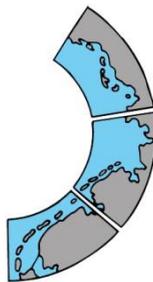




# ROAD MAP WADDEN SEA WORLD HERITAGE STRATEGY 2014 – 2020

***CHALLENGING THE GLOBAL DIMENSION  
WORKING WITH PARTNERS***

***“Experience and Help Preserve a Natural Wonder”***



**Task Group World Heritage**

**Common Wadden Sea Secretariat**

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**Update February 2017**

## Introduction

The inscription of the Danish-Dutch-German Wadden Sea on the World Heritage List in 2009 and 2014 has strengthened, reinforced and enhanced our generation long efforts to protect, conserve and manage the Wadden Sea as the World's largest tidal barrier island system, a unique natural intertidal ecosystem, and a property shared between three nations for the benefit of present and future generations.

In accordance with the World Heritage Operational Guidelines, the protection and management of the Outstanding Universal Value (OUV) including the conditions of integrity of the Wadden Sea World Heritage is and remains the core task of the Trilateral Wadden Sea Cooperation.

There is a recognition that this responsibility can only be accomplished with the help of the community at large which will also be able value and enjoy the property and benefit from its unique designation. Whilst the property benefits from the World Heritage Convention it has also an obligation to contribute to and extend its global success. And by working together on commonly defined strategic aims across boundaries, responsibilities and interests more can be gained than working apart.

The function of the Wadden Sea World Heritage Strategy 2014-2020 is to set out what the Wadden Sea Cooperation as site holders would like to achieve over the six year period until 2020 together with the (strategic) partners cooperating for and supporting the Wadden Sea World Heritage. It aims to bundle and actively communicate World Heritage activities in the regions and strengthen joint communication and consistent marketing to use the true potential of the Wadden Sea World Heritage brand for nature conservation and sustainable development. It is designed to give direction to and establish the strategic priorities which will be put into practice in three year business plans for the strategic partnership.

The strategy covers five works themes:

1. Conservation and international Cooperation,
2. Establish, extend and manage the World Heritage Brand,
3. Outreach and education,
4. Develop and advance sustainable tourism,
5. Promote regional sustainable development

To implement the World Heritage Strategy, a road map has been developed to invite stakeholder in the three countries to engage with the Strategy by joining and contributing to concrete projects and activities.

The road map is a rolling document which will be updated accordingly in order to take stock of ongoing and planned projects and for communication to potential partners.

## THE STRATEGY IN A NUTSHELL<sup>1</sup>

### 1. Introduction

#### The Wadden Sea World Heritage ...

- Has strengthened, reinforced and enhanced our 30-year long efforts to protect, conserve and manage the Wadden Sea for the benefit of present and future generations.
- Has engendered enormous pride and is embraced by virtually all stakeholders.
- Has raised the profile of the area, created synergies and new partnerships.
- Has brought new benefits and opportunities to the region.

#### The Wadden Sea World Heritage Strategy 2020 ...

- Sets out what the Trilateral Wadden Sea Cooperation (TWSC) would like to achieve by 2020 in cooperation with its strategic partners and is to be regarded as the invitation for these partners to cooperate for the benefit of and support the Wadden Sea World Heritage.
- Pools ideas, competencies and resources of many organizations and people to form a strong and united community profiting from working together.

### 2. Aims of the Strategy

#### Contribute to the strategic objective of the World Heritage Convention (the 5 'C's)

1. Ensuring effective conservation,
2. Strengthening the credibility of World Heritage,
3. Increasing awareness and support through communication,
4. Promoting effective capacity-building, and
5. Enhancing the role of the local communities.

#### The TWSC together with the strategic partners will continue to

- Safeguard the Outstanding Universal Value (OUV) and inspire people to enjoy, value, celebrate and learn about it,
- Develop the WH brand to constitute a tool for the regions' sustainable development, benefiting inhabitants, enterprises and visitors,
- Contribute to the World Heritage Convention by being a model for international cooperation in a trans-boundary property.

### 3. Opportunities and Benefits of the Strategy

1. Framework and Guidance: The strategy defines work themes and overall objectives for the Wadden Sea World Heritage up to 2020 that are commonly shared by the TWSC and strategic partners.
2. Engagement of strategic partners: In subscribing to the strategy, strategic partners are enabled to show their commitment and express their pride of the Wadden Sea World Heritage, and to actively contribute to protecting the OUV.
3. Profiling and branding: By contributing to the strategy, the strategic partners can raise their profile regionally, nationally and internationally, thus benefiting from the World Heritage Brand.
4. Cooperation and synergies: The strategy will strengthen the cooperation transnationally and across sectors, thus pooling resources and creating synergies,
5. Responsibility and accountability: The strategy helps the partners to find their role in protecting and maintaining the OUV of the Wadden Sea.

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<sup>1</sup> The full text of the Wadden Sea World Heritage Strategy can be downloaded at [www.waddensea-secretariat.org/management/whs/whs.html](http://www.waddensea-secretariat.org/management/whs/whs.html)

## **STATUS AND OUTLOOK OF IMPLEMENTATION OF THE ROADMAP FOR THE WADDEN SEA WORLD HERITAGE STRATEGY**

Strategic partners are invited to support and engage in projects to continue to safeguard the Outstanding Universal Value of the Wadden Sea.

A list of potential projects and related strategic partners envisaged is given under the different subheadings.

### **Work Theme 1: Conservation and International Cooperation**

The protection and management of the World Heritage property including its integrity remains the core task of the Trilateral Cooperation (Tønder Declaration §§ 17 – 58). The international dimension of the Wadden Sea is not only apparent in its status as a WH property but also in the fact that it sustains biodiversity on a world-wide scale.

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

**Result:** Increased awareness of the OUV (heritage values, integrity, protection) amongst the private sector.

##### **Activity 1:**

- Information campaigns for and dialogues with specific business sectors, NGOs, science and education, about the OUV and to enhance awareness of the need for protection of the natural value and the potential of these values for sustainable socio economic development.

**Strategic partners:** Tourism fishery, harbours, shipping sector, mining industry, wind farm industry, municipalities, other local organizations, green NGO's.

##### **Activity 2:**

- Preparation of joint projects and activities in cooperation with the private sector.

**Strategic partners:** Fishery, harbours, shipping sector, mining industry, wind farm industry, municipalities, other local organizations, green NGO's.

##### **Projects:**

<b>Project: PROWAD Follow Up (PROWAD LINK)</b>				
<b>Activities</b>	<b>Goals/Milestones</b>	<b>Partners</b>	<b>Results</b>	<b>Timeline</b>
Branding, training qualification, dialogue with business sectors	Involvement of businesses in knowledge partnerships (partnership centre and network) Activation of WH brand for business. Contribution of private partners to conservation of OUV	TG-STs, tourism network, NGOs, science, education	Knowledge partnerships, WH brand as a driver for innovation and regional sustainable development. Enhancing OUV.	2017 – 2018
			Envisaged PROWAD Link Project	2017 - 2020

### **1.2 Support cooperation along the flyway (monitoring, capacity building) and bird protection in the Wadden Sea (bird awareness events).**

Result: Enhanced protection of birds along the flyway and in the Wadden Sea

Activities:

- Maintain and extend the Wadden Sea Flyway initiative, improvement of synchronous counts, assist with monitoring and capacity building along the flyway.
- Develop, communicate and implement protection measures for birds, as well as bird awareness events (such as migratory bird days) with the support of strategic partners.

Strategic Partners: Municipalities, business sectors, nature NGOs, local enterprises, media, and all parties who have signed the Flyway Vision (Tønder 2014).

Project:

#### **Wadden Sea Flyway Initiative**

- African East Atlantic Flyway Guide (photographic bird guide for more than 270 water bird species in English, French and Portuguese) in January 2016 (Done)
- Coordinated counts, January 2016 and 2017 (Done),
- Capacity building projects in Africa in beginning of 2016 (Done),
- Cooperation with Guinea Bissau to support WH nomination process for Bijagos, site visit February 2017 (Done),
- Awareness building and monitoring training planned with partners in Angola, Ghana and Senegal, ongoing.

Project: <b>Wadden Sea Flyway Initiative</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Follow-up projects of the WSFI in Africa	capacity building, monitoring support, sustainable tourism - support and cooperation with partner projects (CMB2 and others) - development and implementation of communication and management strategies - awareness and education improvement - strengthen World Heritage Sites for migratory bird conservation - participation in international events and improvement of available networks	TG-MM  WSFI partners  NGOs, science, education	Strengthened conservation of migratory birds. Enhanced awareness on flyway level. No. of joint products and events on Flyway Level	2016 - 2017

### **1.3 Support the WH Convention, i.a. marine programme and sustainable tourism programme**

Result: Increased international profile of the Wadden Sea Cooperation as contributor to the Convention

Activities:

Support exchange with other (marine) WH sites in Europe and internationally (on sustainable use, communication, marketing, education and training) through cooperation programmes,

Support UNESCO activities a.o. through communication, participation and support of conference and workshops.

**Strategic Partners:**

Municipalities and regional administration / provinces, tourism sector, research institutions, media, green NGOs

**Projects:**

**Information exchange with WH sites and networks**

- Envisioned: Annual Meetings of Nordic World Heritage Sites: September 2016 (Done) and 2017.
- Envisioned: Participation in WH events at other sites in Europe, e.g. World Heritage UK, Jurassic Coast, Western Norwegian Fjords,
- Testing transferability of PROWAD LINK results to other regions in the North Sea with focus on WH sites (envisioned PROWAD LINK project 2017-2020).

**Participation in WH Marine Programme**

- Participation at 3rd Triannual Site Managers' Meeting of Marine World Heritage Sites, Galapagos, August 2016 (Done).
- MoU Banc d'Arguin Mauretania, ongoing
- Participation in events and activities of the WH Marine Programme, ongoing

Project: <b>MoU Banc d'Arguin Mauretania</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Implementation action plan (2014-2016) - joint outreach projects such as leaflets, brochures, web linkage - joint strategies for capacity building and participation - participation in international scientific and management workshops	Strengthen exchange between Wadden Sea and BdA. Enhance communication and awareness.	UNESCO, TG-MM, WSFI NGOs, science, education	Communication activities. Strategy for capacity building No. of international events with joint participation.	2016 - 2018

**Participation in WH Sustainable Tourism**

- Joint presentation at the ITB in Berlin with several events (panel discussion, presentations) (see also Work Them 4 Sustainable Tourism), done in 2016 and 2017.
- Participation in UNESCO events on sustainable tourism.

**1.4 Management and control of invasive alien species**

**Result:** Better insight, awareness, control and management of alien species

**Activities:** Develop a trilateral species management and action plan.

**Strategic Partners:**

Ministerie I&M, NL, Ministerie EZ – NVWA, NL, Nationalpark SH, Nationalpark Nds, BSH, Ministry of Environment - Nature Agency, DK.

Project: <b>Alien Species</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Development of Wadden Sea specific list of alien species, including relevant features such as main transport vector, potential invasiveness, current status in the Wadden Sea	A draft trilateral Wadden Sea alien species monitoring and assessment programme.  A trilateral alien species Management and Action plan, to be submitted to the 2018 Wadden Sea Conference	TG-MM  NGOs, science, education	Better insight, awareness, control and management of alien species in the Wadden Sea WH.	2016 - 2018

### **Work Theme 2: Establish, extend and manage the World Heritage Brand**

Making stakeholders understand and appreciate the OUV and its significance in a local, national and international context. Developing a strong brand as a prerequisite for all WH communication and stakeholder cooperation, in particular in a socio-economic context.

#### ***2.1 Communication of World Heritage to stakeholders and the general public.***

Result: A strong, consistent and trustworthy WH brand which is visible across the entire Wadden Sea and recognized regionally and internationally

Activities:

Develop and implement a WH campaign for 2015 – 2020 to establish a coherent WH image and identity across the entire property (image campaign) (postponed, integrated in envisaged PROWAD LINK project)-

Strategic Partners:

Municipalities, tourism organisations, enterprises, local and regional associations, provinces, media, nature NGOs and other stakeholders

Project: <b>"It's your nature" Wadden Sea World Heritage Image Campaign 2016 - 2020</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Engage WH network to develop concept	Develop a narrative, aims, activities and media concept	WSB, TG-WH, TG-STs, regional networks; NGOs, science, education	Campaign Concept (Merkmakers, Die Brueder) (done)	2015
Develop road map and implementation plan with stakeholders (bottom up)	Define goals and milestones with stakeholders		Implementation plan, tasks and functions of stakeholders timeline, budget (ongoing)	2017
Implement Campaign activities with stakeholders	(Depend on implementation plan and stakeholders)		Online communication (social media), WH magazine, WH events (ongoing)	2018 - 2020

**Work Theme 3: Outreach and education**

As an obligation that directly ensues from the WH Convention and the site inscription, education and outreach which communicates the WH values to current and future generations is essential to protecting and managing the property.

***3.1 Develop and implement a World Heritage education strategy\****

Result: A World Heritage education strategy which can be applied by the educational partners

Activities:

- Linking the information centres and extending the network with education institutions (a. o. universities) to constitute an exchange and communication platform, (f.i. regular workshops on qualification and training).
- Develop high-quality educational material for environmental education and the general public (teachers resources, education material for info centres).
- Evaluation IWSS 2016.

Strategic partners: nature/education NGOs (f. e. WWF), info centres, educational institutions, universities, media, tourism sector

Project: <b>World Heritage Education (WWF)</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Development, translation, production and distribution of environmental education and awareness material. 'Annual IWSS workshop.	Engage more education partners, new WH education material.	IWSS network, NGOs, science, education	WH material. No. of partners, No. of persons reached with WH education	Dec 2016 – 2018

### 3.2. WH communication

Result: A broad, consistent and high-quality pool of WH info material for various target audiences and multipliers.

Activities: Develop, communicate and distribute WH information and awareness material for various target audiences, including the use of innovative media (ongoing).

Strategic partners: Municipalities, tourism sector, publishers and media, nature NGOs, information centres,

Project: <b>WH communication and marketing</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Re-launch WH Website	WH website with experience sector in 4 languages, in preparation (merge with CWSS website)	TG-WH, NGOs, science, education	WH website	2017
Extension WH communication of social media	WH social media concept (long term)		WH social media concept	2016 - 2018
WH communication and awareness	WH information and awareness material: WH leaflet and exhibition, PR material (e.g. pins, poster, sticker), re-launch video, WH brochure, design of local WH info columns		Updated material, new WH material, PR material	2016 - 2018
WH Branding	Developing WH brand strategy: Brand communication workshops (internal partners, sectors, brand manual)		WH Brand Management Manual	2017

### **Work Theme 4 Develop and advance sustainable tourism**

The tourism strategy is the framework for all relevant partners for sustainable tourism development in accordance with the request of the World Heritage Committee, and was endorsed in 2014. An action plan sets out the specific activities to implement the strategy.

Result: A consistent approach on sustainable tourism development in the Wadden Sea.

#### Activities:

- Enhance visualization of the World Heritage brand (tool kit, brand paper, brand messaging) to ensure a consistent integration of World Heritage in marketing and communication,
- Develop nature experience offers related to World Heritage values,
- Develop a joint marketing strategy for the Wadden Sea World Heritage (including market research and visitor survey),
- Promote nature-friendly mobility in the World Heritage Destination,
- Cooperation with regional Interreg projects:
  - Wadden-Agenda (Netherlands / Lower Saxony)
  - NAKUWA (Schleswig-Holstein / Denmark).

Strategic Partners: Tourism sector, municipalities, enterprises and associations, nature NGOs, transport sector, media.

Project: <b>World Heritage and sustainable tourism at ITB Berlin</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Presentation and exhibition of WSWH at ITB Berlin	Strengthen partnership with UNESCO and tourism organizations, and awareness of WH potential for sustainable tourism	UNESCO TG-STs Tourism organizations NGOs, science, education	Report, Media communication	March (annually)

Project: <b>Implementation of Tourism Strategy and Action Plan</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
WH tourism products and offers (according to Action Plan)	Providing products and offers to tourism sector and public authorities	TG-STs, tourism network, NGOs, science, education	WH tourism products and offers	2016 - 2020

## **Work Theme 5 Promote regional sustainable development**

The Wadden Sea World Heritage has the potential to become a catalyst for regional sustainable development (image building, quality of life). This demands the willingness of businesses to support and buy into the WH brand and readiness of the public sector to engage with them. The engagement must constitute a mutual and equal partnership contributing to and in accordance with the statement of OUV.

### ***5.1 Develop cooperation with the private sector***

Result: A consistent Wadden Sea World Heritage Business Cooperation Programme

Activities: Develop a cooperation programme with the private sector taking into account the feasibility study under PROWAD for the entire property as a framework for commercial use of the brand which contributes to the heritage values and in line with the WH Convention.

- Working Group Business Cooperation Programme (December 2016)
- Envisaged PROWAD LINK project (2017 – 2020)

Development of a Wadden Sea World Heritage Partnership Centre (ongoing)

Strategic partners: Municipalities, provinces, private sector, associations, NGOs

<b>Project: WH Cooperation Programme</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Develop framework	Approval by WSB (pending)	TG-WH/STS	Outline cooperation framework	2017
Develop 3-year project plan.	Approval by WSB (pending)	TG-WH, NGOs, science, education	Project Plan (PROWAD LINK)	2017
Implement project in a participatory approach	Regional workshops with key stakeholders. Project coordination	Stakeholders, NGOs, science, education	Workshop reports (PROWAD LINK)	Oct 2017
Pilot project (selected areas or sectors)	Participation of sectors. First Cooperation Programmes	Stakeholders, NGOs, science, education	Pilot Report (PROWAD LINK)	June 2018
Prepare guidelines of Cooperation Programme	Approval by TGC. Programme running	TG-WH, NGOs, science, education	Cooperation Programme implemented (running trilateral prg.) (PROWAD LINK)	2018

**Work Theme 6: Promote Science and monitoring**

Science and monitoring is essential for the future protection and management of the property. The research should be aligned with the requirement of the Statement of OUV and extend knowledge on the integrity of the site through linking and partnerships covering the entire property.

**6.1. Develop partnerships with scientific institutions**

Result: A World Heritage partnership programme with scientific institutions

Activities:

- Develop and establish a trilateral research agenda and research platform,
- International Scientific Wadden Sea Symposium, May 2017,

Strategic partners: Research institutions and universities, research councils, scientific platforms

Project: <b>Trilateral Research Agenda</b>				
Activities	Goals/Milestones	Partners	Results	Timeline
Coordination group to contact researchers for preparing proposals for single themes for the trilateral research agenda.	Definition research themes and clusters. Discussion at ISWSS in DK in May 2017. Proposal to TGC 2018	TG-MM Trilateral research coordination group Research institutions Education NGOs	Research Agenda Enhanced cooperation with the science sector on trilateral themes.	2016 - 2018