

# Wadden Sea Board

## WSB 25

17 May 2018  
Leeuwarden, Netherlands



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<b>Agenda Item:</b>	6/1
<b>Subject:</b>	<b>10<sup>th</sup> anniversary celebration</b>
<b>Document No.:</b>	WSB 25/6/1
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<b>Submitted by:</b>	CWSS

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In 2019 the Wadden Sea World Heritage (WSWH) will celebrate the 10-year anniversary of its inscription (26 June 2019). The year will also mark the 5<sup>th</sup> anniversary of the designation of the Danish part of the Wadden Sea. Partners should be invited to stage events under the umbrella of the dual anniversary celebration. In addition, there should be an event that is coordinated trilaterally. The idea that received most support is a bike relay from both ends of the World Heritage site to Wilhelmshaven with stops at visitor centers and engaged communities along the route.

**Proposal:** The meeting is invited to endorse the approach.

## Bike relay accompanied by WSWH bus

### 10 years Wadden Sea World Heritage – Highlight event

Coordinated by CWSS (last updated 02.05.2018)

In 2019 the Wadden Sea World Heritage (WSWH) will celebrate the 10-year anniversary of its inscription (26 June 2019). The year will also mark the 5<sup>th</sup> anniversary of the designation of the Danish part of the Wadden Sea. The German Wadden Sea National Parks are planning to designate 2019 as their first shared theme year, using the motto “10 years of Wadden Sea World Heritage”. In the framework of the INTERREG V A project Wadden Agenda a cross-border event series is planned that year to celebrate the WSWH birthday in June across the Dutch Wadden Sea provinces and Lower Saxony. Birthday events are also scheduled in other parts of the WSWH specifically for June. CWSS further invites all partners to include the anniversary theme in their events (e.g. Migratory Birds Day) and to provide CWSS with information to promote these events on a common anniversary events webpage (attached to the WSWH website).

Furthermore, one big event covering all parts of the WSWH and generating public awareness for the site and its anniversary should be planned for the birthday month June. The event will be organised in collaboration with all TWSC partners as well as local tourism boards etc. and coordinated by CWSS. The current idea has been discussed with the focal points in each country, as well as the National Park communication officers and the Task Group World Heritage. Local partners have been and are being informed and encouraged to give feedback. They have shown a generally positive attitude.

Description	<p>Two groups of cyclists travel from both ends of the WSWH to Wilhelmshaven, where their arrival is marked by a small festival celebrating the 10-year anniversary;</p> <p>The two groups make several stops along the way, can exchange their members (so that no cyclist has to travel the entire distance) and are open for everyone to join for parts of the way;</p> <p>The stops should be at Wadden Sea visitor centers, national park houses and other local partners, where on the day of arrival those respective partners should organise some event for locals, such as a Wadden Sea market, games, open house etc.;</p> <p>The cyclists are accompanied by service vehicles. One of them could be the “Vogelkiek” bus branded in campaign design. The vehicles could carry supplies as well as an exhibition to carry to the different stops;</p> <p>At the stops they collect representative gifts from the local tourism boards and presented by the mayors, thus creating PR events along the way. The gifts have to be transported separately in the service vehicles and will be exhibited at the final destination. Towns and municipalities that cannot be on the route are asked to meet the cyclists or send over their gifts (e.g. not all islands can be included, but their representatives could meet the group at designated ports);</p> <p>Alternatively, a symbolic baton could be carried by cyclists, e.g. a “Birthday-Flag” of</p>
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	<p>the WSWH. This could be supplemented with signatures or patches from the regions / municipalities / islands;</p> <p>People interested in joining the cyclists for some part of the way could be residents and visitors alike. Biking tour operators should be approached about creating special bike tours that include such a leg of the journey (e.g. a guided bike tour along some of the routes designed by Wadden Agenda and NAKUWA that meets up with the group for some part of the trip). This could generate a larger group, while giving the local tour operators a chance to generate income through the tour and promote the anniversary activities;</p> <p>Another idea is to include groups of school children, junior rangers, NGO youth groups in cooperation with IWSS and create side events with them;</p> <p>In Wilhelmshaven, the cycling groups will arrive together on festival grounds, where the birthday is officially celebrated and information is given on the WSWH through different activities and organised by different partners: CWSS, national parks, provinces, visitor centers, NGOs, etc.</p>
Participants	<p>Volunteers from biker associations, National Park volunteers, Wadden Sea partners, etc.</p> <p>Celebrities from the regions should be approached to participate in some part (e.g. local event, part of the tour)</p>
Target groups	<p>Residents, visitors, local SMEs;</p> <p>Basically everyone who is interested should be able to join;</p> <p>Media channels: Local and national press, trilateral and local social media channels, invite outdoor travel bloggers/journalists/influencers to join tour.</p>
Route	<p>2 groups: Den Helder – Wilhelmshaven and Fanø – Wilhelmshaven</p> <p>The routes should include at least some of the islands. For example, northbound the group could start on Fanø, cycle via the Danish mainland to Rømø and take the ferry to Sylt and so on.</p>
Time frame	<p>2 weeks (1-16.6.19 or 8-23.6.19);</p> <p>Start could be at the Dutch WH weekend (first weekend of June). End could be the third or fourth weekend (the 26<sup>th</sup> is a Wednesday and therefore not a good option for a public event).</p> <p><i>NB! Wilhelmshaven is celebrating 150 years on the last June weekend. Our event must not collide with that date, but could be sold as a warm-up to the city.</i></p>
Partners involved	<p>National, regional and local;</p> <p>CWSS should be informed of all events to coordinate the tour as well as inform the public in a transboundary PR campaign (event page, press, social media etc.)</p>

Slogan	The tour should raise awareness on more than just the anniversary, e.g. sustainability, climate change, flyway, marine litter.
Costs	<p>Local events should be organised and financed by local partners and through local sponsoring;</p> <p>Cyclists and media representatives are asked to cycle for free, but board and lodging as well as the support vehicles will have to be organised and financed through a trilateral budget (CWSS supplementary budget/ Prowad Link). Budget (<i>rough estimate</i>):</p> <ul style="list-style-type: none"><li>• Board and lodging for 14 cyclists for 14 days: 20.000 €</li><li>• Support vehicles for 14 days incl. driver: 28.000 €</li><li>• Event page: 5.000 €</li><li>• PR consultant/ campaign: 20.000 €</li><li>• Print products (flyers, exhibition): 10.000 €</li><li>• Event in Wilhelmshaven: yet to be estimated</li></ul> <p>Sponsors such as biking tour operators should be approached.</p>