

# Wadden Sea Board

**WSB 16**  
**9-10 March 2016**  
**Leeuwarden**



---

<b>Agenda Item:</b>	5.1 Wadden Sea World Heritage
<b>Subject:</b>	Report Task Group Sustainable Tourism Strategy
<b>Document No.</b>	WSB 16/5.1/3
<b>Date:</b>	25 February 2016
<b>Submitted by:</b>	Chairman TG-STs

---

Attached is the progress report of the Task Group Sustainable Tourism Strategy (TG-STs)

## Proposal

The WSB is invited to endorse respectively comment as appropriate on the progress report.

## **Group Sustainable Tourism Strategy (TG-STs)**

### **Report to WSB-16**

Chair / Secretariat: Oeds Bijlsma / Harald Marencic, Anja Domnick

Meeting: TG-STs 15: Tønder, 5 February 2015

#### **1. Coordination tourism and marketing projects**

The TG-STs discussed the coordination of the ongoing and planned Wadden Sea projects dealing with tourism and marketing in the Wadden Sea World Heritage Destination. This covered

- a. PROWAD LINK (Interreg VB North Sea Region): in preparation, envisaged start in June 2017, duration 3 years (lead partner CWSS, see TG-WH report)
- b. Waddenagenda (Interreg VA Deutschland-Nederland): October 2015 – December 2018) (lead partner Ostfriesland Tourismus GmbH).
- c. Interreg VA Denmark-Schleswig-Holstein: in preparation, submission of application in June 2016.
- d. Schleswig-Holstein: ITI project (EU co-financed), application process ongoing.
- e. Other projects: Fahrtziel Natur (cooperation National Parks with Deutsche Bahn). Projects on sustainable transport in Lower Saxony, Schleswig-Holstein, and Fryslân.

The TG-STs underlined the importance of exchanging information about regional activities, in order to make use of synergies and to exchange experience and results. Therefore, the TG-STs will act as a coordination platform for all tourism projects related to World Heritage (according the TG-STs Terms of References).

#### **2. Sustainable Tourism Strategy and Action Plan**

The TG-STs took stock of the implementation of the strategy and action plan. A number of activities have already been carried out or finalized in the framework of the PROWAD project (e.g. World Heritage Tool Kit for entrepreneurs, Glocal WH Flyer, other communication, marketing and awareness activities or material), whereas other actions are still ongoing or being carried out at the regional level.

### Overview Action Plan

1. Awareness and visibility of World Heritage (WH)
  - a. Information material and internal marketing ongoing on regional level,
  - b. Re-launch of WH website including extension of experience section was supported by the Netherlands in 2015 (editing of text), and will be coordinated by the new communications officer Simon Lobach.
  - c. Production of WH info modules ongoing (further regional WH modules in preparation in the Netherlands).
2. Capacity and tools
  - a. Exchange of info about existing training programmes (ongoing, to be placed on WH website).
3. Educational Resources
  - a. WH education strategy and development of educational products ongoing (by IWSS/WWF).
4. Tourism management and planning
  - a. Monitoring, reporting system, basic indicators will be discussed on the basis of the QSR recommendations (chapter Tourism & Recreation).
  - b. Sustainable Transport: Several activities and cooperation on regional level (LNG ferries, eBus projects, cooperation with transport companies).
5. WH branding
  - a. Development of WH Brand Management will be done as part of PROWAD-LINK.
  - b. Commercial use of WH brand in preparation (PROWAD Link).
  - c. WH cooperation programme in preparation (PROWAD Link), based on feasibility study 2015 (in cooperation with TG-WH).
  - d. Integration of WH in national park partner programmes done at regional level in D and DK.
6. Joint marketing approach
  - a. "Wadden Agenda" (Interreg A) will prepare a proposal for a joint conference on marketing.
7. Integration of WH in existing marketing: ongoing at regional & local level.
8. Continuation joint information activities
  - a. WH campaign concept 2016 -2018 in preparation, proposal implementation plan and stakeholder involvement in preparation (see separate document).

### **3. Business Cooperation Programme**

The WSB 15 asked the TG-WH and TG-STs to develop a framework for a World Heritage business cooperation programme, possibly in connection with the PROWAD LINK project.

The TG-STs regarded an active involvement of tourism stakeholders in the development of a World Heritage business cooperation programme as necessary to create ownership and benefits.

Therefore, the TG-STs will invite tourism entrepreneurs from all three countries to the next TG-STs meeting in June 2016, to discuss with them their experience with the use of the logo, the opportunities to get engaged and how to develop ownership and identification with the World Heritage brand. The general guidelines for German national park partner programmes (developed by Europarc Germany) were regarded as useful when developing a trilateral scheme. The development of a business cooperation programme should be aligned with the envisaged establishment of a Wadden Sea World Heritage Partnership Centre and the PROWAD LINK project.

#### **4. ITB Berlin (9 – 13 March 2016)**

WSB 15 approved the concept of the Wadden Sea World Heritage presentation at the tourism fair ITB on Berlin (9 – 13 March 2016). In cooperation with the TG-STs, tourism organizations and the UNESCO World Heritage Sustainable Tourism Programme, CWSS has prepared a programme covering

- A Wadden Sea WH pavilion in Hall 4.1, stand 227 shared with the UNESCO WH ST Programme, the WH Magazine, and the German WH site “Grube Messel”,
- Opening session of the 11<sup>th</sup> Pow-Wow for tourism professionals on 9 March, in Hall 4.1,
- Master Class with the topic “Linking tourism and conservation” on 11 March in Hall 4.1.
- High level panel discussion at the ITB Congress on 11 March, 16:30 – 17:30,
- Activities organized and financed by local stakeholders at the ITB Public Days (12 – 13 March),
- Photo Exhibition: Marine World Heritage Sites (in cooperation with UNESCO WH Marine Programme).

Details of the programme can be found on the WH website and in the leaflet (separate PDF) <http://www.waddensea-worldheritage.org/events/2016-02-23-wadden-sea-world-heritage-presents-itself-itb-berlin>

TG-STs supports the CWSS in the ITB presentation by active communication of the programme within its networks. The TG-STs members will also participate in joint activities, and conduct active public relations and press work. An evaluation of the ITB presentation will be prepared to the WSB meeting in June.

#### **5. Next TG-STs Meetings**

The next meetings in 2016 are scheduled on 2 - 3 June 2016 in St. Peter-Ording, Schleswig Holstein, and on 6 - 7 October 2016 in Lower Saxony.