

Wadden Sea Board

WSB 27

12-13 November 2018
Copenhagen, Denmark



Agenda Item:	5.1 World Heritage
Subject:	ITB participation 2019
Document No.:	WSB 27/5.1/1
Date:	12 October 2018
Submitted by:	CWSS

CWSS together with the project partners of PROWAD LINK are currently preparing the next participation at ITB Berlin in March 2019.

The ITB participation will be financed via the Supplementary Budget 2019 (budget line 4: Develop and advance sustainable tourism and the PROWAD LINK project WP2)

Proposal: The meeting is invited to note the information, discuss respectively endorse the first outline for the ITB participation 2019.

ITB participation 2019

Background:

ITB participation is a constant tool within the trilateral WH communication. Under the motto “People.Protecting.Places” the Wadden Sea has partnered since 2016 with the UNESCO World Heritage and Sustainable Tourism Programme to create awareness on a bigger scale by showcasing how World Heritages sites as sustainable tourism destinations can engage with stakeholders and partners to maintain and promote the protection of the outstanding universal value of the site.

In 2018 additionally to the regular booth an extra (visibly separated) stand under the umbrella of the Wadden Sea World Heritage brand for a Stakeholder / business partner exhibition for commercial WS/WH related services and products was established.

This new concept of a shared platform and presentation for different organizations, international specialists and local entrepreneurs was awarded 2nd place in the category Travel Support & Media of the Best Exhibitor Awards ITB Berlin.

Outline – 2- tier model

With the established concept of the former years and some further improvements the 2-tier model of the WS/WH stand will fulfill the requirements from the trilateral cooperation and UNESCO to offer non-commercial awareness-raising activities and to present commercial partners within the context of the PROWAD Link project.

1. WS/WH presence – continuing successful awareness-raising activities

In partnership with the UNESCO World Heritage and Sustainable Tourism Programme and other WH related partners the exhibition space is considered as:

- a platform for informing stakeholders, organizations and visitors about the Wadden Sea and its protection and management as a World Heritage Site;
- an opportunity for networking and extending the cooperation with other WH sites, networks and partnerships;
- an opportunity for engagement with further partners who are willing to present themselves under the brand of Wadden Sea World Heritage.

→ This stand will be dedicated to knowledge exchange in the context of World Heritage and sustainable tourism (presentation, workshops, PowWow participation, ITB Congress, Master Class and Get-Together) and will be funded partly through the trilateral supplementary budget as well through co-exhibitors’ fees and UNESCO funding.

2. Stakeholder / business partner exhibition → Establishing a longtime B2B & B2C platform

In partnership with PROWAD Link and commercial partners like the Dutch Marketing Organizations, the National Park Partner Programmes, etc. to boost visibility & credibility of local SMEs at ITB. Networking opportunity & platform for knowledge sharing for B2B/B2C-activities to create brand positioning within the industry.

→ This stand will be prepared and co-financed by PROWAD LINK. Additional funding needed for set-up and activities.

Timeline

30 September 2018	Early bird registration of two exhibition spaces (basic) at ITB to guarantee participation and receive the reduced rental fees
October to Mid-November	Acquisition of commercial partners and sponsors for B2B & B2C through PROWAD LINK Partners
15 November 2018	Deadline for additional floor space e.g. additional partners or projects (€ 345 per additional m ²)
01 December 2018	Deadline for co-exhibitor's registration (max 10 Co-Exhibitors per stand)
15 January 2019	Submit documents for stand construction permits
Mid-January 2019	Deadline for activities + event registration
Ongoing / starting from acquisition	(Bilateral) exchange between participants and CWSS in regard to stand decoration and set-up, program, activities, communication etc.
06 – 10 March 2019	ITB Berlin