

Wadden Sea Board

**WSB 19
24 March 2017
Wilhelmshaven**



Agenda Item:	5.1
Subject:	Proposal operational guidelines WH focal points Rev.1
Document No.	WSB 19/5.1/4
Date:	15 March 2017
Submitted by:	Denmark / The Netherlands

Secretariat's note:

WSB 18 discussed the legal implications of the use of the Wadden Sea World Heritage Logo across the three countries and, agreed to keep the WH Logo Guidelines unchanged. The meeting moreover invited [Denmark](#) and the Netherlands to prepare a paper by WSB 19, in which the application procedure and the role of the focal points, as well as ways to implement the guidelines together with CWSS as the legal owner of the logo, are described in greater detail. The present document is the Danish/Dutch paper prepared in response to the request by WSB 18

Attached is a proposal for operational guidelines for the WH focal points supplementary to the existing World Heritage Logo Guidelines.

Proposal: The meeting is invited to consider the document.

Guidelines regarding the role of the focal points in relation to the logo-application process

To increase and stimulate the involvement of entrepreneurs with the Wadden Sea World Heritage and to facilitate the application process of using the Wadden Sea World Heritage logo, the following operational guidelines apply to the World Heritage focal points.

These operational guidelines are to be seen in addition to and in full respect of the existing World Heritage Logo Guidelines.

- The focal points are invited to profile themselves actively in their regions as being in the right position to support and accepts applicants for logo-use.
- The focal point will, if necessary, help the applicants to fill in the application form.
- Checks with the CWSS shall be made by the focal points where doubts arise regarding the feasibility of the application concerned.
- When an application form is properly completed the focal point will decide whether the application can be met.
- If the application is assessed positively by the focal point, the applicant will be informed that this will be automatically formalised after 1 week.
- The focal points take care of the follow-up to the applicant after starting using the logo, and will report on a yearly basis to the CWSS about the logo-use in their region.
- In case of potential commercial use of the logo, the focal point always involves directly the CWSS. For the applicant the focal point remains the entry-point.
- The organisations entitled to use the logo will report on a yearly basis to the focal point regarding their use of the logo.
- The TG-World Heritage will provide, on a yearly basis, an overview of the logo-applications and its uses to the Wadden Sea Board.

As confirmed at the last WSB-meeting of nov. 2016, if appropriate, f.i. in case of conflicting views about an application for logo-use, the issue will be brought forward to the Wadden Sea Board.

January, 2017.