

# Wadden Sea Board

**WSB 18  
3 November 2016  
Wilhelmshaven**



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**Agenda Item:** 5.1 Wadden Sea World Heritage  
**Subject:** TG-STs Progress Report  
**Document No.** WSB 18/5.1/8  
**Date:** 26 October 2016  
**Submitted by:** **Chairman TG-STs**

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Attached is the progress report of the Task Group Sustainable Tourism Strategy (TG-STs)

**Proposal:** **The meeting is referred to the document**

## **Task Group Sustainable Tourism Strategy (TG-STC) Report to WSB-18**

Chair / Secretariat: Oeds Bijlsma / Harald Marencic, Anja Domnick

Meeting: TG-STC 17: Wilhelmshaven, 6-7 October 2016

### **1. Coordination of tourism and marketing projects**

TG-STC discussed the coordination of the ongoing and planned Wadden Sea projects implementing the Sustainable Tourism Strategy and Action Plan in the Wadden Sea World Heritage Destination. This covered:

- a. The 'Waddenagenda', Interreg VA Deutschland-Nederland, October 2015 – December 2018, lead partner: Ostfriesland Tourismus GmbH (budget 2.6 Mio €), implements main parts of the Trilateral Tourism Strategy and Action Plan (13 work packages). Project partners are members of the Dutch World Heritage "Kerngroep" and the Lower Saxon "AG Weltnaturerbe". Main activities in 2016 covered several events in June 2016 celebrating anniversary of the WSWH inscription, blogger events, press trips and a TV spot with National Geographic.
- b. Interreg VA Denmark-Schleswig-Holstein: submission of an application called "NAKUWA" (Nachhaltiger Natur- und Kulturtourismus UNESCO Welterbe Wattenmeer) in June 2016, start planned in April 2017. Development of nature experience offers including cycling and hiking, qualification of bird watching guides, and training of tourism entrepreneurs.
- c. Schleswig-Holstein: ITI project (ERDF co-financed), application process ongoing, earliest starting date spring 2017. Five projects on World Heritage (three extensions of visitor centre Multimar, enhanced visualization of World Heritage, further development of NP partnership).
- d. The Dutch Waddenfonds has reserved a budget of 15 Mio Euro over 10 years to strengthen WSWH especially with marketing activities.
- e. LEADER programme in Lower Saxony to support rural development projects mainly on the islands ("Wattenmeer Achter").
- f. Dutch World Heritage Association developed a number of activities to promote the then Dutch WH sites in the Netherlands (app, videos, campaign under the motto "World Heritage – now also in the Netherlands" with TV clips),
- g. Danish World Heritage Association established with six work themes (ownership, visibility, sustainable development/code of conduct, infrastructure).
- h. The Dutch Waddenvereniging developed the concept of Werelderfgoedweken in cooperation with local entrepreneurs which takes place without external funding every summer (started 2013).

The TG-STC underlined the importance of exchanging information about regional activities, in order to make use of synergies and to exchange experience and results. Therefore, the TG-STC will act as a coordination platform for all tourism projects related to Wadden Sea World Heritage.

**Proposal: To note**

## 2. Trilateral tourism and marketing activities

TG-WH discussed the preparation of the ITB 2017 (see separate document WSB 18/5.1/5&6).

With regard to the outcome of the WH campaign workshop (see separate document WSB 18/5.1/7), the meeting **agreed** to continue and enhance the existing social media channels with World Heritage contents and to further extend social media topic as part of the regular WH communication.

TG-WH acknowledged the approval of the Expression of Interest "PROWAD LINK" (Interreg VB North Sea Region Programme, see WSB 18/5.1/) and thanked CWSS and all partners for their work on the application.

### **Proposal: To note**

## 3. Business Cooperation Programme and use of WSWH Logo

TG-STC invited tourism entrepreneurs from all three countries to present their experience with the use of the logo, the opportunities to get engaged, and the ways to develop ownership and identification with the World Heritage brand.

During the TG-STC excursion on 6 October, Mr Jurdick (Hotel-Restaurant NAKUK, Horumersiel) presented his experiences with the National Park Partnership Programme and World Heritage. TG-WH noted the commitment and the level of engagement of the NP partner. The request to engage other sectors and provide a trilateral exchange cross-sectoral was seen as valuable input for PROWAD Link.

In that context, TG-STC addressed again the use the WSWH logo by stakeholders and concluded that progress in the logo issue is urgently needed. This concerns amongst others the differentiation between the use of the logo for commercial benefits for entrepreneurs only and the use of the logo for communication and promotion of the Wadden Sea World Heritage (exposure of the brand).

### **Proposal:**

- The working group on business cooperation programme should also take up the logo issue.
- The use of the logo for promotion of World Heritage should be further enhanced by providing existing WH communication material to stakeholders.