

MEETING DOCUMENT
Wadden Sea Board (WSB 35)

10 March 2022
Wilhelmshaven



Agenda Item: 4
Subject: Announcements by CWSS
Document No.: WSB 35/4
Date: 17 February 2022
Submitted by: CWSS

The following paper gives a written overview of the announcements of CWSS to the WSB 35.

Proposal: The meeting is invited to note the announcements.

Announcements by CWSS to WSB 35

1 Environmental education and youth engagement

The International Wadden Sea School (IWSS) supports a German two-year project of the UNESCO schools (2022-2023) involving students from transboundary/serial UNESCO World Heritage Sites. The project is funded by the German Environmental Foundation (DBU). The aim of the project is to work on sustainable significance of the World Heritages sites and their threat from climate change with students from various countries and involve them in an action-oriented, creative and product-oriented way over the course of a school year. The project is thus intended to make the potential of the World Heritage Site as a place of learning within the framework of Education for Sustainable Development (ESD) and for climate education visible and to put it into practice. Central products documenting the project results and formats of the schools are a digital exhibition and a publication “Practical impulses for World Heritage education and climate change”. It is planned to involve the following sites and countries:

1. Muskauer Park/Park Mużakowski (Germany/Poland)
2. Erzgebirge/Krušnohoří Mining Region(Germany / Czechia)
3. Archaeological complex of Haithabu und Danewerke (Germany / Denmark)
4. Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe (3 of 12 countries: Germany, Belgium, Austria)/
5. The Wadden Sea (Denmark, Germany, The Netherlands)

By June 2022, schools and teachers will be approached and various activities (workshops, communication, involvement of locals) are planned for September 2022 – July 2023. In the Wadden Sea, a workshop will be carried out on the Hallig Langeneß.

The project results will be submitted by December 2023.

PROPSAL: WSB to note

2 Yellow Sea Cooperation

CWSS has continued to collaborate with partners from the Yellow Sea. Most recently, CWSS was involved in the 5th annual Yancheng Conference (China) which took place on 10-11 January 2022 as a hybrid meeting with the aim to establish a global coastal forum. In recent years, the establishment of an international forum to enhance cooperation on coastal wetlands has been recommended by Ramsar, CMS and CBD resolutions, which have emphasized the need and the urgency to work more intensively on coastal protection in face of biodiversity loss and climate change.

To implement these decisions and “International Advisor Group” was established in 2021 convened by the Chinese organisation EcoGlobal and supported by Birdlife, to discuss ways to establish a World Coastal Forum (WCF). The group included representatives from international treaty organisations (Ramsar, CMS), IUCN, NGOs (a.o. Birdlife, Wetlands International), scientists and

other wetland conservation networks and organisations; CWSS was invited to participate to share the experience of over 40 years of trilateral cooperation.

The conference initiated the process to establish a World Coastal Forum with the aim to launch the WCF in conjunction with the Ramsar COP at the end of 2022.

However, many aspects of the WCF establishment have been insufficiently addressed and remain unclear, such as the positioning of WCF in relation to international treaties organisations, its governance and funding, and the nature of activities and tasks that WCF will undertake. There is also a general concern that establishment of a WCF is too heavily influenced by the Chinese government which may also have a negative impact on the work of international treaty organisations.

A so-called Establishment Group has been formed (made up of members of the 2021 advisory group) to prepare Terms of References for the WCF. A first meeting was scheduled on 17 February 2022. The treaty organisations (Ramsar, CBD, CMS) and IUCN have been consulted to ensure that the WCF is aligned with their work.

In this context, the CWSS could offer to share experiences from the Wadden Sea and provide advice and support to other organisations who also regard the WCF as an opportunity to engage additional stakeholders and improve coastal wetland protection. Due to limited resources, CWSS would confine its contribution to the WCF at a modest level, focusing on what has been done so far date (MoU, Yellow Sea, Flyway, World Heritage).

A decision on a possible TWSC participation in the WCF should be deferred to wait for the position of the treaty organizations on the WCF.

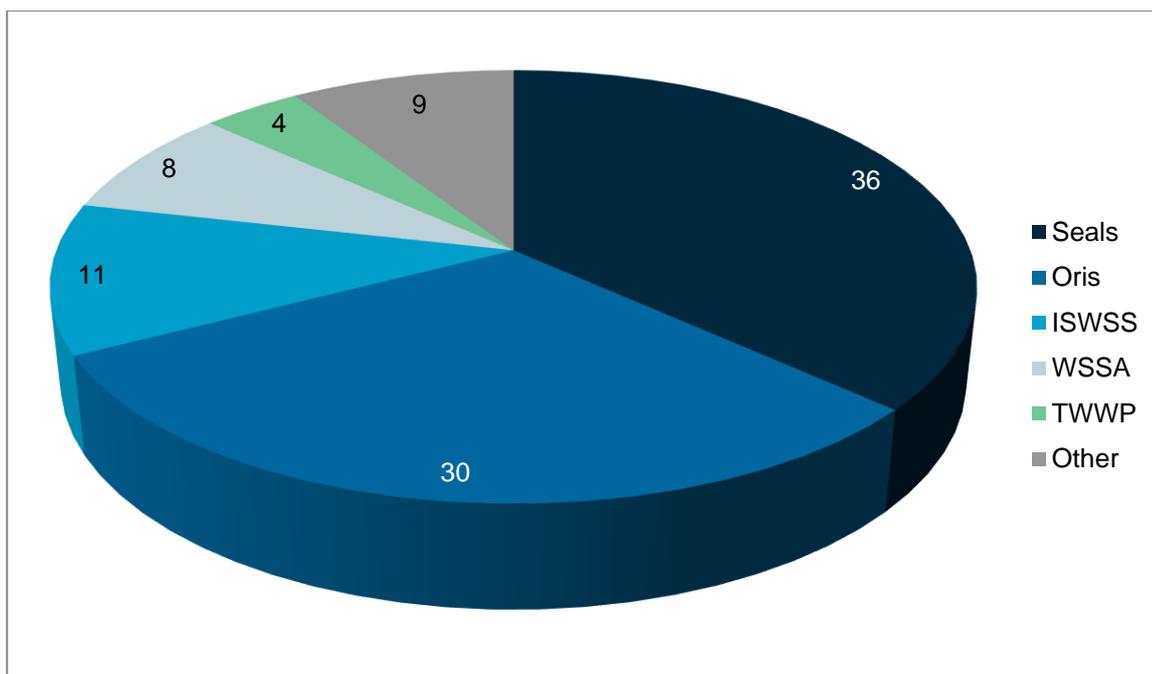
PROPSAL: WSB to note

3 Media review 2021

1 January – 31 December 2021

Press review

- 9 press releases (2020: 4) by CWSS on ITB, the seals reports, WSD, harbour porpoises, Oris cooperation, WSSA, and ISWSS
- 98 mentions in printed, broadcasting and online media (72 in 2020 | -27 %)
 - 21 NL, 2 DK, 44 DE, 31 other (2020: 13 NL, 3 DK, 48 DE, 15 other)
- Distribution of entries by topic (probably more on our cooperation with Oris in other languages):



Website review

- 55 news items posted in 2021 (2020:52)
- 166,560 website visitors in 2021 (2020: 105,000), with record of 13,774 users on 30 June when Google did a doodle honouring the WSWH; 37% DE, 19% NL, 4,5% DK
- Most popular pages (in that order): Your visit, ISWSS15, CWSS, Netherlands, job offers, Wadden Sea Explorer, CMS, Seals, UNESCO status, TWSC, Birds
- QSR microsite attracted 17,686 users in 2021 (30% from DE and NL respectively, 5% from DK)
- Newsletter: increase of subscribers from 160 to 209 (compared to December 2020); excellent open-rate with an unchanged average of 56% and click-rate with an average of 26% (slight decrease of click-rate from 30% not usually with increase of subscribers).

Social media review

- Facebook:
 - Increase of 120 followers from 2,600 to 2,720; 44% DE, 28% NL, 5% DK
 - 57 posts (2020: 72) with a total of 48,537 post impressions (110,295 in 2020 due to viral WSWH video with 70,100 impressions alone)
 - Collaboration with Oris: 7 posts with a total of 4,394 reactions through their account (reach not yet reported; compared to 1,463 reactions for our posts in all of 2021). We were tagged in some posts (technical issues) and some were our posts that Oris shared, which thus became the most successful of our posts.
- Instagram:
 - Increase of 400 followers from 1,600 to 2,000; 24% DE, 20% NL 4.5% DK
 - 108 posts (2020: 74 posts) with a total of 13,536 likes (2020: 9,788 likes; reactions on video were not significant on Instagram)
 - 109 stories (24-hour posts) with 18,661 people reached
 - Assistance of content research and management by volunteer from LKN.SH since October 2020 to July 2021
 - Assistance of content research and management by volunteer from CWSS since August 2021

- Collaboration with Oris: 12 posts with a total of 45,517 likes through their account (compared to 13,536 likes for our account in all of 2021). We were tagged in each post.
- Twitter:
 - Increase of 148 followers from 580 to 728 (2020: Increase of 119).
 - 122 tweets (2020: 39 tweets) (+16 tweets on Prowad Link Twitter page) with a total of 80,118 tweet impressions (2020: 101,084 thanks to WSWH video) (Prowad Link: 11,128 tweet impressions)
 - Special focus: Conference coverage (ISWSS, Flyway Youth Conference, Wadden Sea Day)
 - Best tweet: Retweet from Oris, closely followed by ISWSS poster and WSD tweet
- Due to the pandemic, the 4th Social media workshop was postponed to February 2022

PROPSAL: WSB to note

**WSB 2022 thematic issues.
Tentative List (February 2022)**

Wadden Sea Board meetings	Decision-making issues	Thematic discussion items
WSB 35 Leeuwarden 10 March 2022	<ul style="list-style-type: none"> • Draft Declaration 1st version • SIMP consultation version 	<ul style="list-style-type: none"> • Shipping • Dark Sky
WSB 36 28 April 2022	<ul style="list-style-type: none"> • Draft Declaration for consultation 	<ul style="list-style-type: none"> • TMAP • Fish (swimway/ref study) • Rights for Nature
WSB 37 Wilhelmshaven 26 August 2022	<ul style="list-style-type: none"> • Final draft Declaration after consulting phase • TMAP/QSR • Final SIMP including input from the Consultation 	<ul style="list-style-type: none"> • PH (evaluation) • Tourism • Education • Birds, a.o.WSFI Action Plan 2022-2025, progress IKI
WSB 38 Denmark 6 Oktober	<ul style="list-style-type: none"> • Final draft Declaration • TPC-WSR 	<ul style="list-style-type: none"> • Youth involvement/Conference • Energy/cable laying
WSB 39 Wilhelmshaven 29 November 2022	<ul style="list-style-type: none"> • Final draft Declaration for ministers • Continuation WSB/proposal for members • Adoption of the SIMP 	