

Wadden Sea Board

WSB 6
5 October 2012
CWSS



Agenda Item:	6
Subject:	Communication Strategy
Document No.	WSB 6/6/1
Date:	28 September 2012
Submitted by:	CWSS

Attached is the report of the workshop organized by the CWSS in cooperation with the partners with a view to a presentation and approval of the Communication Strategy, which was circulated earlier, at WSB 6. The meeting recommends the approval of amended Communication Strategy Guidelines in conjunction with the acknowledgment of 5 supporting and/or clarifying comments.

Proposal

The meeting is **proposed** to

- Approve of the Communication Strategy Guidelines in Annex 3 taking account of the overall comments made by the workshop,
- Instruct the CWSS communication officer with the implementation of the Communication Strategy and report to the Board on the progress of implementation.

COMMUNICATION STRATEGY TRILATERAL WADDEN SEA COOPERATION

1. Objective

- (1) To inform the WSB on the outcome of the preparatory workshop on the Communication Strategy and
- (2) To recommend the approval of the Communication Strategy Guidelines.

2. Status

End of June 2012, the draft Communication Strategy and the draft Communication Guidelines were circulated to the Wadden Sea Board together with the consolidated analysis which had also been circulated earlier. At the WSB telephone conference 28 June 2012 the CWSS was authorized to organize a workshop in late August/first half September in cooperation with the partners with a view to a presentation and approval of the Communication Strategy at WSB 6. The workshop should also consider the practicalities and priorities in terms of implementation of the Communication Strategy including the synergies with the Wadden Sea Forum.

It was unfortunately not possible to arrange the meeting referred to above earlier than 25 September 2012. The agenda of the meeting and the participants are in **Annex 1 and 2**. At the meeting, which was held in Bremen, participated the communication agency Papenfuss which carried out the analysis and drafted the Communication Strategy and the Communication Guidelines. The involvement of the communication agency was made possible by a funding of the German Federal Ministry for the Environment.

3. Outcome

Papenfuss presented the background and content of the drafts and the meeting in detail went through the draft Communication Guidelines which were considered the condensed summary of the draft Communication Strategy. The extended draft strategy should hence be considered a point of reference for the more detailed information. The meeting welcomed the drafts being a very significant step in implementing objective 5 of the 2010 Joint Declaration and helping partners to better communicate the Cooperation, and commended Papenfuss for having elaborated a very good draft Strategy.

The discussion resulted in the agreement to amend the Communication Guidelines and present these for approval by the Wadden Sea Board at its forthcoming meeting. The amended draft Communication Guidelines is in **Annex 3**.

In adopting the Communication Strategy Guidelines, the WSB is requested to acknowledge the following:

(1) Re. Communication Strategy & Partners

The Communication Strategy is a framework strategy of the Trilateral Wadden Sea Cooperation. Its success depends on the active communication by all partners involved in trilateral activities. In the further implementation process the partners beyond the current core partners (such as members of trilateral groups) have to be more clearly defined. This concerns also the relation to the Wadden Sea Forum.

(2) Re. Communication Strategy and World Heritage

The Communication Strategy is a strategy of the Trilateral Wadden Sea Cooperation for a precise, topical and successful internal and external communication in accordance with the objectives of the 2010 Joint Declaration. Communication of the World Heritage is an additional part of the communication and currently relevant for defined partners. With the pending extension nomination of the Wadden Sea World Heritage an inclusive communication will be possible.

(3) Re. Editorial Team

The tasks groups and (expert) work groups are closely related to respectively cover the themes of the 5 information modules (Wadden Sea World Heritage, Nature Protection and Integrated Management, Science and Monitoring, Environmental Education and International Cooperation). The editorial team is made up of one representative from the above groups in charge of communication of the theme. S/he is a.o. also responsible for identifying the added value of the Trilateral Wadden Sea Cooperation to be communicated for the specific topics. This also relates to the key messages. Necessary prioritisation will be done during the implementation phase.

(4) Re. Measures

A large majority of the measures proposed in the Communication Strategy can be implemented within existing budget (budget of the communication officer, PROWAD project) or will be integrated into the existing communication (website). Some other measures have to be postponed pending further discussion and investigation of feasibility.

As indicated in the Strategy, the post of the communication officer is indispensable for the success of the (implementation of the) communication (strategy). The discussion of the continuation of the post however was regarded as beyond the mandate of the workshop and should be addressed separately at a later stage.

4. Proposal

The meeting is **proposed** to

1. Approve of the Communication Strategy Guidelines in Annex 3 taking account of the overall comments made above,
2. Instruct the CWSS communication officer with the implementation of the Communication Strategy and report to the Board on the progress of implementation.

Annex 1: Agenda

Annex 2: Participants

Annex 3: Draft Communication Strategy Guidelines September 2012 (amended),
(in separate file9

Annex 1**TWSC****BREMEN****12.00 - 16.00****25.09.2012**

Workshop Communications strategy of the TWSC

ADDRESS

Wasser- und Schifffahrtsamt Bremen, Conference-room on 2nd floor
Franziuseck 5, 28199 Bremen

OBJECTIVE

The main objective of the workshop as instructed by the Wadden Sea Board is to discuss the draft Communication Strategy with the partners with a view to have the Strategy approved at the forthcoming meeting of the Wadden Sea Board on 5 October 2012 including considering practicalities and priorities in terms of implementation and synergies with the Wadden Sea Forum.

The outcome of the workshop will be reported to the Wadden Sea Board and, as appropriate, an amended draft Communication Strategy be submitted to the WSB for consideration and approval.

AGENDA

1. Presentation Communication Strategy by Papenfuss
Papenfuss Communication Agency will briefly present the Communications Strategy with particular emphasis on the key messages and measures.
2. Discussion Strategy
The workshop will be invited to discuss the Communications Strategy in general including the written comments delivered in preparation of the workshop
3. Implementation Communications Strategy Participants will be invited to discuss in particular the implementation of the strategy as outlined in chapter 4 in conjunction with the role of the TWSC actors (target audience external and internal communication)
4. **Definition and Prioritisation Communication Measures**



Annex 2**Participants Communication Strategy Workshop**

Jens Enemark	CWSS, Chairman
Stefanie Hedtkamp	Federal Ministry for the Environment, Nature Protection, Germany
Albert Ettema	Ministry of Economic Affairs, Agriculture and Innovation, the Netherlands
Friederike Liebmann	Ministry of Economic Affairs, Agriculture and Innovation, the Netherlands
Jelle Rijpma	Ministry of Economic Affairs, Agriculture and Innovation, the Netherlands
Jörn Bunje,	Wadden Sea National Park Administration, Lower Saxony
Jens-Peter Kiel	Wadden Sea National Park Administration, Lower Saxony
Christiane Gätje	Wadden Sea National Park Administration, Schleswig-Holstein
Klaus Koßmagk-Stephan	Wadden Sea National Park Administration, Schleswig-Holstein
Herman Verheij	Waddenvereniging
Anja Szczesinski	WWF
Angela Brock	Papenfuss Atelier für Gestaltung
Andreas Papenfuss	Papenfuss Atelier für Gestaltung
Anja Domnick	CWSS
Nataliya Drozdovych,	CWSS

Annex 3

Amended Draft Communication Guidelines

28 September 2012



P A P E N F U S S | ATELIER FÜR GESTALTUNG

TRILATERAL WADDEN SEA COOPERATION | STRATEGY
COMMUNICATION GUIDELINES



SEPTEMBER 2012



LIST OF ABBREVIATIONS

CD	Corporate Design
CWSS	Common Wadden Sea Secretariat
IWSS	International Wadden Sea School
NGO	Non-Governmental Organisation
NP	National Park
TMAP	Trilateral Monitoring and Assessment Program
TWSC	Trilateral Wadden Sea Cooperation
UNESCO	United Nations Educational, Scientific and Cultural Organization
WH	World Heritage

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■ INTRODUCTION

These communication guidelines summarise the communications strategy of the TWSC and serves its practical implementation. The strategy lays down the principles of communication for the partners of the TWSC in order to ensure a precise (as regards content), topical, transparent, and successful internal and external communication. The longterm aim of external communication of the TWSC was clearly defined in the Joint Declaration 2010: "The participating governments aim to achieve public support for the protection of the Wadden Sea." (Objectives, p. 59).

Prerequisite for this is the formulation of key messages of the TWSC, which give a clear profile of the cooperation. The internalisation of these messages by the partners conduces to strengthen the feeling of togetherness and the pride of the added value of the collaboration. For the external communication it is not the organisation TWSC that is relevant, but the display of its achievements in form of the Wadden Sea protection and especially the designation of the common Wadden Sea as a UNESCO world heritage site. The key messages of the world heritage should be communicated in perpetuity in order to increase its recognition value for target audiences of external communication. Suggestions for a consistent approach in external communication are followed by recommendations for use and an overview of means of communication, which the CWSS provides for partners' use. The existence of a central post for the communication of the TWSC in form of the Communication Officer is indispensable for the success of all communicative measures.

The existence of a strategy does not guarantee its success. It is an instrument to support the communication, the success of which is depending first and foremost on its active implementation by all partners. Belonging to the TWSC means a clear commitment to the common adoption of the communications strategy and to a consistent communication of the Trilateral Cooperation.

EXPLANATION OF THE COMMUNICATIVE PRINCIPLE ■

1. **Classification of information modules and categorisation into the main topics of the TWSC:** Wadden Sea World Heritage, Nature Protection and Integrated Management, Science and Monitoring, Environmental Education / IWSS and International Cooperation. For each category subcategories are shown and for each of those specific content. The partners decide jointly with the CWSS under the overall responsibility of the Wadden Sea Board, which information modules shall be adopted or, if necessary, which ones should be added.
2. **Setting editorial principles:** Refinement of information modules through editorial measures. Focus topics for communicating broadly are to be decided on (e.g. Migratory Birds, Marine World Heritage Sites, Seals) and all communicated topics are to be evaluated in terms of their usability with regard to the worthiness of protection of the Wadden Sea and the strengthening of the trilateral aspect of the Wadden Sea. We recommend that the CWSS Communication Officer is to be in charge of coordination of the editorial measures as well as shaping the content in characteristic style for external communication. An editorial team, consisting of one person in charge of each main topic area, is responsible for the expert compilation and editing respectively of the information modules. This is to be closely linked to the existing organisational structure of Task Groups and Expert Groups.
The working language of the TWSC is English. Suggestions as to the additional use of Danish, Dutch, or German are indicated for each means of communication at the stage of implementation.
3. **Developing a central idea for communication:** Suitable narrative, striking illustrations (verbal or pictorial) for the topics need to be developed, which at the same time communicate the global significance and worthiness of protection of the Wadden Sea. Existing key principles of the target groups need to be taken into account. Attention should be paid to a uniform style of language and a uniform style of pictures. The closer the collaboration with the partners, the closer ideas can be jointly developed and the better these ideas may be transported into all directions to the outside
4. **Attention to communication within a certain situation:** Significant value has to be given to communication which requires situation-dependent reacting to

■ EXPLANATION OF THE COMMUNICATIVE PRINCIPLE

events. Examples: changing basic conditions as regards content (a species living in the Wadden Sea is suddenly at risk) or changes in the constellation of recipients (mudflat hiking tours have had different target audiences since the World Heritage status was awarded to the Wadden Sea). In order to convey certain content in different situations of communication, different methods need to be employed. Depending on the place where the communication takes place, the form of address, the way information is being conveyed and the means of communication vary. For different situations of communication different central ideas (see above) should be developed. For certain incidences (e.g. worst case scenario) appropriate content could be prepared in advance in order to be communicated swiftly, well-founded and via channels of communication defined before to the public.

5. Distinction between permanent and campaign-like situation: The editorial team has the task of determining the topics that are to be communicated permanently (trilateral aspects of the protection of the Wadden Sea, global significance and worthiness of protection of the Wadden Sea, duties of the TWSC), to place them in their own communication and to prepare it for the partners accordingly. Differing from these topics are those that are campaign-like, which may be placed to create more awareness (seasonal highlights, sudden dangers, i.e. certain incidents lead to being talked about). If required, general topics need to be prepared for campaign-like communication. Campaigns may be integrated into permanent communication if they have a character resembling a central idea. Example: The extraordinary biodiversity in the Wadden Sea is communicated permanently, the selection of the „Flying Five“ has a campaign-like character.

6. Implementation of the Corporate Design: The Communication Officer pays heed to the compliance with the CD in internal communication. The partners receive design guidelines for placing the World Heritage topic in their own communication. Here as well the Communication Officer is the contact person for the correct implementation.

7. Connection between form and content: The contents which need to be conveyed (information modules) need to be brought into a form (graphics, key visuals, slogans) appropriate to the target group.

STRATEGIC AIMS OF THE COMMUNICATION OF THE TWSC ■

Strategic aims of

INTERNAL COMMUNICATION:

- creating a more pronounced profile for the Trilateral Cooperation by means of key message ↪ creating a Corporate Identity
- identification with the messages and aims of the TWSC
- display and better understanding of the work, attainment, successes and advantages of the TWSC
- depiction of the added value of the TWSC and world heritage
- stepping up communication on the trilateral Wadden Sea and the Cooperation, especially with regard to the world heritage area

Strategic aims of

EXTERNAL COMMUNICATION:

- strengthening of the perception of the Wadden Sea as a joint natural and cultural heritage
- obtainment of public and political support for the protection and the integrated management of the Wadden Sea as one entity
- support, furtherance and coordination of stakeholders' activities and involvement as well as education on the trilateral Wadden Sea
- increased depiction and promotion of the Trilateral Wadden Sea Cooperation as an international role model for successful, trans-boundary, integrated nature protection
- identification of locals and stakeholders with the honour Wadden Sea World Heritage
- displaying the pacemaker potential of the World Heritage title for the socio-economic development of the region

■ DUTIES OF THE CWSS AND OF THE PARTNERS

The TWSC is the trilateral collaboration of partners in politics, administration, national parks, science, environmental study centres, environmental NGOs and tourism marketing in the three countries Denmark, Germany and the Netherlands bordering the Wadden Sea. It means that all partners should communicate with the key messages in mind, which includes both communicating the concerns of the TWSC to their own target audiences and collecting information on the work of the TWSC.

The partners have a central contact in the CWSS, which provides them with information for their own communication on the TWSC and on the Wadden Sea World Heritage. It is however not the duty of the CWSS to supply the respective target audiences of the partners with information. This is the responsibility of the partners themselves. Their communicative duty as partners of the TWSC is to convey the aims, tasks, achievements, the quality of work and the added value of the Trilateral Cooperation and of the Wadden Sea world heritage to the outside.¹

Communication between the CWSS and the partners as well as among each other is a continuous dialogue. The partners are to comply with their responsibility as partners of the TWSC in their own communication by referring to, depending on situation and target audience, the following fundamental points:

- When communicating the Wadden Sea world heritage there has to be a reference to the granting of the title to the German-Dutch Wadden Sea (after the designation of the Danish Wadden Sea naturally to the entire area).
- When communicating the Wadden Sea WH the added value, the benefits of the award for nature conservation and the local population as well as the boost of the region's image should to be communicated to the local population and stakeholders.
- In scientific standard reports there has to be a reference to the trilateral collaboration in monitoring.
- When communication environmental education there has to be a reference to the IWSS in form of information or a link to its website.

¹ For details on delivery and need of information, information modules and target audiences, see Communications Strategy 1.3. and 2.2.

KEY MESSAGES OF THE TWSC

WHO ARE WE ?

- We are the voice for the transboundary protection and conservation of the entire Wadden Sea area, which stretches across Denmark over Germany to the Netherlands.
- We are jointly responsible for the protection of the world's largest tidal area, which is of outstanding international significance for present and future generations.
- For over 30 years we have united partners from politics, nature conservation, science, administration and local stakeholders, who together represent an enormous store of knowledge and experience.
- Bringing together the potential of all partners ensures the sustainable protection of the Wadden Sea – together we can achieve more.
- We are a worldwide unique example for effective transboundary collaboration in order to conserve a world heritage.

WHAT ARE OUR GOALS ?

- Nature that will continue to develop undisturbed.
- Protection of the Wadden Sea through wise management.
- Reaching a balance of nature and human activity through sustainable regional development.
- Ensure the world heritage status of the Wadden Sea for the benefit of nature conservation and for the people who live there.
- Advancement of public awareness of the Wadden Sea as a common heritage of global significance.

■ KEY MESSAGES OF THE TWSC & INFORMATION ON THE CWSS

WHAT DO WE DO ?

- We protect and conserve the Wadden Sea as an ecological entity through common policies and management.
- We monitor and assess the quality of the Wadden Sea ecosystem in collaboration with national and regional authorities and scientific institutions as a basis for effective protection and management.
- We cooperate internationally with other marine sites on protection, conservation and management.
- We engage the public in the protection of the Wadden Sea through awareness-raising activities and environmental education.
- We secure the sustainable development of the Wadden Sea in respect of its natural and cultural values.

WHAT DOES THE COMMON WADDEN SEA SECRETARIAT (CWSS) DO ?

- It is the facility of the Trilateral Wadden Sea Cooperation that coordinates, promotes and supports its activities.
- It is responsible for the preparation and realisation of ministerial conferences, meetings of the Wadden Sea Board (WSB) and trilateral work groups.
- It collects and evaluates information on monitoring, protection and the ecological condition of the entire Wadden Sea.
- It is the central contact for the UNESCO Wadden Sea World Heritage.
- It produces and publishes reports by the Cooperation.
- It involves the public in the protection of the Wadden Sea through communications, awareness building and environmental education.

ON THE CORRELATION WORLD HERITAGE – PROTECTED AREAS ■

For internal communication, especially intra-official communication, the clarification of the relation between the protected areas (places) and the world heritage title (award of the places) is important. Only when the correlation between those two is clear internally can the Wadden Sea World Heritage be communicated to the outside. Basically the following points need to be noted:

1. National Parks and nature reserves are places which, owing to the outstanding protection of a unique area, were given the international honour of world heritage. Without their achievements in nature protection there would be no world heritage. Also, by awarding the world heritage title to the Wadden Sea, over 30 years of trilateral collaboration were recognised and commended.
2. None of the areas is an exclusive world heritage site. Only in unison the designation of the joint Wadden Sea as a world heritage site has been a success. Hence this should be conveyed to the target audiences of external communication.
3. Communication about the world heritage and about the national parks is not about hierarchies, about subordination of one term under another. Rather it depends on the communicative situation in which messages move to the foreground without negating or neglecting the other messages.

A further component which leads to more effective communication of the Wadden Sea World Heritage is the awareness of the added value of this honour. Therefore the partners should always bear in mind the following points, generate their benefits from them and apply them in relation to situation and target audience.

■ ADDED VALUE OF THE TWSC AND WORLD HERITAGE STATUS

- The Wadden Sea Cooperation is a pioneering model for a comprehensive protection and management of the trans-boundary ecological system of international importance for over 30 years.
- The aims and guiding principle of the Cooperation are valid for the entire Dutch-German-Danish Wadden Sea Area and reinforce the protection efforts of the individual countries and organizations.
- The cooperation has delivered significant added value for the work of the individual countries and in many aspects of its work are of world-class quality, such as politically adopted Targets (ecological, physico-chemical and cultural), the Wadden Sea Plan, the harmonized monitoring programme TMAP, regular Quality Status Reports, Policy Assessment, the Seal Agreement and Trilateral Seal Management Plan, the Common Wadden Sea Secretariat with its comprehensive website.
- The Cooperation has raised the international profile of Wadden Sea through cooperation with international bodies in charge of nature conservation and other countries with important tidal areas (Wash, Korea, West Africa).
- The Cooperation contributes to the protection of the Wadden Sea in addressing management issues which have to be dealt with on an international level (such as adaptation to climate change, shipping safety, management of fisheries, invasion of aliens species, migratory bird flyway management).
- The inclusion of the Dutch-German Wadden Sea on the UNESCO World Heritage List reinforces this ecosystem management approach and the outstanding universal value as a result of successful cooperation on the protection of the Wadden Sea.

ADDED VALUE OF THE WORLD HERITAGE STATUS ■

- internationally highest quality criterion for nature protection
with its own protective effect → nimbus of inviolability
- (even) higher appreciation of the area by public and politicians
- WH possesses an emotional aspect
→ important for local population
↳ potential for pride and identification
- increased public interest
- increased motivation of all partners of the TWSC and local staff
- status is recognition of what politics and people in the region have accomplished
- involving local stakeholders
→ great stimulus for regional development and cooperation
↳ great potential for socio-economic development of the Wadden Sea region
- promotion of more sustainable tourism
- NPs receive more attention by politicians
→ financial added value, aid money for protection measures
- WH overcomes (state)borders
- WH is important link ("bridge") for tourism
- decision makers' attitude has shifted towards nature
- int. significance: affiliation with exclusive world heritage family
→ image transfer and consciousness ("Beautiful! Unique! Therefore worthy of protection!") of world renowned beauties of nature onto the Wadden Sea areas under protection of the national parks and nature reserves
↳ acknowledgement of own image (e.g. use of "leader" animal species as "story" for global value of the Wadden Sea)
→ synergies, use of existing experiences (Best Practice)

■ KEY MESSAGES OF THE WADDEN SEA WORLD HERITAGE *

- The Wadden Sea is a unique natural landscape of outstanding value and worldwide significance for biodiversity.
- In 2009 it was admitted to the league of UNESCO world heritage sites as a joint site and thus have the highest internationally recognised nature protection status.
- The UNESCO title is the Nobel Prize for nature. This prize is owned by all of us and calls for recognition and protection.
- The TWSC has achieved the designation of the Wadden Sea as a world heritage site thanks to the collaboration of all partners – only the entirety of the Wadden Sea marks its singularity.
- The TWSC strives to promote the UNESCO World Heritage Convention and to increase understanding of its support for the protection of the Wadden Sea.

* Pending further elaboration in relation to the OUV and PROWAD
World Heritage branding.

Aim is a consistent visual appearance of the TWSC and of the WH which all partners should seek by adhering to the guidelines. Detailed guidelines are given in the communications strategy and may be found on the intranet of the CWSS website and the extranet of the WH website (recommended measures).

TWSC LOGO

- the logo should principally be used with the word add on in order to clarify the sender and to differentiate between senders (TWSC or CWSS)
- predominance of the TWSC respective CWSS logo over the "title logo" World Heritage (first the sender, then the award)
- the names should always be given in English
- when using the logo there should always be a reference to the CWSS website and email address

WADDEN SEA WORLD HERITAGE LOGO










- the logo should be subordinated to those of the respective senders or take a special positioning in the layout, i.e. in the sense of a signet or title
- the logo takes precedence in use over those of UNESCO, i.e. when space is limited the Wadden Sea WH logo should be used first
- when using the logo there should always be a reference to the Wadden Sea WH website, e-mail address and the entire WH area in the text

ORDER OF PRECEDENCE OF WORLD HERITAGE ELEMENTS USED:

- Wadden Sea WH logo
- UNESCO logos, if entitled to use
- website www.waddensea-worldheritage.org
- key messages WH, if applicable TWSC

OVERVIEW OF TWSC MEANS OF COMMUNICATION *

Recommended additional means of communication are marked by a .

PRINT MATERIAL:	COMMUNICATION	
	INTERNAL	EXTERNAL
• leaflet TWSC	x	x
• leaflet Wadden Sea WH	x	x
 leaflet WH communication	x	
 image and information brochure TWSC	x	x
 magazine on TWSC	x	
 magazine on Wadden Sea WH	x	x
• posters and adverts		x
• postcards		x
• reports and publications	x	x
INTERNET AND DIGITAL MEDIA:		
• CWSS website	x	
• Wadden Sea WH website		x
 intranet on CWSS website	x	
 forum on CWSS website	x	
 extranet on WH website	x	x
 blog on WH website	x	x
• CWSS newsletter	x	
• online adverts, banners, net promotion		x
• new media – Facebook	x	x
 Powerpoint presentation	x	x

* Implementation as a first step within existing resources

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