS):

- An archive of free and easy accessible photos featuring Wadden Sea World Heritage,
- A number of videos (20 sec, various themes),
- A number of high quality blogs related to WH attributes from each region.

Proposed activities, time schedule and finances (coordination CWSS):

- Photo shooting to prepare high quality Wadden Sea photos which can be easily used for free by stakeholders for their World Heritage communication,
- Covering each season (focus on spring / autumn), showing OUV attributes and how to experience them locally, inspiring and emotional.
  - o Time January – October 2017 (20 day)
  - o Costs: 10,000 – 20,000 (estimated)
  - o Budget: Co-financing by stakeholders (*amount to be specified by stakeholders*),
- Video production covering all regions and OUV aspects and how to experience them locally, inspiring and emotional.
  - o Time January – October 2017 (20 day)
  - o Costs: 10,000 – 20,000 (estimated)
  - o Budget: Co-financing by stakeholders (*amount to be specified by stakeholders*),
- Invite bloggers to all WH regions (in cooperation with stakeholders and with other projects),
  - o Time: April to October 2017 (4 days per region),
  - o Costs: 1,000 per day (estimated).
  - o Budget: Shared costs, co-financing by stakeholders (*amount to be specified by stakeholders*),
- Communicate and extend the “*World Heritage Toolkit*”.
  - o Enhance online access of WH material from the toolkit,
  - o Share and regionalize existing and new tools and contents,
  - o Costs: 5,000 (estimated)
  - o Budget: CWSS, co-financing by stakeholders as appropriate,
- Future perspectives (to be specified later): cooperation with arts events, development of a World Heritage booklet (in addition to the WH flyer)

## 2.2 Improve Social Media communication about Wadden Sea World Heritage

### Specific Objectives and indicators

- To support stakeholders in consistent communication of WH in their social media channels

Indicators: Number of stakeholders using WH social media material, number of social media channels involved in the campaign, number of contacts, number of interactions, dissemination of a joint hashtag

### Proposed Deliverables (to be further specified with stakeholders):

- Wadden Sea World Heritage social media strategy (objectives, contents, target audiences, cooperation between SM channels).
- Checklist / guidelines (basic social media manual for stakeholders): WH communication in selected social media channels, editorial processes (e.g. posting plans), community management, set of periodic WH formats, incl. coaching in workshop environment and ongoing evaluation,
- Provide advice and WSWH contents to social media professionals (of CWSS and stakeholders) including a set of high-class editorial and image content (e.g. graphic elements, photosets, illustrations and infographics) for social media channels.
- Search engine optimisation to gain visibility for all branded elements – be they videos, articles, infographics or main homepage.

### Proposed activities, time schedule and finances (to be further specified with stakeholders):

- Analyse social media channels in the Wadden Sea and develop a WSWH social media strategy in cooperation with CWSS and key stakeholders (national parks, tourism organizations, NGOs)
  - o November – December 2016
  - o Costs: 6,250,
- Develop checklist / guidelines for social media in WSWH:
  - o January 2017
  - o Costs: 6,500
- Workshop Online Communication with stakeholders incl. monitoring/feedback
  - o February 2017
  - o Costs: 5,000
- Provide contents and material for online communication
  - o March 2017, (presentation WSWH strategy and examples at ITB 2017),
  - o Costs: 3,100 + (realisation & production cost depending on concept and contents/number of followers,)
- Evaluation and recommendations for 2017/18
  - o November 2017
  - o Costs: Tbd.

Budget: Costs can be covered by CWSS Supplementary Budget 2016 (resp. 2017) (budget lines WH campaign, WH website and WH material, accordingly).

## 2.3 Campaign Feedback from Stakeholders

Provide regular feedback from local stakeholders regarding their needs for WSWH communication (through existing stakeholder networks or regional workshops).

- Inform stakeholder at working group meetings (AG Weltnaturerbe Westküste Schleswig-Holstein, Weltnaturerbe-Forum Niedersachsen, World Heritage working groups in the Netherlands, National Park Partner Network Denmark).

- Provide input to WSWH campaign coordination at CWSS and to inform TG-WH, TG-STS and WSB (via CWSS)
- November 2016, ongoing
- Costs: to be covered by regional budgets

Coordination: Regional focal points and/or networks in the countries.