

Wadden Sea Board

**WSB 22
2 February 2018
Hamburg, Germany**



Agenda Item: 5.10

Subject: Draft of briefing for re-launch of TWSC/CWSS-logo

Document No. WSB 22/5.10.1

Date: 16 January 2018

Submitted by: CWSS

Secretariat's note:

At the 21th meeting of the Wadden Sea Board (17 November 2017, Vester Vested, Denmark), the Board agreed to re-launch the TWSC-logo in form of a competition of three pre-selected design offices. This paper is the draft of a briefing to be given to said offices as preparation for the competition.

Proposal: The meeting is invited to discuss the draft and provide guidance.

Call for a creative competition “Logo Trilateral Wadden Sea Cooperation / Common Wadden Sea Secretariat”

(Wilhelmshaven, 16 January 2018)

A call for a creative competition for design agencies, communication and media design schools, as well as other skilled professionals, to develop proposals of a new “Trilateral Wadden Sea Cooperation/ Common Wadden Sea Secretariat”-logo.

1. Background

About the organisation

To ensure the protection of the Wadden Sea, Denmark, Germany, and the Netherlands have been joining their conservation forces for 40 years, taking responsibility for this irreplaceable ecosystem and preserving it for the benefit of present and future generations. In 1978 the three states founded the Trilateral Cooperation on the Protection of the Wadden Sea, in short the **Trilateral Wadden Sea Cooperation (TWSC)**. In 2009, the Wadden Sea was designated as World Heritage site by UNESCO.

The Guiding Principle of the Trilateral Wadden Sea Cooperation is to “*achieve, as far as possible, a natural and sustainable ecosystem in which natural processes proceed in an undisturbed way*”.

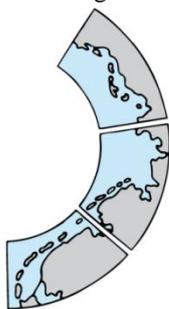
The Cooperation

- protects and conserves the Wadden Sea as an ecological entity;
- monitors and assesses the quality of the Wadden Sea ecosystem;
- cooperates internationally with other marine sites,
- engages the public in the protection of the Wadden Sea;
- secures the sustainable development of the Wadden Sea with respect to its natural and cultural values.

The **Common Wadden Sea Secretariat (CWSS)** is the coordinating body of the Trilateral Wadden Sea Cooperation. Located in Wilhelmshaven, the Secretariat was founded in 1987 by the three Wadden Sea states. Additionally, CWSS is the secretariat of the Wadden Sea Seals Agreement, which was produced in the framework of the Convention on the Conservation of Migratory Species of Wild Animals. Since the designation as World Heritage site, the Secretariat moreover deals with the implementation of the obligations derived from the UNESCO World Heritage Convention.

About the current logo

Currently, the same logo is used for both organisations presented above. The TWSC/CWSS logo as shown below has been in use for three decades. Thus, it is well-known within the Wadden Sea community and carries statute. Outside the Wadden Sea community, however, the logo is not well-known and interpreted solely on the message the design conveys.



used by the Trilateral Wadden Sea Cooperation



used by the Common Wadden Sea Secretariat

The current logo shows the Wadden Sea coastline in an abstract fashion, making it difficult to identify it. The coastline is divided into three pieces symbolizing the trilateral nature of the cooperation. However, keeping the parts equal in size leads to a non-national distribution of the Wadden Sea (e.g. North Frisia is in the Danish part). Further, the pieces are not connected, which contradicts the message of cooperation across borders. Regarding the TWSC-version, there is no lettering to support the imagery, making it even more difficult to understand the origin of the logo. In practical matters, while a black-and-white version of the logo is possible, the detail of the coastline as well as the black lining around the various elements make the logo more complex as well as difficult to recognize when reduced in size.

There is a second logo in use: The Wadden Sea World Heritage (WSWH) logo (see below). This logo was developed in 2010 to represent the Wadden Sea World Heritage site itself, not the cooperation. Owned by the Common Wadden Sea Secretariat, the logo is used by all stakeholders when communicating the Wadden Sea World Heritage Site in accordance with the statement of the UNESCO World Heritage Committee on the “Outstanding Universal Value” of the Wadden Sea.



It was agreed by the involved stakeholders to **develop a new TWSC/CWSS-logo** in form of a closed competition. Despite the fact that using one logo for two institutions – the Cooperation and its Secretariat – is not ideal, with regard to the Wadden Sea World Heritage logo in use for the site, the Cooperation and its Secretariat should have the same logo icon with different lettering.

Further information

Additional information can be found on the World Heritage Website (www.waddensea-worldheritage.org), the CWSS website (www.waddensea-secretariat.org). CWSS can also be contacted for questions.

2. Tasks and criteria for logo development

Main objective and conveyed messages

The main objective of this competition is to create a new logo to represent the transboundary organisation of the Trilateral Wadden Sea Cooperation and its Secretariat (CWSS).

The logo should convey the following messages:

- the cooperation is a transboundary collaboration of three countries and one, united landscape;
- the cooperation is the official protector of the Wadden Sea;
- the Wadden Sea is unique, incredibly dynamic (habitats, biodiversity, geomorphology) but also vulnerable.

Target groups

The TWSC/CWSS-logo is directed at partners of the cooperation (national parks and local, regional, national authorities), international partners (partners of international projects, organisations such as UNESCO, other World Heritage sites), and civil society.

On contrary, the WSWH-logo is directed at the inhabitants of the region, (potential) visitors to the Wadden Sea area, (local, regional, national) authorities, societal organisations and business companies.

Use of logo

The logo with TWSC-lettering will be used when communicating as Trilateral Wadden Sea Cooperation.

The logo with CWSS-lettering will be used when communicating as Common Wadden Sea Cooperation.

Design criteria

The new logo should

- harmonise with the current Wadden Sea World Heritage logo (technical guide provided in annex);
- take into account the CD font and colours (provided in annex);
- be a combination of an icon with the words „Trilateral Wadden Sea Cooperation“ and “Common Wadden Sea Cooperation” in respective use (the logo will be used in English only);
- have clear relation to the Wadden Sea nature site (young, dynamic, enormous biodiversity, vulnerable, protected);
- be distinct from logos of Wadden Sea partners as well as from the WSWH logo;
- consist of an icon, alternatively also a picture or landscape elements;
- work as black-and-white image;
- be used in on various surfaces;
- be used in various sizes (e.g. in a pool of logos);
- be non-interchangeable and capable of being protected by international copyright;
- have so much “body” that it can be used by itself as a sort of hallmark;
- be as timeless as possible – therefore short-lived trends such as watermarks, 3D-illusions, etc. should not be pursued;
- be simple, yet appropriate and distinctive.

3. Competition

General conditions

This is a closed competition. Designers are selected and approached directly. The competition is limited to three competitors. Competitors may be 3rd-year and post-graduate design students as well as design offices and freelance designers.

Delivery

The following products should be delivered under the subject “Logo competition 2018” digitally to bostelmann@waddensea-secretariat.org or by post to Common Wadden Sea Secretariat, Annika Bostelmann, Virchowstr. 1, 26382 Wilhelmshaven, Germany:

- Drawing, sketch or DTP graphic, colour and black and white, in A3 format;
- Short explanation of the suggestion (up to one A4 page).

Ownership and copyright

The proposal, which have been awarded the first prize, will be transferred into the ownership of the client including the right of publication, further modification and unrestricted use by client. The intellectual copyright remains with the designer.

All other logo suggestions will not be transferred into the ownership of the client or used in any situation.

Jury and prizes

The prize winners will be selected by a jury in a non-public meeting.

The winner of the competition is awarded a price of € 3,000. Each of the two remaining competitors is awarded a price of € 1,000.

Competition schedule

- January – February 2018: Selection and briefing of three competitors;
- March 2018: Development of logo suggestions by the selected designers;
- 26 March 2018: Deadline for sending in logo suggestions;
- 20 April 2018: Review and discussion of the logo suggestions at the Wadden Sea Board meeting (WSB 24);
- Beginning of May 2018: Notification of winner to the competitors;
- 17-18 May 2018: Presentation of winning logo at Ministerial Conference in Leeuwarden;
- End of May 2018: finishing of logo and technical guide book by winning competitor.

Deadline

Deadline for logo suggestion is **26 March 2018**.

All documents received by post will be sent back after the announcement of the winner.

Contact

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