Agenda Item: 5.6
Subject: Cooperation with Swiss watch company “Oris”
Document No.: WSB 31/5.6
Date: 27 May 2020
Submitted by: CWSS

The Swiss watch manufacturer “Oris” approached CWSS with its intention of developing a “Wadden Sea”-edition watch and, with its sales, provide financial support to nature conservation measures in the Wadden Sea World Heritage. This type of cooperation with nature conservation organisations in the framework of a limited edition has been done in the past, e.g. for the Great Barrier Reef and Lake Baikal as well as with Whale and Dolphin Conservation.

The attached document gives a short outline of the Oris proposal and feedback on the pros and cons of a time-limited cooperation with the company by TG-WH. Oris will present its proposal in more detail and will be available for questions during the WSB meeting on invitation of Chairperson Karin Lochte.

Proposal: The meeting is invited to endorse the cooperation of CWSS with Oris.
Cooperation with Swiss watch company “Oris”

1 Background

The “Oris” company has contacted CWSS with the idea to manufacture a limited watch edition “Wadden Sea”. Similar limited editions have been produced for the Great Barrier Reef, Maldives, and (in 2020) Lake Baikal in close cooperation with these sites’ organisations. Oris dedicates a portion of the sales of each limited edition to support a water-related, environmental initiative at the site in question.

Oris envisions a limited watch dedicated to the Wadden Sea World Heritage for summer 2021. The design line will be limited to 2009 pieces (a dedication to the Wadden Sea’s year of inscription) à approx. € 1,900. A portion of the sales will be awarded to the TWSC. Between € 9,000 and € 12,000 are to be expected. Once the exact number and pricing are defined, a definite sum can be named.

The awarded sum is intended to support a specific project selected by the TWSC. Oris’ requirements are that the project spans across the three Wadden Sea countries (“Nature doesn’t know any borders”) and that it is concrete and accessible so it can be communicated in their campaign. A specific proposal, most likely in the framework of the International Wadden Sea School, will be discussed with Oris after WSB 31.

Accompanying the watch and the project, Oris plans several PR activities in press with global media coverage and through their own channels. Their channels have the following reach

- around 5 Instagram posts 408k followers
- around 3 Facebook posts 2.7m followers
- YouTube video (product/project) 12.5k followers
- Product page on www.oris.ch 16.5k sessions/d

Essential part of their communication will be the sponsored project and its framework, thus enabling the TWSC to create awareness for the Wadden Sea World Heritage through the Oris network. CWSS will be given the opportunity to provide the content for the project’s and WSWH’s representation. CWSS will be consulted in the general process of content creation.

In addition, Oris has offered to sponsor/co-host an event (or three – one in each country) in early summer 2021 in order to provide another awareness opportunity both for the watch and the supported project. CWSS will be asked to support the event(s) by coordination and representation. The amount of time invested by CWSS will depend on the exact project and affiliated events. However, the support of this project will be carried out as part of the existing outreach activities, as it will ultimately boost the awareness on the Wadden Sea World Heritage, especially on social media, which cannot be reached through CWSS’s own channels. It is envisioned to not create an event artificially solely for the launch of the watch – rather, the event(s) will have another focus (e.g. WSWH birthday, launch of project, already existing events).

Proposed draft timeline (proposal by Oris)

2020

- 18 May: Handing in final proposal to the WSB
- 18 June: Decision by the WSB
- June/July: evaluation of project, event & donation
- August: watch goes in production
- Sept-Dec: project updates, potential content creation

2021

- Jan: project updates
- Feb/March: content creation
May: press release to journalists
June: launch event, press coverage
July: distribution of watches globally

2 Potential benefits and challenges of a cooperation – Assessment by CWSS

As a guiding principle, cooperation with business partners has the overall goal to enhance awareness of the Wadden Sea as a fragile environment which has to be protected to maintain its OUV. Cooperation with the private sector requires a thorough assessment of potential benefits but also challenges, including a risk assessment to avoid damage reputation and credibility of the Wadden Sea World Heritage.

A possible cooperation will also follow the main principles of the regulatory framework the UNESCO has adopted for cooperation with the private sectors (PACT – Partnerships for Conservation). This concerns how the partners cooperate (common purpose with mutual benefit, ethical standards, transparency, accountability and sustainability). In addition, criteria and qualifier as discussed by the joint TG-WH/TG-STS meeting (WSB 17/5.1/4, June 2016) were applied (such as inclusive approach, following principles of existing cooperation programmes such as national park partner programmes, no harms principle, credibility).

The assessment has been carried out by applying criteria for the use of the Wadden Sea World Heritage logo, because in communication of the “Wadden Sea edition” by Oris, it will also be referred to the Wadden Sea World Heritage. The assessment concludes to enter in a cooperation with Oris. The main benefit for the TWSC is that communication and visibility of the Wadden Sea World Heritage will be enhanced, specifically if communication channels of third parties are activated which leads to better knowledge and awareness for protection of the site. The company will also financially support a trilateral nature project which will have further positive effects for transnational cooperation.

The cooperation will showcase that the Wadden Sea World Heritage provides benefits for companies and for Wadden Sea protection. Therefore, it could also serve as pilot project for potential future cooperation with others companies sponsoring or funding trilateral activities in the framework of the partnership hub and foundation.

Potential risks of a cooperation with Oris a relatively low. Company profile and reputation as a traditional family business does not indicate risks. Regarding sustainability (e.g. environmental or ethical standards), further information from the company may be required before entering a cooperation. Other potential risks which may impact the reputation or credibility of the Wadden Sea World Heritage are not known.

Feedback from other Oris cooperation partners is positive (e.g. Whale and Dolphin Conservation). Oris was said to be a partner that clearly states its and its partner’s tasks and Oris delivers. A contract with the exact conditions of the cooperation will be drafted after the approval of the WSB. The cooperation with Oris will be time limited (2020-2021) and focus on a concrete project which will be defined jointly. CWSS will be involved in communication activities by Oris in the framework of the project to ensure quality and credibility.

3 Assessment and recommendation by TG-WH

The proposal and detailed assessment were presented to and discussed by the TG-WH at their 30th meeting in May. The group is generally in favour to pursue the collaboration, especially as other world heritage sites have had a beneficial experience, but did also pose some concern and questions that need to be answered in the next steps (answers of CWSS and Oris in italic):

Sustainability of production: Does this go in line with the WSWH brand?
Oris: 60% of production in Switzerland (clock unit), majority of resources from EU countries with sustainable production, CO2-neutral delivery, currently reviewing options to implement complete CO2-neutrality (through compensation) on production

- Link to WSWH: Why was the Wadden Sea chosen and how can a diver’s watch be connected to the site? → Proposal: Link watch to tides “right time for a mudflat walk”

Oris: The Wadden Sea watch will have the moon-phase functionality integrated. The Wadden Sea was selected because of its World Heritage title, its magnitude and the TWSC concept

- Amount of work: Does the amount of work CWSS has to put into this justify the outcome?

CWSS: success of PR campaign is difficult to measure, but with the reach of Oris’ channels on top of the money from sales that go into the assigned project, the outcome justifies the work

Oris: Wants to help with creating awareness on the Wadden Sea, its threats and challenges with a multi-faceted PR campaign to Oris’ global community (see presentation for numbers of reach)

- Information on WSWH: how can we ensure that our narrative is presented in their communication?

CWSS: We will provide the content on the WSWH and the supported projected ourselves and thus can control it. We will also be involved in the content creation process. Oris has already asked CWSS to think of the main topics (e.g. climate change, biodiversity, sustainable tourism etc.) that we would like to push.

4 Proposal

Instruct CWSS to negotiate a cooperation agreement with “Oris” and pursue the cooperation.

Annex: Presentation of Oris (PDF)
Oris x Waddensea Worldheritage

April 2020
Why Oris x Waddensea?
The reason why we want to cooperate

• With our long-term investment in sustainable global projects we change for the better

• Our mission is protecting the oceans, support men’s health and clean-up the world

• We are using our global platform, presence and communication to support our projects & partners to a wider audience

Reasons why your organization is a perfect partner:

• The Wadden Sea is one of the largest preserved habitats

• Your organization is re-defining the natural preservation – from local initiatives to a holistic approach

• We want to help your organization to create global awareness for your projects

• The Wadden Sea is part of the UNESCO World Heritage
Oris
Go your own way.

Oris is an independent watch company that was founded in 1904 and produces only mechanical watches for people who “Go their own way”. Our customers are passionate about authentic, Swiss Made mechanical timepieces that offer inventive solutions and genuine value.

Brand Strategy

Closer to the consumer through inclusive Luxury: We are serious about watchmaking - not so much about ourselves.

We believe in authenticity: genuine luxury that is related to the spirit of modern times. A mechanical watch is a very sustainable product.

Our customer is the “Citoyen”: The enlightened person who takes responsibility for himself, others and the environment. At Oris, we have the luxury of commons sense.
Oris x Sustainability
Change for the better

With our long-term investment in sustainable global projects we want to change for the better.

We want to protect the oceans, support men’s health and clean-up the world.

Latest Partnerships

2016  Australia Marine Conservation Society
2018  World Clean-up Day Organization
2019  Pacific Garbage Screening, Whale and Dolphin Conservation Reef Restoration Foundation
2020  Lake Baikal Foundation
Global Media Reach
Create awareness through Oris network

Press
- Press release translated to 10 languages, shared globally
- Global Media coverage; on/offline; watch, lifestyle and daily press

Oris owned channels
- around 5 Instagram posts 408k followers
- around 3 Facebook posts 2.7m followers
- YouTube video (product/project) 12.5k followers
- Product page on www.oris.ch 16.5k sessions/d
- Newsletter

Oris Social Media network

Broadcasting Launch event
- Product launch event with partner foundation
Oris dat Watt L.E.
Platform: Tell your story to the world

**Limitation**
Limited to 2009 pcs. (Wadden Sea to UNESCO's World Heritage List)

<table>
<thead>
<tr>
<th><strong>Size</strong></th>
<th>43.5mm diameter</th>
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<tbody>
<tr>
<td><strong>Material</strong></td>
<td>stainless steel (case), rubber strap</td>
</tr>
<tr>
<td><strong>Technical</strong></td>
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</tr>
</tbody>
</table>

**Soldier**

**Boxplate**

**Backplate**
### What we expect

**Waddensea World Heritage**

#### Project(s) over a vague cause
- Concrete projects help to shape a compelling story
- Nature doesn’t know any borders
→ 1 overarching project with executions in GER, NL, DN
→ Proposition Common Wadden Sea Secretariat: Environmental Education by the International Waddensea School

#### Access to visual footage
- Unilateral access and global publication rights to photos & videos
- Permission to curate existing content (e.g. cutting project video)

#### Event Support
- coordination with local infrastructure and officials
- speech of project lead
- logo placing at event (banner, give aways, etc.)
Customer Feedback
Oris x Sustainability

cocktailtime · 6 hours ago
With its environmental initiatives, Oris is the Patagonia of the watch world (and I mean that as a compliment). Great stuff, I feel like this will end up on James's grail list...

bghward · 5 hours ago
That’s a very good analogy.
Customer Feedback
Oris x Sustainability

mark_mena: This shouldn't be limited edition. The more that are made, the more plastic is kept out of the ocean.

Wouter Van Boxstael: Stuart Thanks. Horologically speaking they're in different leagues. But I like the unpretentious aura of Oris (and the fact that their commitment to environmental good causes are not entirely marketing based nonsense) and this Aquis Clean Ocean is just a cracking, stunning little watch.

Stuart Parker: Wouter Van Boxstael 100% agree with you. I love Oris for their style and for what they've done for the environment. After Rolex they're my favourite brand.
Timeline
Oris x Waddensea World Heritage

2020
February/March  evaluation of project, event & donation
April  watch done
May  14th Handing in Final-Slidedeck
June  18th – Decision by Wadden Sea Board
August  watch goes in production
Sept-Dec  project updates, potential content creation

2021
Jan  project updates
Feb/March  content creation
May  press release to journalists
June  launch event, press coverage
July  distribution of watches globally