

2012 Korea-Wadden Sea Tidal Flat Workshop

Educational Program and Exhibition Development of Visitor Centers

November 5 - 7, 2012, Suncheon City



Workshop report

Introduction: In the context of the “Wadden Sea – Korean Memorandum of Understanding (MoU) 2009”, a Wadden Sea delegation of experts in the field of exhibition development and environmental education was invited to Suncheon Bay to conduct a joint workshop and share expertise in this area between the network of Korean tidal flats visitor centers and the Wadden Sea.

The workshop was organized by the Korean Ministry of Land, Transport and Maritime Affairs (MLTM) and the City of Suncheon in cooperation with the Common Wadden Sea Secretariat. The workshop that took place in Suncheon City on 5-7 November 2012 was focused on two topics: development of Educational Programs and Exhibitions in Tidal Flat Centers in Korea.

The workshop was held in the Suncheon Bay visitor centers attended by about 2 mln visitors yearly. The City of Suncheon strives to become the Korean ecological capital

and intent to continue investment in environmental protection. The Suncheon Bay is one of the most important sides for the Korean migratory birds.

Around 100 Getbol stakeholders and policy makers attended an opening ceremony and the following presentations on the first day of the workshop. The Wadden Sea delegation, consisting of Imke Zwoch (Lower Saxon Wadden Sea National Park Administration), Ulrik Gelderman Lützen (The Wadden Sea Interpreter Forum), Anja Szczesinski (WWF Germany, Wadden Sea Office) and Nataliya Drozdovych (CWSS) together with their Korean colleagues moderated the case study discussions and practical exercises, which were aimed at improvement of the Korean info center's exhibition and education programmes.

The Wadden Sea cooperation model between various stakeholders and the holistic approach in the conservation of the Wadden Sea World Heritage Site serve as an inspiration for the Korean colleagues in the field of nature protection. Some of the recommendations, voiced by the Wadden Sea expert during the previous workshop in 2010 were already implemented – for example, similar to the Wadden Sea-wide model of the International Wadden Sea School, a network of five Korean tidal flat centers had been organized.

Based on the workshop result, a number of recommendations concerning the topic of the workshop as well as the future Getbol-Wadden Sea were transferred to the MLTM and were discussed within the Trilateral Wadden Sea Cooperation.

Objectives:

- Exchange expertise in the field of environmental education and exhibition development between Korean tidal flat centers and the Wadden Sea
- Highlight the importance of the tidal flats education in Korea, promote integrated approach, executed by the Wadden Sea
- Recommend improvements in the exhibition organization and generate ideas for educational materials for Korean visitors centers
- Develop new educational materials and suggest improvements for the Suncheon Bay Visitor Center.



Participants:

Moderators:

Wadden Sea delegation: Anja Szczesinski (WWF Germany),

Nataliya Drozdovych (CWSS), Ulrik Lützen (Denmark National Park), Imke Zwoch (Nationalpark Niedersächsisches Wattenmeer)

Korean delegation: Namue Lee (Korea Marine Environment Management Corporation (KOEM)), Dr. Jae-young Lee (MLTM), In-ah Moon (Gang-hwa Tidal Flat Center),

Participants: Korea Tidal Flat Center Network and Eco-Horizon Institute (ECOIN)

Outcome:

Recommendations for the future development of the Korean-Wadden Sea cooperation:

- Propose "Mobile Exhibition" between Korea and the Wadden Sea
- Propose direct participation in visitor center projects of Korea and the Wadden Sea (internships included)
- Promote sisterhood relations between the centers of Korea and the Wadden Sea
- Provide policy recommendations including systematic approach to enhance the image of and stabilize the operation of tidal flat centers
- Jointly develop tidal flat teaching materials and tools

- Establish the strategy of joint marketing and advertisement for the entire tidal flat network

Follow-up:

- Convey recommendations on education and exhibition to the Ministry of Land Transportation and Marine Affairs and the city of Suncheon and the Trilateral Wadden Sea Cooperation
- Take follow-up actions to facilitate implementation of workshop outcomes within responsible authorities.

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1. Overview

- Date and Venue: November 5 to 7, 2012 (for 3 days) / Suncheon Bay Ecological Park
- Expected Participants : Total 150 persons
 - ◆ 4 Wadden-Sea Tidal Flat Education specialists: Anja Szczesinski (WWF Germany), Nataliya Drozdovych (CWSS), Ulrik Lützen (Denmark National Park), Imke Zwoch (Nationalpark Niedersächsisches Wattenmeer)
 - ◆ 150+ for the one-day forum, 30 for the two-day training
 - Including visitor center managers, educational program coordinators, eco-guides, and other related stakeholders.

- Organization Information
 - Hosts: ROK Ministry of Land Transportation and Maritime Affairs (MLTMA) and City of Suncheon
 - Organizers: Common Wadden Sea Secretariat (CWSS), Korea Marine Environment Management Corporation (KOEM), Korea Tidal Flat Center Network, and Eco-Horizon Institute (ECOIN)
 - Sponsors: World Wide Fund (WWF), Korea Institute of Ocean Science and Technology (KIOST), Panasonic
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- Key Contents
 - Theme: Educational Program and Exhibition Development of Tidal Flat Centers
 - ◆ Analysis of current status and challenges of the Korea-Wadden Sea Tidal Flat centers
 - ◆ Exercise : visitor center educational program & exhibition development

- Development of localized materials and tools in consideration of culture and history.
- Eco-friendly operation & spatial planning of a visitor center
- ◆ Group discussion and on-site demonstration

2. Time Schedule (* subject to change upon discussions)

Content	Nov 2 (Fri)	Nov 3-4 (Sat-Sun)	Nov 5 (Mon)	Nov 6 (Tue)	Nov 7 (Wed)	Nov 8 (Thu)
IWSS Wadden-Sea Specialists arrival						
Final checkup & Venue Setting						
Korea-Wadden Tidal Flat Forum						
Welcoming Dinner						
Training Workshop						
Evaluation and Certificate Ceremony						
Assessment Meeting with MLTM & KOEM						

3. Detailed Schedule for Opening Ceremony and Tidal Flat Center Forum: Nov 5, Mon

Schedule	Agenda	Note
11:00-12:00	Registration	
12:00-13:00	Lunch and Suncheon Bay Migratory Bird Watching	Suncheon ecological park and Bird watching hide
13:00~13:15	Opening Ceremony	<i>Opening Remarks: KOEM Congratulatory Remarks: MLTM Welcoming Remarks: City of Suncheon Memorial Remarks: CWSS</i>
13:15~13:20	Video Clip: Tidal flat conservation of	<i>City of Suncheon</i>

Suncheon Bay		
13:20~13:40	Presentation: Outcomes and Prospects of Korea-Wadden Sea Tidal Flat Center Collaboration 2009-2010, Future, further development	<i>Ms. Anja Szczesinski (WWF Germany) and Nataliya Drozdovych (CWSS)</i>
13:40~13:50	Closing and Group Photo	
13:50~14:00	Break	
2012 Korea-Wadden Sea Tidal-Flat Center Forum		
14:00~15:30	Presentations - Development of Educational Programs and Exhibitions at visitor centers : Korea vs. Wadden Sea	<i>2 presentations: Development of educational products & Exhibition content, 15 min Gang-hwa Tidal Flat Center City of Suncheon</i>
15:30~16:00	Break	
16:00~17:30	Panel Discussion (Chair: Dr. Lee, Jae-young, MLTM)	<i>ECOIN, Jeung-do Tidal Flat Center, County office of Seoscheon, County office of Mu-an, Eco-center of Nak-dong River Estuary, IWSS – different person from the presenters above</i>
17:30~18:00	Day 1 Closing	
18:00~20:00	Dinner	Move to accommodation

4. Detailed Schedule for the Training Workshop: Nov 6 to 7, Tue~Wed

Schedule	Agenda	Note
Day 2 : Development of Tidal Flat Center Educational Program (Nov 6, Tue)		
07:30~08:30	Breakfast	Move to Suncheon Bay Ecological Park
09:00~11:00	Presentation - Case Study : Operation and Development of in-door activities and experimental programs in visitor centers	<i>Presenter: IWSS – from the field: a case study on a programme/product, in-door programme development: procedures, processes, challenges and ways to overcome them, detailed and very practice-oriented. and Korea Tidal-Flat Center Network</i>
11:00~12:00	On-site Demonstration - Suncheon Bay Program	<i>Moderator : Suncheon Bay Eco-guides</i>
12:00~13:00	Lunch	<i>Suncheon Bay Bird Watching</i>

		<i>Hide</i>
13:00~15:30	Group Discussion and Exercise -Development of educational programs	<i>Moderator: Anja</i>
15:30~16:00	Break	
16:00~18:00	Group Report and Review	<i>Moderator : IWSS and Korea Tidal Flat Center Network</i>
18:00~20:00	Dinner	Move to accommodation
20:00~	Night of Camaraderie between Korea and Wadden-Sea	<i>Moderator : KOEM</i>
Day 3 : Exhibition Contents Development (Nov 7, Wed)		
07:30~08:00	Breakfast	<i>Move to Suncheon Bay Ecological Park</i>
09:00~10:00	Presentation - Case Study : small-scale visitor center vs. large-scale visitor center operation	<i>Moderator : Gang-hwa Tidal Flat Center (Ms. Moon, In-ah) Presenter: IWSS and Korea Tidal Flat Center Network IWSS: more than 1 case study.</i>
10:00~12:00	Exercise : Simulation of development process of exhibition contents at a remodeled visitor center	<i>Moderator : Nataliya Drozdovych</i>
12:00~13:00	Lunch	Suncheon Bay Bird Watching Hide
13:00~15:00	Group Discussion and Site Survey -Exhibition at Suncheon Bay -Eco-Shop (for souvenirs) operation	<i>Moderator : City of Suncheon Short visit to the exhibition hall and souvenir shops of Suncheon Bay</i>
15:00~15:50	Closing Discussion	<i>Moderator : KOEM</i>
15:50~16:00	Break	
16:00~16:30	Evaluation and Certificate Ceremony	<i>Moderator : KOEM</i>

5. Contact information

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