

Wadden Sea Board

WSB 28

14 March 2019
Berlin, Germany



Agenda Item:	5.10/4
Subject:	Update website re-launch
Document No.:	WSB 28/5.10/4
Date:	27 February 2019
Submitted by:	CWSS

On the basis on the website structure, layout and concept endorsed at WSB 20 (16/06/2017, Harlingen), a new, merged website has been built to replace the CWSS and WSWH websites. The following paper provides a short overview of the progress made and the final schedule.

Proposal: The meeting is invited to note the document.

Website re-launch

Merging waddensea-secretariat.org and waddensea-worldheritage.org

Upon the endorsement of the website structure, layout and concept by the WSB 20 in Harlingen on 16 June 2017, CWSS contracted Creative Concern to create a demo website, while collecting, rewriting and editing the existing content of both current websites. These were then given to translation agencies in Denmark and the Netherlands in cooperation with the Nationalpark Vadehavet and the Dutch Wadden Sea World Heritage Facilitator as well as the translation service of the German Federal Ministry of Environment, Nature Conservation and Nuclear Safety in the 2nd quarter of 2018. At the same time, CWSS began with the upload of English content to the new website. The translations were added after receiving them in the 3rd quarter of 2018. The migration of the vast amount of documents on the current CWSS website is ongoing and will be completed by the WSB 28 meeting. Due to the TWSC review process and last ongoing programming adjustments, the log-in area is yet not completed. Pending the decision of the WSB 28 on the TWSC structure, the area can be completed by the end of March, which would enable CWSS to redirect the domain waddensea-secretariat.org to the new site and officially announce the completion of the re-launch.

WSWH website launch

However, in the course of 2018 the outdated system of the old WSWH website caused that site to frequently go offline and had to be put back online manually. After that frequency reached a weekly basis causing a loss of online visitors, CWSS decided to no longer wait for the full launch of the website. On 15 November 2018, the domain waddensea-worldheritage.org was redirected to the new website, despite not having fully completed the open tasks for the CWSS website. The new website was announced in CWSS's season's greetings in December. However, an official announcement of the website re-launch is planned for after the completion of the website, so once the domain waddensea-secretariat.org is also redirected to the new site.

Delay

A general delay of the website migration process was caused by other priorities: QSR, IWSS website re-launch, Leeuwarden Conference, WSWH anniversary, PROWAD Link.

Domains

After the completion of the website, CWSS will manage the following websites (IWSS managed by WWF):

- WSWH/CWSS website
 - o Reached via waddensea-worldheritage.org, waddensea-secretariat.org, worldheritage-waddensea.org, wattenmeer-weltnaturerbe.de, wattenmeer-welterbe.de, weltnaturerbe-wattenmeer.de, waddenzee-werelderfgoed.nl, waddenzeewerelderfgoed.nl, vadehavet-verdensarv.dk, verdensarv-vadehavet.dk, prowad.org (directed to prowad subpage)
- QSR website
 - o Reached via qsr.waddensea-worldheritage.org, waddensea-secretariat.org/qsr, waddensea-worldheritage.org/qsr
- Prowad Link webspace (northsearegion.eu/prowad-link)

Log-in area set-up

The log-in area is for TWSC members only. It contains a calendar with upcoming TWSC meetings, descriptions of each group as well as areas with meeting documents restricted to only the members of the respective group. Because of its requirements for making its documents public, the Wadden Sea Board not only has a restricted area for Board eyes only (for confidential documents), but also each meeting will be uploaded as an event in the public area. Past Board documents will remain accessible to all. Last finishing programming touches as well as the new set structure of the TWSC (depending on the outcome of the review process) are required to complete the log-in area.

Partners page

Under waddensea-worldheritage.org/partners all TWSC partners represented at the WSB meetings are listed. In due time, this list can be extended to include all organisations with representatives in TWSC groups (again pending the TWSC review process). The entries on the list can also be directly linked to the websites of the organisations. A submission of these URLs to CWSS is required. This will be announced at the official launch of the website.

Anniversary page

An overview of the anniversary programme and the bike route can be found at waddensea-worldheritage.org/anniversary. A more detailed interactive page is being programmed and will be online at the aforementioned URL in the next weeks.

Submitting content change requests

The contents displayed on the new website are based on the contents provided by CWSS (our world heritage, our work, our organisation) and by the regions during the itinerary and World Heritage Guide developments 2013-2018 as well as continuous information exchange (your visit, events). Nevertheless, especially content connected to experience offers in the regions are subject to change. Therefore, CWSS relies on its partners to keep the website content up to date and highly appreciates submissions of content change requests. For an effective implementation of the changes, the submissions should be sent directly to the CWSS Communication and Outreach Officer (Bostelmann@waddensea-secretariat.org) with a link to the relevant subpage and the correct content. This will be announced at the official launch of the website.