

Wadden Sea Board  
**WSB 27**

13 November 2018  
Copenhagen, Denmark



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<b>Agenda Item:</b>	<b>5.10/2</b>
<b>Subject:</b>	<b>TWSC/CWSS-logo competition: Results and further steps</b>
<b>Document No.:</b>	WSB 27/5.10/2
<b>Date:</b>	12 October 18
<b>Submitted by:</b>	<b>CWSS</b>

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At WSB 21 (17 November 2017, Vester Vested, Denmark), the Board agreed to re-launch the TWSC/CWSS-logo in form of a competition of three pre-selected design offices. A competition briefing draft was refined at WSB 22 (2 February 2018, Hamburg, Germany) and a jury with one communications expert per country and the CWSS Communications Officer was set up. The call for applicants was distributed on 23 April via the CWSS website, directly to design agencies known from previous work, and via the jury's contacts (e.g. SDU). The call generated four applicants, all known agencies, who submitted five designs by 28 May. On 4 July, the jury held a phone conference and unanimously decided not to select a winner. The decision and recommendation on how to proceed were sent to the High Level Group on 5 July and are presented in the following paper. An overview of the jury's decision on the respective designs was sent with the same e-mail on 5 July, but is not part of the following paper due to the sensitivity of the information.

**Proposal:** The meeting is invited to note the decision and discuss the recommendation.

## TWSC/CWSS-logo competition 2018

### Jury's decision (phone conference on 4 July 2018)

None of the suggested designs conveys the message of the Trilateral Wadden Sea Cooperation in a simple and distinctive matter (core task of the competition). Thus, the jury **has decided not to select a winner**. This also makes the search for a second and third place redundant. Instead, each competitor will get a “participation prize” of 500 € as a thank you. The competitors were notified of this decision on 9 July 2018 by CWSS (as announced in the competition schedule).

The jury further **recommends** approaching **Kirk & Kløgt** thereafter to further develop their logo suggestion (#5). While not a winning design *per se*, their suggestion shows much promise (design, creativity, professionalism in their presentation) and should thus be taken as the basis for a further development of the logo. In particular the bird icon needs improvement, which is not specific to the Wadden Sea. Either the bird has to be recognisable as a Wadden Sea bird or another motive has to be looked at (e.g. ripples of the mudflat). In addition, the visibility of the trinity of the cooperation has to be improved (e.g. three items instead of one).

If the recommendation is approved, CWSS will approach the agency concerned with more detailed feedback. Further development stages will be shared and discussed with the jury before submitting a promising logo draft to the Board.

#### Suggestions:

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4



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**Jury members:** Nick Renooj (NL Ministry), Jürgen Püschel (NLPV Niedersachsen), Peter Saabye Simonsen (NP Vadehavet), Annika Bostelmann (CWSS)