

# Wadden Sea Board

WSB 21  
17 November 2017  
Vester Vested, Denmark



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**Agenda Item:** 5.1 World Heritage  
**Subject:** Progress Report TG-WH  
**Document No.** WSB 21/5.1/1  
**Date:** 1 November 2017  
**Submitted by:** TG-WH

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Attached is a report about progress in the implementation of the **World Heritage Strategy** (for those items which are coordinated by TG-WH) together with a reference to the respective paragraph of the **Toender Declaration (TD 2014)**.

**Proposal:** The meeting is invited to consider the report as appropriate.

## TG World Heritage Progress Report to WSB 21

TG-WH met on 26 September 2017 and discussed the progress made in implementation of the **World Heritage Strategy** and the Toender Declaration (2014) for those items which are coordinated by TG-WH.

Progress report on sustainable tourism, flyway and alien species are provided in separate reports.

TG-WH proposed five major points from the World Heritage perspective which should to be integrated or reflected in the Draft Ministerial Council Declaration. TG-WH forwarded the proposal also to MCDG for consideration:

- 1) Appreciate that the entire Wadden Sea Conservation Area is now inscribed on the World Heritage List which will strengthen the Trilateral Cooperation in their work to maintain and protect the OUV. (Preamble)

Operative paragraphs:

- 2) Enhance engagement with stakeholders and partners (strengthening the WH brand, support sustainable development, Partnership Centre and Foundation).
- 3) Operationalize the cooperation in order to strengthen the effectiveness of management (including implementation of concrete projects).
- 4) Develop and implement a Single Integrated Management Plan for the entire property.
- 5) Continue and extend the international cooperation, enhance the international profile and recognition of the Wadden Sea WH.

## **TG-WH Progress Report Implementation World Heritage Strategy for the period 2014 – 2017**

**Toender Declaration (TD) §3: Appreciate** the pride and great and increasing support which the Wadden Sea World Heritage has engendered and received in the Region since the inscription in 2009, underlining the shared responsibility for the protection of this trans-boundary ecosystem and acknowledge its branding quality and catalyst potential for sustainable development and international benchmarking.

**TD §4: Appreciate** the work towards a common Wadden Sea World Heritage Strategy reinforcing and uniting the wide ranging skills and competences in the three countries.

**TD §5: Instruct** the Wadden Sea Board (WSB) with the further consultation of a strategy with the aim of having it signed by the strategic partners on the occasion of the foreseen inscription of the Danish World Heritage site.

The “Wadden Sea World Heritage Strategy 2014 – 2020: Challenging the global dimension – Working with partners” was adopted by WSB in January 2015 in order to strengthen the cooperation with strategic partner and further harmonize the management of the property. The strategy, which is the cornerstone of all World Heritage-related work of the TWSC sets out what the TWSC would like to achieve by 2020 in cooperation with its strategic partners, aims to pool the ideas, competencies and resources of many organizations and people to form a strong and united community benefiting the overall cause by working together.

The strategy is implemented through a road map and covers six work themes: continuing conservation and international cooperation, extending the World Heritage brand, educating and informing, advancing sustainable tourism, contributing to regional sustainable development, and promoting science and monitoring.

The roadmap is a working document taking stock of ongoing or planned projects and for communication to potential partners who are interested to join. The road map is supervised and coordinated trilaterally including a regular reporting to and approval by the Wadden Sea Board and will be updated for the coming period 2018 – 2022 after the TGC.

### **1. Conservation and international cooperation**

#### *1.1 Raise awareness, understanding and appreciations for the OUV amongst stakeholders*

Cooperation with the private sector to raise awareness and appreciation for the OUV has been carried out on regional level, e.g in Germany and Denmark by the national park partner programmes, in the Netherlands through the Dutch World Heritage network. On trilateral level, private stakeholders have been involved in the preparation of a trilateral partnership centre and foundation. This cooperation will be further enhanced.

#### *1.2 Support World Heritage Convention*

**TD §8: Continue** to contribute to the work of the World Heritage Convention, in particular the World Heritage Marine and the Sustainable Tourism Programmes.

CWSS has been involved in several activities of the WH Marine Programme and provided input to the network of site managers regarding nature management, communication and education. With the Wadden Sea PSSA as an example, the Marine Programme supported the establishment of a PSSA at the marine World Heritage site Tubataha (Philippines) which was adopted by IMO in July 2017.

The Wadden Sea was presented at the 3<sup>rd</sup> meeting of the site managers on Galapagos in August 2016, to share experience on management, climate change adaptation, sustainable tourism and education in marine sites. The next meeting is scheduled in autumn 2019.

In June 2016, four children from Denmark, Germany and the Netherlands together with children from other marine WH sites participated at a side event at the Ocean Conference in June 2017 on invitation by UNESCO WHC. The participation of children from the region resulted in a broad media response in newspapers, TV and radio in all three countries enhancing the awareness for protection marine sites and promoting the international importance of the Wadden Sea as part of the global network of marine World Heritage sites.

In the framework of the WH Sustainable Tourism Programme, the Wadden Sea was presented as best practice example at two conferences in China in 2014 and 2015 on invitation of UNESCO, to showcase how protection of the OUV and sustainable tourism development mutually benefit from each other. The Programme participated as official partner at the Wadden Sea World Heritage presentation at the international tourism fairs ITB in Berlin in 2016 and 2017 and provided funding for the events. A further cooperation is planned for ITB 2018.

The World Heritage provides a high international recognition and offers the Wadden Sea the possibility to enhance the cooperation with international networks such as the UNESCO World Heritage Centre (Sustainable Tourism Programme, Marine Programme) and other WH sites and networks (e.g. by participation in / support of international workshops or initiatives), in specific the MoU with Banc d'Arguin and the cooperation with Guinea Bissau.

## **2. Establish, extend and manage the World Heritage Brand**

**TD 74. Welcome the Trilateral Communication Strategy and continue and reinforce the communication of the Wadden Sea Cooperation including Wadden Sea World Heritage.**

On trilateral level, a number of tools and material have been developed to enable multiplier to communicate WH local level in a coherent way across the entire property (WH brand paper, WH toolkit, glocal flyer, roadshow concept). A trilateral WH campaign to enhance brand profile and visibility has not been realized yet. To manage the brand, guidelines for the use of the WH logo have been developed and for each region (NL, Nds, SH, DK) a focal point has been appointed to support CWSS in managing the logo usage across the entire property, and the local entrepreneurs in communicating WH consistently.

A two-day social media workshop will be organized 31.11 – 1.12. 2017 with participation of social media experts from the countries and supported by a professional agency. Further activities (as outlined in the campaign proposal in September 2016 approved by WSB) such as providing partners with WH

communication material are also carried out. However, due to the delay of PROWAD LINK, additional activities will start in late 2018 including the preparation of the 10<sup>th</sup> anniversary of the WH inscription in 2019.

Brand management on transnational level (quality, consistency, co-branding) is a central task to reach the aims of the Convention and provide partners with added value of this global brand. Therefore, sufficient resources must be made available on national and trilateral level to further develop the brand for mutual benefits.

### 3. Outreach and education

**TD 75. Underline** the importance of an effective and comprehensive information and presentation of the Trilateral Wadden Sea Cooperation and the Wadden Sea World Heritage to secure public support for the protection and management of the Wadden Sea as a shared entity.

**TD 76. Enhance** the awareness of the young generation of the Wadden Sea as a shared heritage through development of appropriate educational outreach and products as an integral part of the World Heritage communication and education.

**TD 77. Therefore stimulate and support** the development of a trilaterally coordinated World Heritage education network, building upon the already existing International Wadden Sea School (IWSS) network including regional and local initiatives.

In 2014, WWF Germany was tasked to coordinate the IWSS programme in close cooperation with CWSS. A trilateral core budget was provided for the period 2014 – 2016. Following an evaluation of the IWSS programme in November 2016, WSB decided in March 2017 to continue the funding of IWSS – albeit with a somewhat reduced scope - for the period 2017 – 2019, focusing on developing of core products for the World Heritage education network.

WWF Germany agreed to seek additional external funding to complement the core budget for a successful implementation of Wadden Sea World Heritage education in the framework of specific projects. In addition, in-kind contributions for project management and administration are provided by WWF Germany. Already in December 2014, a substantial additional funding from Umweltlotterie Bingo in Schleswig- Holstein has been obtained, which allowed for a number of products to be published until the end of the present IWSS period. In addition, several products that are relevant for and connected with the IWSS (e.g. “Animated Film”, “Guide for Sustainable Class Trips”, “World Heritage Teaching Kit”) could be co-financed by the PROWAD-project and by further funding from the Umweltlotterie Bingo in Schleswig-Holstein.

IWSS activities in 2014-2016 covered the support of visitor centres which were provided with IWSS products including reprints of existing products, preparation of awareness material and IWSS outreach. The annual IWSS workshop will take place on 6 – 9 November 2017 in Cuxhaven to which all visitor centres and educational organisations are invited.

Currently, the IWSS is developing a framework strategy for World Heritage Education as integral part of the Wadden Sea World Heritage Strategy. The results of the 2016 IWSS evaluation will also be integrated into the strategy. The Network Group

Education (NGE) discussed an outline of the strategy at its meeting on 24 August 2017. It is envisaged submitting a draft strategy prior to TGC 2018.

#### 4. Sustainable regional development

A feasibility study of World Heritage Cooperation Program for Business Partners was prepared by PROWAD in 2015. It provided an overview of existing programmes and cooperation initiatives in the entire Wadden Region that are relevant to the Wadden Sea World Heritage site, and described benefits of and opportunities for a transnational World Heritage business cooperation programme and how this can contribute to protecting the OUV. Furthermore, the study shows the challenges of establishing a transnational consistent approach of business cooperation with the same standards and quality in all Wadden Sea regions, but also shows the need as well as the potential for such a World Heritage Programme.

A trilateral workshop in December 2016 developed a framework for a trilateral business cooperation programme which was adopted by WSB March 2017.

[http://www.waddensea-secretariat.org/sites/default/files/Meeting\\_Documents/WSB/WSB19/wsb\\_19-5-1-1-report-coop-program-2017-02-01.pdf](http://www.waddensea-secretariat.org/sites/default/files/Meeting_Documents/WSB/WSB19/wsb_19-5-1-1-report-coop-program-2017-02-01.pdf)

The workshop defined principles for coherent framework for a business cooperation programme and suggested to continue the work in development of trilateral mechanism to develop, communicate and coordinate such a programme.

The envisage **PROWAD LINK** project will be instrumental to engage further partners in World Heritage and sustainable development.

The PROWAD LINK application was rejected June 2017 but invited for re-submission to the next call (deadline is 5 March 2018). A decision on the application is anticipated in June 2018. As reported to WSB 20, the main reasons for rejection were that the result indicators (quantification of economic and community impacts) were not ambitious enough, transnational activities and results were not sufficient, and that there was an overlap with other projects, such as Waddenagenda and NAKUWA.

All PROWAD LINK project partners have indicated to join for another application. A revised draft application is planned to be discussed at a partner meeting on 13 November 2017 with the aim to prepare a revised application by February 2018.