



10.02.2021 | Networkgroup Sustainable Tourism, Mira Hohmann, Nationalparkverwaltung

Project Presentation: Experience our World Heritage locally - Nature Experience East Frisian Islands



Nationalpark
Wattenmeer



NIEDERSACHSEN

Situation and task

Successful nature conservation is based on social acceptance

- The protection of the Wadden Sea as a national park is (very) important for 46% of the guests
- for 65% of North Sea holidaymakers, experiencing nature is particularly important
- but 90% of guests want to experience nature on holiday
- 73% of the guests want to learn something about nature in the Wadden Sea during their holiday

Many things are already there,

- ✓ National Park information centers and more museums, exhibitions, etc.
 - ✓ Nature trails and various other theme trails, etc.
 - ✓ Information boards, leaflets, etc.
 - ✓ Viewing dunes, observation points, etc.
 - ✓ Mudflat walks, guided island tours, bird-watching excursions, etc.
- Often confusing for the visitor, difficult to find, difficult to plan and partly incoherent in content
- waiting to be brought together under one umbrella



Project goals

- Comprehensive approach to redesigning the experience of nature on the islands
- Elaborate and communicate the contents of the World Heritage Site, the National Park and other island specifics
- Harmonising existing nature experience offers in terms of concept and design.
- Develop innovative and attractive nature experience offers → "tell stories"
- Find an individual motto/ umbrella for each island, red thread through all offers
- Using the development of a master plan nature experience on Borkum as a model to other east Frisian islands
- Cooperation with all partners and institutions involved in nature experience



Project objective: Creating places and moments for nature enthusiasm



"I turn around and there are all these birds flying overhead..."

Project framework

- Project application of the National Park Authority to the N-Bank Landscape values funding programme (Förderprogramm Landschaftswerte)
- Project partners: Borkum municipality and East Frisian Islands GmbH
- Duration: 02.09.2019 - 31.03.2021
- Funding amount: 50.200,- €
- Other partners from nature conservation, recreation/tourism and education as well as partners from local associations, institutions, organisations, etc.



Design Guide Nature Experience East Frisian Islands

- Researching good examples and deriving individual design frameworks
- Evaluation of the transferability of the Borkum model to the other islands
- Development of a guideline for nature experience master plans for all islands
- Setting the framework and developing criteria for each island's specificity

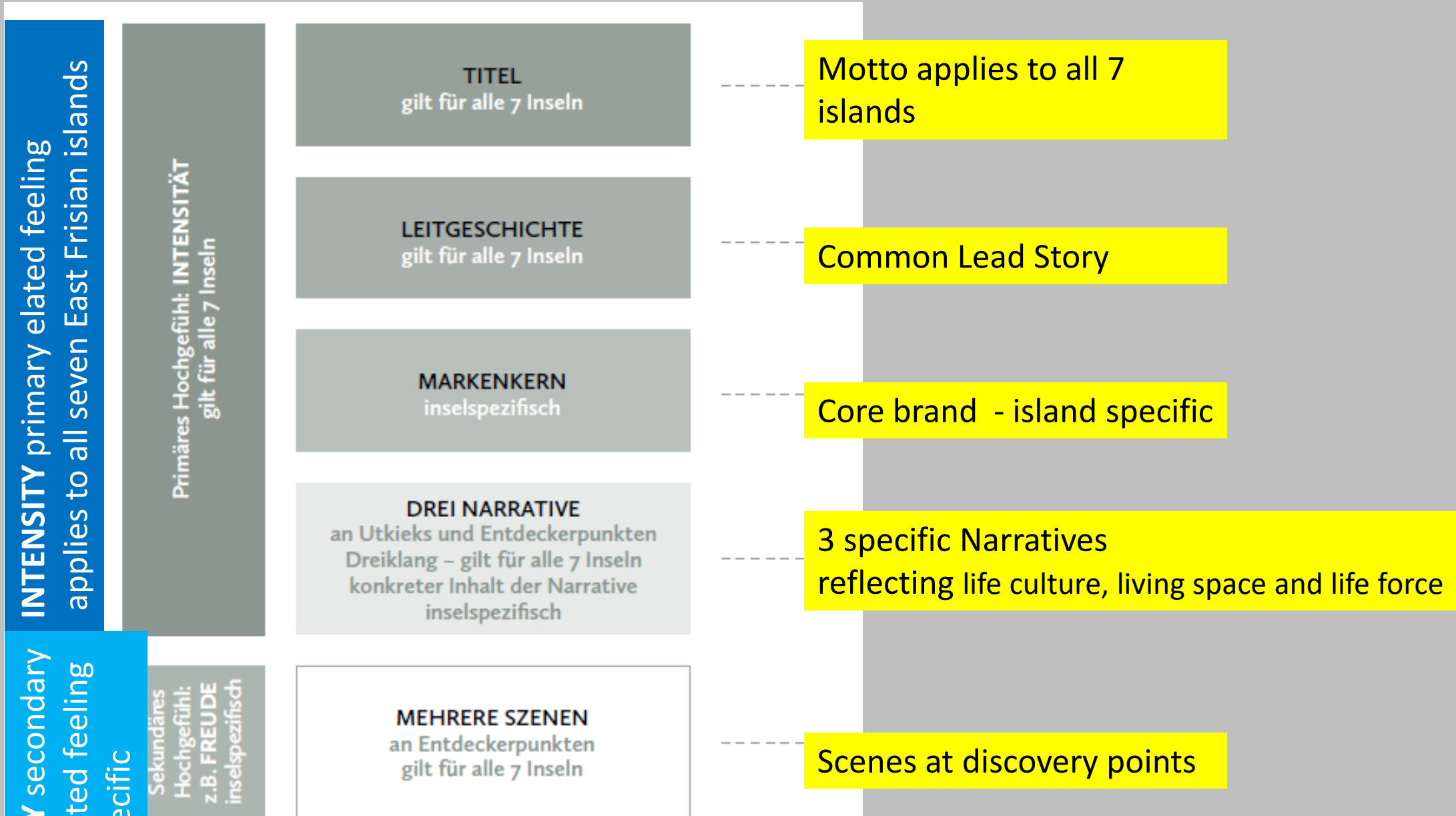


OFI GmbH

Design Guide – conceptual approach I

- In order to identify natural elements and natural phenomena with experience potential, the approach of the seven related feelings is used, which deals with why people buy feelings and how they can be awakened. According to the approach, there are seven high feelings that arise in guests, derived from the seven deadly sins.
- INTENSITY is defined as the primary guiding feeling of all seven islands. It is described as: The condensation of time and space is the general key to the highest intensity of experience. This creates points of condensation - moments of greatest beauty - which are additionally empathically intensified.
- Specifically for Borkum, as secondary relation JOY was chosen, which can be felt via the discovery points on the island and is conveyed in the island-specific stories,

Design Guide – conceptual approach II



Design Guide – conceptual approach III

INTENSITY primary related feeling

JOY

ALLES IN BEWEGUNG.

Die Schönheit der See und die Fülle des Lebens intensiv im Weltnaturerbe
Wattenmeer auf den Ostfriesischen Inseln erfahren.

Freiheit atmen

Wir.
Auf Borkum.
(Lebenskultur)

Abenteuer.
Geschützte Wildnis.
(Lebensraum)

Ruhig.
Inmitten der Wogen.
(Lebenskraft)

Everything in Motion

Experience the beauty of the sea and
the abundance of life intensively in the
Wadden Sea World Heritage Site on the
East Frisian Islands.

Breathe the freedom

We.
On Borkum

Adventure.
Protected
Wilderness

Calme.
Amidst the
waves

Szene 1
Lebens-
kultur

Szene 2
Lebens-
kultur

Szene ...
Lebens-
kultur

Szene 1
Lebens-
raum

Szene 2
Lebens-
raum

Szene ...
Lebens-
raum

Szene 1
Lebens-
kraft

Szene 2
Lebens-
kraft

Szene ...
Lebens-
kraft

Situation and Potential Analysis Nature Experience Borkum

- Target group and needs analysis among locals and guests
Inventory of existing nature and island experience offers on Borkum
- Identification of attractions and island-typical natural phenomena and island history
- Analysis of the nature experience potential, identification of suitable (observation) spots
- Identification of thematic and conceptual gaps
- Deriving special Borkum-specific features for the World Heritage nature experience



Modell Masterplan Nature Experience Borkum

- Preparation of previous information on island nature and island history.
- Conception of thematic routes, nature points, viewpoints, etc.
- Development of a path concept, equalisation of the path network in the natural area
- Development of a story linking all elements, "Borkum - With a view to freedom".
- Development of a manual for staging island myths, themes and phenomena
- Harmonisation of communication on the experience of nature by all relevant institutions
- Conception of open space staging under criteria of sustainability and landscape aesthetics
- Development of a visitor guidance concept
- Cost estimate of the construction elements for the implementation phase



Status quo

- Presentation and discussion of design drafts of discovery points with partners and stakeholders on Borkum
- Presentation and with interested islands

Next Steps

- Implementation of the master plan on Borkum
- Develop and implement such a master plan for other islands.

