

Wadden Sea Board

**WSB 19
24 March 2017
Wilhelmshaven**



Agenda Item: 5.1
Subject: World Heritage Business Cooperation Programme
Document No. WSB 19/5.1/1
Date: 3 March 2017
Submitted by: Chairman WSB

Proposal: The meeting is invited to discuss respectively approve on of the proposed options.



Report to WSB

By the Working Group Business Cooperation Programme

(01.02.2017)

The Working Group Business Cooperation Programme was established by WSB 18 (see ToR [Annex 1](#)) and met in Hamburg on 19 December 2016. The agenda is in [Annex 2](#).

Participants: Co Verdaas (Chairman), Bernard Baerends (MinEZ), Peter Saabye Simonsen (DK-NP), Matthias Kundy (LKN-NPV), Margrita Sobottka (NLPV), Jürgen Rahmel (NLPV), Anja Szczesinski (WWF), Jochem Pleijsier (MinEZ, observer), Harald Marencic (secretariat).

The group developed a draft framework for a business cooperation programme in order to find common ground and initiate a process towards a consistent approach across the Wadden Sea World Heritage

1. Status of cooperation programmes in the Wadden Sea

The meeting took note of the fact that some regions have already developed well-established partner or business cooperation programmes (including a comprehensive set of criteria), while others are still developing ways to cooperate with partners. This reflects the complex institutional landscape, different experiences in working with business partners, as well as various views or expectations when dealing with commercial aspects in the context of the Wadden Sea World Heritage.

However, the meeting regarded the experiences from these programmes and networks as a valuable starting point when developing a cross-border cooperation programme for the Wadden Sea World Heritage which would be a great contribution to the protection of the OUV of the entire property.

2. Overall objectives of a business cooperation programme

The meeting agreed that all communication of WH, as well as cooperation with business partners, should be directed towards the same goal: to enhance awareness of the Wadden Sea as a fragile and valuable natural environment which has to be protected to maintain its Outstanding Universal Value (OUV) as joint responsibility.

As part of this, the business cooperation programme will contribute to the aims of the "Wadden Sea World Heritage Strategy 2020" in specific to continue to:

- 1) "Safeguard for current and future generations its outstanding universal value including integrity which, at the same time, inspires people to enjoy and value it, celebrate and learn about it.
- 2) Develop the brand Wadden Sea World Heritage to constitute a tool for the region's sustainable development benefiting inhabitants and visitors.

- 3) Contribute to the World Heritage Convention and its strategic objectives by being a model for international cooperation in a trans-boundary property. “

3. Target groups and their roles

The meeting also discussed the option to develop target groups specific cooperation programmes in the framework of an overall Wadden Sea World Heritage Business Cooperation Programme.

Across the Wadden Sea regions and within a consistent approach, it would be possible to develop different types of business cooperation depending on the focus for each region and to more specifically define the target groups accordingly. For example, the Schleswig-Holstein national park partner programme will focus on tourism related business, the Lower Saxony MAB project focuses on local products, and the green port initiative in the Netherlands focuses on Wadden Sea harbours.

The regional components of the cooperation programme may address various target groups. The way of involvement can vary and may result in five different types of cooperation:

1. Sponsorship
 - a. Target group: companies, enterprises, large businesses
 - b. Aims of cooperation
 - i. Raise money (World Heritage foundation, specific projects)
 - ii. Increase Visibility

2. Partnership Programmes (e.g. National Park Partner Programmes)
 - a. Target group: local entrepreneurs (SME)
 - b. Aims of cooperation
 - i. Support protection
 - ii. Enhance awareness
 - iii. Create ownership
 - iv. Increase knowledge and visibility
 - v. Support regional sustainable development
 - vi. [Generate funds (partnership fees)]

3. Products and Services
 - a. Target group: Provide of (regional) products and services related to WHS
 - b. Aims of cooperation:
 - i. Increase visibility
 - ii. Support regional sustainable development
 - iii. Generate funds (licence fee)

4. Ambassadors/Friends
 - a. Target group: (regular) visitors, inhabitants, individuals
 - b. Aims of cooperation:
 - i. Create ownership
 - ii. Enhance awareness
 - iii. Increase knowledge and visibility
 - iv. Support protection

5. Strategic Allies
 - a. Target group: partners in WH projects and activities such as nature NGOs, science, tourism, education,
 - b. Aims of cooperation:
 - i. Create ownership
 - ii. Enhance awareness

- iii. Increase knowledge and visibility
- iv. Support protection

4. Criteria for a business cooperation programme

A coherent cooperation programme with businesses and other partners across the three countries should be developed for the entire Wadden Sea World Heritage. Due to the regional differences, it is recommended to jointly define minimum standards for a programme which then can be implemented within the regional/national framework including criteria to guarantee OUV-related content of communication and consistency of the conduct of partners concerning the protection of the Wadden Sea and with the general principle of sustainability:

Irrespective of target group and type of cooperation, the partner should fulfil the following criteria (*Commit-Communicate-Cooperate-Contribute*):

1. *Commit* to the aims of World Heritage and protection of OUV,
2. *Communicate* World Heritage and OUV of the Wadden Sea,
3. *Cooperate* with the World Heritage network in the countries and trilaterally
4. *Contribute* to protect and maintain the OUV.

The cooperation programme should be confined to activities or products in or from the Wadden Sea Region.

For partnerships concerning companies, activities or products with a cross-border relevance (e.g. fisheries), the working group should discuss this issue trilaterally and involve WSB as appropriate.

5. Risk assessment

The meeting underlined that benefits and risks of potential partnerships/cooperation should be analysed in beforehand as part of the cooperation programme. The performance of businesses in context of the cooperation programme should be monitored within a “feedback” mechanism.

The meeting also discussed how to deal with businesses which may potentially have a negative impact on the OUV or on the credibility of the protected area. This issue is politically very sensitive and needs further attention when developing a coherent cooperation programme.

6. Budget

The costs of the cooperation programme and its different components need to be covered, for example by funds from TWSC, funds from business partners or involved governmental institutions, or through external fundraising activities. The regional components should be financed on the regional levels whereas the trilateral coordination and administration needs a trilateral budget.

7. Organisation / Governance

The meeting underlined that comprehensive arrangements need to be in place (trilaterally and regionally) to ensure the efficient management of the business cooperation, which cover a.o. institutional organisations, a board/steering committee, modalities for joint planning and monitoring, and evaluation of the results. Suitable expertise, knowledge and processes

should be developed for implementing a cooperation programme, managing the partnership portfolio and learning from successes and failures.

The cooperation programme as well as the further development of the common framework should be coordinated for the time being by CWSS to ensure a consistent approach across the World Heritage property and support regional networks, such as national park partner programmes.

The further work on the development of the World Heritage cooperation programme and its implementation has to be attuned to the preparation of the planned Interreg VB PROWAD LINK project (decision on approval in June 2017), the development of the Partnership Centre, the implementation of the Wadden Sea World Heritage Strategy and Roadmap, and the sustainable tourism strategy for the Wadden Sea World Heritage destination.

8. Communication and Outreach

The business cooperation programme and its regional components should be communicated on national and also on trilateral level through existing networks, to emphasize the cross-border character of World Heritage and to exchange knowledge and experience.

9. Next steps

A trilateral coordinating mechanism is required to develop the common framework and to communicate and coordinate the programme, including monitoring (feedback) and reporting. An additional budget and capacities are required to start the programme. Depending on the size of the programme, number of partners and types of cooperation, the effort may increase.

The working group proposed two options to proceed

- Option 1: A minimum approach, in which the working group continues the work under mandate of WSB,
- Option 2: A more advanced approach, with additional staff and external EU- funding (e.g pending on PROWAD LINK approval), organisation of trilateral meetings with business meeting, organisation of monitoring and reporting.

The next meeting of the working group is scheduled for autumn 2017 to exchange experiences and to monitor the progress in implementing the programme pending decision of WSB and Interreg VB North Sea Programme.

PROPOSAL

WSB is proposed

1. to discuss respectively approve one of the proposed options,
2. to instruct CWSS and the working group with the further development of the programme,
3. to provide resources to CWSS to implement and coordinate the cooperation programme.

Annex 1

Working Group Business Cooperation Programme (WG-BCP)

Terms of Reference (as adopted by WSB 18)

The development of a joint World Heritage Business Cooperation Programme covering the entire property in a consistent approach is an important work theme for the Cooperation to enhance engagement of private partners in the protection of the OUV. The work contributes to the World Heritage Strategy (TD § 5) and the aims and objectives of the World Heritage Convention.

Objective

Develop a proposal for a World Heritage Business Cooperation Programme and a road map for its implementation.

Tasks

- (1) Define the overall scope and principles of a WH Business Cooperation Programme and its contribution to the World Heritage Strategy.
- (2) Analyse the existing partnership programmes in the Wadden Sea and their potential relationship to a WH Business Cooperation Programme for the entire property,
- (3) Develop a WH Business Cooperation Programme (targets, target groups, criteria, risk assessment, budget, and organisation) for approval by WSB.

Deliverables

Draft concept of a WH Business Cooperation Programme to be submitted to WSB 19 (1st quarter of 2017).

Composition/Membership

The working group should consist of Co Verdaas (chair), Peter Saabye Simonsen (NP DK), Bernard Baerends (MinEZ), Barbara Engels (BfN), Christiane Gätje (NP S-H), Anja Szczesinski (WWF), Jürgen Rahmel (NP-LS) and Harald Marencic (secretary).

Reporting

The working group reports to the Wadden Sea Board.

Time line

The working group should commence its work immediately after WSB 18 (November 2016) and deliver its concept by mid-February 2017, so as to enable its submission to WSB 19 (presumably March 2018).

Annex 2

Working Group Business Cooperation Programme (WG-BCP)

19 December 2016,

National Park Administration, Behörde für Umwelt und Energie,

Neuenfelder Straße 19, 21109 Hamburg – Wilhelmsburg

Meeting Room C.02.240

Proposed Draft Agenda

11:00: 1. Opening and adoption of the agenda

- Introductory round (participants)
- Objectives of the meeting and expected results

11:15: 2. Status Cooperation Programmes and Networks

- Overview and status of running cooperation programmes, partnerships and networks related to the Wadden Sea World Heritage, and their potential relationship to a WH Business Cooperation Programme for the entire property

11:45: 3. Framework for a World Heritage Business Cooperation Programme

- Results of Joint TG-WH/STS meeting in St Peter-Ording (June 2016)
- Define the overall scope and principles of a WH Business Cooperation Programme and its contribution to the World Heritage Strategy.

12:15 Lunch

13:00: Cont 3. Framework for a World Heritage Business Cooperation Programme

- Identification and discussion of main works fields:
 - Overall objectives of the programme,
 - target groups (and their roles),
 - criteria for a partnership,
 - risk assessment (partnership's performance),
 - budget,
 - organisation.
- Conclusions and report to WSB

15:30: 4. Next Meeting

15:45: 5. Closing