

Wadden Sea Board

WSB 27

12-13 November 2018
Copenhagen, Denmark



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| Agenda Item: | 5.1 World Heritage |
| Subject: | TG-STs Progress Report |
| Document No.: | WSB 27/5.1/4 |
| Date: | 2 November 2018 |
| Submitted by: | TG-STs Chair |

Attached is the progress report from the TG-STs 21 meeting.

Proposal: The meeting is invited to note the information

Progress Report TG-STTS

The TG-STTS met in Bohmstedt (Schleswig-Holstein) on 21 September 2018 and discussed the following items:

1. TWSC Review Process

TG-STTS endorsed the draft summary and the proposed draft Terms of References to be submitted by the TG-STTS chairman for further consideration the WSB workshop on 17 October 2018

TG-STTS underlined the importance of cooperation with the Network Group Education because of the overlapping target groups, as well as with universities may join the TG-STTS as members in the future.

2. Planned or ongoing regional WH activities

TG-STTS took note of and discussed ongoing or planned bilateral/regional projects implementing the tourism strategy and action plan at the regional level in order to link these activities trilaterally.

The Netherlands

- Film WAD will first be shown on the 1st October in Leeuwarden, and then from the 4th of October in the cinemas.
- A new marketing programme for the entire Dutch Wadden Sea is under way First target group are the local people and entrepreneurs.
- A programme for product development in Wadden Sea World Heritage region is in preparation incorporating PROWAD Link. The programme will run until 2026 with financial support from the provinces and the Waddenfund.
- Re-Organisation of the Dutch Wadden Sea World Heritage programme. The new institutional setting is not yet clear, this will also determine the staffing of the Dutch Wadden Sea World Heritage team.
- Cooperation with the Dutch Crossbill Guide publisher to develop a travel guide for the Dutch Wadden Sea area. The guide will contain routes and also connect entrepreneurs. Target group is the deep Green tourist. Publication spring 2019.
- The ten Dutch World Heritage sites will have a joint stand at the cycling and walking fair in Utrecht and Gent.
- Kanoet, is a theatre show in the Netherlands aimed at children to tell them about the nature of the Wadden Sea. The producers are interested to translate the show in German and Danish as well.

Lower Saxony

- A 5-year project started to further develop the National Park partner programme.
- Cooperation with the German hiking association has started (health aspects, Thalasso, therapeutic landscapes)
- The closing event of the Waddenagenda project will take place at the annual World Heritage Forum in Leer on 3 December 2018 (deadline registration 12 November)

- 10th Migratory Bird Days in the Wadden Sea National Park of Lower Saxony 13-20 October 2018

Schleswig-Holstein

- 2nd visitor survey in the German Wadden Sea was published which confirmed the outcome of the first one in 2013 (conducted in the framework of PROWAD).
- A bird watching guide training was conducted by the NAKUWA project at the end of September. About 64 persons from Denmark and Schleswig-Holsteins applied for the workshop but only 24 could be selected.
- The ‘National Park Partnership Plus’ is currently evaluated in the regional ITI project and in cooperation with the stakeholders.
- Journalist journey from six European countries under the theme ‘culinary’ took place at the Hamburger Hallig and in cooperation with some national park partners.
- The 10th WH anniversary is the national park annual theme in 2019. The planned trilateral bike event will run from the border of Denmark to Hamburg and carried out in cooperation with National Park Partner.

Denmark

- The new National Park Plan (2019-2025) will fully integrate Wadden Sea World Heritage.
- Joint project ‘World Heritage Sites in Southern Denmark’ (Wadden Sea, Kings of Jelling, Christiansfeld) aims to increase awareness and pride amongst locals and create experiences for incoming tourists.
- Collaboration with the Danish National Parks and Danish Outdoor Council on a Code of Conduct, Junior Ranger, competence development for nature guides, and developing learning material for the education programme ‘MitVadehav’.
- Cooperation with Nordic national parks in a project on ‘Recreative Balances’
- Establishment of gates, info places, welcome sites, routes and paths to the Wadden Sea National Park and World Heritage (2019 – 2015)
- Project on Mandø with three work packages (transformation of farm land, SMART islands, welcome centre) in cooperation with Danish Nature Fund, Municipality of Esbjerg, private funds, Business Region Esbjerg, Danish Nature Agency

3. Overview on planned or ongoing trilateral activities

TG-STs was informed about the start of the **PROWAD LINK** project 1 September 2018 and the preparation of the kick-off meeting on 25 – 26 September 2018. It is planned to organize a PROWAD LINK launch event in the Netherlands in January/February 2019 to invite the broader network, strategic partners from various sectors, as well as regional governments and NGOs engaging with the project. TG-STs meeting will be organized back-to-back to the planned launch event.

4. Preparation Sustainable Tourism Strategy and Action Plan 2018 - 2022

TG-STs discussed a draft action plan which was prepared by the action plan workshop in Hamburg on 25 June 2018 and concluded that the action plan need to be better aligned with the PROWAD LINK project and connected to already existing projects (e.g. on local and

regional level). The societal dimension should be better addressed as an integral part of the sustainability principle, to increase support of local communities (commitment and ownership), as well as, to ensure participation in nature experience by a larger audience and for all income groups. It was also agreed to include product development into the action plan, as well as to aim to defined indicators on action level and objective level.

The TG-STTS agreed that the secretariat should prepare a revised version integrating the comments for a final discussion at the next TG-STTS meeting (January 2019), and to take also into account the feedback the WSB review workshop on the draft action plan.