

**PROWAD LINK – Forum**

2nd PROWAD LINK Forum

**Virtual Wadden Sea Conference**

**10:00 – 12:30**

**2 November 2021**

**Draft Programme**

*9:45 Start of Virtual Wadden Sea*

10:00 Welcome

10:30 Protect and Prosper – Main achievements of PROWAD LINK and outlook 2022 [document in advance]

10:45 Introduction to thematic virtual rooms:

1. Brand activation – How to engage and use the World Heritage brand at local level?
2. Trilateral visitor survey in Corona times: First result. – What does this mean for entrepreneurs and decision makers?
3. World Heritage Partnership Hub –What projects are needed to better link World Heritage protection and sustainable regional development? How to link with local projects?
4. North Sea Innovation Challenge – Sustainable entrepreneurship and innovative ideas for the future. How can I participate?

11:30 Coffee break with discussions (interactive)

12:00 Summary of meeting

12:30 End of meeting

To register, please send an email to [marencic@waddensea-secretariat.org](mailto:marencic@waddensea-secretariat.org)