

Wadden Sea Board

WSB 27

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Agenda Item:	5.10/1
Subject:	10th anniversary celebration
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Submitted by:	CWSS/ Anniversary Coordination Team

As discussed at TG-WH 24 and 25 and supported by WSB 25, to celebrate the 10th anniversary of the Wadden Sea World Heritage (WSWH) in 2019 the TWSC will have a trilateral event series coordinated by CWSS and supplemented by with partner events under the framework of the anniversary. The highlight event of the programme will be a Wadden Sea World Heritage Bike Tour in June 2019. The tour will start in Esbjerg and Den Helder and finish in a trilateral celebration in Wilhelmshaven on 30 June. The tour aims to jointly celebrate the anniversary and raise awareness and understanding for the OUV and its protection. The tour will in part be a campaign under the PROWAD Link project as SMEs are invited to engage in the activities. It also connects to the INTERREG A projects Waddenagenda and Nakuwa. The following paper is a draft concept of the bike tour within the framework of the year's programme as discussed by the event's coordination team (regional focal points and CWSS) on 23 August in Hamburg and reviewed by the TG WH on 5 September in Bremen (TG-WH 25).

Proposal: The meeting is invited to endorse the approach.

Wadden Sea World Heritage Bike Tour & Trilateral event programme 2019

Draft concept (*last updated 12.10.2018*)

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1. Introduction

In 2019, under the motto “One Wadden Sea: Our Heritage. Our Future.” the Wadden Sea World Heritage (WSWH) will celebrate the 10-year anniversary of its inscription on the World Heritage List (26 June 2019). The year will also mark the 5th anniversary of the designation of the Danish part of the Wadden Sea as World Heritage.

The Wadden Sea World Heritage Bike Tour is the key event of the 10th anniversary celebrations in 2019. Under the umbrella of the anniversary motto the tour will carry the slogan “One Wadden Sea. Two Wheels. Three Countries.” This slogan can be translated to the native languages of the states if needed. The bike tour will take place from the middle to the end of June 2019 with two core cyclist groups starting in Texel/Den Helder, Netherlands, and Fanø/Esbjerg, Denmark. En route, the cyclists will stop at designated spots of participating partners, where highly-engaging activities for locals and tourists are organised. The core teams can be joined on a daily basis or by interested groups and individuals, while high-level personalities (e.g. ministers) and celebrities are asked to join for daily stages for at least part of the way leading to the local events. On 30 June the two cyclist groups will meet at the Wadden Sea World Heritage Visitor Center in Wilhelmshaven, where a trilateral festival will mark the end of the tour.

The tour is the highlight of an anniversary programme with various (mostly regional/local) events throughout the year 2019. All anniversary events will be communicated as part of the anniversary celebrations and will be published in the trilateral anniversary programme online in Danish, Dutch, English and German.

2. Purpose

The Wadden Sea World Heritage Bike Tour is the only cycling event that unites the Wadden Sea for World Heritage and for preserving the OUV. The overall message of the event is “One Wadden Sea. Two Wheels. Three countries.” The motto relates to the overall anniversary motto, while creating a specific identification with the bike tour with its play on words.

The event **aims** to:

- raise awareness on the Wadden Sea's uniqueness and fragility;
- bring together people from different Wadden Sea regions;
- unite the local anniversary celebrations across the transnational site;
- support sustainable ways of experiencing the Wadden Sea World Heritage site.

By staying open to all, be it resident, tourist, politician, NGO, the tour invites people to become active, learn about the Wadden Sea World Heritage and ultimately become ambassadors for its conservation for the benefit of future generations.

Through the engagement of residents as partners, event participants and cyclists, the tour aims to raise awareness for the WSWH and its protection. The tour and its events should give guidance on how to become a role model/ ambassador of their WH site ("One Wadden Sea: Our heritage. Our future." should be something people identify with). It should also make people fall in love with the WSWH site and activate them to contribute to its protection.

Themes

There are two main themes of the event to support the aims and purpose: Sustainability and collection of birthday wishes and stories.

The theme of sustainability targets the first and the last aim. By cycling the route in the most sustainable way possible and creating events with sustainability standards in mind (including the choice of event partners), the tour demonstrates how the WSWH site can be enjoyed by means that also serve the preservation of the OUV. The experience gained from the tour could further serve the work planned in the Interreg project PROWAD LINK and its deliverable of investigating the feasibility of uniting the routes developed in NaKuWa and Wadden Agenda under a joint umbrella.

The theme of collection of birthday wishes and stories addresses the second and third aim and puts an emphasis on the stations of the route. There will be three forms of collection conducted prior to the tour, interacting with three different groups:

1. Pieces of a trilaterally designed puzzle of the Wadden Sea World Heritage will be distributed to the regions. The **regions** (and/or Kreise in Germany, municipalities?) will be asked to write birthday wishes on the pieces and hand over to the cyclists as they pass. The tour will bring all pieces to Wilhelmshaven, where the puzzle will be assembled. (relates to "One Wadden Sea")
2. **Partners** of the Wadden Sea World Heritage and the Trilateral Wadden Sea Cooperation will be asked to contribute with a personal, authentic/emotional story (one story per partner) on video and, if possible, combined with a personal item to give to the core group as a souvenir. (relates to "Our Heritage")
3. Postcards or small flags will be distributed at visitor centers and other suitable institutions for the **public** to write their wishes for the future of the WH site on and leave at the centers. These messages will be collected and sent to Wilhelmshaven, while a representative stack of wishes can be handed over at the stops of the bike tour (for media impact). (relates to "Our future")

We are looking for truly inspiring pieces as the result of the 2-week-long event. They will be placed together in Wilhelmshaven to form an exhibition, which will travel to interested visitor centers, ministries and to Wadden Sea-specific events such as the next International Scientific Wadden Sea Symposium in 2021 to be displayed to visitors before becoming a permanent exhibition in the WSWH Partnership Center in Wilhelmshaven upon its re-opening.

3. Context

The Wadden Sea World Heritage Bike Tour will be the highlight of an event series celebrating the site's 10th anniversary. All year long there will be different partner events in different regions, towns and islands in the Wadden Sea area. The motto of the year will be related to the tour's motto and valid for all events under the anniversary umbrella: "One Wadden Sea: Our Heritage. Our Future." An anniversary logo provided by CWSS will serve as indication of an event being part of the trilateral programme. The logo will be an adaptation of the WSWH-logo in combination with the number 10.

Through the regional coordinators and via its own media channels, CWSS invites all partners to create anniversary events or include the anniversary theme in their regular events throughout the year and to provide CWSS and/or their WSWH focal points with information to promote these events on a common anniversary events webpage (attached to the WSWH website).

The German Wadden Sea National Parks designated 2019 as their first shared theme year, using the motto "10 Jahre Weltnaturerbe Wattenmeer". Further, a cross-border event series is planned that year to celebrate the WSWH birthday in June across the Dutch Wadden Sea provinces and Lower Saxony. Birthday events are also scheduled in other parts of the WSWH, specifically for June.

By engaging and activating SMEs the tour qualifies to become an awareness campaign of the PROWAD Link project. The projects NaKuWa and – if renewed – Wadden Agenda 2.0 (subject to approval) may also profit from the tour, as it will follow some of the routes newly developed in the projects.

4. Target audience

The Wadden Sea World Heritage Bike Tour and its events are celebrations of the WSWH and its designation. Therefore the tour is first and foremost aimed at those who live at the site: the residents. This group also includes local SMEs, NGOs, associations, and Wadden Sea partners.

The second target group are tourists interested in joining the tour for 1-3 days as the tour can be joined by anyone interested in participating. The daily routes will be made public.

As the tour aims primarily at raising awareness, the media are the third target group. A media programme (#11) outlines the approach for gaining and maintaining their attention for the entire length of the tour.

To gain more profile the tour should have celebrities from the region as tour participants. The participation of politicians should be aimed for parts of the tour, in particular for the kilometres leading towards each of the local events and on the final day. Länder- and regional-level politicians will be approached by the regional coordinators via their organisations to participate in the tour at a stage in their region. National-level politicians will be invited by CWSS to Wilhelmshaven for the trilateral anniversary celebrations. The WSB members are asked to mark the date in their ministries' calendars. At the event, the ministers will have the opportunity to take the stage. Due to national elections in Denmark in June 2019, however, a participation of the Danish minister seems unlikely. A combination with the PC construction is not possible, as the construction will not begin until late summer of next year.

5. Tour organisers and coordinators

The Wadden Sea World Heritage Bike Tour is co-organised by the Common Wadden Sea Secretariat (CWSS), Nationalpark Vadehavet, the German National Parks Wadden Sea and the joint Dutch Wadden Sea marketing organisations in the framework of the Trilateral Wadden Sea Cooperation. The organisers are responsible for the design and structure of the tour and its programme, for general coordination and communication with all partners. The regional coordinators are responsible for planning the routes and events in their regions and reach out to local partners to realise the tour. CWSS will coordinate between the regions, keep an overview of all activities and support the regional coordinators, where needed. It is also lead organiser of the final event.

On behalf of the organisers, the regional coordinators will provide organisational support for the event partners. Overall coordination across the regions including organizing an overall programme and online presentation is provided by CWSS.

Regional coordinators

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6. Event partners and general conditions

The following can become event partners:

- Municipalities in the Wadden Sea Region;
- Wadden Sea World Heritage Visitor Centers and National Park Houses (& National Park Schools & Junior Rangers);
- NGOs and associations in the Wadden Sea Region;
- Tourism associations in the Wadden Sea Region;
- SMEs in the Wadden Sea Region, who contribute to the protection of the Wadden Sea World Heritage by offering sustainable products and services (in DE: preferably National Park Partners).

In line with the theme of sustainability, event partners who will be engaged will have to maintain a high standard of sustainability as a company goal as well as for the event. In Germany, these partners should preferably be National Park Partners. Guidelines for event partners will include this code of conduct.

By approaching and engaging with SMEs, the tour delivers a vital first step in the PROWAD Link project. It is therefore intended to further develop this aspect under the project's framework.

In order to become an event partner at the Wadden Sea World Heritage Bike Tour, interested parties must meet the conditions set. Event partners will have technical support and promotional activities provided by the organisers. They may use the tagline "One Wadden Sea. Two Wheels. Three Countries." and the visual identity of the event, in accordance with the branding guidelines, as well as any promotional material produced by the organisers. As stated before, the slogan can be translated to the native languages of the states if needed (e.g. "Ein Wattenmeer. Zwei Räder. Drei Staaten.").

Interested parties are asked to approach the coordinator of their region (see 5).

7. Core cyclist groups

The two core cyclist groups (one starting in Texel/Den Helder, Netherlands, and one starting in Fanø/Esbjerg, Denmark) are the one constant variable in the entire tour. Each core group is made up of 5-7 persons, representing the different regions of the Wadden Sea.

Ideally members of the core group cycle the entire tour from start to finish. As it may prove difficult for a person to be part of the whole tour (10-14 days), it is possible for people to swop places during the tour.

Membership of the core group is limited. The regional coordinating partners will nominate their candidates using their own means of selection. In Lower Saxony and the Netherlands competitions are planned to be held to find candidates to form the core team going from Den Helder to Wilhelmshaven (up to three per region) and two candidates (one per region) to ride along with the team starting in Denmark.

The Schleswig-Holstein and Hamburg National Parks will select candidates from their own organisation and partners to form the core group starting in Denmark, with their cyclists covering the routes in their respective regions. The Nationalpark Vadehavet has yet to internally address this issue.

The cyclists have to have some in-depth knowledge of the WSWH to communicate on their trip. They should also be accustomed to media (e.g. traditional media, blogging, Facebook or Instagram), although this aspect can be supported by the regional communication officers.

8. Organisational aspects (accommodation & food, support & safety)

Accommodation and food are organised for core cyclists and media representatives only. In Germany, the German youth hostel organisation and other National Park Partners will be approached about partnering. Many of the hostels along the coast are also National Park partners. Similar solutions are intended for the Netherlands and Denmark.

The core groups will be accompanied by support vehicles (such as the *Vogelkieker* bus on the west branch of the tour).

Safety regulations have to be put in place for large cycling groups (e.g. registration of event at and support by local authorities).

9. Day-by-day

While the day-by-day route of the bike tour will be determined by the organisation in each region, the end date in Wilhelmshaven is set for Sunday, 30 June 2019. On that day the two groups coming from Dangast and Schillig will meet in Wilhelmshaven. The finish line is the Wadden Sea World Heritage Visitor Center, where the trilateral festivities of the anniversary will be held. It is imperative that partners from all over the Wadden Sea Region will participate in this event to make it truly trilateral. The festival is aimed at the general public and will be family-oriented with different activities by different TWSC partners exploring the WSWH and its OUV. The main events of the day, however, will be the arrival of the two cycling groups and crossing of the finish line and the assembling of the puzzle.

The overall length of the route depends on the days each region needs for its part of the tour. It is currently estimated that each part of the tour (west and north) will take about 10-14 days. The regional coordinators will outline their route in more detail in the upcoming months.

The dates for crossing the international and inter-Länder borders will be set bilaterally by the coordinators of the involved regions and CWSS will be informed of the decision. The most likely date of crossing from the Netherlands to Lower Saxony is 26 or 27 June. The date for crossing from Schleswig-Holstein to Lower Saxony is already set on 27 June (the Länder will have a joint event at Cuxhaven on that day). The Schleswig-Holstein National Park will propose a date for crossing from Denmark to Schleswig-Holstein to the Nationalpark Vadehavet.

10. Selection process and development of the programme

The regional coordinators are responsible for the tour in their regions: stops, events, route. Thus, they are also the main contact persons for regional and local event partners. The selection of event partners will therefore be done by the regional coordinators and communicated to CWSS and the other regions.

The final event on 30 June in Wilhelmshaven will be organised by CWSS (lead coordinator), the Lower Saxon Wadden Sea National Park and the WSWH Visitor Center in Wilhelmshaven, with input on the programme and support of the other regions (reaching out to stakeholders, presentation of regions).

The coordination team, formed by the regional coordinators and CWSS as listed under #5, will meet and exchange views regularly and, with regional input, further develop the tour's programme.

11. Media programme

At a supraregional level one media partner should be found per country to cover the bike tour as a whole, with emphasis on 30 June. CWSS with support from the Schleswig-Holstein National Park will approach NDR to become the media partner in Germany. Merk Fryslan will approach NBC for the Netherlands. In Denmark, the regional newspapers will be the major players for reporting on the tour.

Regional and local media will be approached to cover the events in their respective regions, taking the tour as an element uniting the events with other celebrations beyond their regional borders. The regional coordinators will service the regional/local media. Own media channels, first and foremost in social media, will be serviced by the core cyclists in the languages of the respective accounts. Social media will play a central role during the tour. The core cyclists are asked to post, blog and Instagram about their day to inform the interested public on their location, progress and the regional events visited. The cyclists can write in their native languages for the regional accounts and receive support in translating the posts into English for the trilateral accounts serviced by CWSS. The regional coordinators will support (and coach) the cyclists.

12. Budget

Local events will be organised and financed by local partners and through local sponsoring.

Cyclists and media representatives are asked to cycle for free, but board and lodging as well as the support vehicles for the core groups will be organised and financed through a trilateral budget.

The following is the event's budget as requested in CWSS's 2019 supplementary budget. It is calculated at the assumption that the tour will be 14 days long and 14 core cyclists (7 per group) will participate:

Activity	Budget
Board and lodging for 14 cyclists for 14 days (€100/day/person)	19,600
Board and lodging media representatives (2 representatives)	2,800
Support vehicles for 14 days incl. driver (€500/day/vehicle)	14,000
Event page (technical support for incorporating in current WSWH website)	3,600
Design & print products (flyers, programme, exhibition, core cyclist body ware)	15,000
Event in Wilhelmshaven (+ €2,500 via WHV event sponsoring for 150 th anniversary)	5,000
Total	60,000

Moreover, the recently approved Interreg project PROWAD Link could be utilised when engaging SME's to participate, as the project foresees some budget for such a campaign. The Interreg A project Wadden Agenda (if renewed) could also carry part of the budget, as the bike tour will use routes developed in these projects.